

WEBDESIGN

Process and Packages

CHOICE

PACKAGES

\$1250 LIGHT
You Provide All Content

- Quick development time
- Social media integration
- Visual composer
- Revolution Slider
- Domain name registration
- 1 Year of hosting

Great starter website for a new business or a re-design of an existing website.

\$1895 STANDARD RECOMMENDED
Complete Turn-key Website

- Professional writer
- Premium photography
- SSL encryption
- Additional premium plugins

Development follows three stage process (includes writing.) Suitable for new businesses, non-native english speakers, and a website upgrade.

\$3500+ PRO
E-commerce or E-business

- Additional meetings
- Progress reporting
- Multiple revision rounds
- E-commerce

Our Value Add Package covers more involved development with large project scopes. This package is suited for online shops, cataloguing, corporate intranet sites, and sites requiring any other custom features.

Websites and Custom Web Application Development

Crafted by experienced website developers skilled in Google AdWords and ecommerce

Your future website will combine a supported content management system (WordPress or Drupal), premium extensions/plugins, and professional design. Once your website is created for you, website management will be simple.

Search Engine Optimization



We will not promote a website with spam, web spam, keyword stuffing, splogging, or link building schemes. Websites are genuinely popular because they are easy to use and communicate something valuable and worth while. **SEO means many things to many people so to be clear: we don't pretend to have a magical trick to boost your site to the top of Google (that doesn't exist).**

Our SEO professionals will do two things:

- Tell you about the performance of past activities, published content, and your competitors
- Provide guidance on aspects of your business that you could operate online to enhance the search value of your web presence.

THREE STAGE DEVELOPMENT PROCESS

STAGE 1

Design

Work with a professional designer to create the perfect look and feel in a visual mock-up. It can take a few tries to get the mock-up right, and we're OK with that.

It's better to correct a design while it's only a mock-up rather than a full website.

- Changes to the design will be completed within two business days.†

STAGE 2

Content†

Work with a professional writer to create an outline. The writer will take the outline and produce up to 1500 edited words (or 8 hours) of professional writing and up to five high quality stock photos. You can also provide your own.

- Request more content as needed at the preferred hourly rate.
- One full round of content edits will be completed before moving into Stage 3.

† This stage is not included in the light package and it is skipped with the expectation that you have provided the content.

STAGE 3

Launch

At any time in this stage you can tell us to launch (before or after revisions are complete).

You are allowed to send as many revisions as you like for 3 days. We'll make the changes right away when we get them.

Our three stage process normally takes 10 days or less. It is a proven process and results in finished sites.

We are able to offer rates much lower than comparable firms because of this process.

We've Eliminated:

- redundant back and forth in the revision period
- focus on the wrong things at the wrong time (for example, the content should be entirely about the message and not created to fill space)
- communication challenges and misunderstandings caused by excessive delays

FAQ

• May I sit with designer/writer to go over everything?

The first consultation (and coffee) is on us. You can always call or email support@choice.marketing afterwards or upgrade your support package.

• Changed my mind, can we go back to the first stage?

We can return to a previous stage, however all repeated time will be charged at our hourly rate. Returning to a previous stage is not included in our package pricing.

• What is the current hourly rate?

There are two different rates; the standard rate and the preferred rate. Details can be found at [choice.marketing/management/rates](#)

• Do I own my website?

Yes, your website and everything created for it are all completely yours to do with as you please. Nothing about the coding is proprietary or hidden from you.