

ENTERPRISE SOLUTION

Benefits of this option

- This solution includes all the basic and advanced features to enhance your digital presence.
- It includes a report on your competitor's marketing strategies.
- Includes a brand renewal process for all your company's communication assets (logo, color scheme, fonts, documents and email communication designs).
- A keyword, social media and adwords strategy based on your competitor's study and your niche.

What IS included on this option?

- Wordpress CMS installation with front-end and back-end interface.
- Woocommerce platform .
- 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.
- Checkout system.
- Integration of up to 6 payment methods.
- Creation of up to 50 items on your store.
- Web based marketing competitor's analysis
- Brand Renewal service
- Social media and web engagement strategy

What is NOT included on this option?

- Full Search Engine Optimization service.
- Ad campaigns nor promotional designs for social media.
- Social media management nor maintenance.
- Copy-writing, photography or audio content development.
- Promotional video production.
- Website maintenance nor content updates.
- Subscription fees of any kind.
- Hosting service.
- Domain registration.

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 renovated.
- 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.

E-store implementation

- We establish a basic product structure, sku naming, shipment and payment methods, weights sizes and all necessary product details.
- Once the product presentation design is defined, we start the product implementation process.
- We set up you invoice e-mail response system.

Design revisions

- A live version of your website is published on our private server.
- We discuss the changes or adjustments required.

Brand Renewal

- We gather your previous branding assets.
- We send you 3 renovation proposals based on your preferences.
- We adjust the designs based on the initial theme proposed and the optimal design practices.
- We send you original files of your branding assets in high resolution.

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.

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.