

BASIC MEDIA KIT

Benefits of this kit

- This kit is ideal to showcase products and services on the web.
- Is developed and published on the short term.
- Enriches and provides support to other marketing efforts.
- It provides a direct communication channel with clients.
- It is an affordable communication solution.

What IS included on this kit?

- Wordpress CMS installation with front-end and back-end interface.
- Basic social media backlinks
- An image gallery for products and services.
- The integration of your company's audio, visual and written content.
- A design selection and customization for your wordpress theme.
- 2 Content revisions.
- 1 site backup file (zip and installer).
- Content gathering from your social media active accounts.
- Basic SEO elements (metatags, social back-links, related links).
- Installation of the website on your server.
- 1 hour of initial consultation
- 2 adjustments before publication
- Captcha protected contact form and location map

What is NOT included on this kit?

- Full Search Engine Optimization service.
- Ad campaigns nor promotional designs for social media.
- Google tools integration nor keyword optimization.
- Social media management nor maintenance.
- Copy-writing, photography or audio content development.
- Promotional video production.
- Website maintenance nor content updates.
- Extra plug in installation
- Subscription fees of any kind
- Hosting service
- Domain registration
- E-store capabilities (checkout system)

DEVELOPMENT

How does the development process work?

Foundations and content gathering

- On the first consultation we will analyze your digital assets and social media accounts to understand what needs to be integrated.
- We collect all your digital assets.
- We get your server and domain information.
- In case you don't have a defined domain or hosting, we help you solve it.
- We offer design options for your website.
- Once the design has been chosen, our team starts the development process on our servers.

Design revisions

- A private version of your website is published on our private server.
- We discuss the changes or adjustments required.
- If required, we execute the second set of changes.

Publishing process

- We test and set your server to publish your site.
- DNS re-directions and management.
- Backup installation to verify it's functionality
- The final version of your website is published on your server.

Finalization

- In case you find any functionality issues with the published site we take care of them.
- We provide a tour of your website's back-end so you can update it.
- Login credentials are provided.
- 2 email accounts get registered and configured (if the server allows it)
- We provide you with a clone copy of your website.



IMPROVEMENTS

Once my website is done, what other steps should I take to improve my digital presence?

- A full Search Engine Optimization process.
- Get a Brand Refresh service for your assets.
- Set-up a Google adwords campaign.
- Set-up a social media campaign.
- Develop a promotional video.
- Develop and publish ads on social media.
- Do a competitor's marketing analysis.
- Get a UX/UI testing for improvement.
- Implement website language translations.
- Install a checkout system on your site

Can you help me solve any of the above mentioned upgrades?

YES! we can help you with all the listed services. We will be happy to further assist you and provide the ideal solution for your business.

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