

We Bring the World to Your Business.

***Rockland Web Design***



***the web design process: an overview***

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**OVERVIEW**

Rockland Web Design connects businesses with the tools necessary for businesses to create and maintain an effective presence on the internet. Examples of such tools include:



- Website design and programming
- Web, e-mail and applications hosting
- Newsletter and e-mail campaigns
- Image and video slideshows
- Web based marketing campaigns
- E-commerce and automation tools
- Powerful web analytics
- Online conferencing systems
- Home office systems
- Telecommuting applications
- Content management systems
- Corporate intranets, extranets
- Fiber optic internet, voice, data
- Mobile web applications

**BEYOND THE TYPICAL WEBSITE – AN ONGOING PROCESS**

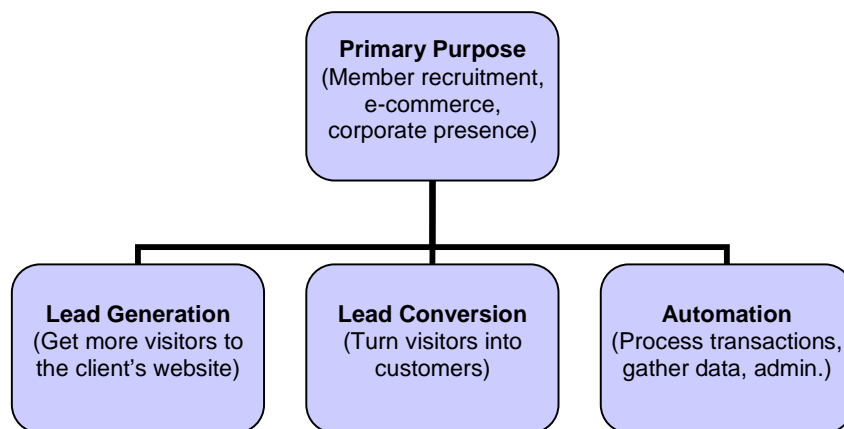
Most businesses think of websites as fancy billboards or advertisements. While this is true of a basic website, so much more can be accomplished. In addition to a powerful communication tool, a well designed site can serve as a central location for customer relations, company data, secure file sharing, e-mail systems, training facilities, and online conferences...all this translates to *more* customers and *less* headaches. ☺

Some of the typical web-based systems that a business can adopt (over time) are discussed below. We encourage you to consider each application as it would relate to the benefit of your business or organization:

**WHAT IS AN EFFECTIVE WEBSITE?**

Similar to the beginning of any business, a truly effective website serves a primary purpose (sort of an *online mission statement*), determined in advance through conversations with the client. It is important that this purpose first be determined and agreed upon, prior to any website construction. Examples of primary purposes include e-commerce, member recruitment, corporate presence or helpdesk websites.

Once determined, the site will be built to accomplish the primary purpose through the following three functions:



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1. *Generate leads* – Through online searches and links from other locations, web users will visit a client’s site at the optimal time for purchase or action – *the moment they are seeking information.*
2. *Convert leads to customers* – Visitors that browse through the attractive look and useful features of a website should gently be encouraged to perform an action that benefits the parent company, such as fill out a contact form, purchase a product, etc. This is accomplished through two methods: calls to action, and funnels. Both methods will be discussed in further detail below.
3. *Automation* – As the company’s website traffic grows, it is usually necessary to add more features to the site that automatically serve the needs of its visitors, thereby maintaining a company’s ability to conduct business, such as process credit cards, send newsletters and conduct marketing campaigns.

**HOW WEB VISITORS BECOME CUSTOMERS**

When developing a website that attracts visitors and converts them to customers, two methods are employed:

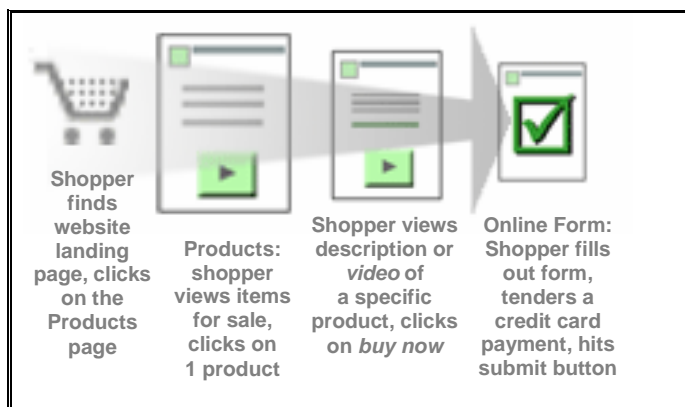
**Call to Action:** This is an incentive for the web visitor to perform an action requested by the client; in return a reward is given to this visitor. The casual exchange of information between a potential customer and the client represents a first step toward developing trust in the buyer / seller relationship.



