

# WEB PACKAGE



## Website Design

To ensure your online presence:

- Creation of content that represents you;
- Creation of a responsive website, suited for tablets and smartphones;
- Graphic design reflecting your brand image.



## SEO - Search Engine Optimisation

To make sure that the internet users will find you on search engines:

- Enhancement of your visibility on search engines;
- Increase of the traffic towards your website.



## Social Media

To reach your customers wherever they might be on social media:

- Elaboration of a personalized strategy;
- Creation of unique content for your business;
- Weekly management of your social media profiles.

Starting at \*

# \$799/month

For a 12-month contract.



## SEO (Search Engine Optimisation)

- Creation of a website (with 1 round of modifications for the layout)
  - 5 pages
  - Up to 20 stock images
  - 1 Language: French or English
  - Responsive website, render well on tablets and smartphones;
- Creation of Moodboards: logo, fonts and colours.
- Web hosting (for 1 year)
  - Domain name;
  - Hosted on a shared server (non---dedicated);
  - 3 email addresses

## SEO (Search Engine Optimisation)

- Meta - tag optimisation on up to 5 pages of your website (url, title, description)
- Content optimisation on 5 pages of your website;
  - Insertion of keywords in the text content of the 5 pages;
  - Adding meta-tags on the images of the 5 new pages;
  - Insertion of outbound links, leading to other websites;
  - Creation of inbound links, redirecting to your website;
- Setup of Google Analytics;
  - Tracking of the monthly progress of the number of visits on your website;
  - Report on your progress every 3 months;
- • Frequency: revision of your SEO every 3 months (if necessary).

## Social Media Management

- Definition of the strategy and creation of a publishing calendar;
- Choice of 1 to 3 social media platforms;
- Branding (or re---branding) of your profiles upon the launch of the campaign;
- 1 original post per week (1 language, 60 words, and 1 image per post);
- 1 repost per week;
- Bi-annual report on the evolution of your profiles.

### \* Other services available

- *Increased frequency of the revision of your SEO*
- *Advertising banner campaigns*
- *Boost-post for social media*
- *Contests and newsletters*
- *Personalized photography and video*
- *Mobile applications*
- *Translation*
- *And many more...*

\* Additional costs

