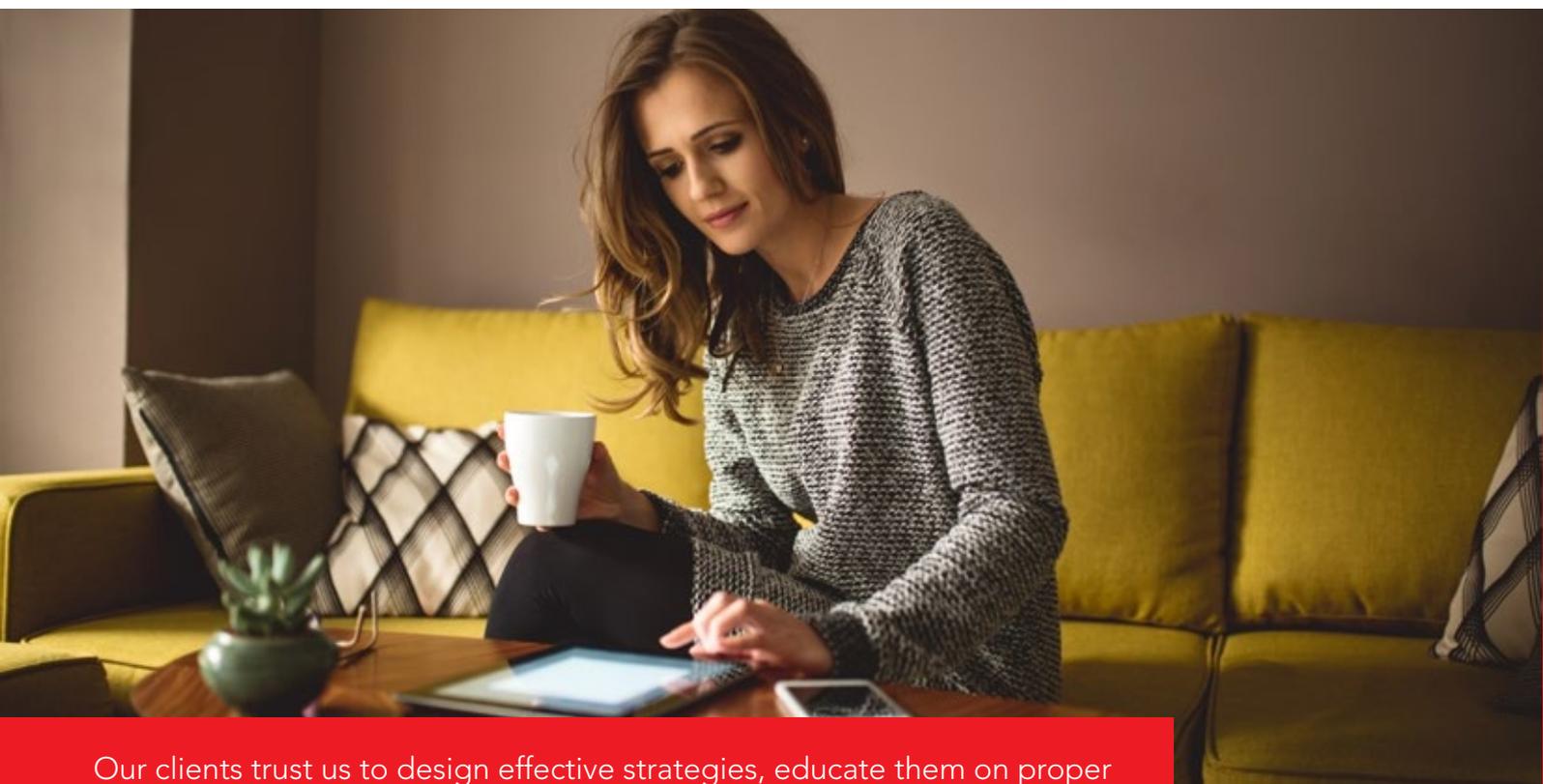**McMarketing**

Simple & Effective Marketing Strategies

AFFORDABLE WEBSITE STARTER PACKAGES
BY MCMARKETING COMPANY

McMarketingCompany.com

Your Brand's Digital Footprint; Your Online Presence

In today's digital age, your website is a vital component of your marketing strategy. A well-designed website creates customer acquisition opportunities, promotes loyalty and achieves results that measurably impact your company's goals. Using an off-the-shelf template that does not reflect who you are, or doing-it-yourself, is not the solution. It can hurt your brand, customer loyalty, and it can set your marketing efforts back. A fully custom website has none of these drawbacks, but can require a much larger investment than most small businesses can justify.

Our solution is a hybrid option, a solid foundation which can be customized to fit your brand and help you achieve your goals, without the larger investment required for a full custom design.

Our clients trust us to design effective strategies, educate them on proper practices and set expectations and goals.

Effective Web Design: Drive Business Goals

Every project must be approached with the right balance of technical expertise and creativity to achieve each clients' unique business objectives. Your site may demand greater emphasis on functionality for success; or your site might demand greater emphasis on user experience and functional creativity.

Regardless, all projects demand that we produce websites that compel meaningful action.

Our clients trust us to design effective strategies, educate them on proper practices and set expectations and goals. The better we understand your needs, the better we can strike the right balance between expertise and inspiration, resulting in a more successful website for you.

McStarter Website Package

Our STARTER package is ideal for small businesses eager to get started with their online marketing and website strategy.

A simplified process for your website:

- A simple discovery worksheet to fill out prior to us starting work
- **One team-led discovery call (one hour)**
- We gather all necessary materials, including your logo, brand colors and content
- We present you with a series of recommended options for your new website, and give you access to our stock photography library.
- We code, customize and integrate your content and desired website theme to more closely reflect your brand.
