

GET YOUR WEBSITE

DONE RIGHT.



Legend.

So you want a website?

BEFORE YOU BEGIN YOUR ONLINE JOURNEY, THINK ABOUT WHAT YOU WANT TO ACHIEVE WITH THIS NEW WEBSITE.

It might be to simply have an online presence, but your website could become one of the most important tools for your business. Not only can it showcase your services or products, it can streamline your processes through automation, be an online portal for customer information, build your customer database, generate leads and even sell your products while you're asleep!

WHAT'S WITH ALL THE QUESTIONS?

At Legend we are customer-focused. We ask a lot of questions and we encourage you to do the same. Talk to your target market and see how you can best help them online. What needs do they have that aren't being met through your competitors' sites? Why are they currently buying (or not buying) your products / using your services? What do they see as your point of difference? This information is so important, because just like a shop-front, we want your website to stand out from the competition and attract and engage the right customers.

To keep customers engaged your website needs to provide an exceptional and intuitive user experience. Here at Legend our highly-skilled design and development team never stop asking – is this what's best for your end-user?

From mini sites to mega sites, we design and build them all. To make it easy for you we have created 6 different website packages; whether you need a fully custom-made eCommerce website, or simply a single page with just the essentials; we can help.

Let's talk. We'd love to get you online.

EMAIL hello@legendhasit.co.nz

PHONE 07 281 2501

www.legendhasit.co.nz



CUSTOMERS ON THE GO

A responsive website will be developed for your business or organisation – this means if it's being viewed on mobile, tablet, or desktop, it will look great no matter the device.



PHOTOGRAPHY

Websites need a good balance between textual and visual content – images are the main visual hook for websites, drawing visitors in to read and discover more about your organisation. Where possible, we recommend original, high-resolution imagery. If you don't have this on-hand, Legend can source stock imagery where appropriate; we will advise on any image costs before purchasing. We also work with many great local photographers and can organise a shoot with them if you prefer (the images could be used for other marketing collateral too!).



HOSTING

Web hosting is the process of leasing space to house a website on the web. WordPress sites can be transferred and hosted anywhere you'd like – but we are happy to host you at Legend! Our sites are stored on an NZ-based server for maximum security and speed. Prices start from \$45 + GST per month.



OPEN SOURCE

The new website will be developed on WordPress – an open-source content management system (CMS). It's incredibly simple to manage and update your website with WordPress. You don't need to be an expert or a coder to use it, and every website includes a training session to help you get started.



COPY

You know your business best! Legend can guide you on how much content to write for each page. Alternatively, we can quote for our in-house copywriter to help refine your story; ensuring it's web-friendly and engaging enough to keep visitors wanting to read more.



IMPROVE CONVERSIONS

Strong calls-to-action (CTA) throughout the site to prompt users to take a specified action such as 'sign up' or 'contact us.' This generally takes the form of a button or hyperlink. The CTA is a key element on a webpage, acting as a signpost that lets the user know what to do next. Without a clear CTA, the user may not know the next steps to take and is likely to leave the site without accomplishing their task.



SHOW UP IN SEARCHES

Search engine optimisation, SEO, in short, is optimising websites for search engines to improve their search engine rankings. WordPress is written using standard compliance high-quality code which will make your site very attractive to search engines. The website will also be further optimised to include: meta titles and descriptions for each page, compression and descriptive text for images and hyperlinks, registering the site pages with Google, and page speed optimisations such as minification.



