

# WEBSITE DEVELOPMENT COMPARISON CHECKLIST

We don't believe in applying band aids to websites because of their importance to all marketing efforts. Should you want us to repair your website, we would recommend a rebuild to ensure that it is well coded, problem-free, and optimized for search engines and high conversion. Below is complete list of everything included and we encourage you to shop us around; we're confident you won't find a more complete solution for a better price!

## **CONTENT, BRANDING, AND USER EXPERIENCE; EVERYTHING IS DONE FOR YOU, NOT ONE THING LEFT OUT.**

- All content is written for you to convey competitive advantages, demonstrate value, provide visitors easy-to-find and concise decision-facilitating information, and to increase calls-to-action such as calling or filling out a form
- All service and/or product descriptions are written for you
- All photography & videography required is included (*some limits apply*)
- 4 blog articles written for you to jumpstart content marketing and SEO
- Brand name research plus a new or redesigned logo, business card, letterhead, envelope, and favicon, if desired
- Positive reviews shown right on your website to enhance trust and credibility
- Reputation management software to increase positive reviews and decrease potential negative reviews
- Mobile-friendly responsive layout and content optimized for the mobile experience
- Advanced visual effects such as parallax scrolling and interactive content
- Custom designed 404 page (the "error page")

## **OPTIMIZED CALLS-TO-ACTION**

- Separate forms at multiple locations on the website for better conversion tracking
- Every contact form filled is stored on your website's database for historical purposes
- Contact form sent to you via email you plus receive an instant text message notification
- We write custom auto-responses emails that are sent to anyone that fills out a contact form
- Spam robot prevention system for all contact forms
- Mobile friendly press-to-call phone numbers
- A/B testing & optimization of calls-to-action

## **THE MOST SEO & SOCIAL MEDIA READY WEBSITE POSSIBLE**

- All content is setup in accordance with the latest website publishing standards, including Google AMP (Accelerated Mobile Pages) & Facebook Instant Articles with canonical links
- All photos and videos are optimized for file size, file name, and meta tags for SEO & accessibility
- Every page is optimized for meta title & description, text-to-code ratio, internal/external linking, & proper index
- Complete JSON Schema data created so search engines can easily display rich snippets for your business name, address, phone number, and social media accounts so they show up in your Google Business listing
- Social media optimized for sharing using Facebook's Open Graph Protocol, Twitter Cards, & Pinterest Rich Pins
- Backup of previous website for historical/rollback purposes
- Capture & 301 redirect all old links to preserve previous SEO efforts and redirect anyone with an old link
- Integration and setup of Google Analytics and Google & Bing webmaster tools
- Custom Google Analytics filters applied to filter out junk traffic
- XML sitemap creation for better indexing
- Page caching for page load speed,
- .htaccess and robots.txt optimization
- JS and CSS minification for page-load speed

## **EASY TO BUY AND EASY TO OWN**

- 100% completion within 30 business days
- Payment options available including discounts and distributed payments
- You have complete ownership of the website and all rights to the content on your website
- No "nickel & diming", no page limits, no upsells, no surprises; if your website needs it, it's included!
- Website is installed and optimized on your hosting
- 1 full year of support for website updates, questions, & anything else related to the website

