WEB DESIGN

Desktop Websites

Customized Website Design

Our designers will build your business a responsive website with customized logo, graphics and color scheme. Choose between 5 and 10 pages.

What is a mobile-ready (responsive) website?

What is a Responsive Designed Website?

A responsive designed website is a website designed for use on desktops, tablets and smartphones.

Rather than creating a separate version of your website exclusively for smartphone visitors (as is the case with a mobile website), the content on a responsive website adjusts to fit the screen dimensions of your visitors' browsing device. Think of it as having one website for many different devices.

Package Details

Search Engine Optimization (SEO)

Search engine optimization (SEO) is a key aspect in maximizing the potential for your website to get found by the right people. On-page search engine optimization (SEO) as well as back-end SEO practices for easier indexing include: Custom page titles, Meta tags, Meta descriptions, image alt tags and keyword- and geo-tagging content.

Monthly Hosting and Website Maintenance

We provide up to five updates on a monthly basis with your website package. Large-scale updates, including as inventory updates, are required to be priced and quoted on an individual basis.

Technical Support

We take tech support seriously. Website support is available via phone or email during business hours with a turnaround time of up to two days.

Search Engine Registration (SER)

Get your website on the map – the search engine map. We will register your website with the Google and Bing maps to maximize your exposure. You may opt out if you wish.

Website Statistics and Reporting

Our website design is loaded with comprehensive statistics and reporting metrics. Google Analytics tracking is available for number of page views, unique visitors, pages per visit, bounce rate, and time on website. Additional metrics are available upon request.

Multimedia options

Make a visual and functional statement. Multimedia options include: videos/video player, audio files/audio file player, photo galleries, PDF file downloads and embeddable HTML widgets (such as Twitter feed).

Contact Forms

A simple contact form can go a long way for lead generation and list building. Options include: contact forms, RSVP, online survey and request for information.

FAQs

When will my website be finished?
The website turnaround times begin upon completion of the discovery call, and the receipt of all necessary information.

- 5 Pages – 2-4 weeks from Discovery Call
- 10 Pages – 4-6 weeks from Discovery Call

How long does it take for Search Engine Registration?
Once the website goes live, we will either call your business or mail you a postcard for registration. This depends on how the search engines choose to register you. Registration can range from a few days via phone call, to 1-2 weeks for postcard verifications.

Can I use my current domain name for a new website?
Absolutely! We can edit your current domain's settings to point to the new website, maintain your domain name in our dashboard, or purchase a new domain at $20.00 annually.

Do I get email addresses with my website?
Email addresses are an added element not included in our standard and premium website packages. Please ask your consultant for email pricing information. If you have email with a previous company, you are welcome to keep it where it is!

How long will it take for my business to appear on the first page of search rankings?
A website's rankings depend on complex algorithms created by the search engines. We use a comprehensive SEO and SER program to maximize your opportunity to appear higher on searches. You can help this process by keeping fresh content coming into us to update the site, and using other tools to drive traffic to the website.

How long does it take for website updates?
Website updates are completed 24-48 hours after they are received. Larger scale updates are quoted for a different timeline.

E-commerce Websites

If your company is not on the internet, you are missing significant opportunities for profits and growth. Having a web presence that allows your customers to find you on their desktop, tablet or mobile phone is a vital and affordable component of a successful marketing plan.

Our website professionals can build you an attractive, user-friendly, and search engine friendly website to maximize your business' potential.

Package Details

Custom Responsive Website Design
Our designers will build your business a desktop and mobile-ready website with customized logo, graphics and color scheme. A responsive website is designed to be used on any device and screen width.

Ecommerce Functionality
Sell your products and services with style. We build our Ecommerce websites to be scalable, meaning we can accommodate a variety of different payment portals, shipping options, user experiences, and more. If it can be sold, most likely it can be built by our team.

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How much will an Ecommerce website cost?

Costs are discussed and presented during the quoting process. This is largely dependent on a few factors. What is the nature and quantity of products or services that will be sold? Are there any special needs for your website, such as shipping with a specific carrier, or having a special widget for the best user experience?

How do I know when I get an order? How do I know what is purchased?

You will receive an email from the website whenever an order is placed. This email will include the order details, shipping information, and everything else you need. The customer also gets a receipt of their order. You can also log into the backend of the website to check order statuses.

