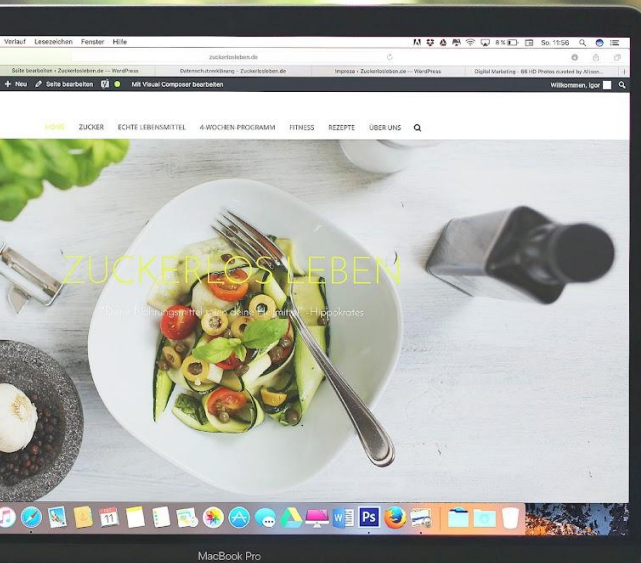




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Website Development

Digital Advertising Product – Product Overview



Why Businesses *Need* Effective Websites

Your website is your most valuable online asset.

It is how most people will find your business and decide to contact you or purchase from you or a competitor.

Don't lose out on opportunities to:

- **Be discovered** by new potential customers during web searches
- **Capture new potential leads** by making it easy to contact you
- **Build credibility** with up-to-date, accurate information about your business
- **Secure sales** online with eCommerce purchases

All of our website services serve one of these purposes.



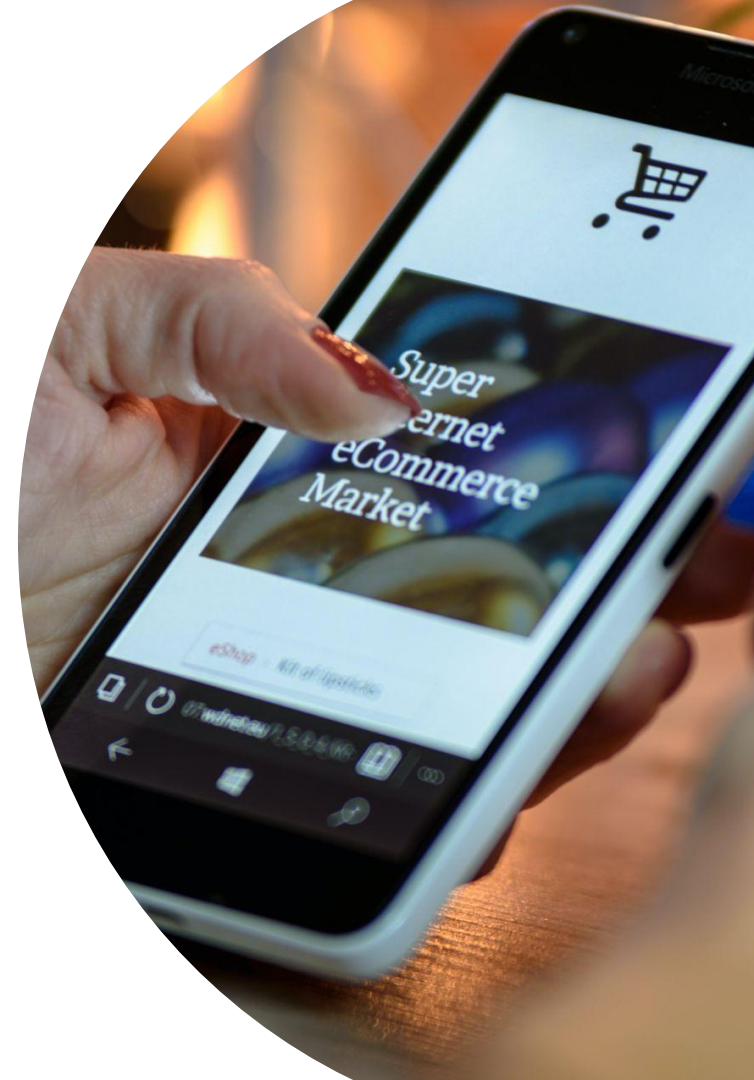
Why Businesses *Need* Effective Websites

Your website is your digital storefront that works 24/7 to promote your services.

Even the most creative, strategic, powerful digital advertising campaign is **useless** if your website is not designed **to be discovered** and easily **inform and convert**.

