

Website Information & Pricing

By 406 Marketing & Design



Finding The Right Fit

Choosing a web development partner is a big decision. We want to help make it easier for you to determine if we're a good fit.

We are a husband and wife team that truly believes that a website should work for your business and that what happens after the launch of a website is just as important as the build itself. Because of this, our whole business model is focused on service and support. Our approach to web design is a package deal.

Website + Support = Long Term Success

We intentionally build each and every website to professionally represent your business, communicate your brand value, show up in search engines, and help your business generate more leads. All of these elements are included in our "build process".

To ensure your long term online success, to make sure your website evolves with you, and that you always feel comfortable reaching out to us for help, we create all of our customer support processes around being able to serve our clients in a friendly, fast, efficient and proactive manner. We know that having your website redone is an investment and we're committed to protecting that investment and helping you get the most out of it for as long as possible.

We're here for you, your business, and all your website needs.

We sincerely thank you for considering us as your web partner.



What We'll Deliver

A fully optimized website that includes:

- **Intuitive & Professional Design**
 - Clean page formatting that conveys, not overwhelms
 - Modern design
 - Clear menu navigation
 - Mobile friendly & responsive
- **Professionally Written Content**
 - Clear messaging
 - Communicates your brand & services
 - Conveys brand value
- **Conversion Strategy**
 - Invite visitors to take action
 - Clear calls to action
 - Contact forms
 - Click to call
 - Helps generate more leads
- **Search Engine Optimization**
 - Help your site rank better in search engines
 - Keyword research, target top five (5) opportunities
 - Optimize page titles, keyword usage, headings & meta descriptions
 - Image optimization
 - Optimize Google Local, & Bing profiles
- **Back end functionality**
 - Google analytics
 - Google Webmaster tools set- up
 - Optimized for speed and performance
- **Seamless Website Launch**
 - Cross browser compatibility
 - 30 day warranty- post launch

Our Process

Each of our projects are taken through an innovative process that we have designed over the last 10 years, yet continue to refine to create the best possible experience.

Steps we take to get your project from start to finish

- 1. Discovery** - We'll gather all the information we need to have the best understanding of your business and goals.
- 2. Strategy** - We'll determine the best way to organize your website and sketch out a rough outline.
- 3. Content** - Our team of professional writers will create engaging content for your website so you don't have to!
- 4. Development** - With all the necessary elements in hand we'll create the first working version of your website on a demo URL.
- 5. Revisions** - Once the demo site is about 95% complete, we'll send your organization the link to review. Suggestions and changes are made, then the site goes through a second round of revisions for final approval.
- 6. Launch** - Once final approval is received and the website is ready, we'll go through the final launch checklist.
- 7. Web Care** - Going forward our team will host, maintain and update your site based on the website plan you selected.



How We'll Support You Going Forward

At 406 Marketing & Design we truly believe that what happens after the launch of a website is just as important as the build itself. We provide ongoing and proactive maintenance for all of our clients. We stay in touch with you, answer questions, and update your website.

All Inclusive & Predictable Pricing Structure

We provide website care packages so that our clients have predictability in their budgeting and always feel welcome reaching out to us. We don't ever want hourly rates to deter our clients from updating their website and using it to its optimal potential. Website agreements are all inclusive and are paid on a monthly basis.

Website Care Plans & Pricing

Essential	Pro	VIP
<i>\$95/month</i>	<i>\$250/month</i>	<i>\$495/month</i>
Website Hosting	Website Hosting	Website Hosting
Website Updates	Website Updates	Website Updates
Website Maintenance <i>Up to 30 min/month</i>	Website Maintenance <i>Up to 2hr/month</i>	Website Maintenance <i>Up to 3 hrs/month</i>
Google Analytics	Google Analytics	Google Analytics
Support Ticket System	Support Ticket System	Support Ticket System
24/7 Hacker Prevention	24/7 Hacker Prevention	24/7 Hacker Prevention
Annual Check-In	Semi-Annual Check-In	Monthly Check-In



Project Investment

Deliverable	Cost
Website Build <ul style="list-style-type: none">● Planning & Set-Up● Conversion Strategy● Content● Website Build● On-Page SEO● Mobile Friendly & Responsive● Completion & Launch	Project Ranges Depending On Needs: <ul style="list-style-type: none">● \$3,500- \$6000● \$6000-\$7,500● \$7,500+
Website Care	See Web Care Packages
Total	

Terms

Website Build:

- 2 Payments: **50% to begin project. Remainder paid before launch**

Website Care: Payments must be made online with a credit card and set up on an automatic recurring profile.