

# Templated Website

## Do-It-With-Me Solution

Work with our talented professionals to create an affordable, templated 3-page website for your business.

### What to Expect Next:



#### Fulfillment Form

##### Client Requirements

To ensure a smooth and efficient process, please fill out the fulfillment form with as much detail as possible. This will help streamline the entire experience. You can prepare for this step by having these details confirmed:

- Chosen Template
- Font(s)
- Logo
- Email address for contact forms
- Color Scheme
- Preferred Images (Optional)
- Business Information (to be displayed on site)

**Timeline:** We'll review the order and start the process within 2 business days.

**Please note:** if information is missing from the form, this will delay the overall process and delivery of the finished site.



#### Onboard Call

##### Client Requirements

After receiving your confirmation email, please schedule an onboard call using the provided booking link. In some cases, a call may be pre booked on your behalf based on team availability. This call, which includes time with a website developer, is strongly recommended to ensure a clear understanding of the project for both the client and our teams.

**Timeline:** This call can be booked with our team in as little as 1 business day, depending on client availability.



#### Website Build

##### Client Requirements

Our team cannot start building the website without the information above. If these details have been received by our team, there are no other requirements of the client in this step.

**Timeline:** We will deliver a homepage within 5 business days from the completion of your onboard call.

Once the homepage has been reviewed and you have provided edit requests, our developers will deliver the rest of the website (second mock) within 5 business days for a 3 page site and 10 business days for up to 10 pages. If you are not happy with the homepage deliverable you have the right to *one* do-over with a different template of your choice.

**Please note:** Additional add-ons, like additional pages, eCommerce, and plugins will require additional time. An updated timeline will be provided after the onboarding process is complete.



#### Revisions

##### Client Requirements

Before we set the website live, it's important that you review the entire website to ensure every detail is accurate and meets your needs. It's best to send **one** round of major revisions (like changing sections or removing pages) to help streamline the process. We can continue to tweak small revisions after the site is complete or live to ensure you are fully satisfied.

**Timeline:** Once revisions are received, we will make the requested adjustments within 5 to 10 business days (5 days for sites up to 10 pages. Larger sites up to 10 business days) for you to review again.

**Optional:** You can book a call with a developer to discuss your submitted revisions before we proceed with the work. Revisions will then follow the above delivery timelines based on the received revisions.

Then, once you've had a chance to approve the major changes, we will set the site live within 1 business days (exceptions apply).

# Documentation for **Your Business**

## Process Expectations

In order to build a website you will love, there are a few requirements that must be met in order to deliver this service efficiently. Please ensure you have read the following for best results.

### Getting Started

There are three components necessary to build a website: hosting, domain, and a template. To understand how each of these pieces relates to your website, let's consider an analogy. Let's consider a website as if it was a piece of real estate, like a house.

#### 1. Hosting your Website

If your website is a house, then the hosting is like the land that sits under your property.

For every website we build, we host it on our proprietary hosting platform, with the most trusted source on the internet—Google Cloud Platform. With a state-of-the-art infrastructure, your site will always be secure, protected, and Google-fast.

#### 2. Choosing a Domain

Using that same analogy, a website domain is kind of like the address of the house or website.

- **If you *don't* already have a domain:** There are multiple places from which you can purchase a domain, and our team can recommend where to purchase this.
- **If you *do* already have a domain:** If you already have a domain active, you can follow these simple steps to share your domain with us.
  - **Option 1:** For GoDaddy, please delegate access to [websites@yourdigitalagents.com](mailto:websites@yourdigitalagents.com).
    - For Google or Squarespace domains, please delegate access to [websitesanalytics@localmarketpage.com](mailto:websitesanalytics@localmarketpage.com).
  - **Option 2:** If option 1 is not possible, please ensure you share the following details with us during your onboarding call so that we can access your domain effectively.
    - Provide the URL link to the current domain/website
    - Provide the username and password to get into the domain.

#### 3. Choosing a Template

The last piece of the puzzle is the website template. In our analogy, choosing a website template is like choosing a house blueprint from a developer's collection of showhomes. You are choosing the fixed structure with the opportunity to add final visual touches to make it your own.

