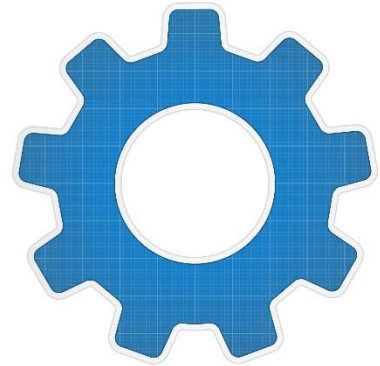


3 Phases for Updating an Existing Website



I. Discovery

1. Goal(s) for your website
2. Special features or functions required?
3. URL and domain registration
4. Timeframe to get started
5. Backup existing website pages

II. Initial Set Up

1. Install WordPress & theme
2. Set up email (if needed)
3. Add logo and contact info
4. Add all pages to new site
5. Edit content for layout
6. Create web form(s)



III. Optimization

1. Set up Google analytics, maps and tools
2. Integrate site w/ your Facebook page
3. Keyword research and selection (optional)
4. Set up 75+ local directory listings (optional)
5. Integrate credit card payments (if needed)
6. Complete theme modifications
7. Set up your admin access
8. Tutorial for how to use your site
9. Add social media sharing options
10. Ongoing support (as needed)