If you visited a store where the staff was uninformed and the product shelves were disorganized you would never visit that store again.

An unorganized website experience is works the same way.

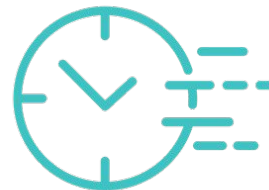


Is Your Website Effective?

Every website has a job. An effective website is a website that does that job so well that it helps the business accomplish its greater goals.

Visitors expect the website to do a job for them like educate them on a topic or get them in touch with an expert quickly or easily fix their problem with by buying a product/service.

Does your website do its job well?



If a visitor cannot figure out if the website is going to help their goals [within 15 seconds](#), they'll go to a competitor.

We fix this problem.

Does the website bring in more business?

...or drive business away to competitors?

How Website Services Maximizes Any Business

Common website requests:

- Outdated site design
- Looking to rebrand or rename their business
- Website not mobile-friendly
- SSL security certificates (HTTPS)
- E-commerce / purchase engine
- Book an appointment or events feature
- Social feed feature
- Adding additional functionalities seen elsewhere
- Don't like current vendor
- Lost access to their website
- "...my website sucks."



Does Your Website Need Attention?

Check The 3 C's of an Effective Website:

Content

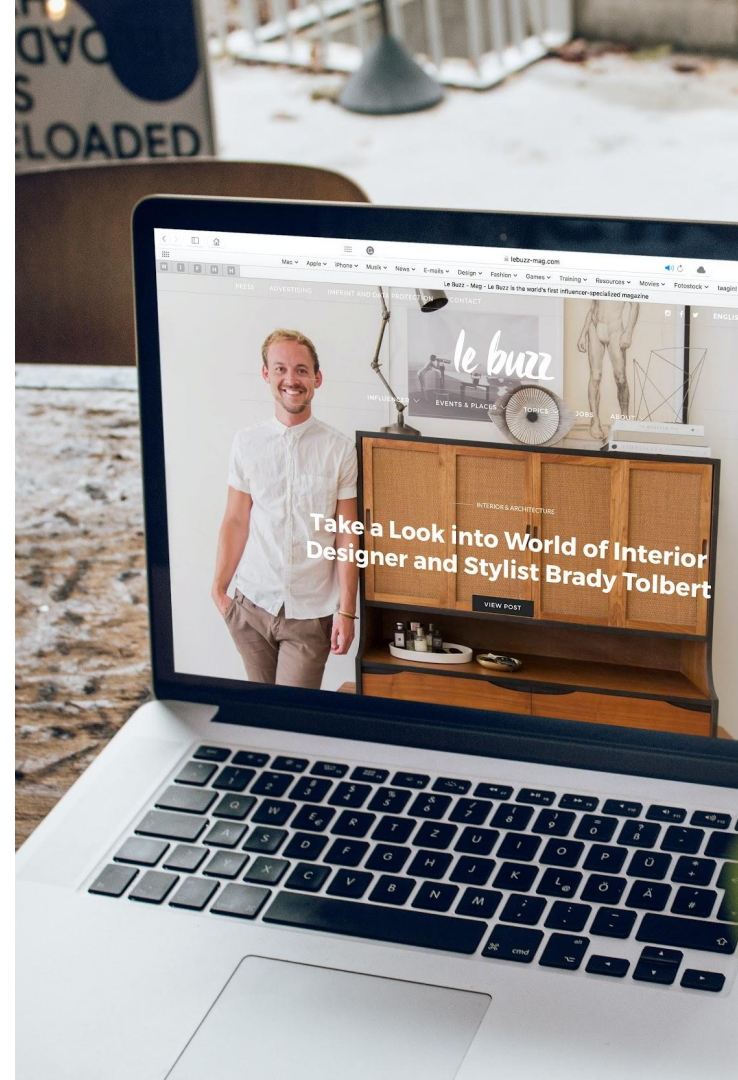
Do you understand what they sell and why they're unique within 10 seconds? Is using the website on your phone a smooth experience?

Credibility

Does the website decrease or increase your opinion of their business?

Conversion

Is it easy to contact them from the website? Is it easy to buy from them?