How do I receive payments?

We work with a variety of different payment gateways. These range from PayPal, to Authorize.net, and many things in between. We are happy to research different payment gateways and POS's also.

How do I manage and track my inventory?

Our websites offer inventory management. If you have 50 t-shirts, you can enter 50 and they will sell out when the inventory is exhausted.

Inventory updates can be done by our team as part of the five monthly updates. Otherwise, we provide training for using the back-end and managing your own store.

When will my website be finished?
The website turnaround times begin upon completion of the discovery call, and the receipt of all necessary information. The customer will receive the estimated turnaround time in the custom website quote.

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Custom Web Development & Design

Looking for something completely out of the box and unique? Give us your ultimate wish-list and we'll quote out the project for you.

I JUST BOUGHT A WEBSITE… WHAT'S NEXT?

Step 1

What Your Sales Expert Will Do

- Your Sales Expert will submit an order for your website package to the fulfillment team, and a Fulfillment Account Manager will reach out to you.

Step 2

What Your Fulfillment Account Manager Will Do

- Your Fulfillment Account Manager will reach out to you within 24-48 hours after the fulfillment team gets the order from your Sales Expert to schedule a kick-off call.
- During the fulfillment kick-off call the fulfillment team will verify all of the information they received from your Sales Expert and go over all of the questions and information they need to start your search engine marketing campaign.
- During this time, they will also give you expectations on next steps, turnaround times, and anything else you may need to know while they get everything setup.

Step 3

What You Need To Prepare

To ensure the smoothest intake process, please prepare the following for your kick-off call.

- The fulfillment team will be asking you about your marketing goals to direct the web designers on how to design the website, and what information is necessary.
- Basic Business Information (Business Name, Address, Phone, Fax, Business Email Addresses, Hours of Operation, Types of Payment)
- Social Media Information (Facebook, Twitter, Additional Services to link to the website)
- Website Content (Information about business, products and services, Restaurant Menus, PDFs, Flyers, Brochures)
- Photos and Videos (Business Logo, Photos of products and services, Videos)
- Domain Name/URL
  - If you own your own domain we will need login information to DNS settings
  - If you do not own your own give us up to 5 ideas for domain names
- Pages. If you have ideas for pages or a sitemap, it is helpful. Otherwise, we will talk you through it.
- Color Scheme. This is usually based on your logo or branding, but we can also help with ideas.
- Websites you like. Examples of website designs you like can give us a good idea where to look to design your website.
- Search Engine Registration Information
- What is the current status of your Google and Bing listings?
  - Are you owner verified and prefer us to not touch your listings?
  - Would you like to release your owner verified listings to us for maintenance?
  - Are you not owner verified at all and would like us to do this all for you?
- Service Radius
- 10 keywords for rank tracking

I JUST SOLD A WEBSITE… WHAT'S NEXT?

Step 1

Sales Expert's Responsibilities

- Once the sale has officially been made, you will need to enter website package information into the CRM. If there are still open questions with regards to pricing, package, or custom elements, please get everything answered before entering the order.
- After a sale is made and an order is inputted into the CRM, an Account Manager is assigned to the account. They schedule a kick-off call and walk the customer through the entire setup process with fulfillment.
- The following information needed for the CRM:
  - Contact Info
    - Main Business Contact Person
    - Alt Business Contact Person
    - Main Business Contact Phone
    - Alt Business Contact Phone
    - Contact Email Address
  - Business Info
    - Business Name
    - Business Address
    - Business Phone
    - Mobile Phone (if applicable)
    - Toll Free Phone (if applicable)
    - Fax Number (if applicable)
    - Website URL (if applicable)
    - Social Media Links (if applicable)
  - Sales Info
    - Package Name
    - Package Price (fulfillment will have the proposal on file already)
    - Duration of Agreement
    - Date of Sale
    - Sales Representative First & Last Name
    - Sale Representative Phone
    - Sales Representative Email

Step 2

Digital Fulfillment Account Manager's Responsibilities

- Once your order is received through the CRM, the fulfillment account manager will reach out to the customer within 24-48 hours to setup the kick-off call
- The fulfillment account manager will gather all of the information needed to start on the customer's campaign.
  - They will copy you on all communications after the call is complete.
  - If they were unable to gather information during the time of the call and what they need help getting, they will notify you.
  - They will also copy you on all proofing after the website has been distributed for fulfillment.