- We install all necessary plugins, and configure and secure your website.

A Solid Foundation

Discovery (Worksheet)
Fill out our simple discovery worksheet to get the process under way.

Customized theme
We curate a series of templates for you, and further customize them to reflect your brand.

Content population / migration
We'll move your content to your new website (up to 10 pages), and we'll give you access to our stock photography library (five images).

Necessary plugins
As a full-service agency, we maintain developer licenses for a number of powerful plugins, allowing us to put them to work for you, saving you money in licensing fees.

Best practices
We don't cut corners, and we don't jeopardize your reputation for the sake of speed. We follow & ensure best-practices, even for our Starter Package.

Optimization & Post-Launch

Speed Optimization

- o Page caching, cache preloading, images on request, gzipping, minifying code etc.
- o Static file compression (images & more)
- o Setup & configure storage and CDN *(AWS S3 + CloudFront)*
- o Independent speed tests

Includes Wordpress Security Essentials
We protect your site with our proactive security hardening and ongoing website updates.

- o SSL Certificate
- o iThemes Security Pro
- o Zero-day Vulnerability patching
- o WordPress core + plugin updates

Backups
We perform daily, weekly and monthly backups and store them in various locations, ensuring your data can be recovered if anything goes wrong.

When using us, you can rest easy knowing that we're taking care of the setup, security hardening and ongoing security you require for your website.

McGrowth Website Package

Our GROWTH package is perfect for clients who need a little more customization, more attention to detail and a larger content population volume. All the services discussed as part of the **Starter Package** apply to the Growth package, along with the following additional services/stipulations:

- **Discovery:** Team-led discovery calls (3 x 1 hr calls) to discuss business goals, audiences, competitors and content organization

- **Visual Design:** We will custom design up to two additional inside page templates to add to the existing theme. The number of stock images a client may select under our licensing is increased to 10.

- **Content Population:** Up to 25 pages of content population.

- **Launch:** Includes automated image compression, content tweaking for SEO (keywords and priority provided by client) and light content editing (see optional services).