You can choose [any two of our recommended templates](#) to mix and match sections as you desire. Remember to choose a website template based on the aesthetic you feel would best suit your business. Just because a template was initially built for a spa doesn't mean it can't work for your cleaning company.

# Documentation for Your Business

## Process Expectations

**Now, it's time for the fun part—building your website! Here's what you can expect:**

### Onboarding Call

The onboarding call is our opportunity to chat with you about your business to get a full understanding of what the business has to offer and how we can convey that story to your customers. It also helps for you to understand the full process and avoid any surprises down the road. We'll review the chosen template with you to gain a visual understanding of what you like, what you don't, and what we can adapt to ensure the site meets your expectations.

You can help prepare for this call by creating a document or Drive folder that contains your logo, chosen font, color palette, and images. **Please note:** It's crucial that you ensure this document or Drive is accessible to *anyone with the link* to ensure that each member of our team can access your file to deliver your website on time.

### Building Your Website

Next, you can sit back and relax as our professional website developers transform your chosen template into a website that perfectly represents your business online. We'll incorporate your preferred fonts, color palette, and images, as well as build out up to 1,500 words of written content based on copy you provide or by repurposing copy from our library.

### Making Revisions

This portion of the process may be the most important, because we want to make sure that you are thrilled with the website we build for you. To help us do this, we request that you help us complete **one** major round of revisions to your site. This helps keep us on track to deliver your site in a timely manner.

***Note:** If you or you make additional change requests after the first round is received by our team, these edits will receive a secondary due date. If it's a small tweak, additional small changes can be made later or once the site is launched, as needed.*

### Setting Your Website Live

Congratulations! Your website is ready to be launched on the world wide web!

Whenever possible, we want to launch a new website within 30 days to ensure you enjoy the website as soon as possible.

### Ongoing Support

We get it—sometimes, things change! That's why we're happy to provide you with ongoing support for your website. This includes:

- Making updates to existing sections, in case they need to change images, text, colors, or contact form fields.
- Updating the website's plugins and themes, and performing website health checks upon request.
- Fixing bugs and providing urgent support if your website goes offline for any reason.

# Documentation for Your Business

## Process Expectations

Here are a few other little odds and ends that you should probably know.

### Service Limitations

There are a small number of factors that prevent us from producing a great website for you. With your help, we can avoid these circumstances and deliver an end-result that you're proud to deliver to you.

#### 1. Website Customizations

WordPress websites can be customized to the nth degree, but every custom feature requires a lot of time and cost to create, monitor, and correct if anything goes wrong. Instead, we've refined our service to what we know works—every time. [Our recommended templates](#) are primed to help you get online fast, gain the attention of your customers, and convert them into superfans.

If you require a more customized solution, please get in touch with us to see if our **Custom Website** solution may be better suited to your needs.

#### 2. Website Sizes

When sites become too large, the risk of a website going down increases significantly. To prevent the potential of this occurring, we recommend that we only build and host sites up to 50GB. Websites with very large numbers of images and videos will slow the site down considerably, so we will work with you to ensure the site is both visually-appealing and lightning-fast.

#### 3. Ongoing Support

We want to make sure that you and your website is supported throughout the process. That's why we require 3 months of website support, once the website is set live. Once the 3-month commitment is complete, you are welcome to cancel the service; however, this means that you will no longer be able to reach out to our team for support if anything should occur to the site. It is our recommendation that ongoing support is continually active to avoid this concern.

**Note** - Once cancelled, website support will require a 3 month commitment upon a reactivation.

### Additional Factors to Consider

There are also a few additional factors that can impact the service or price of the templated website build. The more informed you are, the better you can prepare your customer for the full project.

#### 1. Fluctuating Timelines

We do our best to deliver your website as quickly as possible, but we also know that we require additional time when additional pages or plugins are incorporated into the site build. Every add-on service may cause a delay in the timeline, but we'll confirm this on your onboarding call.

#### 2. Additional Costs

When it comes to website builds, just like home builds, you can add as many additional stories or gadgets as you desire. However, just like building a new house, adding these details (in this case, additional pages and plugins) adds incremental costs to the final total. Please keep this in mind when requesting plugins and pages so that the final invoice doesn't surprise you.

