



## **Embellished Website Package Includes:**

### **Up to Ten Pages Website**

Up to ten website pages. Additional pages, as required, are charged at \$60 per page.

### **Embellished Website Package**

Advanced functionality. Additional plugin implementation. Plugins are apps for websites, which provide added functionality to a site. There are over 10,000 plugins to do exactly what your website requires. See WordPress (WP) plugin categories below.

### **Production Agreement**

A defined agreement contract. Agreements are simple documents signed and executed by down payment to initiate site development.

### **Production Schedule**

This simply defines a time frame to completion of your website. This is defined and approved by both parties and incorporated into agreement. Sometimes we are busy and other times we can expedite within a short period. This depends on our scheduled at the time of contract execution. We offer rush jobs for a \$200 upcharge. This service is not always available and depends on our workload at that time.

### **Domain and Hosting Account Registration and Set Up**

As required! We do this together via phone conference while you're on your computer. It is important you control your own administrative access and login via a personal email account. If you already have a domain name and hosting service your ahead of schedule! Media Mark offers fully managed web-hosting accounts on our servers for clients who choose not to go it alone. We offer shared hosting, VPS hosting and dedicated hosting. To view our hosting rates go here: <http://mediamarkdesign.com/website-hosting/>



## **WordPress.org (WP) Account Registration and Set Up**

WordPress is an Open Source publishing platform. There are over 15,000,000 (yes that # is correct) published websites using WordPress. We register client WP accounts with your personal and/or assigned administrative email.

## **Responsive Website**

We only build responsive websites for viewing on all devices. Cell phones, tablets, laptops and desktops. No app required! Embellished websites package is a stand-alone online marketing tool for small business enterprise.

## **Two Hour Photo Shoot**

And implementation of your images to your website. Ask the other developers if this is included with their website development? Travel costs apply. We charge .50 cents per mile round trip from Delray Beach Florida. This covers our time and gas in route to shoot your business.

## **Custom WP Theme Development**

No stock templates here! We build custom themes for every website client. Your website theme will be unique in everyway. We explain this during consultation. Media Mark embellished websites are highly functional web marketing platforms.

## **Home and Sub-Page Development**

Your Home Page is the front page of your website (main landing page). Every other page is a subpage. Ten pages total with our Embellished Website package.

## **Blog Page Set-Up (as applicable)(counts as one page)**

Not all clients' want or need a blog page. However we highly recommend managing a blog site as part of your website for marketing & best SEO practice. There are so many reasons to maintain a blog site in today's Internet markets. We discuss this during consultation.



## **Website Layout & Design**

The layout, look & feel of your website. We collaborate directly with you to insure you get exactly what you want, and need, in both functionality and styling. There are some limitations in this regard with our Embellished Websites package. We discuss this during consultation.

## **Custom Color Palette**

You pick your color scheme. We work with you on this and make suggestions to insure a clean looking site. Or we can just use our creative liberty to choose what we feel works best for your site, and you can make changes during draft approvals.

## **Header Design (not logo development)**

The header is at the top of every page on your website. It is the quintessential first impression to your website guests.

## **Implementation of Client Provided Logo or Custom Art**

If you have a logo or custom artwork to provide, we use it on your site. We also offer a custom design upgrade, which includes logo development, custom graphics and animated sliders for \$200. We discuss this upgrade during consultation.

## **Site Navigation**

Navigation options include vertical and horizontal menus, sidebar and footer menus, on-page navigation, drop down menu options, and mobile menu optimization as required.

## **Google Fonts**

So many fonts to choose from! The best font selections for SEO!

## **Page Copy**

Page copy is the text on your website pages. Most clients provide their own page copy, and then Media Mark edits and optimizes your copy for SEO before implementing to your site.



There are specific guidelines for writing effective web copy. Key-word research is imperative. Incorporate a key-word density written into your copy of roughly 1-2 percent. Keep each page to roughly 300 words to per page. Again, we optimize your copy for SEO. If necessary we can write your copy for you. Media Mark Embellished websites are perfect for managing and updating all of your web page content.

