

example.com

Website Design & Development

proactiveclick

We Create Websites as Unique as Your Business

The following strategy highlights the main steps that are necessary for your website design & development. We have included other marketing techniques that could be strategically important for you, so that you can have an overview of all the possibilities you have.

Our main goals are:

- 1. Increase Speed**
- 2. Use a Mobile Friendly Design**
- 3. Use a User-Friendly Design**
- 4. Follow SEO Rules for better optimization**
- 5. Optimise all the social media channels**
- 6. Fix any broken link and avoid spam**
- 7. Collect leads from all around the UK**

Domain: example.com

The website will be built on a subdomain `preview.example.com` and it will be then transferred to the main domain (`example.com`) when we are ready to publish it. The preview will be visible just to us and you.

1. We will create the website on **WordPress with a premium theme that can be managed easily**;

It is easier for us to build a new website and transfer it, than change the current website. The first reason is because we don't want to have the current website under maintenance, ensuring no downtime, since that you need leads and the second is because we want to avoid technical problems that might occur.

2. We suggest to point the current domain to a **UK server**, as mentioned in our conversation. This will make the website fast and secure. The company we work with provides a good hosting package, premium support and ssl certificates.
3. We will use a **theme** that will be easily managed by the client, after the publication. We will provide training at the end of our project, in order to let you understand how to optimally manage your site. Or we can provide full 365 management.

Site Structure - Menu

In order to provide the best user experience and a fully-optimised website, the site structure could be changed to the following:

(see the following to understand the structure)

- **Home**

- **About**

The Team

Technical

Evolving

Mastery

- **Constant Evolution**

Theory

Feedback

Optimization

Performance

Gains

- **Courses**

Most

Adaptable

To

Change

Exceed

- **Advantage**

Full

Help

- **Content**

Maximum

- **Return**
- **Store** (link to subdomain store.example.com)
- **Video** (link to YouTube channel)
- **Contact**

See image attached for a better understanding.

Content – TEXT & PICTURES

All the content should be optimized with the right techniques and should be **unique**. This means that we cannot use content from other sources (such as Wikipedia or other websites), Google wants unique content.

All the pictures should be resized and optimized to follow the main rules and to not reduce the speed of the website. Each picture will be **SEO – Friendly**. With Photoshop, we will resize every pics and we will upload them with a specific alt-tag (important for SEO)

Video

Video are important but it is better to keep them on **YouTube** and not on the website, because they reduce speed.

We can leave the most important one on the website, but it would be better to host most of them on YouTube.

In the menu there can be a link to the YouTube Channel.

Online Store

On the current store there are 111 products. All products are not optimized and mobile friendly. We suggest to create a store on a subdomain: **store.example.com**

If the store will be on the subdomain, it will be easy for customers to find products, since that there will be a different menu/site structure.

This can be another way to increase your audience and technically it is the right solution, in order to not cause problems to the content of the main domain.

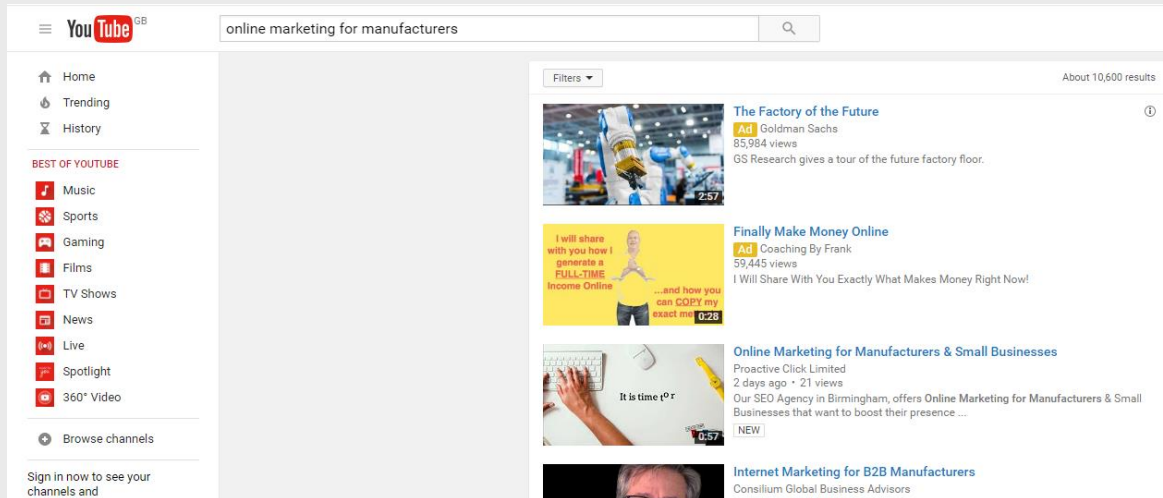
The store will be created using **WordPress & Woocommerce** and will have the same template of the main website.

Different payment methods can be implemented. Visa, MasterCard etc and PayPal Express Checkout.

YouTube Optimisation

The current YouTube channel (Example) is not optimized in order to let people find you on **YouTube or Google Video Results**. This means that you are losing people surfing on this social network, which is important for your business.

If you optimize every video to let it be in the first page of YouTube, you will increase your audience. This is an example of Proactive Channel:



If you search for "online marketing for manufacturers" you will find our video in the first position. I uploaded it 2 days ago. We suggest you to optimize your videos. There are 24 videos.

