What To Expect, with CLeC Design

At CLeC Design, we recognize the pivotal role a website plays in modern business. Our process begins with a thorough consultation designed to align your digital presence with your business objectives.

Step 1: In-Depth Consultation - Crafting Your Business's Digital Identity

Introduction:

Meet our dedicated team of experts, professionals committed to elevating your business's online presence.

Strategic Vision Understanding:

We delve into your business's strategic goals and long-term vision. Understanding your objectives guides the blueprint of your website, ensuring it aligns seamlessly with your business strategy.

Comprehensive Business Insights:

We gather vital business information: your <u>address, contact details, operational hours, mission, and unique selling points</u>. These insights serve as the foundation for a website that encapsulates your brand essence.

Brand Enhancement Discussion:

If you have an existing logo, we strategize its integration for a consistent brand identity. For those without a logo, we explore logo development options, always with an eye for enhancing your brand image.

Service & Product Optimization:

Your services and products are at the core of our discussions. We explore key features and benefits to spotlight, maximizing your offerings' appeal to your target audience.

Target Audience Profiling:

Understanding your target demographic is fundamental. We analyze their preferences and behaviors, shaping a website experience tailored precisely to their expectations.

Step 2: Proposal and Agreement - Collaboration for Business Growth

Detailed Proposal Presentation:

We present you with a comprehensive proposal outlining the scope of work, project timeline, and accurate cost estimates. Visual mockups and a detailed description of website features underscore our commitment to your vision.

Collaborative Agreement:

Your feedback is instrumental. We welcome discussions, ensuring the proposal precisely mirrors your requirements. Upon mutual agreement on project scope, timeline, and budget, we formalize our partnership in a meticulously crafted contract.

Step 3: Design and Development - Elevating Your Business Online

Strategic Wireframing and Design:

We craft meticulous design prototypes, each element strategically placed for optimal user engagement. Your feedback refines the design, ensuring it resonates with your brand identity.

Expert Development & Content Integration:

Our skilled team develops your website using cutting-edge technology. Business information, services, and products are seamlessly integrated, complemented by engaging, SEO-optimized content.

Client-Centric Review Process:

Your insights matter. We offer a detailed review in a development environment,

meticulously incorporating your feedback until your utmost satisfaction is achieved.

Step 4: Testing and Optimization - Precision in Performance

Rigorous Quality Assurance:

We subject your website to rigorous testing, ensuring flawless functionality across devices and browsers, a fundamental prerequisite for optimal user experience.

Performance Excellence:

Your website's speed and performance are optimized meticulously, guaranteeing swift loading times and an intuitive interface. SEO best practices are implemented, enhancing your search engine visibility.

Step 5: Launch and Hosting - Grand Entrance into the Digital Arena

Domain & Hosting Expertise:

We guide you in selecting the ideal domain name if needed. Our expertise ensures seamless web hosting services, laying the groundwork for a robust online presence.

Grand Launch & Live Interaction:

Your website is launched on your chosen platform under our meticulous supervision. We remain vigilant during the launch phase, promptly resolving any unforeseen issues for a seamless introduction to your audience.

Client Empowerment and Continuous Support:

Empowering you is our goal. We offer training in content management, ensuring you have full control. Post-launch, our dedicated support team remains at your service, ensuring your website's continuous excellence.

Step 6: Post-Launch Support and Evaluation - Your Success is Our Commitment

Dedicated Post-Launch Assistance:

We offer unwavering post-launch support, addressing any concerns promptly. Should you require additional features, our expert team is poised to assist, ensuring your website evolves with your business.

Performance Analytics and Strategy Refinement:

Monitoring your website's analytics, we gauge user engagement and behavior. Periodic evaluations, coupled with strategic consultations, enable us to refine your website, ensuring it remains a powerful asset in your business arsenal.

At CLeC Design Agency, we recognize the transformative potential of a robust online presence. We are not merely designers; we are strategic partners invested in your business's success. Elevate your brand with us – where innovation meets business acumen. Let's create a digital legacy together!

Pricing Structure

Starter Website Package - $650 - $850

Description: An entry-level website package perfect for businesses taking their first steps online, offering essential features and a professional web presence.

Includes:

- Responsive website design (up to 5 pages)
- Custom design and layout
- Basic SEO optimization
- Contact form integration
- Social media integration
- 1 round of revisions
- 1 month of free post-launch support
- **Hosting Fee (Optional): Starting at $15 per month**

Growth Website Package - $1000 - $1750

Description: A versatile website package designed for businesses aiming to grow their online presence, featuring enhanced features for client engagement and brand visibility.

Includes:

- Responsive website design (up to 10 pages)
- Custom design and layout with enhanced graphics
- Basic SEO optimization with keyword research
- Contact form integration with advanced features (e.g., conditional logic)
- Appointment scheduling system integration
- Blog setup (if applicable)
- Social media integration and sharing features
- 2 rounds of revisions
- 2 months of free post-launch support
- **Hosting Fee (Optional): Starting at $15 per month**

E-commerce Website Package - $2000 - $3500

Description: A dynamic e-commerce solution for businesses looking to expand their online sales, offering a secure platform and a seamless shopping experience for customers.

Includes:

- E-commerce platform setup (e.g., WooCommerce, Shopify)
- Product catalog setup (up to 50 products)
- Payment gateway integration (e.g., PayPal, Stripe)
- Shopping cart and checkout functionality
- Responsive design for mobile shopping
- Basic SEO optimization for product pages
- Social media integration for product sharing
- 3 rounds of revisions
- 3 months of free post-launch support
- **Hosting Fee (Optional): Starting at $25 per month, based on traffic and resource requirements**

Monthly Marketing and SEO Services - $500 per month

Description: Ongoing marketing services to enhance online visibility, attract more visitors, and increase conversions.

Includes:

- Monthly SEO analysis and optimization
- Content updates and blog posts (up to 2 per month)
- Social media management (2 platforms)
- Pay-per-click (PPC) advertising management (budget not included)
- Monthly performance reports and recommendations

Referral Program: CLeC Design Agency

At CLeC Design Agency, we believe in the power of organic growth and value the trust our clients place in us. To show our appreciation, we have designed an exciting Referral Program that rewards both our satisfied clients and their friends. Our program is simple, transparent, and beneficial for everyone involved.

How It Works:

Refer a Friend:

If you're a satisfied client, refer a friend, colleague, or another business in need of our services.

Provide us with their contact details through our referral form on our website or directly to your account manager.

Friend Becomes a Client:

When your referral signs a contract and becomes a paying client, you earn a referral bonus.

Benefits for Referring Clients:

Earn Cash Rewards:

- Get rewarded with cash for every successful referral: $50 - $200

Support Your Network:

- Help your friends and business associates enhance their digital presence while benefiting financially.

Easy Process:

- Our team will handle all the details. You just need to provide the referral and reap the rewards.

Benefits for Referred Clients:

Professional Services:

Experience our top-notch web design and digital solutions tailored to their specific needs.

Trusted Partner:

Gain access to a reliable and experienced team dedicated to their business success.

Enhanced Online Presence:

Watch their online presence transform, driving growth and customer engagement.

Terms and Conditions:

- Referral bonuses are paid upon successful completion of the referred client's project and payment of their invoice.
- Referral bonuses are calculated based on a percentage of the total project value and are communicated to the referring client before the referral engagement begins.
- There is no limit to the number of referrals a client can make.
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- Referral bonuses are paid via the client's preferred payment method.

Start Referring Today:

At CLeC Design Agency, we believe in the power of satisfied clients spreading the word about our services. Join our Referral Program today, and let's grow together. Thank you for being our valued partner in business!