

Website Proposal



What you need to improve your website

Comprehensive Analysis and Design: After gathering data from the meeting and analyzing the needs, this should be the structure of the new website

- **Header:** Incorporate a high-quality video showcasing the client's upcoming event to capture visitors' attention immediately.
- **About Section:** Share a brief yet powerful summary of key achievements, highlighting years of experience and the number of clients served.
- **Consulting Section:** Detail the primary legal services offered, emphasizing areas of specialization and unique value propositions.
- **Speaker Section:** Highlight speaking engagements and related achievements to emphasize your authority and experience in public speaking.
- **Writer Section:** Showcase your published book, highlighting its importance and boosting your professional image.
- **Testimonials Section:** Include 3-4 positive reviews from notable clients to build credibility and trust with potential clients.
- **Blog Section:** Display recent blog posts to provide valuable insights and updates, demonstrating the client's thought leadership and ongoing engagement with the industry.
- **Instagram Integration:** Incorporate the latest Instagram posts to create a dynamic and visually appealing connection with the client's social media presence.



Additional Recommendations for Website Development:

- **Incorporate Calls to Action (CTAs):**
 - Strategically place CTAs throughout the website to convert visitors into subscribers.
- **Email Collection for Content Access:**
 - Restrict access to new articles, requiring visitors to provide their email addresses to unlock the content.
- **Consultation Scheduling:**
 - Implement a detailed form that users must complete to schedule a consultation via the calendar, reducing the risk of spam.
- **Automation:**
 - Set up automation to send an email to subscribers whenever a new post is published.
 - Automatically share new articles on social media platforms, including Facebook and LinkedIn.



Creation of a New Logo

It plays a significant commercial role by directly targeting public recognition of your brand. The idea behind the logo is to endure through the years. Major brands achieve strong market positioning for this very reason.

A prime example is Coca-Cola, which established a distinctive shape and corporate color. Similarly, we will create a logo that communicates who you are in a direct, simple, and concise manner. Our goal is to make a lasting impact on your clients, ensuring your brand identity remains unforgettable over time.



Process



1 Planning and Strategy

Understand the range of devices (mobile, tablet, desktop) that the target audience commonly uses. Decide how content should be prioritized and rearranged on different screen sizes.

2 Design

Create flexible grid layouts that can adapt to different screen sizes. Design flexible images and media (like videos) that resize within the grid



3 Content Adaptation

Ensure text content is legible and accessible on all devices. Adapt navigation menus for small screens (e.g., hamburger menus for mobile). Consider touch targets for mobile users – buttons and links should be easy to tap.





Development

Use responsive web design techniques such as media queries to apply different styles for different screen sizes. Test responsive behaviors as you develop to ensure seamless transition between different device views.

Testing

Perform thorough testing on various devices and screen sizes. Test touch interaction on mobile devices. Check cross-browser compatibility to ensure consistent behavior across different web browsers.



Optimization

Optimize images and media for faster load times, especially for mobile users. Consider lazy loading for images and content that are not immediately visible. Optimize CSS and JavaScript for performance.



Timeline

Planning and Strategy

This initial phase is about laying the groundwork for the project. It involves understanding the client's business goals, target audience, and competitive landscape.

Content Adaptation

Content is king in web development. This phase focuses on creating and organizing all textual and multimedia content for the website.

Testing

Before the website goes live, it undergoes rigorous testing. This includes functionality testing to ensure all features work correctly



This is an estimated time based on the fact that the website will be 100% custom, the time may vary, it may be less or it may be more.

Courtney,

We are pleased to present to you two carefully designed options that reflect our dedication and commitment to helping your brand thrive. With both options, we strive to provide you with exceptional service and results.

Option 1: Focuses on creating a stunning and functional website that serves as the foundation of your online presence.

Option 2: Offers a comprehensive, long-term partnership designed to maximize your brand's potential through continuous improvements and a range of added benefits.

The second option would be the complete project including the website. The outcome of this project is to achieve a strong digital image, build a substantial contact list, and be found in search engines through specific keywords.



MKTGPLAN

Option 1 Website Only

- Custom Design Website
- Develop the Website
- Newsletter Subscription
- Responsive Design
- Google Friendly
- Set up Google Analytics
- Contact Form
- Events Page
- Content Strategy
- Automation when publishing a blog
- Social Media Integration
- Optimization
- New Logo

Website Price:
\$4,900



Option 2 Ongoing Digital Marketing and CRM Partnership

This option includes everything from Option 1 plus additional benefits to enhance your brand's success.

After completing the website, our work together doesn't stop there. The website is included with this option and serves as just the starting point of a project that will significantly improve your brand. We offer ongoing support to ensure your brand's continuous growth and success. Here are the advantages of partnering with us:

- Keyword Research
- Content Optimization
- On-Page SEO
- Off-Page SEO
- Continuous Improvement
- Update Your Website Anytime
- Social Media Advisor
- Email Marketing

Monthly
(website included)
\$2,700



By focusing on organic SEO, we'll help your services/brand be found in search engines with specific keywords. This project is a long-term commitment, but the results are well worth the effort.

To ensure consistent progress and results, we will have a 12-month contract at a price of \$2700 per month. Let's work together to elevate your brand and achieve lasting success.

My vision is to help to bring your project into the market faster and more comfortably.

Whether you need to create a brand from scratch, including marketing materials and a beautiful and functional website or whether you are looking for a design refresh I am confident you will be pleased with the results. I have worked with small clients across a range of sectors and I utilise all forms of media to get their name out there in a way that's right for you. I believe that analysis of your company and your customers is key in responding effectively to your promotional needs and I will work with you to fully understand your business to achieve a good content for your website.



M K T G P L A N

Thank you

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