Step 3

Going Forward

- Once the website has been setup and is running, you can submit updates as they come in to the Digital Fulfillment Account Managers to coincide with the product's monthly maintenance and hosting.
- The website will be set up in Google Analytics for reporting and statistics. You must request reports, or a login to pull reports yourself.
- All updates and inquiries can be submitted to support@leelocal.com

EXAMPLES

- *Responsive Design*
- *Custom Submission Forms*
- *Merged two previously separate websites into one larger website.*
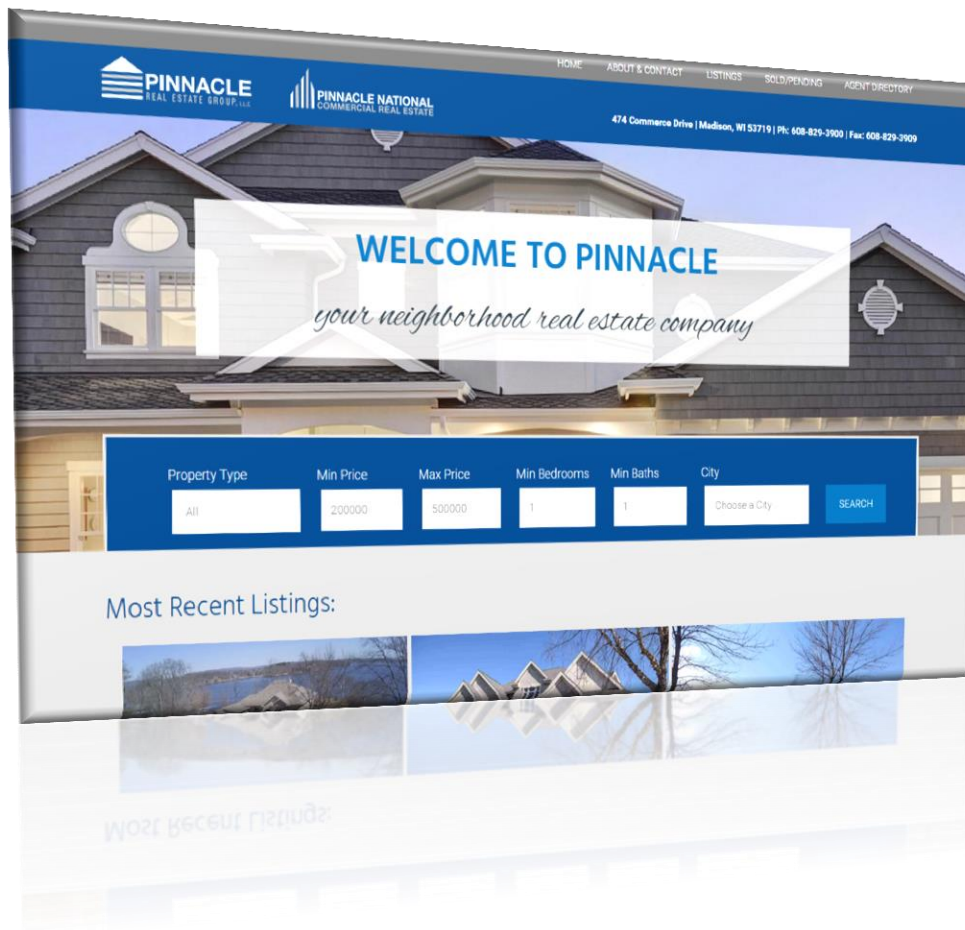- *www.kingsedc.org*

- *Responsive Design*
- *Live Chat Function*
- *Driver Center custom programming integration*
- *Trucking Website Focused to Promoting Careers*
- *www.fcc-inc.com*

- *Responsive Design*
- *www.nnrda.com*

- *Responsive Design*
- *Blog Functionality*
- *Schedule Add-on*
- *Social Media Icons*
- *www.hhg-law.com*

- *Responsive Design*
- *MLS IDX Add-on*
- *www.pinnaclerealestategroup.com*