



WEBSITE DEVELOPMENT

+ FREE ANALYSIS

01 INTRODUCTION

Your website is the centerpiece and powerhouse of your online presence. The majority of your customers look up your business online and use their experiences with your website to decide whether or not to work with you. The Gorilla Agency specializes in creating stunning, functional and mobile friendly websites. The process begins with a 100% free analysis of your current website.

THE GORILLA AGENCY

02 THE IMPORTANCE OF A GREAT WEBSITE

Think of your website as the online extension of your business. You wouldn't send a disheveled, uncoordinated salesman with very little sales experience off to represent your business, right? Exactly. An outdated, unorganized or poorly designed website has the same effect. And usually that effect the first encounter your clients will have with your business.

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BUILDING BLOCKS

THE ESSENTIAL FOUNDATION



03 WEBSITES ARE THE FOUNDATION

Your website plays an extremely important role in your business. It is an effective marketing tool used to communicate with and draw in customers. It's a coordinated representation of who you are that also serves as the essential foundation for many other marketing strategies like social media, email marketing, AdWords, SEO and more.

04 FREE ANALYSIS

We begin the website building process with a free analysis of your current website. Whether you decide to move forward with The Gorilla Agency or not - this analysis and any feedback we provide remains 100% free. We'll use this time to evaluate the functionality, usability, design and backend of your website. Afterwards, we'll schedule a follow up meeting to discuss what you're looking for in an upgrade. We'll get a comprehensive list of your ideas for design and features to create an accurate game plan and cost estimate.

05 WHAT'S INCLUDED ON A WEBSITE

Our websites are fully optimized with a custom design, layout, color scheme and content specifically for your business. Though each is unique, there are a few key features that are universally applicable to almost all websites. These include:

FEATURE IMAGE/SLIDER:

We have about 7 seconds to capture a viewer's attention on your website - sometimes less. The eye is drawn to images which often communicate information better and faster than text. We strategically place a feature image or slider at the top of your home page to get across who you are and what you do at a glance.

"ABOUT" SECTION:

This section is for those wanting to learn more about your company and the people they'll be doing business with.

DESCRIPTION OF SERVICES:

It is important for potential clients to know what services you offer and how you can help them. This is the "why" behind your business. We'll make sure everything customers need to know about you is clearly organized and accessible.

CONTACT INFORMATION:

The ultimate goal of your site is to facilitate client interaction with the real world (not online) version of your business - whether that's filling out a contact form, signing up for a newsletter or picking up the phone. To do this, we'll put your business contact information front and center and call-to-action links to your contact page throughout your site. The contact page itself usually includes a customized contact form as well as a Google map of your location (this map helps with SEO).

THE DETAILS

THE CHERRIES ON TOP OF A WEBSITE



06 SPECIALIZED FEATURES

In addition to the basic bones of any website, The Gorilla Agency can customize your site to any specification including a variety of specialized features such as: a portfolio of your projects, staff photos, testimonials, downloadable forms (PDFs), pricing information, a blog and even an online (e-commerce) store! We'll go over any key features you'd like to include prior to development. We often advise which features will be worthwhile and effective on your site and which are just "fluff." Some - like a newsletter sign up form - serve as the basis for future marketing efforts. We consider all features in the overall marketing strategy for your business.

07 MOBILE FRIENDLY, RESPONSIVE & SEO OPTIMIZED

In the United States, more Google searches come from mobile devices than desktop. Businesses are liable to lose customers if their sites are difficult to view and navigate on mobile. Additionally, Google (the #1 search engine in the world) is likely penalize non-mobile friendly sites with poor organic search rankings. The Gorilla Agency only builds fully responsive, WordPress websites that transition seamlessly from desktop to tablet to mobile. All of our websites are properly arranged on the backend as well - with clean cut code, images optimized for website speed, and META tags (basic SEO) to help boost search rankings organically.

08 BONUS FEATURES - \$500+ VALUE

There's more included in your website than may meet the eye. Unlike other marketing companies, we don't charge for setup, images, meetings or by feature on your site. Our price comes from a holistic look at your project and the work required to do it right.

In the process of building your website The Gorilla Agency will cover the cost of: **1 year of hosting, domain transfer fees, a development domain, your WordPress theme + installation and unlimited stock images** (many companies charge upwards of \$15 per image).

This is easily over a \$500 VALUE for **FREE** with the purchase of your website. We include these items because we know doing so is the right way to treat our clients. However, we've found it's important to shine a light on these easily hidden values so you can see just how much bang you'll be getting for your buck!

TGA X-FACTOR

WE'LL WORK AS PART OF YOUR TEAM



10 MORE THAN JUST A WEBSITE

We hope you'll find The Gorilla Agency website development experience to be unlike any other. Building a website should be fun and exciting! We're on your team - here to guide you through the process and to take all the heavy lifting off your shoulders. Of course we'll need to work with you to develop content - but our goal is to make the process as simple and painless as possible, so all that's left for you is the fun part! In addition to the end result of a beautiful, functional and responsive website, here are some more benefits of working with The Gorilla Agency (**The TGA X-Factor** - if you will):

PROACTIVE:

We care about representing your business in the BEST possible way - just like you do. It's likely that we'll be thinking about you more than you'll be thinking about us during this process. We will follow up with YOU to make sure that things get done - not the other way around.

COMMUNICATION:

We will communicate with you throughout the entire website building process and beyond. A website is often the start to a much larger working relationship. We're here to listen to you, make sure you're heard and to walk you through the process of marketing your business - not just finishing a project.

HIGH QUALITY WORK:

We won't put anything on your site that we don't stand by ourselves. After all, your site is a representation of our business too. If we need to adjust our work scope during the project to do the best possible job, we will do so.

SET UP FROM THE GROUND UP:

We don't just provide you with a great site, but an entirely functional system including a properly set up hosting plan, domain, analytics, and backend set up perfectly for additional marketing services down the road - like easy website maintenance, boosting online reviews, Google AdWords, and more.

ACCESS BUNDLE:

Our "Access Bundle" is a comprehensive list of login information and passwords to any accounts we've created for you throughout the website building process. Even if we continue to maintain these accounts on your behalf, we'll make sure you always have access to them no matter what.

NEW TEAMMATES:

After working with The Gorilla Agency, you'll have friends in the marketing industry. We're rooting for you and your business. That means we'll always be around to support you, answer questions and help guide you through your marketing endeavors wherever they may take you.