

Website Package for Schilling-Douglas Students/Alumni

A custom website is critical to marketing your full or part-time business and will complement any paid or word-of-mouth advertising you do to attract customers.

Most prospects for your services will visit your website to see/read what you do, and what you say about yourself. It's your platform to convince them to give you a try and to explain why you are a good choice. In addition, people can then "find" you on Google when searching online for your specialty. SEO (Search Engine Optimization) is included in our package to improve that likelihood.

Exclusive Offer

Schilling-Douglas School of Hair Design has arranged a special discount with a local web designer to offer you a low-cost website to help ensure your success. "*Webmaster Ray*" Christensen has been webmaster of SchillingDouglas.edu site for over 10 years. He created the following exclusive deal that can put you online in under a week. Included are:

5 Page Website

- **Home Page**, Summary of your services and photos of your work
- **About Us**, Your background, specialties, experience, certifications
- **Services**, List of services in one or more categories. Overview of each
- **Contact**, Info / Request Form, contact info, location map, hours, etc.
- **Client Reviews**, Testimonials from happy customers

Website Features (included)

- Mobile-Friendly WordPress Site
- Social Media Links
- Visitor Stats
- 10 Images
- Photo Gallery with 5 initial images
- 1 Uploaded PDF
- On-Page SEO (page titles, page descriptions, image tags, footer keywords)
- Click to Call
- Email Contact Form
- Google Map
- Google SiteMap
- Embed Marketing Video
- Payment button – PayPal "Buy Now"
- 45 minute website training (instruction on text edits, adding photos, adding pages)

Cost:

One-time design fee: \$499

Annual Hosting\$120 includes:

- domain registration (*YourSite.com*)
- web hosting
- SSL Certificate (to remove "not secure" in Google browser)
- Email Forwarding Address (Mary@YourSite.com)

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