## **Title Header Tags**

H1, H2, H3 Tags. This is a Search Engine Optimization (SEO) best practice. These are the title headings in your page copy. We incorporate Header Tags into your page copy.

## **Media Mark Plugin 6 Pack**

1. WP SEO. 2. Wordfence Security. 3. UpdraftPlus Backup/Restore. 4. Google Analytics Plugin. 5. Layer Slider WP. 6. Ultimate Social Media Share. Essential functionality tools for your website. We explain these during consultation.

## **WP Plugins – Implementation of up to four (4) additional Plugins**

Plugins are like apps for your website, and provide extended functionality. Many are free. Some are premium purchased plugins. We will discuss and recommend as defined by the needs for your website. Premium plugins are not included and are additional cost if your site requires such. Additional plugin implementation requirements (beyond this 4 pack) for your site are additionally billed at \$20 per plugin. It takes time to implement & configure settings for every plugin. There are over 10,000 plugins available for WP websites. There is a plugin to do exactly what your website requires.

## **Activate DropBox Account for Database Backup**

DropBox is cloud storage. Accounts are free up to 5 GB. Secure, free, simple backup for websites. The plugin 'UpdraftPlus' is programmed to automatically save your database to DropBox. These two functions provide the means for one click website restoration if your site is ever hacked or corrupted. Not a common occurrence, but one to be prepared for in a worse case scenario. Media Mark is not responsible for a clients website after the one-month maintenance period is over. Unless you have purchased a hosting and or maintenance plan with Media Mark. Another quality service mark by Media Mark!



## **Search Engine Optimization**

Initial Site wide SEO. Header, footer, home & individual page SEO optimization: Focused key-word research and implementation, page titles, meta descriptions, image meta tags, video optimization, and key-word density implementation on your pages.

## **Competitive Key-Word Analysis**

We literally analyze your five most dominant competitors for the key words they use on their sites and utilize this information in your key-word definitions. Another quality service mark by Media Mark!

## **Contact Page Optimization for Google Places Listing**

This is a relatively new listing practice from Google. Helps with local search results.

## **Footer Copy Optimization for Google Places Listing**

Same as above for your footer copy.

## **Google Analytics for WP**

The essential SEO tracking tool from Google! We register a Google Analytics account with your domain name, where you can see your website statistics.

## **Site Directory Listings**

Standard site registration with three major search engines. Google. Bing. Yahoo.

## **Blog Directory Listings**

Same as above but specific to your blog page. As applicable!

## **XML Site Map**

We upload your web site's XML sitemap direct to Google, Bing, and Yahoo so search bots will quickly index your website pages for page rank.



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## **Unlimited Site Draft Approvals**

Media Mark's total satisfaction guarantee! On final approval we upload your site to your host server. Media Mark Embellished Websites include unlimited draft approvals prior to publishing live to your hosting account. Another quality service mark by Media Mark!

## **Upload Site to Host Server**

Media Mark offers website hosting. We can host your website. All of our hosting accounts are managed hosting accounts. You contact us directly for support. We discuss this during consultation.

## **Four Hours Site Training**

We provide personalize site training via phone & computer conference with the business owner, or designated officer after your site is published live. Additional on-going Site training is available at \$40 per hour.

## **Comprehensive WP Video Tutorials**

We provide video tutorials on how to work with your WP website for reference, to best manage and utilize your website.

## **One-Month Site Maintenance**

This service begins after we publish your site live and ends thirty days thereafter. Your site is then under your control and management. On conclusion of the one-month site maintenance Media Mark is no longer responsible for your website in any capacity. Unless of course you purchase one of our hosting or web maintenance plans. Another quality service mark by Media Mark!

## **Powered by Media Mark**

Our link in the Footer – If a client chooses to 'Opt Out' of our link on their website, we charge an additional 20% to this price. We work hard to keep our prices low by utilizing



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client website as advertising via a direct link to our website in the footer. This is discussed during consultation.

## **Copyright Assignment to Client**

Everything we design into your website becomes your property with a signed copyright release to the client.

## **Let's Get Started**

[Contact Media Mark](#) to book; get a quote, or schedule a free consultation.