



DIGITAL | pro
DESIGNS

Ecommerce Website Package

Domain and Hosting

Initial Domain Fee (\$14.99 Value) and hosting of 1 year (\$100.00 Value) - These are the two foundational components of your website, your domain address and hosting. These are renewable for a standard fee every year, but we include the first year within your costs. We like to break websites down into 4 parts: domain (address), hosting (the land), the site itself (the house), and the security (the fences) . Digital pro designs will host your site (up to 5 pages) (please see for details on options for sites over this amount) . Here's a breakdown of how we usually explain website structure as well. <https://www.digitalprodesigns.com/explaining-websites-to-your-clients/>

Site Consultation

One of our reps will speak with with you over the phone for a 15 minute consultation to determine what your site domain is, what your website needs are and the desired look and goal you wish to achieve.

Overall Site Setup and Design

This is where we lay down the groundwork. This is where we connect your domain to our hosting platform (or a hosting platform of your own if applicable). This includes Setup and complete customization of your overall site theme, layout and design (includes overall homepage layout, including design of up to 3 homepage banners or slides) - This is the design aspect of your site. We like to think of it as the interior design of your "house". This part is where designers come up with the color scheme, and logo formatting and layout of your website's store front so that what your customers first see is what you want them to see. This can be highlighted banners of your products -or maybe some models wearing your products, or any way you choose to spotlight what you're selling. Setup and design of up to 3 additional site pages: (This could be setup of an about page, contact us page, or any other pages you may desire)

Customer Contact

Email sign up form integration with Mailchimp, or applicable email application. This would be an integrated sign up form for customers that you may want to keep in contact with through email blasts for long lasting relationships. We can assist with the integration of a referred email blast platform or also incorporate one of your choice that's applicable. An example of this would be one of these email pop up forms found here on this link. (purchase rates for email platforms not included)

Online Store integration

Integration of your online store and payments. This is where we install the applicable store platform into your website so that it flows seamlessly. This allows customers to see your uploaded products and purchase. The next steps here are when we set up your preferred way of taking payments through the desired platform. Digital Pro Designs will initially upload up to 8 store products for your online store. Need assistance? Don't worry! A rep from our team will walk you through how your online store works!

Security Certificate

All sites hosted on our platform come with an SSL Certificate. This is a certificate that keeps your site secure and ensures your customers that they're visiting and shopping in a secure area. To make it easy to understand this ensures that the lock icon shows on the top corner of your site near the web address and that Google Chrome and other browsers recognize it as secure as well.

Your own site login and username

All of our sites come with your own personal username and password to login and access front end maintenance with a user friendly platform! You'll find it ultra easy to update images and text on your site if you ever feel the desire to self maintain your site.

Site Engine Optimization

Our websites come with Basic SEO integration. This is Site Engine Optimization. This is where we take certain keywords from your site such as those that are applicable and strategically add those to the indexing and titles of your site with the correct plugin so that when search engines such as Google or Yahoo index your site it comes up as relevant -almost like making a local store's AD come up as more relevant in a phone book. This helps your site rank higher on specific search platforms -helping you reach more customers.