



Your Logo Here

# SALES GUIDE

Product Briefing for the new Local Web Design  
Local Web Design Sales Guide



**INFORMATION**



Local Web Design

Our Local Web Design package offers custom design that fits your client’s brand with an incredibly fast turnaround time of 2 weeks. Our premium websites are mobile-ready with responsive design to ensure it looks great on any device. We build websites structured for fast page-crawling and indexing, following SEO best practices and follow webmaster guidelines.

**PITCH:**




*"Your website is an extension of your business flyer or business card, easily accessible by potential and existing customers. It provides information on your background, your experience and other credentials; crucial in the decision making process."*

- Fast web development based on custom WordPress themes created specifically for local industry niches
- One week turnaround time from start of campaign to initial client assessment and approval
- Two week turnaround time from start of campaign to deployment. Any additional feature tacks on additional time
- Up to 30 pages migrated
- Up to 15 premium stock photos bought and used specifically for the site
- Custom design, created specifically for your business based on your personality
- SEO – optimized websites with features integrated such as blogs, social media icons, HTML and XML site maps, etc.
- Responsive web design ensures the website is displayed correctly across all screens
- Social media icons, favicons, widgets, contact forms, etc.
- 10% discount on any SEO products bought for the same campaign

**BUSINESS WEBSITES IN THE PATH TO PURCHASE**



Local Web Design helps businesses by targeting clients on multiple steps in the customer’s path to purchase.

AWARENESS	CONSIDERATION	LOYALTY
		
<p>Creating websites allow potential customers to find the business online. It provides another channel that was not available in traditional marketing. Websites form the foundation of digital marketing and all other digital marketing efforts would start in the creation of a great website.</p>	<p>Effective websites that detail the product or service or business that is being showcased can drive consideration to the service. A perfectly executed landing page coupled with call to action and an actual actionable hook can drive customers from merely browsing to actually purchasing.</p>	<p>With Local Web Design you now have a new, cost effective way of communicating with your existing customers and building a long lasting relationship through a regularly updated and credible website.</p>



WHY IT IS IMPERATIVE FOR SMALL BUSINESSES TO HAVE A WEBSITE?







	<p><b>1 YOUR CUSTOMERS ARE ONLINE, SO SHOULD YOU BE</b></p>
	<p>More and more of consumers are using websites and other online media to investigate, research, transact, and form relationships with businesses. Businesses without an online presence are missing out in this significant chunk of the population that will increasingly become dominant in the years to come.</p>
	<p><b>2 BOLSTER YOUR CURRENT AD CAMPAIGNS AND GET MORE BANG FOR YOUR BUCK.</b></p>
	<p>When you run an ad campaign using traditional media, there's a definite end point which gets reached in terms of visibility. By simply adding your website URL to your ad campaign, your potential customers have a place where they can get more information about your product or promotion. More than that, they can, with the click of a button, share your campaign with their friends. The reach is far wider than with traditional media alone.</p>
	<p><b>3 ESTABLISH A RELATIONSHIP WITH YOUR CUSTOMERS.</b></p>
	<p>When you have your own website, your customers have 24/7 access to your company. Unlike your store, or business location which has closing times, your website is always open and ready to assist your customers.</p>
	<p><b>4 SAVE TIME BY EDUCATING YOUR CUSTOMERS ONLINE.</b></p>
	<p>How many phone calls have you fielded about your business hours, directions to your business, product pricing etc. Time costs money. Having all the information on your website will curb a lot of these types of phone calls and release you to focus your time on growing your business.</p>
	<p><b>5 GET REFERRALS.</b></p>
	<p>People love sharing their lives through social media and this includes their experiences when dealing with businesses. Spreading good experiences they had with your business is the best way of getting new referrals as your customers' social media network far exceeds their personal network.</p>
	<p><b>6 COMMUNICATE IMPORTANT BUSINESS UPDATES TO CUSTOMERS.</b></p>
	<p>By owning a website you have a credible source of information for your existing and potential customers. Press releases, blog posts and other pages provide you with the power to control your brand image and communication to your customers and potential customers.</p>

HOW DOES LOCAL WEB DESIGN WORK? 	
	
<p><b>MOCK-UP AND PROPOSAL CREATION</b></p>	<p><b>INITIAL ASSESSMENT AND DEVELOPMENT</b></p>
<p>Build 3 unique mockups in a matter of minutes with our proposal generator. Once your client has chosen their design, you brief us and we will have your website ready in 2 weeks.</p>	<p>We will update your client’s website according to the content submitted and will use premium stock photos for it. We include automatic backups, updates, and security fixes. Only available for WordPress sites.</p>
	
<p><b>FEEDBACK IMPLEMENTATION AND FINALIZATION</b></p>	<p><b>DEPLOYMENT AND SUPPORT</b></p>
<p>We would take all your revision suggestions and implement them on the site. After that, we would then upload the site, finish the development, and send the site to you for Final QA.</p>	<p>We will implement all final revisions and then launch your site. After the launch, we provide another two weeks of support for any issues or problems you’ll have along the way. If you want additional monthly support, we also offer a Monthly Maintenance Package.</p>

**OBJECTION HANDLING**



	<p><b>1 MY BUSINESS IS DOING GREAT WITHOUT A WEBSITE. WHY COMPLICATE THINGS?</b></p>
<p>According to the Washington Post, four in five Americans use search engines to find information about local businesses, yet Google estimates that just 37 percent of businesses have updated their information on a search engine. In order to grow your business, you need to be where your potential customers are.</p>	
	<p><b>2 I DON'T HAVE THE MAN-POWER TO MANAGE AND MAINTAIN A WEBSITE.</b></p>
<p>We have a very affordable maintenance package which keeps your website fresh and up to date. All you need to focus on is building your business. We'll take care of the maintenance.</p>	
	<p><b>3 I CAN DO A WEBSITE ON MY OWN IN SQUARE SPACE</b></p>
<p>You can. What we sell is the high-quality creatives we produce tailored to the audience of the brand, the expertise we built by working directly with Facebook, and the tools we bought in order to provide the best possible social media campaign for you.</p>	
	<p><b>4 YOUR DO NOT OFFER WEB DEVELOPMENT ON TOP OF OTHER PLATFORMS OTHER THAN WORDPRESS</b></p>
<p>That is true. Our product is made only for Wordpress. Wordpress is the easiest, most flexible content management system on the market and is used by over a million sites and supported by a dedicated community. For local businesses, Wordpress is the best they can use in terms of ease, reliability, and support.</p>	
<p>5</p>	
<p>6</p>	

**PRICING**



	
<p><b>LOCAL WEB DESIGN PACKAGE</b></p>	<p><b>WEB MAINTENANCE PACKAGE</b></p>
<p>\$499</p>	<p>\$99 per month</p>