



WordPress Theme-based Web Design

People go online and visit websites to learn more about businesses, brands, products and services and to make business transactions. If you do not have a website, it is not a question of if you need one or not, the only question is how fast we can build it! In today's world having a website is 100% necessary for 99% of all business owners. If you just started a business, a website should have been a part of your original business plan. If you already have a website, it may need some redesigning to improve its performance and to keep up with the times.

Here are our WordPress Theme-based Web Design Packages:

Package Name	WordPress 5 THEME	WordPress 10 THEME	WordPress 20 THEME	WordPress 30 THEME
Number of Pages	5 Pages	10 Pages	20 Pages	30 Pages
WORDPRESS WEB DESIGN PACKAGE DETAILS				
INSTALLATION AND CONFIGURATION				
WordPress Installation and Configuration	Yes	Yes	Yes	Yes
WordPress Theme Installation	Yes	Yes	Yes	Yes
WordPress Blog Setup and Configuration	Yes	Yes	Yes	Yes

GRAPHIC DESIGN AND MOCKUPS				
Free Image Sourcing and Uploading "If required"	Up to 5 Photos			
Custom Designed Banners	1	2	4	6
CONTENT UPLOADING				
Content Uploading (Font, Header, Bullet Formatting)	5 Pages	10 Pages	20 Pages	30 Pages
CONTACT FORMS				
Contact Form Configuration	Up to 1 Form	Up to 2 Forms	Up to 3 Forms	Up to 4 Forms
FOOTER DESIGN AND OPTIMIZATION				
Footer Navigation	Yes	Yes	Yes	Yes
Footer Call to Action Banner Design	No	No	Yes	Yes
SEO PLUG-INS AND OPTIMIZATION				
301 Redirects	Up to 2	Up to 4	Up to 6	Up to 8
XML Sitemap Generator	Yes	Yes	Yes	Yes
User Sitemap Creation and Implementation	Yes	Yes	Yes	Yes
Domain Redirect Optimization	Yes	Yes	Yes	Yes
SEO Plug-in for WordPress	Yes	Yes	Yes	Yes
Google Analytics Script Analysis, Generation & Installation	5 Pages	10 Pages	20 Pages	30 Pages

Google Webmaster Script Generation & Installation	Yes	Yes	Yes	Yes
Browser Compatibility Check	Yes	Yes	Yes	Yes
EMAIL INSTALLATION AND CONFIGURATION				
Google Business Email Installation (10 users Free)	No	No	No	No
WEBSITE BACKUP, MIGRATION & INSTALLATION				
Website Backup and 3 Month Storage	Yes	Yes	Yes	Yes
Website Migration to your Hosting	Yes	Yes	Yes	Yes

[WordPress Installation and Configuration](#)

WordPress is one of the best platforms for building an SEO-friendly website. The latest version of WordPress will be installed and configured on the web server.

File Transfer Protocol (FTP) and Content Management System (CMS) access will also be generated during this phase. If required, additional users for the site's back-end will also be created. A website's back-end refers to scripts and applications that are run on the server. The back-end may also refer to the database that controls the user interface.

[WordPress Theme Installation](#)

A WordPress Theme depicts the layout and the graphical interface of the site. An appropriate WordPress theme will be installed for the site depending on its purpose or function to the company it represents.

The selected theme will also be compliant to SEO standards.

[WordPress Blog Setup and Configuration](#)

A Blog helps circulate content and divert more traffic into your site. WordPress is one of the most powerful blogging platforms today.

The WordPress blog will be incorporated to the site. The blog will be completely configured with useful widgets, post categories, and SEO options. For best results, the blog will be integrated into the site and will be given its own directory (eg. /blog/).

[Free Image Sourcing and Uploading](#)

Embedding relevant images with a keyword-optimized file name and alt text for the website:

This involves content and design analysis. Relevant images that we scoured for across the Web will be strategically inserted within the website. Each image will be hand-picked to complement the blog article, adding value to the website's design and keeping the visitors engaged.

[Custom Designed Banners](#)

A banner is the graphic image used to promote a website's main product line or service. It is usually located on the most conspicuous areas of the site.

A custom banner incorporating the company's selected products and/or services will be furnished. Banners will be designed to be striking, stylish, and compliant to the company's theme or motif.

[Content Uploading \(Font, Header, Bullet Formatting\)](#)

Content is the most important aspect of the website especially in terms of SEO.

Uploading content involves equipping the website with important and relevant content such as articles, blogs, or any other textual content. It also includes formatting the content's design, typography, header, and bullet list styles to complement the site's theme. The textual content and design will be developed and measures to make them compliant to SEO guidelines will be strictly followed.