Examples of effective calls to action include:

- Sign up for our web seminar – “How to live a Healthier Lifestyle”
- Click here to download a trial version of our software
- Sign up for our weekly newsletter

**Funnel Effect:** The funnel effect is a subtle method of leading web visitors toward a call to action. It is based upon the theory that the *typical “shopper” will always take the path of least resistance.*



Example: In the diagram to the left, a typical shopper has begun his or her search on a client’s home page or landing page of the website. The client then chooses to click on a very prominently displayed featured products page.

After browsing through various product descriptions, imagery and perhaps video demonstrations, the client clicks on a “buy now” button, and fills out the form to process the payment and ship the requested item.

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**GETTING STARTED WITH ROCKLAND WEB DESIGN**

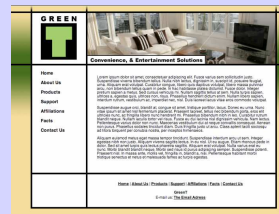
Your new website, if created by Rockland Web Design, can include several of the following features:

**Web Design Services**

The templates created during our creative design stage can be customized for multiple uses, such as production of the primary interior pages of a site, landing page, newsletter, or integration into a content management system that can automatically produce unlimited pages. Each design includes graphics that are appropriate for the specific industry of the client, and discussed during the discovery phase of the project (see below).

There are three levels of web design services:

1. **Starter Web:** Includes the creation of one custom template, which will be used as a model for all of the pages on the website. Up to 15 pages of information and imagery, must be provided in digital format by the client. Design phase is quick, efficient, and offers the client the ability to receive a professional web presence at a reasonable cost. Does not include the cost of customizations.



Example: [www.suffernchamberofcommerce.org](http://www.suffernchamberofcommerce.org) – Suffern Chamber of Commerce

2. **Pro Web:** A website project that focuses heavily on site design and structure. Includes the creation of a landing page with a Flash image slideshow included. This slideshow is initially set up to hold up to 15 images, but can be customized later to accommodate video from events, additional images, and other multimedia. Also includes e-commerce functionality via PayPal.



Example: [www.ProMetroNet.com](http://www.ProMetroNet.com) – Professional Metropolitan Networkers

3. **Corporate Web:** A full-fledged web marketing initiative that includes our state of the art Content Management System. The CMS offers administrators the ability to update their website as often as they choose, without the need for content management services offered by Rockland Web Design. Also offers up to 5,000 pieces of e-marketing per month.

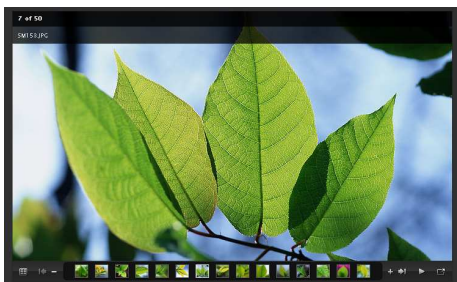


Example: [www.Mahwah.com](http://www.Mahwah.com) – Mahwah Chamber of Commerce

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**Image and Video Services:**



**Slideshow Pro:** Rockland Web Design can install an attractive Flash slideshow on the landing page or other pages of a client's website. The slideshow can be customized to mirror the site design, and offers the ability to display images and video in an eye pleasing manner.

Slideshow Pro is most effective when used in conjunction with a Call to Action (above), which entices visitors to sign up for a product, service or event...at the moment they are given a satisfying presentation.<sup>1</sup>

**Photo Research:**

Rockland Web Design can conduct photo research for the client, in order to find suitable images that properly convey the company's message on various pages of the website. We use iStockPhoto to acquire royalty-free imagery in a suitable web format. RWD submits all suggested photography and imagery to the client for approval before inclusion on the website.



