

PROJECTED
DATE:
01/24/2023

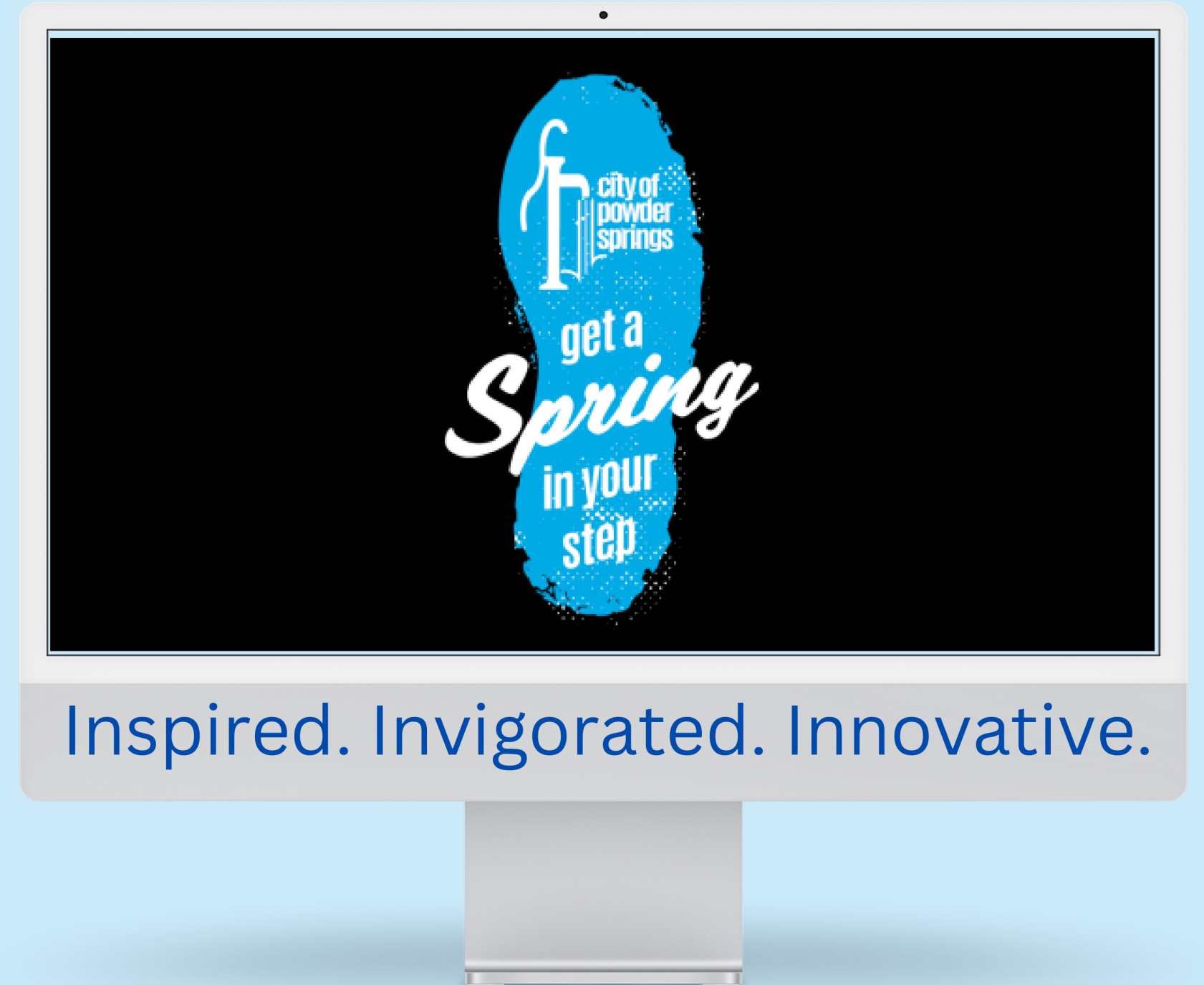
COMPANY
Above The Cloud Media & Marketing.

Website Launch Plan

Custom Tourism Website Visit Powder Springs

PROJECT

www.visitpowdersprings.org | Visit Powder Springs



The Technology of The Future Chooses the Target

Your standard, successful website is made from a blend of beautiful design, clearly written content, and a well-thought-out conversion funnel. And all of that's great, but who wants to just be 'standard,' when you can be so much more? To maximize your website's potential as a customer-conversion machine, you need to create a visitor experience that is highly engaging and speaks directly to your potential customers' needs.





CREATE AN OUTSTANDING WEBSITE FOR EVERY VISITOR

Inspired. Invigorated. Innovative.

We deliver professional, high-quality websites for our clients that evoke emotion and improve interaction. Simply put, our design work delivers real, measurable results.



ONE WEBSITE THAT WORKS ON DESKTOP, TABLET AND MOBILE

Our state-of-the-art features are proven to increase search engine ranking, boost visibility, and deliver a better overall experience across every device type.



The experience and the needs of a visitor can greatly differ between a mobile and desktop device, and we make sure that our content and designs consistently reflect that.