# Frequently Asked Questions

## The Basics - Additional Details

### **Do you have any examples of websites that your team has done before?**

Of course! You can find [a variety of websites we've created in the past here](#).

### **What additional charges will I incur monthly?**

To ensure our websites are running effectively from day 1, we require two additional, complementing products: Website Support and Website Pro. Both services are required from day 1 to ensure your website is hosted and managed correctly from the get-go.

### **Can you help create *custom* written content for my website?**

Every website will be populated with up to 1,500 words of generic copy (template dependent), but if you would like custom copy, we are happy to oblige. Check out the product add-on called Website Copy for all the details related to this service.

### **What if I need more functional customizations to be made on the website?**

The Templated Website solution is best-suited for simpler websites that don't require customization. However, if you'd like to discuss a custom website option, we're happy to chat! Please reach out for assistance and determining the right solution for you.

### **I have a lot of blogs to add to my website. Can you help with that?**

As part of the website build, our team will gladly upload up to 4 blogs on your behalf. Also, as long as you have Website Support active, we can upload an additional 4 blogs per month.

### **I have a few videos to show off on my website. How can we make sure it doesn't slow down the site too much?**

We encourage you to upload your videos to YouTube first. From there, we can embed the videos onto the website, without impacting load speeds.

### **I have a few forms to add to my website. Is that something you can build?**

Absolutely! We can build a maximum of three website forms, with up to 20 fields each.

# Frequently Asked Questions

## Website Functionality & Plugins

### I need an online store. Can you help with that too?

We would be happy to help! We have an eCommerce solution ideal for building out online stores. Please reach out for all the details.

### Will my website be HIPAA compliant?

Unfortunately, our websites are not currently HIPAA compliant. However, we can integrate HIPAA compliant features and services provided by you on your website.

### Can my website feature multiple languages?

Yes! We use the GTranslate plugin for this service. The free version uses Google's standard translation service. However, if you would like to edit those translations, you will need to purchase the premium plugin version.

### How can I get a social media feed on my website?

We use a free plugin called Smash Balloon to display your social media feeds on the website. To install it, we simply need your social profile credentials, or will require a call with the you if you have 2FA enabled.

### Can I collect payments or donations on my website?

We use Gravity Forms (a free plugin) to help you collect payments. For businesses hoping to collect donations, we recommend the GiveWP plugin. It is a free plugin, though it does require more extensive installation and will incur additional charges to install.

### Do you add any standard plugins to websites?

The following standard plugins are added to every website at no additional cost.

- Simple History
- Yoast Breadcrumb
- Smush Pro
- WPMU Dev
- OMGF
- Divi Booster
- Gravity Forms
- Yoast SEO
- Divi Accessibility
- One-Click Accessibility

All other plugins requests will be limited by package and subject to integration costs.

### I've chosen a premium plugin, what next?

If you need a premium plugin, you will need to purchase the license and provide the necessary information and credentials to our team for integration. **Please note:** Integration costs are subject to additional hourly fees.

# Frequently Asked Questions

## More Technical Details

### **What happens to the website if I cancel Website Pro hosting?**

Once Website Pro hosting is canceled, your website will archive for up to 30 days. If you would like a copy of your website prior to cancellation, please reach out to our team and we'd be happy to provide the files to you.

### **Can you install any website analytics or tracking on my website?**

Of course! If you provide the credentials or the codes for Google Tag Manager or Google Analytics Manager, we are happy to install it on your website.

### **Do I need to host the website with you?**

No, but we will require the website to be built in our hosting environment. After that, you are free to move to any host. Please note, though, that any sites outside our hosting environment will no longer be supported by our team.

### **Can you build, support or transfer a website from Shopify, Squarespace, Wix, Mono, Duda, etc?**

In short, no. We only build websites using the WordPress CMS in Website Pro. The companies above use proprietary web building services, which mean that once you leave their hosting service, you will lose the website and will need a new website created.

### **How will you employ organic SEO on my site?**

We employ the following best practices for your website:

- H1 tags
- Metadata
- Alt Text
- 301 redirect
- Breadcrumbs
- Footer year updates
- Sitemap
- ADA features
- Homepage naming convention for SEO

### **Is the Secure Sockets Layer (SSL) included on your websites?**

Yes, all websites hosted on our platform automatically receive SSL certifications.