



WORDPRESS DEVELOPMENT

Our development process is designed to be agile and scalable. This provides you with a rapid, but well constructed site to maximize your online potential



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INTRODUCTION

For a business to be the best at what you do, you must start with a strong foundation. The most important thing for any business to function and thrive in 2021, is Your Website.

The world has completely changed in the last 12 months, and the digital technologies readily available continue to advance at speeds like never before.

We have made it possible for any sized business to have the website you have always imagined, and built with best in class technologies for affordable small business pricing.



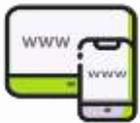
"Nothing less than perfection"

Jason Gordon
Founder & CEO



DEVELOPMENT GOALS

All our website projects have been designed to achieve the following objectives:



Build responsive WordPress websites that are not only beautiful but perform well and provide the best user experience possible across all devices.



Designed to not only meet your business and marketing needs but also comply with new industry standards for performance and achieving optimal search engine results.



Provide the opportunity to obtain enterprise-grade WordPress websites for any business in the world at small business pricing.



Ensure that your website is fully maintained and continually updated and managed by our team of experts so that you never need to worry about your website again.



HOW WE WORK



Getting Started

We offer more than 100 standard and premium themes for you to choose from. All of our themes are optimized for performance. You are able to select your website plan, through our website.



Onboard with our team

Once you have your plan set up, you will meet with our senior project managers to go over the theme you have chosen and the additional content you have provided. Once we have confirmed all of the page requirements and that we have everything we need, we are ready to get started.



Design Begins

Our team will review information from our onboarding session, and begin to design your website based on the theme you have chosen. Within days you will have the first version of your site completed by our developers.





Feedback and Revisions

After your review and approval of the first draft, we will continue to construct the rest of the website. Now, it is time for a review call to ensure all the pages of the site are up to your standards. You will have time to give us your feedback and review every aspect of your site.



Final Review and Go Live

After the website is completed, you will have an opportunity for final review and revisions. Once you are happy with your site and it has exceeded your expectations we can place it live inside our secure hosting environment.



Ongoing Maintenance

With every website we build, we offer an affordable monthly ongoing website maintenance and optimization service. The service is designed to keep your website always up-to-date and performing in optimal conditions every day without any issues. We manage your site for you and send you a monthly report of all the work done and security

You'll never have to worry about your site is out of date or not being found in search. We follow a multi-point guideline before launching each site which ensures our sites are perfect before being set live on the web.



CRUCIAL WEBSITE ELEMENTS

Below is the overview of our website development features as follows:



Modern WordPress Website Design

We have an amazing gallery of high-performing themes, perfect for a diverse array of businesses and company types. All of our selected themes are carefully chosen for their clean, modern designs.



Built with top website technologies

We use the best tools, proven to keep your site up and running to perfection everyday. We depend on top-tier support from several different software companies which allows us to guarantee that your website is never at risk and always secure and online.



Three Page Builders to Choose From

Mobile-first design and pro-building tools used to build on WordPress are our specialties. We work with the most up-to-date versions of software and count on the reliability of industry giants such as Elementor, which has recently become the go-to builder because of its ease of use and user-friendly design.





Responsive for all devices

The sites we build are responsive on mobile, tablets, and laptop and desktop computers. We design keeping in mind the need for your site to adjust on different screen sizes and creating a natural flow while the user navigates through your site.



Secure site with SSL certificate

Your site is secured with an SSL certificate as one of our built-in features. As much as it is important to have this on your site for security reasons, it also helps users to recognize that your site is legitimate and secure for them to browse and even make payments to.



Branding integrated design elements

Our creative team of senior designers is ready to jump in and customize icons, photos, and other visual elements needed to enhance your site. We have an award-winning design team recognized by none other than Clutch.





Blog Page Included

Each of our sites are setup with a blog page included, with several layouts to choose from. We will create an archive of all your resources cataloged by topic.



Social Media sharing buttons and Network Integration

In the footer and contact page of your site we will include all the corresponding links to your social media networks. This will use your social media as extension of your marketing strategy and redirect visitors to existing social media accounts.



Google Analytics Integration

The sites we build are using Google Analytic integration so you can have insight into all user interactions with your business across various devices and environments.





Subscriber & Lead Capture Forms

We can design simple and functional forms to capture your website visitor's data. Request name and email, or full forms with all of the basic info.



Stock images included (if needed)

We work with our clients to populate their sites with high-quality images from stock libraries such as Shutterstock. We know that having beautiful, sharp images are essential to present the best vision of your business.



Unlimited revisions and changes during the first 30 days

Our team is available to make changes to texts, links images and icons on your website for the first 30 days after it has been set live. We will also support you in uploading blogs when needed.





Quality assurance and testing

Several of our team members perform a rigorous check of your entire site to ensure every page, link, button and form is working correctly. We run optimization tests after setting your site live and send you a final report on quality.



Core Web Vitals

We have rebuilt our business around Google's ranking factors. That is why our sites are fully compliant with Core Web Vitals. We build intentional sites that are guaranteed to perform well and rank highly because they follow the right methods imposed by Google.





Technical support

We're a fully managed WordPress website hosting company, and we offer support for website hosting, email, or other services relating to hosting. You may already have professional hosting and you might even manage that hosting in-house, but we highly recommend that we care for your website to keep it running in prime conditions as it will be delivered and to take care of any potential issues that may arise. We can set up a dedicated server, with autoscaling resources and charge a flat rate for hosting based on the size of your website. After that, all updates, security, optimization, design updates or changes, and anything we can do to keep your website finely tuned and meeting industry speed and performance standards we take care of.