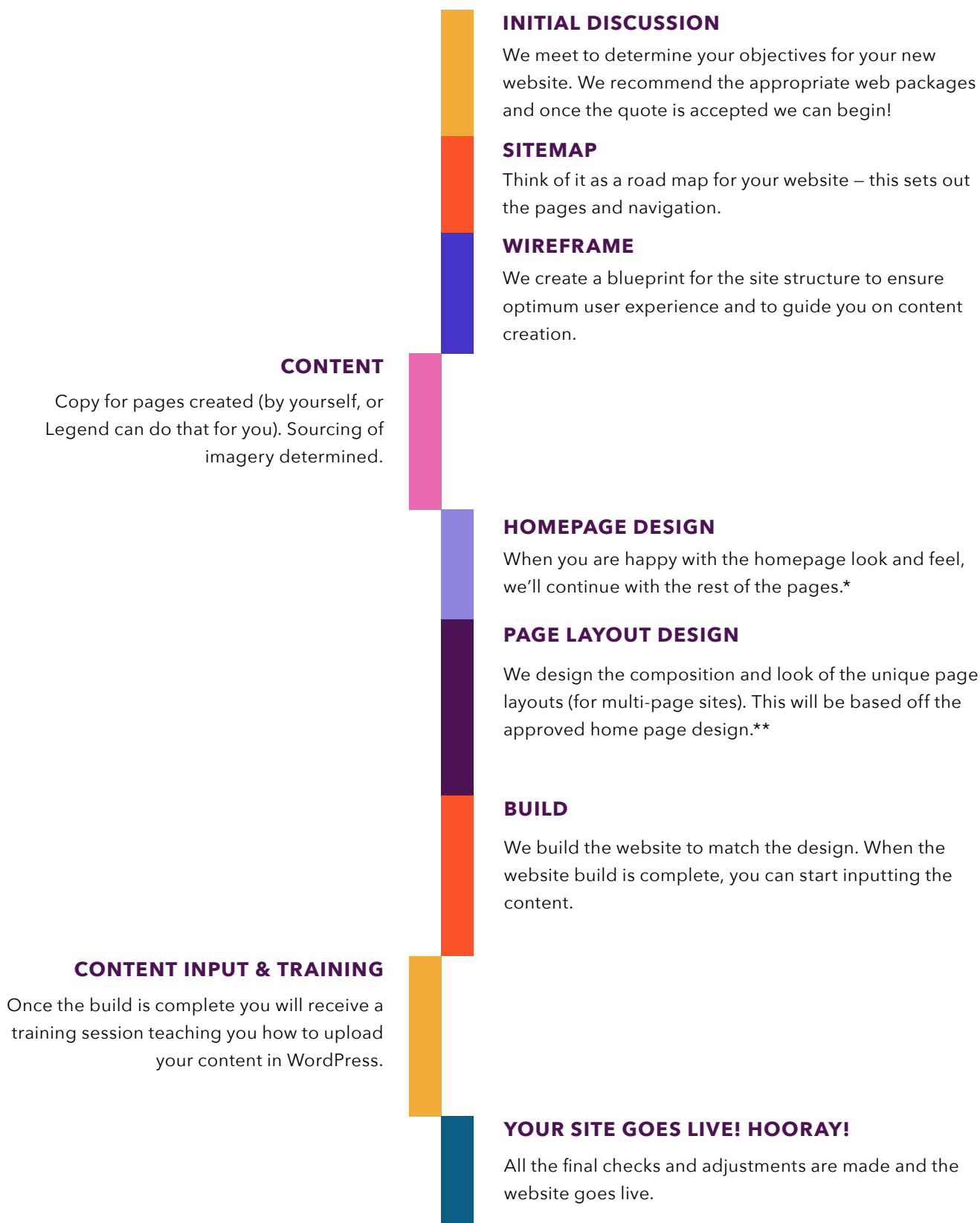
FUTURE-PROOFED

Rather than locking you into a proprietary system, we build websites that are versatile – they can easily be updated and added to as your business changes and grows. While there will always be changes in technology and trends to keep up with, we put a bit more effort in now, to ensure in the future you can adapt when you need to.



CONTENT LOADING

Most clients want to load their own content (copy and imagery). Should you prefer Legend do this, we can advise the time required.



* For Essentials website, you will receive a mockup of the entire single page site. For Scroller website, we will style the first 2-3 content 'blocks' and get your feedback on those before designing the remainder of the single-page site.

**Let's break down some of the jargon here. A unique page layout is a custom design that may be replicated across the website elsewhere. For example, your 'homepage' and 'services' page will be two completely unique different designs and builds. However, your 'about us' page design could be replicated to create the 'meet the team' page, but with different copy and imagery, so it won't look like the same page to the everyday browser. How many unique page layouts there are is what generally affects the cost of a website.

To help you get just what you need, and nothing you don't, we've created 6 different website packages to choose from.

PSST! We're a creative bunch – if you can't find what you need just talk to us and we'll find a solution.



1



ESSENTIALS

A fully templated, single page website.



PERFECT FOR:

Businesses who need a simple yet professional online presence.

PRICED AT

\$1490 + GST*

2



SCROLLER

A beautiful custom-designed, single page, scrolling website.



PERFECT FOR:

Small businesses who need a bit more content and unique design.

PRICED FROM

\$3300 + GST*

3



BROCHURE

A beautiful custom-designed, multi page, website, with the ability to easily add more pages when required.



PERFECT FOR:

Small to medium businesses who want to showcase more of their services.

+ eCommerce add-on available

PRICED FROM

\$4400 + GST*

Do you need the amount of content in a multi-page site, but love the simplicity and functionality of a single page scrolling site? Then the Scroller website package is for you!



BEAUTIFUL CUSTOM DESIGN

Our in-house designers will create a stunning, custom website that showcases your brand and provides a seamless user experience.



1 X UNIQUE PAGE LAYOUT

Your single-page layout will showcase everything your customer needs to know about your business such as: About, Services, Team and Contact. A menu at the top navigates users to the different sections.



