



Basic Web Design (Silver Package): Development of high-quality WordPress site for local business niches. Includes activation of features such as blogs, social media icons, etc.

Basic Web Design (Silver Package) Includes:

A beautifully crafted, mobile responsive SEO-friendly website designed and built by our inhouse experts, with up to 15 stock images provided from Shutterstock, a licensed copy of Elementor Page Builder and Astra Theme.

- Use of up to 15 Shutterstock images
- Licensed Theme and Plugins
- Up to 5 pages including: Home Page, About Us Page, Contact Us Page, plus two pages of your choice
- Built completely SEO-ready with features activated such as Social Media Icons, Blog, HTML and XML sitemaps.

***Note:** This package does not include content creation, you will need to either purchase content at a later date, or look at our bundled Web Design And Content Creation (GOLD Package).

THE PROCESS AND BRANDING

After receiving the completed intake form, We begin branding the website with the necessary digital imaging requirements. This is inclusive of any company logo, company business profile, fonts, colors, and images provided.

CONTENT INTEGRATION

We integrate the content provided according to our page layouts for our basic web design. Once we've completed the branding phase of our web build, we integrate the content provided using the chosen template's inner-page layout which includes the **Home Page, About Us Page, Contact Page, and up to two pages of your choice.**

FIRST REVISION CYCLE

Once we've completed the branding and content integration, our expert web managers review the first revision prior to submission for review. We provide you insight into the website in preparation for your first revision phase.

NOTE: The first revision implementations should focus on the following feedback if required:

- Removal of sections
- Color scheme
- Fonts

Now is a great opportunity to review the content and branding. We focus on the feedback above to ensure we're on the right track for getting your website up and running.

SECOND REVISION CYCLE

During the second revision process, we focus on the following feedback points, and if a revision is required, the implementation will follow accordingly:

- Image Changes
- Social Media Links
- Content Integration
- Banner Elements (Not redesign)

PRE-LAUNCH QUALITY ASSURANCE

Once the revisions have been conducted and the necessary implementations completed, our Quality Assurance team scores the website and performs an in-depth review, ensuring the website is mobile-friendly and dynamically responsive for modern browsers and devices.

WEBSITE MIGRATION

Once our QA team and developers complete the Quality Assurance process, we begin migrating the site to your hosting provider. During this period, our developers will require the login access to hosting so please ensure the access credentials and tokens have been provided.

POST-LAUNCH QUALITY ASSURANCE AND HANDOVER

Once the site has been migrated, our Quality Assurance team goes through the site once more to ensure the site is fully functional and working as intended through our predefined checklist.

REQUIREMENTS

Below are the key requirements we need to efficiently start the web build to have the best turnaround time...

Selected and Approved Shutterstock Images

Colors and Typography

Approved Template

Branding Material

Provided Content

Existing Assets

Logo

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