[Contact Form Configuration](#)

The Contact Form is the main tool for converting a casual site visitor into a valued customer.

A fully functional basic contact form will be crafted based on the pertinent information provided by you.

[Footer Navigation](#)

The Footer is the final piece of content located at the bottom of each web page. Footers can be used to effectively convey important information through Footer Navigation. Having a properly optimized footer navigation feature also enhances the usability of the site.

All the site's important links will be included in the footer navigation. This area will also be used to hold the keyword-rich anchor texts.

[Footer Call to Action Banner Design](#)

The Footer is the final piece of content located at the bottom of each web page. Thus, it's generally the last part that your visitors see after going through the page's content. If properly Footers are optimized with effective call to actions such as Banners, you are likely to gain profit from them. A banner is an online advertisement that takes the form of images. It is intended to attract traffic to a website. It sends users to the advertiser's website or to an important page on your website.

We will be designing a call to action banner for your site's footer. The banner will encourage and attract people to click on it and visit your desired destination page.

[301 Redirects](#)

Plug-ins are tools used to extend the functionality of the WordPress platform and are only applicable to self-hosted blogs and web sites using the WordPress.org software.

The Simple 301 Redirects plug-in provides an easy method of redirecting requests to another page on the site. This comes in handy when migrating a website to WordPress.

This plug-in will also be necessary for performing On Page SEO optimizations as it will be utilized to seamlessly pass an old URL's PageRank and traffic to the new URL without having to manipulate the FTP files.

[User Sitemap Analysis](#)

A User Sitemap is an on-site Web page that links to all the other pages on your website. This type of sitemap is generally for Web site visitors but is also useful for spiders/search engines. It helps any spider crawling your site to easily and quickly find and index all of your site's important Web pages.

We will be checking to see if there is an existing User Sitemap and whether or not our target pages are included there. If we find that the Web site has no sitemap, then we will be creating/recommending one (depending on whether or not we have access to do so).

User Sitemap Implementation

If we determine that the site does not have a User Sitemap, a new page will be created for this. The user sitemap containing all the relevant pages of the website will also be added to the menu or footer (whichever is applicable) for users to access.

[Domain Redirect Analysis](#)

Some websites use both the WWW and the non-WWW version of its URLs. If this is the case, and the site does not redirect to WWW if non-WWW is used and vice versa, then the site needs to be redirected to its appropriate URL. Here, we will be determining which version should be used for your site in the search results so that the rankings and traffic will not be distributed and search engines will not interpret them as duplicates or different pages (<http://www.google.com/support/webmasters/bin/answer.py?answer=44231>).

[Domain Redirecting](#)

If necessary and given the appropriate access, we will be implementing the 301 domain redirect to our recommended version - either WWW or non-WWW.

[Google Analytics Script Analysis](#)

Google Analytics is a web analytics tool offering detailed visitor statistics. The tool can be used to track all the usual site activities: visits, page views, pages per visit, bounce rates, average time on the site, and much more. It is an in-depth traffic analytics program.

We will be checking the site for an existing and working Google Analytics (GA) script. What we find will determine whether or not we need to generate a GA code for the site.

[Google Analytics Script Generation*](#)

Generating a Google Analytics (GA) script for the site:

If the site does not have a GA script or the client prefers we replace the existing one, then we will generate the GA script for the website. The code generated will later be installed on the site.

[Google Analytics Script Installation*](#)

Installing the Google Analytics (GA) script to the site:

The generated GA script will be added to the site's source code. This will be used to track user interactions with the website via the Google Analytics dashboard.

[Google Webmaster Script Analysis](#)

After 2 to 3 weeks, or once Google Webmaster has enough data, we will then go in and analyze Google Webmaster to make sure your website is indexing properly, malware free, and crawl error free.

[Google Webmaster Script Generation*](#)

Google Webmaster allows you to obtain data about crawling, indexing and search traffic. It also allows you to receive notifications about problems on your site. Consequently, we will be generating a new Google Webmaster verification file for the site to gather valuable information that enables us to:

- 1) Find out how Google crawls, indexes and ranks your site
- 2) See how many people found your site in the search results, and how many people clicked on it
- 3) Tell you if we detect that your site has malware or generates errors
- 4) See other sites that are linking to yours
- 5) Tell Google about your site - submit Sitemaps and see how many pages we added to the index

[Google Webmaster Script Installation*](#)

Installation of the Google Webmaster Script is done either through uploading an HTML file to the site's root directory or adding a meta code on the site's homepage. This will depend on what's applicable to the website access granted.