

LEARN MORE AT: <http://www.marketSMARTsites.com/what-we-do/the-build-process/>

A SOLID, SCALABLE SYSTEM

Local Business Starter Package

Our approach to building websites is different than other agencies. We start with a solid foundation that enables you and your staff to drive your website as you go. Because things change so fast, it is important to build off this foundation in the direction which best suits your needs at the time.

You control the speed, growth, time investment and web marketing budget. Because of these sites' capabilities to connect with promotional channels such as social media networks and email marketing, each new piece of content you add to your site can be syndicated to your clients and prospects through the channels they prefer.

This site build is modeled off of our projects with local businesses and online start-ups. It includes enough time for our team to get you set up with a professional Web 2.0 site and the training to run it.

\$6,765

Includes 11 Post-Launch Service Hours
for training, support and updates

learn more at: www.marketSMARTsites.com/newsroom/



www.treeandstumpco.com

"Now when the yellow pages call me trying to sell me top position in the search engines for local searches, I tell them, look it up, I am beating you."

Rob Hutcheson

FREE SOCIAL MEDIA ADD-ON

Connect your site with Twitter, Facebook and YouTube. Manage and communicate through your channels via your site administration. Tell three business associates about us and we will throw in our Social Media Pack, a **\$1,295 value**.



PLAN

- Segmentation / Target Market
- Key Messaging
- Sales Funnel
- Frequently Updated Content
- Staff Assessment
- Approval Process
- Listening Program



DESIGN

- Style Guide
- Wire Framing
- Site Mocks



BUILD

- Industry Standard CMS
- Online Showroom
- Testimonial
- Blogging Tools
- Lead Generation
- Scheduled Back-Up
- SEO Prep
- Analytics



TRAIN

- Site Reference Guide
- Campaign Directives
- Posting Guidelines
- Listening Tools
- Key Performance Indicators
- Simple Maintenance



LAUNCH

- Domain Name Set-up / Transfer
- Quality Assurance Checks
- Launch Week Availability
- Post-Launch Check Up



SUPPORT

- Technical Support / Training
- Writing / Editing
- Design
- Strategy
- Photo/Video



DOWNLOAD the WEB STARTER KIT

Tools to prepare you for an effective website.

<http://www.marketSMARTsites.com/getting-started>