

# Get found online!

Introducing affordable, attractive, and Mobile Effective websites for your business. A website is the only true piece of online real estate you can own and control on the World Wide Web. Your website is critical in helping to connect all of your online/off-line media and marketing initiatives.

We are your one-stop-shop for getting your new website to be Mobile Effective! Customers are looking for your business through their mobile phones. What impression are you giving them?

## What you get...

- Mobile Effective Website Design
- Content Creation
- Search Engine Optimization, Tell Google What You Do
- Ongoing Customer Service Support
- We Do It All For You
- Plus Lots More!

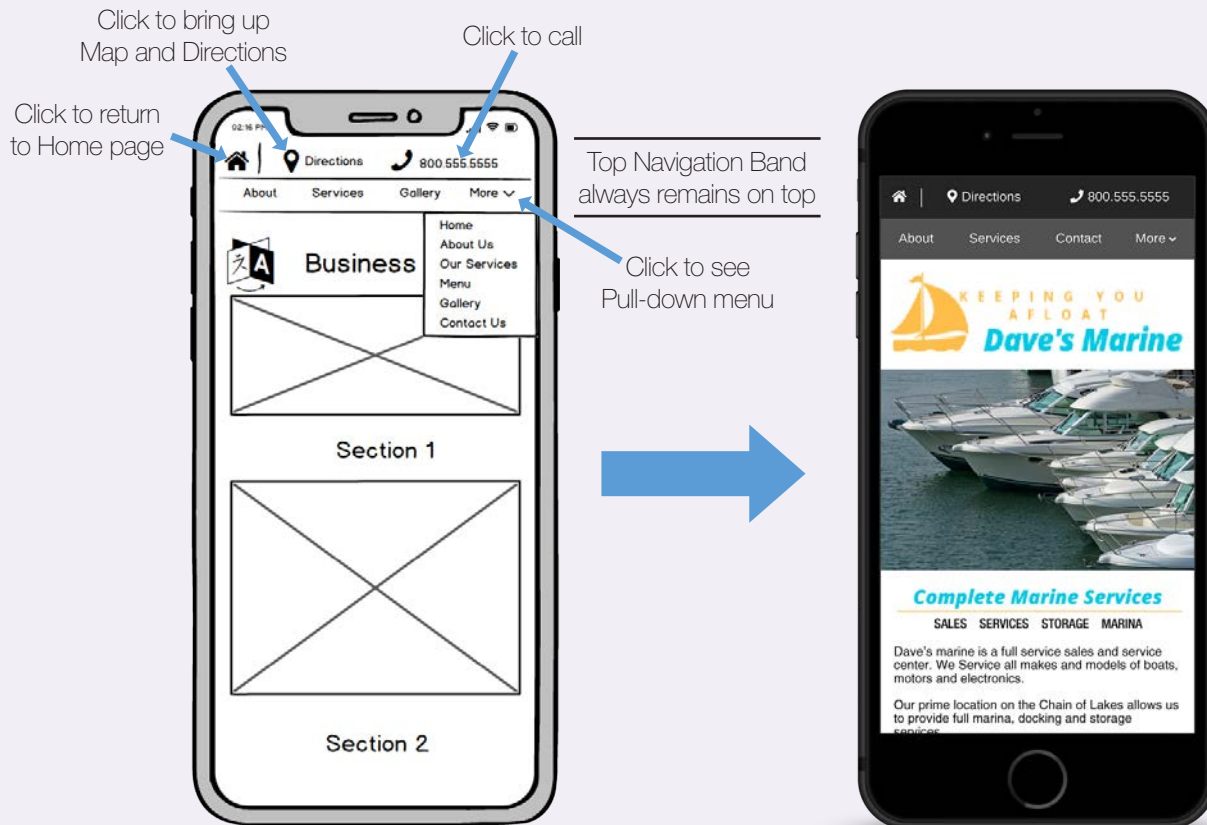
Over 63% of searches  
start with mobile.

Is your website mobile effective?



We do all the work,  
so you don't have to!

## Key Mobile Effective Features



### Mobile Effectiveness

Having a mobile-ready format is no longer sufficient when trying to operate a successful website. Now, your website must be Mobile Effective. Key information regarding your business needs to be readily available, easy to find, and easy to interact with.

### Stay on Top

By using an active “stay-on-top” approach you can assure that key information, such as your phone number and location, are always visible and saved within your customer’s mobile device.

### Customers on the Move

Most of the time, potential customers are on the move. Because of this, allowing individuals the ability to easily access information such as your phone number and address is a big advantage- allowing individuals the ability to quickly dial your number or pull up your location on a map with the touch of a finger is an even bigger advantage.