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Basic Components of an Effective Website

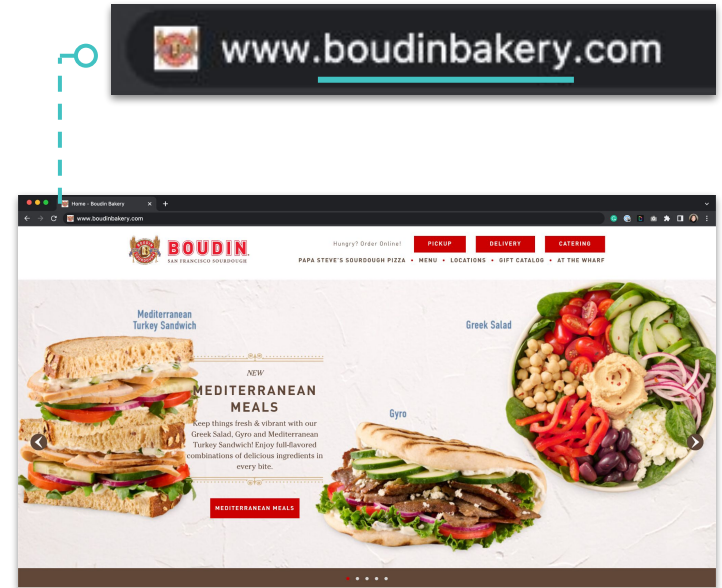


Web Domains

Your “domain” is the name of your website. It appears after the “www.” in a web address and after the “@” in an email address. It's important to have your own unique domain name so people can find you easily on the internet.

Don't have a domain yet? Buying one is easy from websites like [Godaddy.com](https://www.godaddy.com) or [Bluehost.com](https://www.bluehost.com). It's best that the client buy their own domain themselves.

If you need help coming up with name ideas, you can use a tool called "Bulk Search" on [Networksolutions.com](https://www.networksolutions.com) to see what domain names are available.

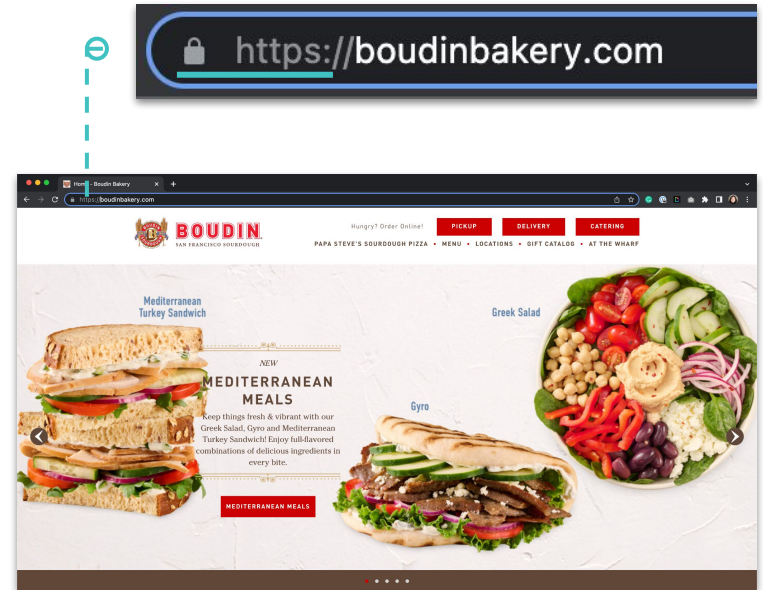


SSL Security Certificates (HTTPS)

Secure Sockets Layer certification is an important security feature that ensures web traffic on your site is encrypted. Websites with “HTTPS” at the beginning of their web address have this.

Why does having SSL matter?

- Required for your website to appear high on search results
- Users may even be warned before entering your website – not a good look!
- Customers engage more because they feel safe



Content Management Systems (CMS)

A CMS allows users with **no coding skills** easily manage and change their website with an easy-to-use interface.

After the website is up and running anyone with zero experience in building websites can **easily jump in and update the website.**

Examples of popular CMS tools:



WORDPRESS

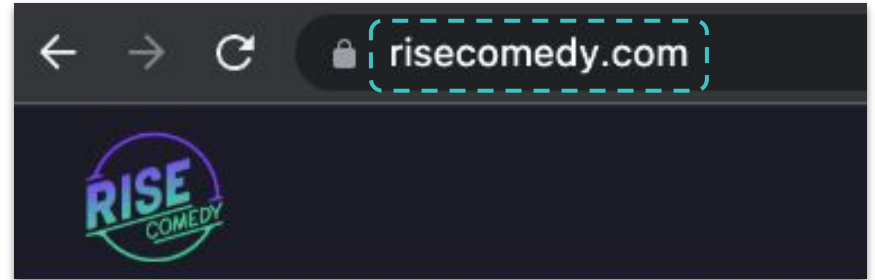
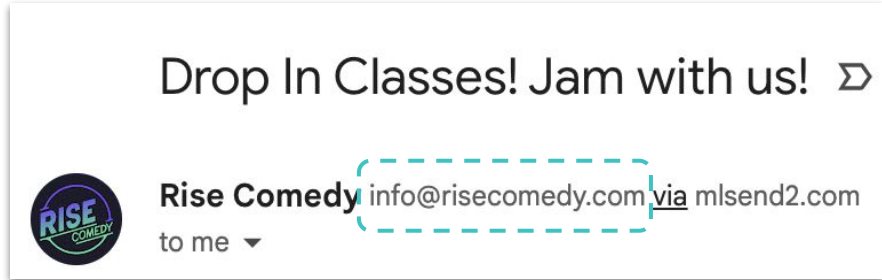


