



SEM Website Creation

At SEM we create WordPress Websites that look good, are optimised for SEO and Mobile Responsive. This provides your users with a seamless experience to increase conversions and reputation of your brand. Talk to us today about building or modifying your website.

Describing your site's requirements

To make the most of all the advanced customization you can squeeze out of a WordPress website, a good place to start is with a solid creative brief capturing exactly what you need from your site. This could be a list of must-haves (and nice-to-haves) such as widgets, plugins, third-party integrations etc.

The more custom your site is, the more involved the build will be. If you need complex development such as ecommerce functionality or specialised integrations, or to update the look and feel of a theme, expect this to boost the time and effort that will need to go into development and could impact price.

Your brief should include:

- **Background** about you, your company, or your products and services.
- **Business goals** and objectives for your site or online store.
- The **scope of the project**, which outlines the development and design work to be done, plus any additional deliverables the project will create like plugin integrations.
- **Technical specs** the developer should know. Will you need a domain name, or hosting?
- An **overview of your competitors**, including other sites you like that have functionality or features you'd like to have.
- Your **target audience(s)** for the site.
- **Brand guidelines** the theme should reflect, including fonts, colour palette, imagery, and logos.
- A list of any **copy (text) and images** to be included in the site.
- The **project timeline**, including any milestones.
- Anticipated **project budget**



Scope of work

Pricing for your project will all reflect one critical point: The scope of work, or how much you actually need the WordPress developer to do. Whether you want a full-blown ecommerce store with database integration, or a simple marketing site with a custom contact form, the production process may include:

- Research into your industry, marketplace, and audience
- Creating a site wireframe
- Choosing and customizing a theme
- Identifying (and purchasing) the plugins needed to support functionality
- Generating designs for review and revisions
- Setting up Google Analytics tools, an XML sitemap, and SEO support
- Testing, review, and approval, including testing for device and browser compatibility
- Installation, integration and site launch

Our fixed-price projects include up to 3 iterations (revisions) included in the price.

Timeline & scope creep

If your project has a tight timeline, you may pay a premium (i.e. a rush fee). If you require extra work outside of agreed scope, additional fees may be required above originally discussed or agreed quote/invoice. Three ways to help ensure your timeline and scope doesn't grow beyond expectations:

- **Be specific about what you want in the site proposal**, then let the developer make decisions about the tools and technology to bring it to life. Being too vague about what you have in mind can result in functionality that doesn't meet your MVP or the decision to use custom coding or plugins that might not suit your needs and require revision.
- **Prepare any related materials ahead of time**. Write and edit site copy, menus, and page titles as soon as you have a wireframe for the pages within your site. If you're including photos or other images, check to ensure they have a high enough resolution.
- **Establish a way to quickly and efficiently share project assets to keep things moving**. Being responsive and communicative is essential to keeping a development project rolling. Set up a Dropbox or Google Drive folder where you can store and share assets and information for your developer to keep the email back and forth to a minimum.

Our 2 most recommended Website styles along with their functionality are listed below;



SEM Brand/Landing Page Website

The Landing page site is a general information or lead capturing website to build email lists for a funnel campaign or to build general brand image/awareness.

- + Customised Website with your Theme of choice and Page Builder layout options
- + Set-Up to 3 Pages; Home/Landing, About, Contact
- + Sourced Stock Images or You Supply
- + Colours & Fonts of your choice
- + Navigation Menu Styling
- + Fully Responsive Design
- + Search Engine Optimisation with Yoast
- + Social Media Integration
- + Newsletter/Opt-in Integration with Mailchimp to Automate list building and Email sending
- + 30 day Post-Launch Support

Investment: \$599



SEM Elite Website

Fully Functional SEO Optimised, Responsive, 6 page site with Specialty function such as Ecommerce, integrated List builder and social media, plus automated website backups and Google Analytics setup.

- + Hosting and Domain setup (if required)
- + Fully Customised Website with your Theme of choice and Page Builder layout options
- + Up to 3 Specialised Plugins to add Features such as Ecommerce, Bookings, Events etc.
- + Set-Up of 5 Pages; Home, About, Services, Blog & Contact + 1 Specialty page (Shop etc)
- + Sourced Stock Images or You Supply
- + Colours & Fonts of your choice
- + Navigation Menu Styling
- + Fully Responsive Design
- + Search Engine Optimisation with Yoast
- + Newsletter/Opt-in Integration with Mailchimp to Automate list building and Email sending
- + Social Media Integration
- + Google Analytics set-up
- + Automatic Backups with UpdraftPlus to your Dropbox
- + Managed site updates for 30 days (Theme + Plugins)
- + Full One-on-One Website (WP) Training & Handover
- + 30 day Post-Launch Support

Investment: \$1699



Note: additional costs may apply for hosting, domain purchase, theme and plugin purchase (some are free depending on taste/requirements), graphic design, sales funnel set-up, social account set-up and any additional customisation not listed above.

You will be required to provide all copy and logos/branding. Access to social accounts, mailchimp account, dropbox account and google/gmail account will be needed to enable some integrations listed.

Up to 3 design revisions are included. If changes to copy or other marketing enhancements are required post this number our \$125 hourly rate will apply.