SOCIAL MEDIA LINKS INCLUDED

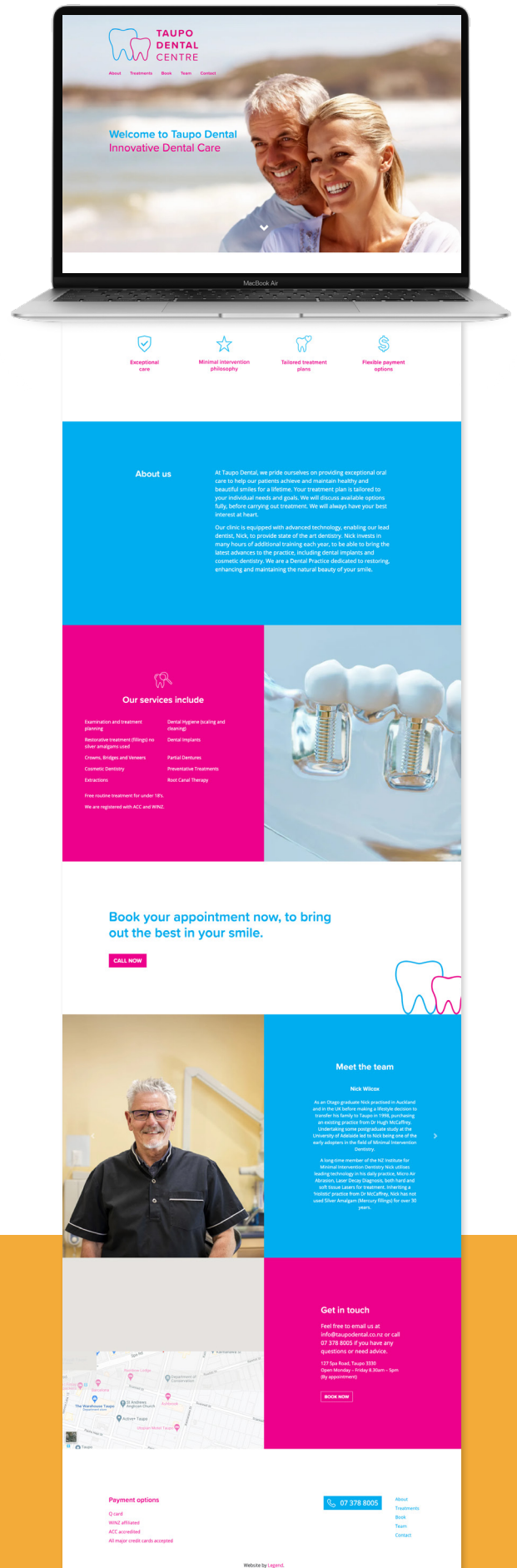
PRICED AT JUST

\$3300 + GST*



SEE IT LIVE!

See a live example of a SCROLLER website.
Go to: www.taupodental.co.nz



SEAMLESS INTEGRATION WITH THE PLATFORMS AND PLUG-INS YOU NEED

ECOMMERCE



SOCIAL MEDIA



EMAIL MARKETING



Your website will take a while to start showing up in searches. Google needs to recognise your site as a legitimate one. It can take several weeks for Google to find your website and start showing it in search results, and it can take months until you start ranking alongside websites that have been up for a long time.

Everyone wants to be number one on Google. Legend websites follow SEO best practices to help you reach that goal, but it's a multi-faceted approach to stay at the top.

Driving traffic to your website

To improve your ranking, you need to have lots of people visit your website (preferably clicking on it from a Google search). Having a **Google My Business listing** which is fully optimised and has positive Google reviews will also help with rankings.

We recommend a healthy balance of marketing channels – **utilise your reach and promote your new site!** Push it on social media, through blogs, EDMs (otherwise known as email newsletters), and on any relevant marketing channels. Encourage your customers to go and check it out – maybe incentivise them to sign-up to your database while they're there.

Every website we build has **Google Analytics**. You'll have the admin login so you can monitor and analyse website traffic – time of visit, pages visited, time spent on each page of the website, and how they found your website (that's only the basic stuff, we can delve deeper if needed). This info helps guide where best to spend your marketing dollars.

Google Ads is a great workaround for new businesses to see faster results. While working on your site's SEO, you can **put resources into a Google Ads campaign** and start getting impressions and clicks. Because it's so speedy, it's also a good way to test whether a given keyword or audience is worth pursuing via organic search – if it converts well in Google Ads, you can deduce that it's worth trying to rank for in SEO and build out your content in that area.

Content is king! **Keep the information on your website up to date** and relevant. Google loves new information and the more you can update on your site, the better. That's why blogs and news pages are great - they give you the platform to continually update content.

Technology and the way users are behaving online is constantly changing. **Keep talking to your customers** and make sure you're delivering on their needs. And remember, we're here to help!

THANK YOU!

TERMS AND CONDITIONS

All pricing is GST exclusive and is valid for 90 days from date of this proposal.

The details outlined in this proposal are indicative only and based on our understanding of your requirements. Any travel, accommodation, design and/or development outside of that detailed here will require specification and charged as extra.

A 20% deposit of the total design and development costs will initiate your project. We then provide progress invoicing through the life of the project, unless a payment plan has been arranged. Our payments terms are strictly 20th of the month following the invoice. We prefer payment by Direct Credit.

All unpaid accounts may be subject to overdue fees at the discretion of Autumn Communication Ltd (trading as Legend) and the company reserves the right to pass client details onto a collection agency.

Legend.