Drupal™



shopify

Email Hosting



Email hosting allows you to have **email addresses that match the web address** of your website.

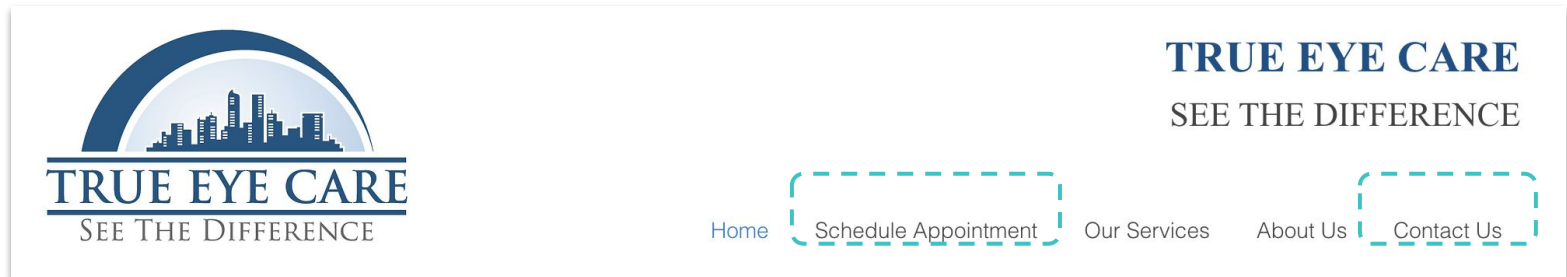
This adds professionalism and brand consistency when emailing customers and vendors.

Points of Conversion

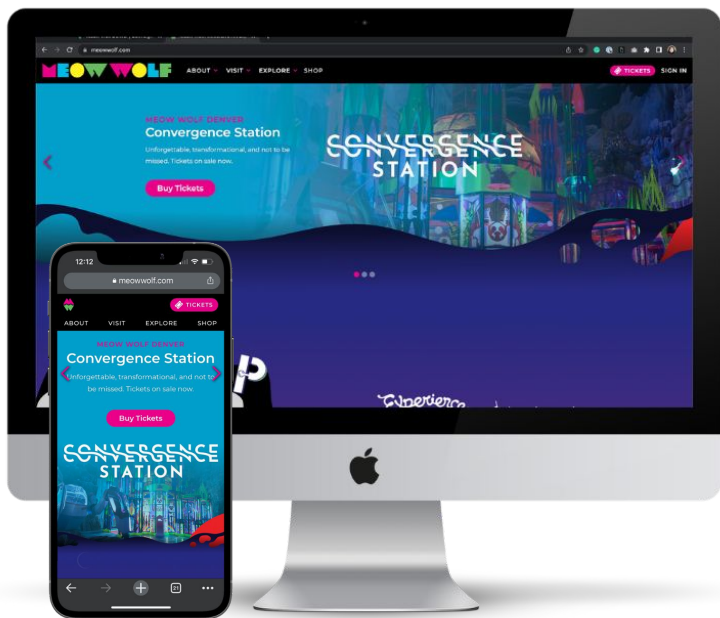
A conversion is any time a website visitor takes an action that gets them in touch with you, purchases something, or brings them closer to doing either of those things. A website can be great and informative, but it won't translate into results without well-designed points of conversion.

Examples of points of conversion:

- **Contact Us forms** generate new leads
- **Click-to-call** buttons make your business approachable and accessible
- **Maps and directions** with encourage in-store visits
- **Webchats** quickly answer basic customer questions



Mobile-Friendliness



A website that works well both on desktop computers and mobile devices is so important that it's one of the biggest factors in search engine rankings.

On average, **60%** of search traffic comes from mobile devices, and that number is growing.

If someone goes to your site on your phone but has a terrible experience, they'll simply go to a competitor.

