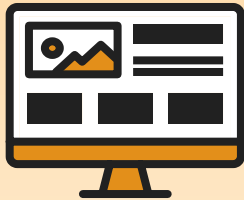


FUNDED GROWTH Initiatives



We enjoy collaborating with Manufacturing Extension Partnership (MEPs) to provide these 5 individual programs as part of grant funded initiatives to drive business growth.

Our programs provide extensive design and development expertise in each of these five individual categories; **eCommerce Website, WordPress website, SEO, Sales, and LinkedIn Social Media**. These programs are offered individually, or combined, based on grant funding opportunities..



WordPress Website

A Website Development plan to:

- Assess Existing Resources
- Recommend Design, Content, and Navigation Aspects
- Implement the Recommendations in Website Development

The **DELIVERABLES** of this program include:

- Assessment identifying existing resources and content gaps
- Review of on-page SEO and list of recommended changes
- Provide template options for choice in overall site layout:
 - Single page site with 5 hote key navigation sections
 - 5 navigation pages
 - Sitemap
- Development of WordPress website
 - Utilizing company brand colors, fonts and logo
 - Includes pages/sections: Home, Product/Services, About, Contact, up to 5 additional pages accessed through links, and an **OPTIONAL** page (based on content available), select one:
 - Resources (not to exceed 5 entries)
 - Blog (not to exceed 5 entries)
 - Gallery (not to exceed 10 images)
- Initial SEO with keyword content recommendations
- Add conversion goals to Google Analytics
- Mobile responsive
- Online user video training
- Basic RFQ form and calls-to-action
- Webinar-based training

ADDITIONAL PROGRAMS AVAILABLE



eCOMMERCE WEBSITE

A 3-Part eCommerce Website Upgrade Development Plan to:

- Assess Existing Resources
- Recommend Design, Content, Navigation Aspects, and Cart Functionality
- Implement the Recommendations



SALES

A 3-Part Perfecting Your Sales Pitch Plan which includes:

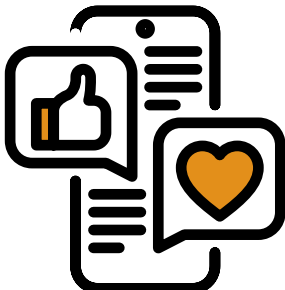
- Company Brochure/Sell Sheets
- Capabilities PowerPoint
- 15 Minute Sales Pitch



SEO

A strategic SEO approach which includes:

- Comprehensive website audit
- Google Ranking Assessment
- Recommendations for copy, image and page title updates
- Implementation of findings



LINKEDIN SOCIAL MEDIA

A strategic LinkedIn approach which includes:

- Assessment Report
- Company Page Development
- Facebook Business Profile Development (optional)
- Content Calendar with 12 posts
- Training