





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..



## **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 in eCommerce Website Development

## The **DELIVERABLES** of this program include:

- Assessment Report identifying existing resources and content gaps to be supplied by client specifically in terms of products/services to be available for purchase online and provide a Content Guide for client content creation
- Review payment and shipping options for choice in overall eCommerce functionality
  - Credit Card Processing Plug-in Options:
    - PayPal
    - Stripe
    - WooCommerce Payment
  - Shipping Options:
    - FedEx
    - UPS
    - USPS
- Development of WordPress eCommerce website Utilizing company brand colors, fonts and logo
  - eCommerce functionality upgrade
    - Sitemap
    - Navigation Updates
    - Products Page Updates Up to 10 simple products configured
  - Shopping Cart
- Add conversion goals to Google Analytics
- Mobile responsive
- Online user video training
- Webinar-based training

# **ADDITIONAL PROGRAMS AVAILABLE**



#### **WORDPRESS WEBSITE**

A Website Development plan to:

- Assess Existing Resources
- Recommend Design, Content, and Navigation Aspects
- 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