TRADITIONAL DESKTOP-ONLY SITES SIMPLY WON'T CUT IT ANYMORE. ONE STUDY FROM COMSCORE FOUND THAT 49 PERCENT OF DIGITAL MEDIA TIME IS SPENT ON MOBILE DEVICES, WITH TABLETS ACCOUNTING FOR AN ADDITIONAL 12 PERCENT. WITH JUST 31 PERCENT OF TIME LEFT OVER FOR DESKTOP DEVICES, IT BECOMES CLEAR THAT WEBSITES SHOULD BE BUILT MOBILE-FRIENDLY, TABLET-FRIENDLY, AND DESKTOP-FRIENDLY. THAT'S WHY WE EMPLOY WHAT'S CALLED RESPONSIVE WEB DESIGN.



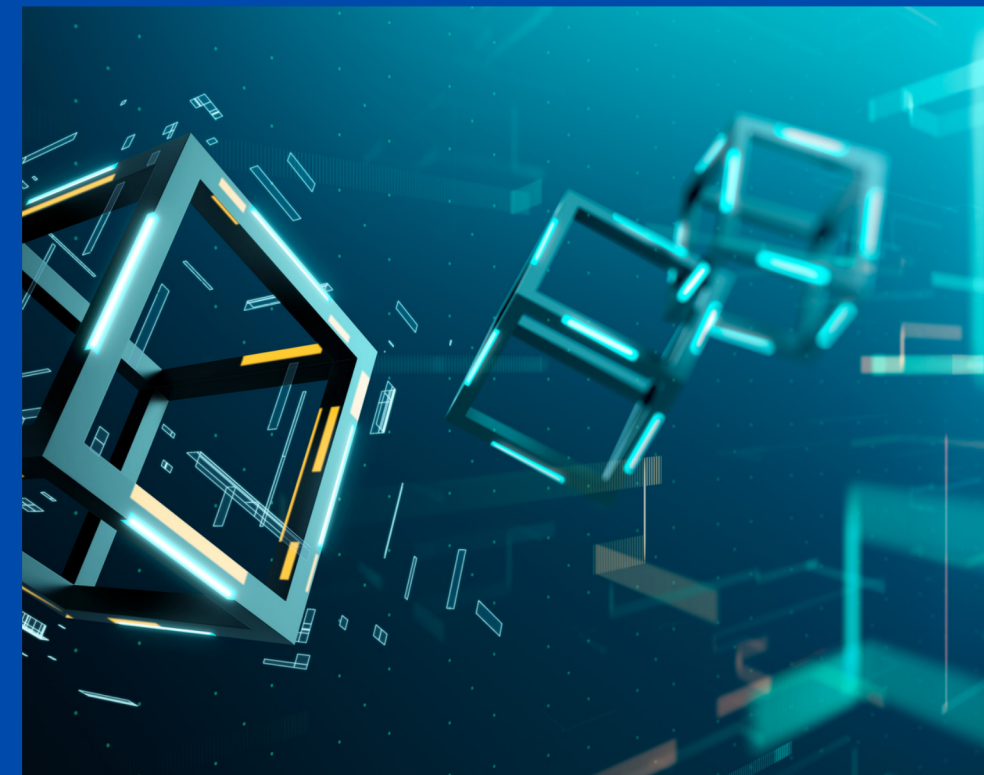
SUPERIOR SPEED



When we're crafting our sites, we go through extreme lengths to ensure that we live up to the promise of a fast site, and we routinely test the speed of your site to double check that we maintain that standard. Here are a few ways we achieve the speeds demanded by both Google, Bing and your visitors:



High-speed website performance isn't a luxury for a great website—it's a requirement. Not only do people expect a page to load quickly, but Google has indicated that pagespeed is a direct factor for SEO. Neither your customers nor Google has a second to spare waiting for a page to load, so pagespeed is one of our top priorities.



1. Optimized Images – Our images go through a process that generates a number of images in different sizes (to be delivered as needed to the device your visitor is using) and compresses them without losing quality.
2. Server Response Time – Sites hosted through our agency will display for your clients very quickly. We write our code and design our infrastructure specifically to this end.
3. Global CDN – To double-up on speed, we use a global CDN, so no matter where someone is trying to view your site from, the site load-time for them is just a few seconds.
4. Constant Testing – We routinely test our client's site speed every month to make sure your site speeds meet our standards.

PRICING PACKAGE

WEBSITE BUILD & DESIGN

- Custom designed home page and content pages
- Custom designed blog
- Photo and video galleries
- Customized SEO set up (based on agreed upon keywords/terms)
- Keyword-rich page titles and descriptions
- Website analytics
- Social network integration
- Quality assurance/testing
- Mobile responsive
- DNS - Domain migration
- Training (On-boarding)
- Design Layout Dynamic & Static Pages
- Standard Website Forms
- Website hosting

\$7000.00

MAIN CONTENT PAGES

- Visit Powder Springs
 - Stay
 - Live
 - Shop
 - Explore
- Events
- Parks
- Trails
- Trail Connectors
- Attractions
- Live. Work. Play.
- Business Spotlight
- History (Highlighting Charm of the city)
- Cultural Diversity
- Access to Atlanta and Surrounding Metro Area
- Blog

VIDEO PRODUCTION SERVICES

- Drone Footage
 - Downtown
 - Parks- Trails
- Business Spotlight Interviews (10)
- City Employee Interviews (5)
- Event Highlight Video
- Still Image Photography (20)

\$5600.00

Monthly Maintenance and SEO/Marketing Plan: TBD