



**\$300 setup due upon account signup. Monthly subscription fee of \$49 and your first 45 days are FREE.**

Below is a detailed description of what the basic \$300 setup fee includes. Additional services that extend beyond the standard setup are available for additional fees.

## OUR PROCESS

### CONSULTATION

Your assigned Design Coach works with you to determine the branding, marketing, and technology needs of your business, and then creates a mock-up site tailored specifically for you through an initial consultation. We start this process by having you complete the Initial Client Questionnaire (attached), which you and your design coach will review together. This is also when you will discuss layout, functionality needs, images, files and links (client logins, contact forms, etc).

### DESIGN & REVIEW

Two rounds of design and review are included between the client and designer to create a website that reflects their brands appeal. Clients are responsible for all web content (specifically text), which must be provided before the first round of design is started (if you already have a website, we encourage you to take the current content from your site and repurpose it for your new site, with updates of course). All clients can also opt to utilize our copywriting service (\$100/hour), which is not included in the setup fee.

### LAUNCH

Once you approve the website design and content it is ready to GO LIVE with our simple publishing process. We then train you and your team on how to use the dashboard to manage the website, as well as provide resources for ongoing support. We can use an existing domain or advisors can purchase a new domain through us. Website hosting is already included in the monthly fee.

### TRAINING AND ONGOING SUPPORT

Once your site is "live" we will schedule a time with you and your team to show you how to utilize our platform, which includes Google Analytics, Meta Descriptions (for SEO) for each page, and all of your content archives. Additionally, you will have ongoing support for questions related to their Twenty Over Ten site.

# DETAILS

## WHAT'S INCLUDED?

**FULLY RESPONSIVE WEBSITES:** Our website designs are created with mobile devices in mind so your content will look great on every device, all the time. As new devices come onto the market, you can rest assured knowing your site will look great on those devices too.

**COMPLIANCE ARCHIVING:** Every change you make is sent to you (or a 3rd party compliance) for review as a unique URL and PDF (for archiving purposes). Once you are satisfied with your edits, publish your updated website. All PDFs are available for viewing through your website dashboard.

**EXPERT ADVICE:** A design coach will help guide the design and build of your website to ensure that your site aligns with your goals and objectives.

**IMAGE SOURCING:** Your design coach will research and suggest design elements to help communicate your message and reinforce your brand.

**LIVE TRAINING:** Once your site is "live" we will schedule a time with you and your team to show you how to utilize our platform.

**GOOGLE ANALYTICS SETUP:** We'll help setup and integrate your analytics so you can monitor how you are connecting with current and prospective clients. Measure who is visiting your site, how they find you, and what actions they take once on your page.

**BASIC SEO SETUP:** Our sites are built to the highest standards for Search Engine Optimization to ensure that your site is visible on the web. We also include meta descriptions for the site as a whole, as well as on each individual page.

**CONTINUED SUPPORT:** As always, we're here to help. Our dedicated support team will ensure that you get the most out of your website.