Websites with security & performance at their core.

On average a single cybersecurity incident now costs small and medium sized businesses (SMB) $86,500.

Kaspersky Lab, 2016

Entry-Level Custom Design

Digital is more than just a channel. It connects **everything**, which makes it a vital component of your business's marketing strategy. A well designed website creates customer acquisition opportunities, promotes loyalty and positively impacts your business goals.

Designing for Success

Designing for success requires research, technical proficiency and attention to detail. Many studios can create nice-looking sites, but it takes a special understanding of how people respond to design to create a unique, powerful site that drives action (*and looks great doing it*).

As part of the custom design work we do for you, we implement and configure schema.org, in addition to light editing of your content for keywords / SEO, putting you in the best position to compete.

With our Entry-Level Custom Design, we deliver a product on-brand and best suited to competing in your industry.

Make Your Website Work For You

A website is a tool. When designed properly, it reflects who you are, and plays a role in your marketing, conversions and ultimately achieving your business goals.

What's included:

Website documentation - client profile, audience archetypes, competitive research, statistics analysis, site map, site elements

Custom designed website - wireframes, font studies, high fidelity canvases, mobile responsive

Coded website - optimal for SEO and converted into a custom Wordpress theme

Configuration of SEO tools (*e.g. Analytics, XML Sitemap*)

Optimized performance - across desktops, tablets and mobile devices

Launch website - we make your website live on the day of your choice

Wordpress Security Essentials

Our website packages include Wordpress security, website hosting and maintenance - we call this **Wordpress Security Essentials**. The hosting environment is exclusive to our customers, all of whom are managed and secured by us. Our hosting, combined with our website security hardening, narrows your risk and susceptibility to common attacks and website breaches.

At the very core of Wordpress Security Essentials:

- High availability server (hosting on our servers reserved for customers like you)

- Security hardening (we secure your website and the entire hosting environment)

- 24/7 uptime monitoring (we monitor the server and your website 24/7)

- Dedicated server administrator to keep the hosting environment safe, secured and up-to-date

Wordpress Security Essentials comes at two levels, **Baseline Care** and **Premium**.

Baseline Care:

5GB HD Space (no usage restrictions)

100GB Data Transfer

Dedicated IP address *(U.S Customers Only)*

SSL certificate + site configured to deliver via SSL

Full service management of web hosting account

Basic backup restore service

CRON setups (generally requested by 3rd parties)

Set up specialized hosting services (generally requested by 3rd parties)

Monthly core software updates

Monthly plug-in/extensions updates

Zero-day security updates

iThemes Security Pro installed and configured

Webmastering work billed in 15 minute increments

Premium Care:

Includes Baseline Care, plus the following:

Up to 5 email addresses
Quotas limited to the remaining space in your 5GB account. Includes basic spam tagging.

Webmastering service requests
Each month get 30 minutes of webmastering work, for us to work on whatever it is you need us to do.

Up to 30 minutes may be carried over to the subsequent month for a total of up to 60 minutes of Webmastering time in a given calendar month.

20% discount on all billed work
Any time that exceeds your inclusive webmastering time will be billed with a discount of 20%.

Expected turnaround
All requested work will be turned around within two business days for the first hour requested, plus one day for each additional hour.

Free emergency ticket
One free emergency ticket will be issued each month. Up to one free emergency ticket may be rolled over to a subsequent month for a total of up to two free emergency requests in a given calendar month.

Favorable increments
Webmastering time will be accrued in five minute increments.

The Final Word

A website is a tool. Properly designed, it is a tool that speaks to your audience clearly, reinforces your brand and compels them to take action. Like any tool, its effectiveness depends greatly on how well you put it to use.

Those committed to supporting their sites with the right online marketing plans are best positioned for long-term success. Our packages serve as the ideal foundation of your web presence - an inexpensive investment which represents you online, with an expert team behind you, keeping your site safe with Wordpress Security Essentials.

Now you can market yourself online with confidence.