Social Media Networks

As we mentioned, the brand **Example** should be consistent on all the online channels. We should have

- 1 Facebook Page
- 1 Twitter Page
- 1 LinkedIn Company Page
- 1 Google My Business Page (address registered on google maps)
- 1 Google Plus Page (useful for SEO)
- 1 Instagram Page
- 1 YouTube Channel

Content on all the social media pages should be optimized and use the same keywords of the website. This will increase your online power.

Link Building

Your website currently has **702 backlinks**. Most of them are fine. A few of them are causing SPAM. Our aim is to delete the broken links and to verify all the others, to not cause problems when we submit the sitemap to Google.

A deep link building strategy can be implemented, registering the website on the right and powerful directories. This will increase your visibility and domain authority.

REDIRECT 301

When a website is rebuilt, **redirect 301** should be implemented to not cause the so called 404 pages. If your website will have 404 pages, it will be penalized by Google.

Technically means that each current page should have a redirect 301 to the new pages we will build so that there will not be 404 pages.

Blog

Creating a blog allows you to upload as much as content you want, in a way that will not conflict with the main content of the website. Doing so, we will avoid problems and you and your teachers could implement it with new articles that do not have to be necessary optimized for Google.

The blog would be created on a subdomain and clickable from the main menu (it is like the news section): `blog.example.com`. This will increase your authority on online.

SEO

We have done a deep Keyword Research and seen that you are losing many visitors because your website is not optimized. There are not the right keywords and content is not optimized for search engines.

SEO require a lot of work and time to see results but it is important for reaching more visitors, without paying for ads with Google AdWords.

If your website will be reachable on Google Search Engine organically, this means that will be found by many people looking for the right keywords.

Attached there is an excel file that shows you which are the good keywords you should use; how many people look for them and other technical values that are important to us.

SEO Results are visible after 1-3 months from the publication. It is a **long-term strategy** but once you get to the top positions of Google, you will increase your authority and competitors cannot compete with you.

All the content will be managed by us. This means that when you want to upload a new picture, text or video, we should advise for the best rules you to follow and the right keywords. Otherwise the website will be penalized by your not optimized content. Every month we will make sure that website does not have issues and that is not penalized by Google.

The following methodology is necessary for high results.

SEO requires the following steps:

- keyword research
- competitor analysis
- content optimization (a professional copywriter will check the content in order to SEO it)
- pictures & video optimization
- google sitemap + user sitemap
- maps registration
- link building strategy
- social media optimization
- seo by yoast plugin
- all SEO Technical Elements
- Search Console Installation
- Analytics Installation
- Hotjar Installation
- Facebook Pixel installation
- Remarketing

Hotjar is a tool that allows you to see what people do on the website. It will record the moves of each user and you will see the screen as they see it when they are surfing. You can understand which are the buttons they click, which are the pages or video they see...

Facebook Pixel is important because it allows you to create and record an audience, so that when you do Facebook campaigns, you target just the audience that has visited your website.

Remarketing is important. With Google AdWords, you can record and create a list of all the visitors of the website, so that you do a Pay Per Click campaign, you will target just that audience with search & display ads. For example, people that visited your website, they might

visit another website. On the competitor website, they might see a banner with your logo, telling them to book a lesson on your website.

It is a good strategy that can be implemented in the future.

Our Packages

We have described some of the strategies we could use to let you reach a bigger audience. Is up to you now decide which want you would like to use:

Website Design + Development

This include:

- new website design with a mobile friendly theme, fully customizable
- new site structure/menu
- same content of the current website but optimized for a better readability and used in the new pages that we will confirm
- same pics/video, but optimised
- 1 unique contact form for all enquires with possibility to choose the location
- (I am still looking at opportunities to provide the best experience)
- responsive design optimized for tablet, mobile phone, desktop
- sitemap submission
- google map registration
- search console
- analytics
- hotjar
- facebook pixel
- user sitemap
- privacy policy
- terms & conditions
- social media buttons
- google my business page for 1 registered address (main address for wci world school)
- redirect 301

SEO – Search Engine Optimisation

The optimization of the website will let you be on the first page of Google for the keywords we will choose to use.

All included in the package Website Design & Development & the Hosting Package plus:

-ON PAGE SEO:

- Content optimized
- Keyword research
- Competitor research
- Pictures optimization
- Video optimization

-OFF PAGE SEO:

- Link Building Fixes – No spam
- Main Directories Registration
- **Blog Creation** (content to be uploaded by client)

-YOUTUBE VIDEO OPTIMISATION

- Optimization of all the current videos on you YouTube Channel

-SOCIAL MEDIA OPTIMISATION

- Optimisation of all the channels mentioned in the strategy (content, cover photo, profile pic for a better mobile user experience)

-MONTHLY ANALYTICS REPORTS

Ecommerce – Online Store

It is like a new website hosted on the subdomain: store.exampleworld.com. It requires an SSL Certificate.

- All the current products will be uploaded
- Same template of the main website
- Free Payment Methods

Extra Packages:

Hosting package + SSL Certificate for 1 year with a UK Premium Hosting Provider

Social Media Optimisation

(content optimised + mobile profile pic + mobile cover photo)
for each social network

Blog Creation:

(new subdomain with blog + categories + tags)

Youtube Video Optimisation:

For each video

Full Package (website + blog + ecommerce + social media + youtube + seo + hosting)