



# THE PRO PROJECT

## *services guideline*

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## WE BUILD YOUR TOOLS & SYSTEMS

Here are the items we may accomplish in our 4-6 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
- Make regular suggestions and implement improved systems

### *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
- Help create fulfillment systems for your needs

### *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.*

### *Additional Assets Production*

- If assets are needed (photos, video, templates, decks) we manage production\*
  - Or, work with your existing vendors to produce necessary assets.
- \*Additional approved expenses are billed separately*





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## WE TEACH YOUR TEAM HOW TO USE THE TOOLS

We offer indepth instruction to provide your team with the context and content needed to manage your own online business with authority.

### *Initial Content Creation*

- Create site-map for best user experience
- Help format your existing content
- Write strategic marketing copy for website, coaching your team how to replicate
- Maximize user flow for best results

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

- Assistance with setting up and integrating with website
- Connecting you to support resources
- Making sure you know how to use and operate all of your systems

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

- Recorded screencasts for your future reference
- Three 2-hour sessions to cover:
  - How to add/edit content
  - How to share your content on social media
  - How to optimize your brand and use SEO

### *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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### 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.

#### *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, Twitter, FB, Google Analytics  
Send test for launch email

#### *Facebook, Twitter, Instagram, Pinterest*

All set up and integrated with each other  
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*

All default SEO set up  
All image alt tags

#### *Google+ Page*

Help setting up and verifying location  
Design of cover banner and profile graphics

#### *YouTube Channel*

Help setting up  
Design of cover banner and profile graphics  
Manage uploading and optimizing videos





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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).

