



Website Review And Build Services

*A guide to our process
and the questions you should ask yourself
before starting a website design.*

mediaplusmotion.com

Media Plus Motion

Your Website Partner



Michelle Chevatewa

Your Website Builder

You'll work with Michelle to define your your website goals, brand story throughout, to develop messaging that speaks to your audience, your industry, and your goals. Your brand story will then be paired with user-centered design and SEO basics to get your message in front of your target audience.

Stop hustlin' to find customers. Let's help customers find you.

Finding a Website Designer for your small business

Choosing the right website designer for your small business needs can be overwhelming. To make your decision easier, here are a few key points to consider:

Determine Your Goals

Determine Your Goals. Before you begin searching for a website designer, take time to consider the goals of your project. What type of website are you looking to create? Are you creating a blog, an e-commerce store, a business site, or a portfolio? How much customization do you need? What features do you need? Understanding your goals will help you find a website designer who can help you meet those goals.

Ask for a Consultation

Once you have narrowed down your search to a few designers, contact them and [ask for a consultation](#). During the consultation, ask questions about their experience, their process, and any other details that will help you decide if they are the right fit for your project.

Get a Quote.

After the consultation, ask for a quote for the project. Make sure to get a detailed explanation of the services that are included in the quote, so that you know what to expect. Be sure to find out if the website designer is simply building the site or completing the SEO setup, too. Do they use the same framework for every project or do they personalize the experience for your clients? Do they offer copywriting services geared to increase website conversion?

Ask for a Contract.

Before you make a payment, make sure to get a contract that outlines the scope of the project, the timeline, and any other details that are important to the project.



MEDIA PLUS MOTION

HELPING YOU TELL YOUR STORY
TURNING VIEWERS INTO CUSTOMERS

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Why Media Plus Motion?

At Media Plus Motion, we're all about small business. We understand that your website needs to work as hard as you do.

We design simple, compelling, and functional websites that make it easy for users to quickly find exactly what they're looking for when they arrive at your site and then convert them into paying customers. It's about creating an online experience that transforms users into followers, followers into customers, and customers into ambassadors.

We do this by listening to you, understanding your target audience, and putting our extensive knowledge to work on a strategy that will meet your business goals.

We help you tell your story, turning viewers into customers.



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*Michelle Chevatewa
Media Plus Motion*

The Pages of Your Site

While your website may require more or less pages, most websites include a combination of the following pages:

- Home page
- Product page(s)
- Service page
- Store page
- Pricing page
- Scheduling page
- Login page
- About us/Contact page
- FAQ page
- Blog



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Our 7 step process

01

Research

We begin by reviewing your answers to our website questionnaire and scheduling a pre-build strategy session. By analyzing your business and understanding your goals, we develop your new strategy, ideal for attracting your dream clients

02

Prototyping

Prototyping involves rapid and collaborative iteration on wireframe concepts, layouts and directions.

03

Design

Once prototype is approved, we design a high fidelity mock-up of the final site design - using copy, photos and graphics you provide. If you need help with any of those, we've got you covered with that too!

04

Build

Then we bring those mockups to life. Bring up the staging servers and code up the designs.

05

SEO basics

Once you have approved the final build, we'll add the SEO basics to your site before setting it live.

06

Launch and Measure

Before the Digital Age, distance learning appeared in the form of correspondence courses and later radio and television broadcasts.

07

Train or Maintain

- We'll train your team to execute your plan. And we'll be here if you need us.
- We execute your plan for you. We'll keep you well informed every step of the way.

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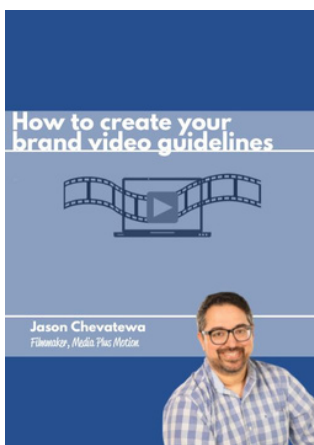
Resource Library

During your website build consultation, and throughout the process, we'll help you with the branding and content for your website. If you are interested in learning more about the content and terms - or need help - check out the free workbooks below.



Brand Identity Workbook

Developing your brand identity before launching your new site allows you to create a site that is consistent with your approach.



Create Your Brand Video Guidelines

Your brand videos should be an extension of your brand identity. Use our guide to determine all the elements in your brand video guidelines including fonts, music, title cards, and more. Download our guide today and get started on creating your own brand videos.

Resource Library



Your Guide To Brand Videos

This guide provides a comprehensive overview of brand video production, from concept to completion. It covers topics such as pre-production, filming, post-production, and distribution. It also provides detailed tips and advice on how to create and use brand videos to boost engagement and visibility. Download this guide to get the most out of your brand video production!



