

FREQUENTLY ASKED QUESTIONS

DO IT FOR ME BUNDLED PACKAGES

BUNDLED PACKAGES WITH SEO

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Is each website 100% custom designed from scratch?

Yes, each Bundled Package includes a 100% custom designed website. This means that we DO NOT use templates and our world class designers create a unique website that fits your business and the services/ products you offer.

Do you have any minimum contracts?

No. Our contracts are month to month only. Should you choose to, you can stop the monthly service at any time within the My Account area in your Control Panel.

Are there any other costs, other than what I see for each Bundled Package?

No. There are no other costs, just the monthly cost you see, that includes Custom Design, Hosting, Email, Domain and ability to make unlimited changes using our CMS (Content Management System).

Does each Bundled Package include hosting?

Yes, each bundled package comes with a world class hosting account.

After I order a Bundled Package, what happens next?

As soon as you have ordered your package, you will be directed to a design questionnaire within our online project management system. We have a very specific step by step process defined that comes from our vast experience with building so many websites. The questionnaire will give us details about your business and ask you specific questions our designers need to know, such as target audience, reference websites you like, competitor websites, etc. You will also be able to upload any other files to us too, such as logos, images, documents, etc.

What happens after I submit the questionnaire and who do I communicate with?

Once we receive your questionnaire, you will be assigned a project manager who will communicate with you. All written communication will be done online in a well organized way. You will also be able to speak to your project manager by phone. Once we are clear on what your business does and the site we are going to build, we start with homepage concepts, which we send you in a static

format for comments and revisions. This way, you are very clear what your website will look like before we show it for review in a preview link.

Can I edit my website and make changes after you have finished building it?

Yes. All packages come with an advanced CMS (Content Management System) which allow you to make unlimited changes to your website simply by logging in to your account at OnlyBusiness.com. It's very easy to use and absolutely no coding knowledge is required. Also included in each package is a free training session on how to make edit to your websites.

Do I get a Domain and Email boxes and what if I already have a domain registered?

Yes, you get a domain and 10 email boxes that come with each Bundled Package. If you already own a domain, you can either transfer the domain to us (at no charge) and we can provide you email at the domain. Or, you can simply point your domain at your registrar to the new website when it's ready to go live.

I can see the number of pages you design for each package, but what if I want to create more pages for my website in the future?

We design the following amount of pages for each package:

Bronze: 6 | Silver: 10 | Gold: 20

However, these are just the pages we design; you get far more in each package which allows you to easily create more pages at a later time. The total amount of pages that come with each package is as follows:

Bronze: 25 | Silver: 50 | Gold: Unlimited

Also, all branding will remain consistent after we design your website. So, if you add a new page, it will automatically use the same styling and branding we applied to the other pages

I don't have any professional images, but I want to ensure there is good imagery on my website to make for a nice visual look and feel.

Each package comes with a certain amount of professional high-resolution stock photos for you to choose from. You will be able to choose these photos when you fill-out your questionnaire. If you have your own images, you will be able to send them to us too using the questionnaire and the project management system

BUNDLED PACKAGES WITH SEO

What is SEO?

SEO (Search Engine Optimization) is the process of getting keywords related to your business ranked high in the search engines, such as Google, Yahoo and Bing. This results in traffic to your website whereby you either get leads (service based website) or get online orders (Online Store selling products).

For example, our website, OnlyBusiness.com, ranks # 2 for the keyword phrase "Business Websites" out of more than 1.4 billion results. This keyword alone brings in thousands of visitors to our website monthly, who are looking for our products and services.

How do I know which SEO plan to choose?

There are 3 SEO plans we offer that come included with the Web Bundled Plans to have your website professional built. Each plan includes deliverables that we work every single day on. This includes posting articles, blogs, doing on-page optimization to your website and of course, link-building. Link Building is one of the most important factors in getting you ranked for important keywords. Google applies 'points' when other websites link to you. The higher the PR (page ranking) of each website, the more points you get. As your point total goes higher, thus your ranking increases.

PRIMARY SEO PACKAGES

The 3 Primary Packages are Starter, Bronze and Silver. For these three plans, we generally optimize more 'Long Tail' keywords. Long tail is a strategy where we target less competitive keywords, rather than very competitive, highly saturated broad keywords. A Long Tail keyword might be something like "Small business website design" whereas a 'Short Tail' keyword might be "Website design" which would have a huge number of monthly searches, thus making it far more difficult to optimize and get on the first page of Google, Yahoo and Bing. The benefits of a Long Tail approach is that there is less competition, so it would be easier to rank on the first page for these keywords than short Tail keywords.

ADVANCED SEO PACKAGES

The 4 Advanced Packages are Gold, Platinum, Diamond and Enterprise. These plans are targeted for businesses that place a strong premium on online sales for their overall business model and strategy.

You can see by the inclusions that a lot more time and effort goes into the daily optimization work for each plan. One of the key off-site optimization tasks is link-building. We build hundreds of links for these plans and focus on high PR (Page Ranking) one-way link building. Google, especially, places a huge premium on one-way links with high PR sites. We also can focus on more "Short Tail" Keywords for the Advanced SEO Packages.

How long will it take to get me ranked for important keywords?

It usually takes 60-70 days for new websites to start ranking well. It also depends a lot on the type of keywords we are going to go after. Long tail is a strategy where we target less competitive keywords, rather than very competitive, highly saturated broad keywords. A Long Tail keyword might be something like "Small business website design" whereas a 'Short Tail' keyword might be "Website design" which would have a huge number of monthly searches, thus making it far more difficult to optimize and get on the first page of Google, Yahoo and Bing. The benefits of a Long Tail approach is that there is less competition, so it would be easier to rank on the first page for these keywords than Short Tail keywords.

What is the process to begin SEO after I order a Bundled Plan with SEO?

Once you place an order, you will receive a link to a questionnaire which will ask specific questions about your business. We will also ask you for keywords you would like to optimize and target. We then do an in-depth analysis, carefully studying the amount of traffic the keywords will bring in and if the keywords are compatible with the plan you ordered. An SEO expert will be in touch with you to discuss our analysis and the recommended keywords to optimize.
