

WEBSITE STARTER

Our Website Starter product will be a 3 page website with the following page details

Home Page

Web Starter Home page will be inclusive of the following:

- ✓ One hero image (no slider)
- ✓ Navigation menu
- ✓ Up to 5 images (including hero image)
- ✓ Website Content (150 - 200 words per page)
- ✓ Video Embed
- ✓ Optimized CTA buttons for improved lead generation (will link to Contact Us page)
- ✓ SEO keywords (variations of primary and secondary keywords - maximum of 2 keywords on the body copy per page)
- ✓ Anchor text links for SEO optimized internal linking
- ✓ Footer

Product / Services Page

Information about the product / services offered by client's business and is inclusive of the following:

- ✓ Navigation menu
- ✓ Website Content (150 - 200 words per page)
- ✓ Up to 5 images
- ✓ SEO keywords (variations of primary and secondary keywords - maximum of 2 keywords on the body copy per page)
- ✓ Optimized CTA buttons for improved lead generation (will link to Contact Us page)
- ✓ Anchor text links for SEO optimized internal linking
- ✓ Footer

Contact Us

Web Starter's contact us page will be inclusive of the following:

- ✓ Navigation menu
- ✓ Contact form
- ✓ SEO keywords (variations of primary and secondary keywords - maximum of 2 keywords on the body copy per page)
- ✓ Phone Number
- ✓ Email Address
- ✓ Google Map
- ✓ Footer

2 Draft Edits - These are design changes as per client's request prior to website launching / GoLive.

1 Change Request (per Month) - This is a client request for any website update (design or content) after the website is launched. Client will get 1 change request on a monthly basis while still subscribed to Platypus website product.

Website Starter Design and Development will also include:

Website Starter Add-ons

NOTE: If the client decided to include a Gallery, it's page details will be as follows:

Gallery Page (add-on) +

This page will contain images based on the client's product / services or perhaps finished projects. This will be inclusive of the following:

- Navigation menu
- Footer
- Up to 25 images. Image gallery thumbnails without slider functionality but will have lightbox effect. This will allow the user to view larger version of the image thumbnails.
- SEO keywords (variations of primary and secondary keywords - maximum of 2 per page)
- Optimized CTA buttons for improved lead generation (will link to Contact Us page)

Additional Images on Gallery Page (add-on) +

- Add 10 images / cost
- Add 15 images / cost
- Add 20 images / cost
- Add 25 images / cost

Additional Page (add-on) +

Details would depend on the purpose of additional pages. This will be inclusive of:

- Navigation menu
- Website Content (150 - 200 words per page)
- Optimized CTA buttons for improved lead generation (will link to Contact Us page)
- SEO keywords (variations of primary and secondary keywords - maximum of 2 per page)
- Anchor text links for SEO optimized internal linking
- Footer

Image Slider (add-on) +

- 3 image slides
- Header text
- Sub-header text
- Optimized CTA buttons for improved lead generation (will link to Contact Us / Services / Gallery page)