Get Your Guide To Calls-to-Action

Calls to action are an important part of any brand marketing strategy. A well-crafted call to action (CTA) can motivate and inspire your audience to take action. If you're looking for inspiration and guidance on how to create effective calls to action, look no further. Our comprehensive guide includes more than 100 samples to get you started. From creative copywriting to design tips, this guide will help you craft the perfect call to action for your brand. Get ready for some serious inspiration!



Get Your Lead Magnet Checklist

A lead magnet checklist is a must-have tool for any brand marketing strategy. With this checklist, you can make sure you are creating lead magnets that attract.

The following questions can be used to help your team gain clarity before beginning a website build, avoiding costly delays and rebuilds.

If you'd prefer to complete the survey online and receive a copy of your answers, you can complete your survey at this link:

[Pre-Build Website Consultation Form](#)

Pre-Build Website Consultation Form

Name

Phone Email

Current URL

BASICS

Yes No

- 1. Do you currently own a domain for your site? Yes No
- 2. Do you need help updating and maintaining your website once it's "live"? Yes No
- 3. Do you need help with blogging and content marketing? Yes No
- 4. Do you want live chat on your site? Yes No
- 5. Do you want your website to be local SEO optimized? Yes No
- 6. Do you have any industry specific privacy policy issues? Yes No
- 7. Do you need an e-commerce store? Yes No
- 8. Do you need integrated scheduling options? Yes No
- 9. Do you offer subscriptions through your site? Yes No
- 10. Do you need a map pack on the site? Yes No
- 11. Would you like to add a Google review widget? Yes No
- 12. Do you need demo pages Yes No
- 13. Will you host video on your site? Yes No
- 14. Do you need gallery features? Yes No
- 15. Will you blog? Yes No
- 16. Do you need to link to press releases or featured media? Yes No
- 17. Do you want to highlight past projects? Yes No
- 18. Are there any affiliations you belong to? Yes No

ALL ABOUT YOUR BRAND

We ask that you complete the following questions to the best of your ability. Don't worry if you can't answer every question! This is a starting point for our discussions and a reference as we work together.

What does your company do?

How did you get started? How long have you been in business?

What are all the products or services you offer?

What is your top selling product or service? Is this the one that attracts new prospects to your site?

ALL ABOUT YOUR BRAND

We ask that you complete the following questions to the best of your ability. Don't worry if you can't answer every question! This is a starting point for our discussions and a reference as we work together.

Who is your target audience? What do you know about them?

What does your target need/want to find when they land on your site?

What geographic area are you targeting?

What is the specific client pain point you solve?

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What is their real motivation for having you solve it?

What is your unique selling proposition (USP)?

Describe your brand in 3-5 words:

How quickly do you respond to website inquiries?

ALL ABOUT YOUR BRAND

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Does your company have a brand style book covering things like colors, fonts, and voice?

What is your slogan/tagline?

What is your company mission statement?

How do people find out about you today? Main referral source?

ALL ABOUT YOUR BRAND

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Who are your competitors?

What sets you apart from the competitors?

PRACTICAL MATTERS

We ask that you complete the following questions to the best of your ability. Don't worry if you can't answer every question! This is a starting point for our discussions and a reference as we work together.

Do you know what platform you want to use for your site?

When would you like to launch your new site?

What is your budget for the website?

Are there any inbound or outbound links to make notice of?

PRACTICAL MATTERS

We ask that you complete the following questions to the best of your ability. Don't worry if you can't answer every question! This is a starting point for our discussions and a reference as we work together.

Is the content on your current site still accurate and relevant?

Do you have media ready for your new site (photos and videos)?

Do you need help creating media for your site?

DESIGN PREFERENCES

We ask that you complete the following questions to the best of your ability. Don't worry if you can't answer every question! This is a starting point for our discussions and a reference as we work together.

What do you like and dislike about your existing website?

What is the URL of 2-3 reference websites that you like?

What do you like about these websites?

What do you not want on your site?

GETTING FOUND

We ask that you complete the following questions to the best of your ability. Don't worry if you can't answer every question! This is a starting point for our discussions and a reference as we work together.

What is your current lead generation process?

What will your potential customers search phrases be?

Do you have a list of keywords you'd like to target?

Do you have resources that can be offered to prospects in exchange for completing a form or as undated content?

LIVE AND LOVING IT!

We ask that you complete the following questions to the best of your ability. Don't worry if you can't answer every question! This is a starting point for our discussions and a reference as we work together.

Once your site is live, how will you define it as “working” for you?

What sections of your site do you think you would change often?

What are the 3 most important things about your new site?

What is the most important thing users should feel when they visit your site?

You deserve a website
that works as hard as
you.

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