



2021 WEBSITE DESIGN & BUILD

Compelling Websites are logical, intuitive, easy to navigate
They Influence Buying Decisions
'Home' is spot-on persuasive and pages load in a blink
Refreshingly Simple, Intriguing and Engaging

Website cost depends on project complexity and your ability to remain actively involved.
- Everybody wins if you remain engaged and absorbed in the process -

If you're confident writing copy, selecting appropriate images, reasonably well organized and willing to follow my lead, your website could cost somewhere in the \$500 - \$700 range.

After an initial consultation, should we both feel working together is a good fit, here is what you can expect:

Emerging Ideas will:

- take the lead and provide a working outline and timeline
- focus on your brand / products / services, and the expectations of your target audience
- create a responsive design that is persuasive, visually cohesive and aligned with your brand
- embed smart tag words to optimize the placement and visibility of your site on search engines
- publish your website once you are satisfied that we've captured your desired flavor and spirit
- provide a QR Code for future printed marketing material
- provide options for continued website hosting and maintenance
- coach you relative to your following responsibilities

Client Responsibilities:

- secure a domain name thru GoDaddy or other comparable registrar
- describe your target audience, and determine what sets you apart
- define your website menu (top and subcategories) to calculate number of web pages needed
- provide your specific links to all social media platforms that you might want available on your website
- download and become familiar with Dropbox
- provide spell-checked copy for each page – then together, we'll refine it to inspire Calls to Action
- provide hi-res optimized images (logo, photos, graphics) to complement and reinforce your brand
- provide a list of 40 tag words to enhance search engine optimization
- commit to timely communication to keep the design and build of your site moving forward





2021 WEBSITE DESIGN & BUILD

Website Terminology – much abbreviated

Brand: Your identity and overall consistent message. Your brand resonates how you want your audience to recognize and experience you. See it as your promise to your customers – one that is different from your competitors'. Think about what you can deliver that sets you apart from everyone else.

Calls to Action: Statements designed to get an immediate response. CTAs let potential clients and customers know what to do next if they are interested in what you offer.

Domain: The unique name that appears in your website's URL. Consider it your online fingerprint.

Dropbox: A free service where users upload and transfer files to the cloud to share with anyone.

GoDaddy: The world's largest domain registrar.

Hi-Res Optimized Images: Your images need to be high quality, yet small in file size so they load quickly on the screen. Images account for a significant amount of memory and often lots of visual space (picture > 1000 words), so the faster a browser can download and render useful content on the screen, the better. Keep in mind your site is competing with other internet traffic, and attention spans shrink daily.

QR Code: A data embedded image that launches people to your domain with the camera on their phone.

Responsive Design: Allows users on any device to experience your website in the same way. It ensures your website supports each member of your target audience whether on a desktop, laptop, tablet, or phone.

Search Engine Optimization: When folks access search engines like Google, we want to create the best chance that a link to your URL comes as close as possible to the top of their search. That happens with smart tag words, as well as repeat traffic to your website over time.

Tag Words: Words that we expect your target audience might type in the search box to find either you or someone with your product or service.

Target Audience: A specific demographic...who you see as your buying audience.

Web Pages: Since websites need content, we need to determine how many pages your website needs. With an accurate page count, we can create an intuitive and smart layout for your site.

Website Hosting: Provides space on its server for your site and includes customer support. Once your website goes live, your site will become part of my hosting account for a yearly fee (currently \$200.)

Website Maintenance: Ensures that your site remains fresh as your needs change. Any adjustments will be published to your site within 48 hours of your request, for up to 1 hour per quarter year. Additional requests will be billed at an hourly rate (currently \$55.)

Any Questions? Please give Barb a call: 574.7196