Other Services

Additional Services Available:

Light Editing: edit client-supplied content for spelling errors, grammar errors and basic awkward sentence structure issues.

Heavy Editing: edit client-supplied content for spelling errors, grammar errors, awkward sentence structure and partial content rewrites for better emphasis, more message impact and best use of keywords.

Content Creation: transform basic client-supplied information (bullet points, Q&A answers, other existing promotional materials) into well-crafted, impactful, keyword-rich content that matches any necessary content objects within a web page.

Additional Content Population: Additional pages may be added to a site above the prescribed amount.

Entry-level Logo / Brand

Receive 3-5 sketches for a basic brand, from which you can select a draft or combination of draft elements. These are used to create a high-fidelity logo will be presented using up to three color palettes and up to three different font sets.

Two rounds of revisions is provided to make minor adjustments to the logo design and present final colors/fonts. The final logo will be delivered as source files and common exports (.jpg, .png and .pdf), along with a single page document containing color and font information.
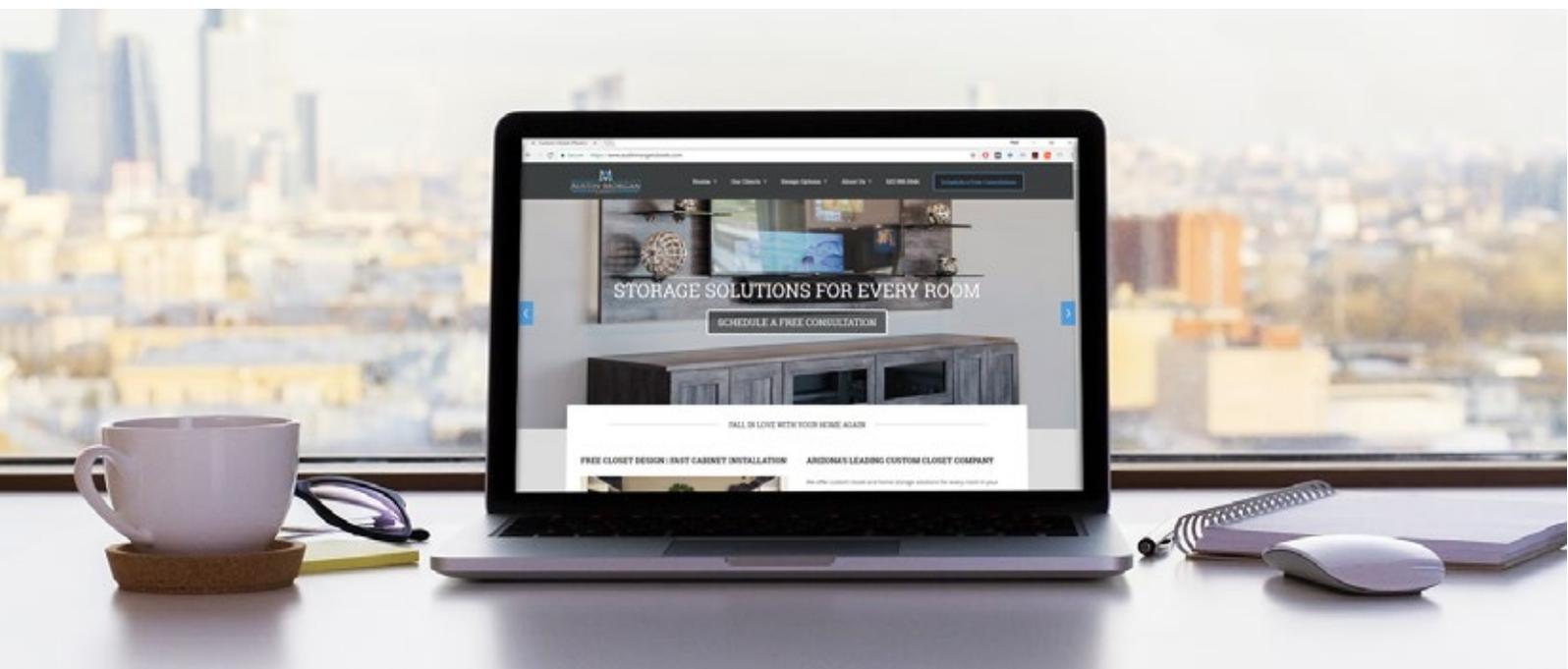
Choosing a Package