**Video Editing and Production:** Rockland Web Design offers our clients videography services, which allow for the creation of video footage for its website. Such content can be uploaded to various locations on the web, such as YouTube – and helps to generate traffic for any web marketing campaign. Web video is an excellent method for recapping past events, educating clients on products and services, and generating interest in web-based textual content.

We currently offer two levels of service:

- *Starter Video:* Standard production quality with minimal editing, upload to website & YouTube
- *Professional Video:* High quality production. Editing and compression included, custom video player designed for use with resultant video files.

<sup>1</sup> Please note that imagery/video files must be provided by client. Rockland Web Design offers photography / videography services. Upon request, separate signed proposal and fees apply.

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**Search Engine and Website Marketing Services:**

**Search Engine Optimization Services**

Rockland Web Design can perform SEO services for client webs. Our primary goal is to increase lead generation for the client in a reasonable, measurable and valuable manner over a period of three months. The client is advised of progress throughout, along with recommendations for increased success rate of any ongoing campaign practices, such as the client's generation of more newsletter content on the site.<sup>2</sup>



**Content Management / Copywriting Services**

Rockland Web Design's professional copywriters can create newsletters, web content and other text-based material for any organization's website. The process includes a research, writing and refinement phase. The inclusion of quality content often helps increase the ranking of a client's website in Google and other search engines.

**Call to Action Services:**

A call-to-action is an incentive for a web visitor to perform an act that will increase the possibility of the client gaining that visitor's business. Examples of such calls-to-action include a request to answer a survey, fill out a contact form or make a donation.



Most RWD websites include a well displayed call-to-action that leads to a contact form.

This form can be customized with fields that collect relevant data from the customer and be e-mailed to the client.

<sup>2</sup> Please note that no legitimate web development company, including Rockland Web Design, will ever guarantee top rankings in Google or Yahoo search engines. However, our team strives to offer each client the best opportunity to rank favorably and highly, and report the results of our search engine work in a measurable and timely manner.

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**E-mail and Communication Services:**



**Google Apps Setup:** Rockland Web Design recommends Google Apps for our clients. This powerful yet inexpensive suite of applications will give the client the ability to communicate and work with company files from virtually anywhere. Features include:

- E-mail accounts with 5GB of space – [you@yourdomain.com](mailto:you@yourdomain.com)
- Sites – Works as a project management center and company intranet.
- Calendar – Coordinate with your team and clients while working remotely
- Docs – Create and edit Word, PowerPoint and Excel-style sheets from anywhere
- Talk – Instant message with co-workers and clients to maintain communication
- Start – A beginning location that brings elements of all of the above onto one page



**E-Commerce Services:**

**E-Commerce Package Level I or II:** Once set up on a client website, users will be able to pay for their purchases automatically using their credit or debit cards. Monies are deposited into the client's bank account of choice. This service can be customized further upon request and agreement in writing. A separate agreement will be submitted to the client along with this proposal.



**Content Management Services:**



**Content Management System:**

*The Connect System* is our premier Customer Relations Application, which allows for the inclusion of an unlimited number of products and services available on client websites.

The client is able to add pages, content, imagery and other assets to the website without the need for ongoing support from Rockland Web Design or other web company.

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**RWD'S STAGE-DESIGN PROCESS**

Rockland Web Design's development process involves several steps that will increase the effectiveness of the client's resultant website. Each step is based on the purpose of creating high-quality points of connection between the end-user and the client. They include:

1. *Discovery*: Series of ½ hour interviews (in-person or online) to learn client's primary objective(s), business model, discuss initial ideas for graphical layout, banner, interactive features, customizations and calls to action
  - a. Collect a minimum of 5 websites that the client likes as examples of favored design
  - b. Collect materials (images, video, content) from the client that will be included in the website
  - c. Research of target audience to determine suitable site structure, design and calls to action
  - d. Creation of site map and design specifications, deliverable to client for signed approval
2. *Creative design* of website template and supporting graphics, construction of calls to action
3. *Page production*, in this particular case a maximum of 20 pages from interior template
4. *Programming* of customized features for client website (e.g. newsletters, forms, slideshows, video)
5. Add client-supported *content* into the new website – text, graphics and media
6. *Launch* and host website, set up e-mail and analytical software
7. *Train* client to effectively market, edit and customize website



***For further information on  
Rockland Web Design's services,  
call us today at (845) 271 – 4488.***

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