Hosting

We fully support all websites we build and host them inside our enterprise data center in the Google Cloud. You may already have professional hosting, and you might even manage that hosting in-house. Unfortunately, we can only stand behind the integrity and quality of our work with a 100% satisfaction guarantee for websites that we host and maintain in optimal performance standards.



TOOLS & TECHNOLOGIES

Our websites are built with and maintained using industry-leading website tools and technologies:



WordPress

WordPress is software emphasizing accessibility, performance, security, and ease of use. Based on principles that the website should work with minimum set up so that you can focus on sharing your story, product, or services freely.



Elementor

Though it was only released in 2016, Elementor has quickly shot up the ranks and is now one of the most popular page builders in existence with over 1.2 million active installs, according to WordPress.org.



Woocommerce

WooCommerce isn't just a popular eCommerce WordPress plugin, it's the most popular way to build an eCommerce store. Period. It powers 42% of all the eCommerce stores on the Internet. You can use WooCommerce to sell both physical and digital products (though many people opt for the next plugin in this section for digital products).





ASTRA

Astra is the fastest, flexible and free WordPress theme that is intuitive and offers deeper integration with WooCommerce. With unique features and countless customizations you can build a store that matches your brand.



Google cloud

Google Cloud Platform, offered by Google, is a suite of cloud computing services that runs on the same infrastructure that Google uses internally for its end-user products.



Cloudflare

Cloudflare secures and ensures the reliability of your external-facing resources such as websites, APIs, and applications. It protects your internal resources such as behind-the-firewall applications, teams, and devices.



FREQUENTLY ASKED QUESTIONS

Why are your services so low priced?

We know technology and software can get expensive quickly. Given our track record, we could easily set a similar price to that of our competitors in the industry, but our pricing philosophy is that the best service at a great price is the way to go in order to ensure that excellence is within reach for any business owner, no matter the size of their company.

Can I get a premium quality service at that cost?

Our staff is qualified, hardworking, and willing to assist with any technical issue related to your site. Our commitment is to help business owners from around the world to have a great-looking site, optimized at the highest standards, all at a great price. You can't beat our quality standards and we challenge you to find a better company to work with.



What will I need to provide for the project to start

You will provide us with a complete list of your requirements for the website during the onboarding call. Although during the development functionality may change for a better user experience.

Do I need to provide my own photos and content

You will provide photos and content needed for all pages. Otherwise, StrongWP will use licensed stock images if needed.

Will I be able to have insights in project development

You will have at least one project manager for us to work with and be able to respond to questions and provide feedback within 24 hours.



DESIGN

 We create look-and-feel designs and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (color, texture, and typography.)

You'll have two or more weekly opportunities to review our work and provide feedback. If at any stage, you're not happy with the direction our work is taking, we will discuss your concerns and attempt to improve the process or assign a new developer or project manager if needed.

TEXT CONTENT

 Writing or inputting any text copy is not included in this agreement. We will add in small parts of the text and make grammar checks and edits as needed per your feedback. We have no problem going to extra mile to help you complete your website we just can't get into writing full pages of text where we are not experts on your industry. Long formal content or website copy can be provided as needed in a separate agreement.



PHOTOGRAPHS

 You'll need to supply graphic files to us in an editable, vector digital format. Photographs must be in a high-resolution digital format. If you choose to buy stock photographs, you can, but we also have unlimited licenses of image banks that you can review and use ours if needed. If you'd like us to search for photographs for you, we can provide a separate estimate for that. The cost of buying stock photographs or video footage that we do not have in our image banks is not included in this agreement.

WORDPRESS INTEGRATION

 We'll set up, install and configure WordPress on our hosting server as described in the scope of work section. WordPress is a third-party tool and therefore we can't be responsible for any bugs associated with WordPress or its plugins.

If any bugs are found during the development phase or 30 days after launch we'll fix it (if possible) or update WordPress or the faulty plugin if it's available, but after the 30 days guarantee, we can continue to maintain and update your website inside of our website management plan.



TECHNICAL SUPPORT

 We're are a fully managed WordPress website hosting company, and we offer support for website hosting, email, or other services relating to hosting. You may already have professional hosting and you might even manage that hosting in-house, but we highly recommend that we care for your website to keep it running in prime conditions as it will be delivered and to take care of any potential issues that may arise. After that, all updates, security, optimization, design updates or changes, and anything we can do to keep your website finally tuned and meeting industry speed and performance standards we take care of.

CHANGES AND REVISIONS

 We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible.



CHANGES AND REVISIONS

If you want to change your mind or add anything new, that won't be a problem if its a simple integration or page design revisions, but if you want to do a complete redesign to a new layout after approving the initial layout we'll provide a separate estimate to cover the additional time.

ERRORS

We can't guarantee that our work will be error-free but we are accountable if errors are caused by us. We will take responsibility and fix any errors or technical components on the website and get you back up quickly, but can't be liable to you or any third party for damages, including lost profits, lost savings, or other incidental, consequential or special damages, even if you've advised us of them.

MUTUAL COOPERATION

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in providing feedback in a timely manner.





If you have any detailed questions about this proposal, please contact me at the information below.

Thank you,

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