- Call To Action Items Always Visible
- Active Phone Dialer
- Active Forms
- Active Maps/Location Finder

Package Features	Available	Compete	Dominate	Platinum +
Number of Pages	3	5	10	15
Theme Changes Allowed	No	✓	✓	✓
Optional Blog Page	No	✓	✓	✓
E-Commerce (Call for Details)	No	No	✓	✓
Local Search Engine Submissions	No	✓	✓	✓
Online Contact Form Management	No	✓	✓	✓
Monthly Image Replacements	15	25	25	25

**All Website Packages Include:**

Mobile Effective / Responsive Design	Website Hosting & Management	SSL Certificate
Copy Writing Assistance	Domain Registration	SEO Friendly Site Architecture
High Resolution Graphics	Email Assistance	Meta Keywords and Description
Google Maps Integration	Ongoing Text Changes	XML Site Map
Social Media Links	Site Monitoring	Search Engine Friendly Site
Installation of Google Tag Manager	URL Mapping, 301 Redirects	

# Project Plan

## Causeway Media Group: What to Expect Next...

### Client Responsibilities

- Provide sample websites (likes or dislikes) or other design direction during consultation call
- Provide images and text content on consult call
- Communicate efficiently with us to keep project on track

### 1-3 business days

**Initial Consultation Call** During the initial consultation call, we will:

- Discuss desired color scheme and design layout
- Discuss domain name preferences
- Go over sample sites that we recommend
- Discuss mobile first design approach
- Review your provided marketing materials (Attached brochure & print ads, Content Collection Forms, etc.)
- Home Page Layout Requirements, Tabs and Pages, Features,

### 10 business days

**Mock Up** Based on the information provided during the consultation call, our developers will design a home page mock up, which includes your chosen color scheme and logo, home page images, interior page names, call to action, and additional features.

### 10 business days

**Build Out Pages** Once the mock up is approved, we will build out the interior pages and populate them with industry specific content. We will also provide industry specific images if none are supplied.

**Website Completion and Optimization** We will complete the look and feel of the website with these optimization tasks:

- Perform Keyword Research on your best products and services
- Discuss domain name preferences
- Insert relevant keywords on title pages and throughout content
- Optimize the home page and all interior pages
- Search Engine Submission Service
- On page Site Map Creation
- Provision SSL Certificate

**You are Now Live and on the World Wide Web!** You will receive a confirmation email with a link to your website and contact information of your local digital team and developers for changes and updates.

- You will have back-end access to your website
- Reporting / Analytics
- Updates and changes - Contact you webteam

congratulations on your  
new website

# what to expect next...



**Business Information:****Business Name:** \_\_\_\_\_**Address:** \_\_\_\_\_**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_**Phone:** \_\_\_\_\_**Email:** \_\_\_\_\_**Social Media Links (Please List):****Tagline/Motto:** \_\_\_\_\_**Is there a current website URL?**  Yes  No

If yes, what is it? \_\_\_\_\_

**URL that you want:** \_\_\_\_\_**Geotarget:** \_\_\_\_\_**Target market:** \_\_\_\_\_**Are we coordinating customer emails with their provider?**  Yes  No

If yes, how many are we using? \_\_\_\_\_

**Description of business:****Goal of website:****Hours of operation:** \_\_\_\_\_

# Causeway Media Group: E-Commerce Breakdown

Package Features	Basic E-Commerce Included with 10 or 15 page website	Variable E-Commerce Additional Cost
Shopping Pages	Up to 5 categories	Up to 10 categories
Product Pages	Up to 25	Up to 30
Checkout Page Credit Card, Separate Billing and Shipping Destinations	✓	✓
Order Confirmation Page	✓	✓
Sales Tax Calculation	Fixed sales tax per item	Sales tax calculated for 1 state
Product Images	1 image per product	4 images per product
Product Options	Not included	2 sets each with 5 options
Unique products	25	30
Shipping Cost	Fixed per item	Fixed per item
Coupons Accepted	Not Included	✓
Storage and Bandwidth	250 MB storage, 15 GB of bandwidth	350 MB storage, 20 GB of bandwidth
Training - Available at an additional cost	1 hour 1:1 training available, Includes: how to add, edit and delete products	1.5 hours 1:1 training available, Includes: how to add, edit and delete products

Complex E-Commerce Options are Available

Call for a Custom Quote

<b>Package Features</b>	<b>Basic Catalog</b> Included with 10 or 15 page website	<b>Variable Catalog</b> Additional Cost
<b>Category Pages</b>	Up to 5 categories	Up to 10 categories
<b>Product Pages</b>	Up to 25	Up to 30
<b>Product Images</b>	1 image per product	4 images per product
<b>Product Options</b>	Not Included	2 sets each with 5 options
<b>Unique Products</b>	25	30
<b>Storage and Bandwidth</b>	250 MB Storage, 15 GB of Bandwidth	350 MB Storage, 20 GB of Bandwidth
<b>Training - Available at an additional cost</b>	1 hour 1:1 training available, includes: how to add, edit and delete products	1.5 hours 1:1 training available, includes: how to add, edit and delete products

**Complex Catalog Options are Available**

**Call for a Custom Quote**