

Retail Makeover, Web Services

Becoming A Digital Retailer: How We Can Help

1. Work with our clients to develop a website strategy
 - a. What's the focus/purpose of the site
 - i. Online store
 - ii. Blog
 - iii. Business advertising
 - iv. All of the above
 - b. Develop a look for the site
 - c. Define the audience
 - d. Come up with a timeline for site development
 - e. Understanding of what's required for moving forward
 - i. Good quality photos for both site/blog/shop pages and where we get them
 - ii. Picking the proper platform for the website; some examples:
 1. Shopify
 2. SquareSpace
 3. Wix
 4. Wordpress
 - iii. Is there a requirement to synchronize stock between the online and bricks-and-mortar store?
 - f. Develop a training strategy based on the client's abilities
 - g. How is shipping to be handled
 - h. Define who will be doing what work
 - i. Who's obtaining photos
 - ii. Who's creating the products on the site
 - iii. Etc.
2. Site development
 - a. Pick the platform
 - b. Secure all domain names required
 - c. Secure the platform service
 - d. Begin site design
 - i. Landing page
 - ii. Shop pages
 - iii. Blog pages etc.
 - e. Training as required for adding products, blogs or other site pages
 - f. Social media connections
 - g. Search Engine Optimization (SEO)
3. Site testing and release
 - a. Test all site functions
 - b. Fix any issues
 - c. Release to the public
 - d. Advertise on social media outlets and mass mailing
4. Define any ongoing support that might be required

Costs

Our fees are based on the amount work and/or support you require.

1. A 1hr first meeting to discuss your requirements is not charged.
2. Fees are \$125/hr (+ taxes) for the first 10hrs, \$100/hr (+ taxes) for additional hours.
3. A \$500 deposit is required prior to starting any actual work.
4. Monthly billing starts 30 days after the start of work; payment is due in 30 days.

Contact Info:

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