

REQUISITE DESIGNS

SERVICES PORTFOLIO



2019-2020

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THE PROCESS

OUR STREAMLINED PROCESS ALLOWS OWNERS TO GET BACK TO FOCUSING ON THEIR BUSINESS

01

INITIAL DISCUSSION
OF PROJECT GOALS

02

PROJECT PROPOSAL
DEFINING SCOPE OF
WORK

03

DESIGN &
DEVELOPMENT PHASE
INITIAL REVIEW

04

FINAL REVIEW
LAUNCH OF SERVICE
OR WEBSITE

CORE SERVICES

WEBSITE DESIGN |

Getting started or want a new look? Let us focus on creating a site that turns your visitors into customers

SEO |

Got the site, but just not getting the traffic or ranking you need? We can help with that

SECURITY & MAINTENANCE |

Focus on your business, let us worry about keeping your website up and running

WEBSITE SUPPORT |

Does your website have some issues? We can handle that

DIGITAL MARKETING |

Thinking about running ads but don't know where to start? We can take care of that for you

WEBSITE DESIGN

CUSTOM PACKAGES

We understand not all businesses are the same. We specialize in creating custom packages for each client specific to the needs of their business. Our primary focus is on creating visually appealing sites that convert visitors into customers for our clients.

ADDITIONAL FEATURES:

- Appointment Bookings
- Interactive Customer Chat Window
- Premium Plugins
- Additional Email Addresses
- Newsletter
- E-commerce Functionality

PAGES: ONE

Great option for an entrepreneur or a newly opened business

PAGES: TWO - FIVE

Small to medium sized businesses with moderate amount of content

PAGES: SIX+

Small to medium sized businesses with substantial content

- Blogs
- Custom Code / Dynamic Content
- reCAPTCHA Integration
- Testimonials
- Social Media Integration
- More Features Available By Request

ALL SITES INCLUDE:

RESPONSIVE DESIGN

our sites are optimized for a wide variety of desktop sizes, tablets and mobile devices

INDUSTRY LEVEL SECURITY

initial setup configuration with plug-ins installed and configured

SPEED OPTIMIZED

extensive testing and configuration including image compression for faster loading time

MODERN STYLE

visually appealing sites keep customers engaged with your content

MAINTENANCE TRAINING

during the hand-off phase we will provide you with information on how to properly maintain your site

BUSINESS EMAIL SETUP

up to 5 business emails

BRAND INCLUSION

cohesive design to compliment your existing brand identity including logos, color scheme, and fonts

CALL TO ACTION

allow customers an additional way to easily communicate with you

SEARCH ENGINE OPTIMIZATION

INCREASE YOUR DIGITAL PRESENCE

Is your business getting lost in the search results? We stay updated and implement the current best practice SEO techniques. We target rankings across the 2 largest search engines (Google and Bing). Search engines are constantly changing to improve their customers search results. Authenticity and providing site visitors with relevant information is one sure way break through the pack.

“No website can stand without a strong backbone. And that backbone is technical SEO.”

- NEIL PATEL

SERVICE INCLUDES:

ORGANIC BACK-LINKING CAMPAIGN

out-dated approaches to back-linking will actually penalize your site by search engines, good back-linking takes time,

SEO CORRECTIONS

from site structure to broken links, we resolve all issues discovered during the audit

KEYWORD RESEARCH & TARGETING

identify the language your customers use when they purchase

WEBSITE AUDIT

extensive review of your website's pages to identify SEO errors

SOCIAL MEDIA ACCOUNT AUDIT

properly setup accounts contribute your authenticity online, we know all the boxes to check to ensure these accounts are helping, not hurting

DIRECTORY LISTINGS

relevant national and local directory listings with account information sent to your email and inconsistent contact information corrected

MONTHLY ANALYTICS REPORT

emailed report every month detailing your current rankings and traffic

SECURITY & MAINTENANCE

PROTECT YOUR INVESTMENT

We understand all of the hats business owners wear, sometimes it feels like you need to be an expert in everything. That's where we come in. With us you can rest assured that your website is being properly taken care of. A well maintained site will pay for itself with the avoidance of one critical issue. Let us focus on your website, so you can focus on your business.

STANDARD:

basic defense and recovery measures

PREMIUM:

advanced defense and recovery measures performed plus one content change or content addition per month and reports

HOURLY SUPPORT
ALSO AVAILABLE

STANDARD PLAN:

WP / PLUG-IN UPDATES

twice monthly updates performed on wordpress and all installed updates

DISTRIBUTED BACKUPS

backups performed once a month triple protection with backups stored in various locations to ensure there is not a single point of failure

PREMIUM PLAN:

WP / PLUG-IN UPDATES

twice monthly updates performed on wordpress and all installed updates

DISTRIBUTED BACKUPS

backups performed twice a month triple protection with backups stored in various locations to ensure there is not a single point of failure

SECURITY AUDIT

check for potential vulnerabilities / install and configure industry recommended plug-ins

MONTHLY ANALYTICS REPORT

emailed report every month

CONTENT ADDITIONS

one change / content addition per month (blog post, sales banner etc)

DIGITAL MARKETING

ATTRACT MORE CUSTOMERS

Not sure how to reach your ideal customers? Together we work to identify your target audience and maximize the return on your marketing spend. Next we analyze the audience data for their most used platforms, related interests & determine their points of purchase. We then develop an ad strategy based on our findings to maximize your ROI.

MOST COMMON:

SOCIAL MEDIA MARKETING:

- Facebook
- Instagram
- LinkedIn
- Pinterest

SEARCH ENGINE MARKETING:

- Google
- Bing
- Youtube
- Yelp

ADDITIONAL ADD-ONS

BRANDING:

Logo Creation
Style Boards (Color Palettes/ Fonts)
Typography/ Font Selection
Business Card Design
Letterhead
Social Media Imagery Pack

DOCUMENT CREATION:

Pricing / Services Guide
Brochure
Tri-fold
Menu
Flyer
Media Kit

THE DETAILS

WHAT'S NEXT?

contact us for a personalized quote that fits the needs of your project.

NOT SURE WHAT YOU NEED?

give us a call or send an email & we can help you find the right solution

HOW LONG DOES THE DESIGN PROCESS TAKE?

each project timeline depends on a number of factors but an approximate date will be included in your proposal launch dates are subject to change depending on the two rounds of revisions, our goal is always to ensure our customers are satisfied



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Family owned business focused on serving small to medium sized businesses by growing their digital presence.