



# THE ADVANCED PROJECT

## *services guideline*

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## WE BUILD YOUR TOOLS & SYSTEMS

Here are the items we may accomplish in our 4 week project together. Services are customized based on your specific needs.

### *Initial Consultation*

- Define why you need a website
- Discuss your business goals & how I can best support them
- Discuss the best platform/tools for your needs
- Define the scope and timeline
- Determine if additional production assets are needed (photography, video, etc.)

### *Project Manage*

- Based on agreed upon time line we keep on schedule and on budget
- Provide regular status reports
- Track milestones

### *Website*

- Custom Design
- Custom Build
- Suggest best practices and future-forward tools (the “coolness factor”)
- 3 specific design draft presentations and feedback from all stakeholders
- Develop & beta test functionality
- Speed & Cross-browser testing
- Setting up a CDN, if applicable

### *If eCommerce*

- Upload each product, up to 30 SKUs
- \*Each product requires product image(s), title, pricing details, description, related products*

### *Logo*

- Design new logo, if you don't have one\*
- Design existing logo for different application formats
- \*3 logo revisions only. If you do have a logo, that's great! No, that does not mean you get discounted services. The logo is a free offering of mine to be nice.*

### *Format Content & Assets*

- Format your existing content & assets
- Organize your content into better UI
- Create site-map for best user experience







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## WE LAUNCH YOUR MARKETING CAMPAIGN

We'll manage the kickoff announcement for your new site with a strategic launch campaign, marking the completion of our project.

### *Test Site Development*

Build and perfect on test site with full access for client to avoid any disturbance to business and insure instantaneous site launch.  
Manage site migration

### *Mailchimp (or your preferred CMS)*

Create your account, if necessary  
Import contacts (you provide csv or txt file)  
Design & upload template  
Create first scheduled launch campaign blast  
Design branded opt-in forms  
Integrate with website and existing social accounts  
Send test for launch email

### *Facebook, Twitter, Instagram, Pinterest, YouTube, Google+*

Integrate your existing accounts with website  
Design of cover banners and profile graphics  
Design first social graphic for launch

### *Google Analytics*

Set up account  
Integrate with Webmaster Tools  
Crawl and force Google to fetch new data to improve your SEO

### *SEO*

Initial default SEO set up  
All image alt tags

### *3<sup>rd</sup> Party Services (like booking, payments, Wistia, Vimeo, etc.)*

Integrate your existing accounts with website  
Connecting you to support resources  
Making sure you know how to use and operate all of your systems







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### YOUR RESPONSIBILITY

Here are the items for which you will be responsible for contributing to your project.

#### *Production of Additional Assets*

**You** are responsible for providing all project assets (photos, video, templates, decks).

**We** are happy to provide website specs to your existing vendors.

\*Any additional approved expenses are added to scope of project.

#### *3<sup>rd</sup> party integrated systems*

**You** are responsible for creating and providing account access for any 3<sup>rd</sup> party integrated systems, including booking/scheduling, social media accounts, fulfillment services, payment processors.

**We** are happy to manage and confirm proper integration with your website for you and provide any branded account page graphics and/or profile graphics needed. We are also happy to help you set up a Mailchimp account, if you don't have a CMS.

#### *Upload of More Than 30 SKUs*

**You** are responsible for uploading additional products over 30 SKUs.

**We** are happy to upload up to 30 SKUs for you, as well as provide a simple template to duplicate, and instructing you with how to edit and add content on your own website.

#### *Content For Your Website*

**You** are responsible for providing all written copy for your website.

**We** are happy to guide you with "what we need you to provide" in detail every step of the way.

#### *Targeted SEO*

**You** are responsible for optimizing your website with targeted key words.

**We** are happy to create default SEO for your website, as well as crawl/fetch as Google to ensure Google is receiving your new website's data.

#### *Understanding SEO, Google Analytics, Social Media*

**You** are responsible for your organizations understanding and training in these areas.

**We** are happy to suggest resources, as well as give you one complimentary copy of my incredibly helpful book, How to Manage Your Own Website, which is a powerful resource.





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## YOU WILL RECEIVE

Here are the support materials you will receive during your project.

### *One-On-One Video Tutorial Sessions*

Recorded screencasts for your future reference

Two 2-hour sessions to cover:

- How to add/edit content

- How to use all of your systems & integrated sharing tools

### *Resource Docs*

- SEO Checklist

- What Now Doc

- Share Guide

- Style Guide

### *Our Gift*

a complimentary copy of Greta Rose's book, *How to Manage Your Own Website* You have a website, now what? Here's your all-in-one user-friendly solution to help understand how to manage your website, blog, sharing tools, social media fan pages, SEO, Google analytics, other helpful statistics, search ranking, creating authentic content, troubleshooting, help resources, WordPress, eCommerce... all without losing your mind.







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USE THIS SPACE FOR NOTES.

## Have questions?

Please feel free to ask any questions, so we may determine the best project level for your needs, as well as your budget.

You may reach Greta Rose directly at (541)490-1984 or [greta@gretarose.com](mailto:greta@gretarose.com).