Feature / Note	Starter Package	Growth Package	Entry Custom Design
Content Management System	Wordpress	Wordpress	Wordpress
Research & Discovery	Worksheet	3x discovery calls	Guided R & D
Design / Theme Customization	Light	Moderate	Custom
Initial SEO Optimization	Good	Better	Best
Stock Photography Licences Included	5	10	20
Content Population	10	25	50
Custom Page Layouts	-	2	7
Custom Illustration	-	2 hr.	5 hr.
Content Editing for SEO	-	Light	Light
eCommerce Available	-	Yes	Yes
Page Layout Wireframes	-	-	Yes
Schema.org	-	-	Yes
Third-party Integrations	-	-	Yes
Pricing	From $249/mo*	From $439/mo*	From $475/mo**

* 12 month minimum contract.
** Requires a setup fee. Choose between 3-12 month minimum contract.

For complex custom design or programming, our prices start at $10k. Please contact us for more information.

McStarter Website Package Pricing

McStarter Package with Wordpress Security Essentials - BASELINE Care (Min. 12 months)

Option One:

Website & Wordpress Security Essentials: First 12 Months	$249 / mo.
Wordpress Security Essentials: Baseline Care *(after 12 months)*	$99 / mo.

Option Two:

Setup fee (one-time)	$2,900
Wordpress Security Essentials: Baseline Care	$99 / mo.

McStarter Package with Wordpress Security Essentials - PREMIUM Care (Min. 12 months)

Option One:

Website & Wordpress Security Essentials: First 12 Months	$325 / mo.
Wordpress Security Essentials: Premium Care *(after 12 months)*	$125 / mo.

Option Two:

Setup fee (one-time)	$3,900
Wordpress Security Essentials: Premium Care	$125 / mo.

McGrowth Website Package Pricing

McGrowth Package with Wordpress Security Essentials - BASELINE Care (Min. 12 months)

Option One:

Website & Wordpress Security Essentials: First 12 Months	$439 / mo.
Wordpress Security Essentials: Baseline Care *(after 12 months)*	$99 / mo.

Option Two:

Setup fee (one-time)	$5,200
Wordpress Security Essentials: Baseline Care	$99 / mo.

McGrowth Package with Wordpress Security Essentials - PREMIUM Care (Min. 12 months)

Option One:

Website & Wordpress Security Essentials: First 12 Months	$525 / mo.
Wordpress Security Essentials: Premium Care *(after 12 months)*	$125 / mo.

Option Two:

Setup fee (one-time)	$6,025
Wordpress Security Essentials: Premium Care	$125 / mo.

Entry-Level Custom Design

Entry-Level Custom Design: $8,262

Flexible payment structure to suit your organization. Choose between three and 12 monthly payments.

Example One: Over 12 months

Custom Website Deposit	$1,080
Custom Website & Wordpress Security Essentials: Baseline Care	$475 / mo.
Wordpress Security Essentials: Baseline Care *(after 12 months)*	$125 / mo.

Additional Services Pricing

Entry-level Logo & Simple Brand Documentation	$1,200
eCommerce Add-on *(pages designed to match site and integration)*	From $999

Content Writing

Basic Editing *(you supply the content)*	$25 / page
Heavy Editing *(you provide the first draft)*	$50 / page
Content Creation	$100 / page

One page is assumed to be 300 words.

Your website can be the foundation to your online marketing efforts. With a solid foundaton, you can make your website work for you.