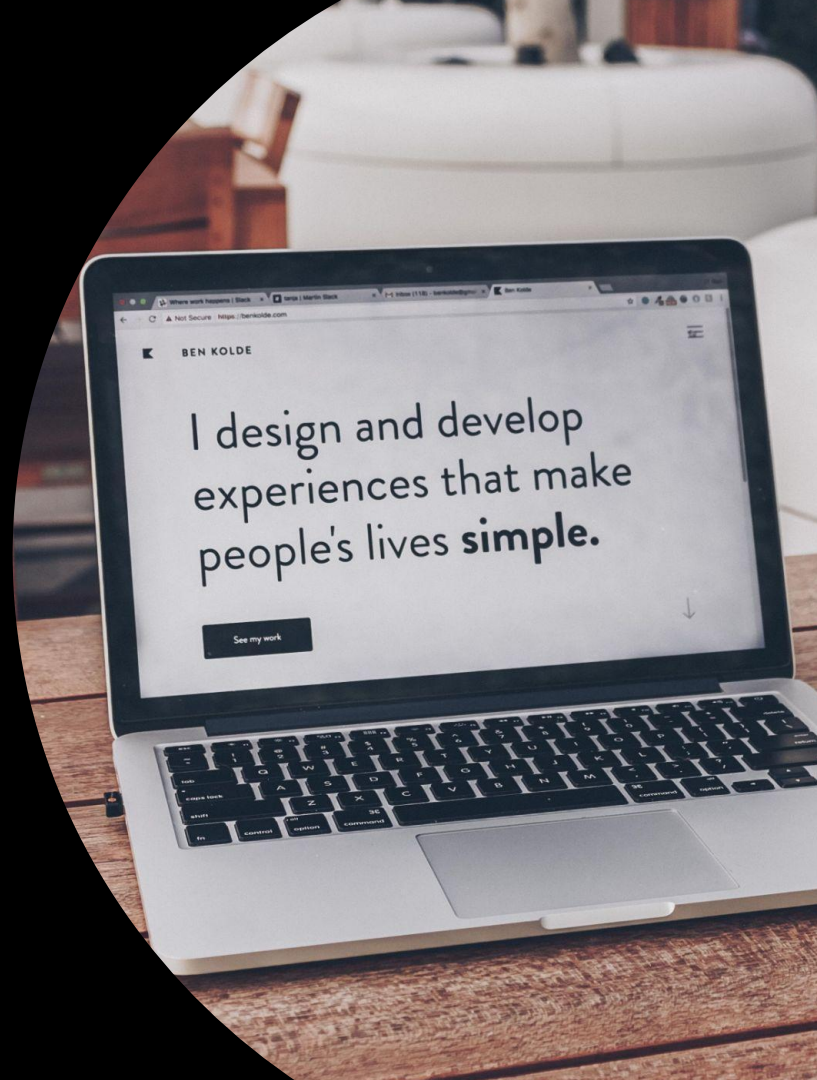
What makes a website mobile-friendly?

- Quick load times on mobile devices
- Site re-sizes buttons, navigation, and content a way that is still clickable and readable.



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Website Services Solutions



Website Services Packages



- Custom website development quote for websites large and small
- Web hosting
- Site Maintenance
 - Hourly
 - Preventative
 - Content
 - Domain name registration
- Logo design
- Email hosting
- BetterChat (AI-supported webchat)

Additional Features – What Can We Build For You?

- Simple & intuitive editing interface
- Responsive Design (mobile-friendly)
- Coded for all Search Engines (easily implement SEO)
- Real-time, easy-to-understand stats
- Content types
- Individual images
- Photo gallery
- Hero banner
- Pricing table
- Slideshow
- Video (embed YouTube videos)
- Testimonials
- Coupons
- Events
- Menu (restaurant menu)
- Email Form (Name, Phone, E-mail, & Comments are the available fields)
- Document upload (pdf, doc, zip, ppt etc)
- Facebook wall feed
- Twitter feed
- Blog RSS feed
- WuFoo Forms
- Sound Cloud
- Shoprocket eCommerce integration (requires a separate www.shoprocket.co account with additional fee)
- Ecwid eCommerce integration (requires a separate ecwid.com account with additional fee)
- Google Map (right side or bottom of every page)
- Social Network links
- Twitter, Facebook, Google places, Pinterest, Yelp, Youtube, Foursquare, Flickr, Instagram, Angie's list, Tripadvisor, Houzz, Linkedin, Zagat, RSS, Vimeo, Blogger.com, Typepad, Wordpress, Picasa, Manta, Digg

**Need something more complex? We can do that!
Custom-scope solutions are ahead.**



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Thank
You

