

How to Build a Website That Makes You Money



Creating a high-performance website is hard work.

With over 100 billion Google searches a month, it's safe to say your customers are online. Not having a website built as part of your sales process means losing business to your competitors.

When building a business website, many things need to be taken into consideration including strategy, design, copy writing, development, and the launching, hosting and maintenance of the website. Beyond this, an ongoing marketing strategy must be in place and executed each and every day to ensure people are driven to the site.

Websites are key components of a company's business plan. It's a serious investment that should not be taken lightly. Selecting an agency to work with is a major decision for your business. You are selecting a partner; a firm that is going to understand your company's culture, market, business strategy, and sales funnel. Settle for less and you'll receive less. Simply put, website development is a science as much as it is an art and requires a team of experts with the right experience for it to be done correctly.

Many companies under estimate this and think they can build a website themselves or by having an individual build one for less. However, a poorly built website will more than likely cost your company tens, hundreds of thousands, even millions in lost income.

We've found that very few agencies, development companies, and designers are equipped to build high-performance websites the way we do.

We respect our clients too much to bring them "ordinary" development. Extraordinary describes our process, which contains 15 stages involving more than 150 internal tasks and the work of a full team of people. We offer ongoing services and proprietary products that take our clients beyond the completion of their website and into a revenue generating phase of online business.

Remember, it is easy to promise the world, but very few can deliver it to you.

Below briefly describes what we put into your website when we build it.



Research and Competitive Analysis and Review

Before the Discovery Call, we take a peek under the hood. We begin by scanning the website using several tools. These tools tell us how the site has been built, how it's structured, how many pages it has, they provide an idea of the websites traffic, if AdWords are running, how strong the on-page / off-page SEO is, and more. We then conduct a visual analysis as well as a competitive review. We examine the online sales funnel and by this point we have a good idea if and how we can help you and are ready to present our ideas and options to you.



Green Light! (On-boarding)

So, we've got the job and everyone is excited and ready to begin. Our on-boarding process starts by meeting with you to review the Scope of Work (SOW) and the expected delivery date. Then we send over our agreement which outlines what both of us can expect from each other, and we collect any requested deposits.



Content Strategy and Page Structuring

The next phase of our process involves taking our original research, the feedback from our Discovery Call and Proposal Review, and then combining keyword research, the online sales funnel, and call to actions together to come up with the content strategy and page structure for the website.



Launch Meeting (Scope of Work Review)

We meet with your team to discuss our process, project expectations and management software (we will provide you with access), and review the entire scope of work. All work expectations are made clear and we begin the home page prototype design.



Home Page Design Approved

We carefully design a home page prototype based on all our research and conversations with you. We meet with you for your approval and we then continue designing the other interior pages.



Web Page Design Approval

From the approved home page design and structure map, we begin the research/data driven design and content for the rest of the site. We finish the designs for all the pages and meet to get approval on them.



Page Content Written

We write SEO driven content, and/or edit and add the content you have provided, to the pages of the website, run checks and scans on it, then sign off to the next stage of development.



Email Responders

Every website has email responders and these need to be designed, approved and added to the development production. In some cases you may want to track actions people make on the site such as form fills and other requests. These responders and notifications become an important part of the sales process.



Building & Testing

We set up a password protected staging environment and begin the building your site. If included in the scope of work, we will integrate it onto a CMS like Wordpress (or Joomla, Drupal, Ez Publish, Magento, OpenCart, etc.), This work involves our development team consisting of production and project managers, front end developers, backend developers, quality assurance inspectors and systems engineers.





Mobile Responsiveness/Adaptive Completed

We then make your website mobile friendly through responsive design. If you elected to have an adaptive mobile site (a separate mobile site from the desktop one) we will begin this here.



Meta-Data

During the development phase, our SEO team is also hard at work adding all the page meta-data and analyzing the page content to ensure best optimization.



Quality Assurance

Quality checking is a major final step in our process, where we conduct over 24 tests and run software on the site to pinpoint any issues. Bugs and issues are taken care of and performance of the site is optimized.



Client Review and Approval

When we feel we have the site ready to go live, we turn it over to you for review and approval. Once we receive your approval, we are ready to launch.





Site Launch

When the site has been approved, we launch it to the live domain name. If we are hosting and maintaining your site, we will keep a copy of your site on staging as part of our maintenance and upgrade program, where all tests and work are performed on the staging site, prior to moving to the live site.



Turnover

We turn your site over to you by providing you with several reporting documents including a scan report of your site, showing you how well it is put together, along with page grade reports. We then provide 30 minutes training on your website CMS (Content Management System).



That's all there is to it! The above 15 steps is our process and when followed produces an incredibly powerful website ready for the World to interact with. Keep in mind that this is only the beginning. Websites require ongoing support and should be matched with an affective marketing/advertising program.

Powerful Website Add-Ons



gotchaLOCALseo™

We have developed the strongest local SEO program in the country. It's robust and powerful and thousands of our clients wish we would keep it a secret. Every business needs to control its Name, Address, and Phone number (NAP) across the web to build Trust with Google. Our program does this amazingly well.



gotchaLOCALads™

We offer a call only AdWords campaign which will drive phone calls and foot traffic to your business. Our program includes your choice of one city, one service, and one phone number to drive calls to. Beat your competition to the punch by being there when they need you the most.



gotchaStream™

Our state-of-the-art content curation tool has proven its ability to drive prospects to content. Using our system, we will create a filtered stream of powerful content being written by top influencers and push this content to your blog. You can also create a gotchaStream to your Facebook, Twitter, LinkedIn and Google +.