HARBOR SOURCING

NAVIGATE YOUR DIGITAL JOURNEY

Digital Transformation Launch / Re-Launch Pack

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Digital Transformation Launch / Re-Launch Pack

Step into a seamless digitalization and branding journey with our comprehensive package, tailored to meet the needs of almost all small and medium-sized businesses, encompassing essential services for a thriving online presence.

☑ Website Development

- **Professional Website Creation:** We'll build your website using leading platforms like WordPress, Shopify, WooCommerce, or Squarespace, ensuring a polished and user-friendly interface.

- **Responsive Design**: Your website will seamlessly adapt to various devices, guaranteeing an optimal viewing experience for every visitor.

- **Tailored Structure:** Choose between a single-page layout or a multi-page structure (Home, About, Services, Pricing, Contact, etc.) comprising up to 15 pages or sections, allowing for comprehensive content organization.

- **Interactive Elements:** Incorporate 2-3 contact forms for seamless communication with your audience, enhancing user engagement and accessibility.

- **Social Media Integration:** Seamlessly integrate your website with social media channels to expand your online reach and enhance connectivity.

- **Security Measures:** Implement basic security protocols to safeguard your website from potential threats, ensuring peace of mind for you and your visitors.

- **Analytics Setup:** Set up Google Analytics for in-depth website performance tracking and insights, enabling data-driven decision-making.

- **Payment Processing Integration:** Seamlessly integrate payment processing solutions such as PayPal, Stripe, Authorize.net, Square, and 2Checkout for hassle-free transactions, enhancing the user experience for your customers.

- **Client Satisfaction Guarantee:** Enjoy 2 complimentary revisions and adjustments before final delivery, as well as 1 within the first month post-delivery, ensuring your complete satisfaction.

- **Hosting and Email Setup Assistance:** We'll assist you in setting up hosting and email services, providing a seamless online presence without the hassle (client purchases hosting of choice).

☑ Social Media Presence

- **Multi-Platform Presence:** Establish a robust online presence across Google, YouTube, LinkedIn, Facebook, Instagram, and Twitter, ensuring visibility on key social media platforms

- **Professional Account Creation:** Expert setup of social media accounts tailored to your brand, reflecting consistency and professionalism across all channels.

- **Strategic Integration:** Seamlessly integrate social media accounts with your website for enhanced connectivity and engagement with your audience.

- **Optimized Profiles:** Ensure each social media profile is optimized with relevant information, keywords, and visuals to attract and engage your target audience.

- **Initial Content Strategy**: Develop an initial content strategy to kickstart your social media presence, aligning with your brand identity and goals.

- **Engagement Tools:** Implement tools and features to facilitate audience engagement, such as chatbot, mailing list, and traffic diversion.

- **Analytics Integration:** Set up basic analytics tools to track social media performance and audience insights, enabling informed decision-making and strategy refinement. Google, YouTube, LinkedIn, Facebook, Instagram, and X (Twitter) account setup to establish a strong online presence.

☑ Search Engine Visibility Enhancement (SEO)

- **Enhanced Online Visibility:** Implement basic SEO strategies to improve your website's search engine visibility, ensuring that your target audience can easily find you online.

- **Keyword Optimization:** Conduct keyword research and optimize website content to target relevant keywords and phrases, increasing your chances of ranking higher in search engine results.

- **Meta Tags and Descriptions:** Create compelling meta tags and descriptions for each webpage, optimizing them to attract clicks and drive traffic to your site.

- **Website Structure Optimization:** Optimize website structure and navigation to improve user experience and search engine crawlability, making it easier for search engines to index your content.

- **Local SEO:** Enhance your presence in local search results by optimizing your website for local keywords and creating or claiming listings on relevant online directories and platforms.

- **Content Strategy Alignment:** Align SEO efforts with your content strategy to ensure that your website's content is not only optimized for search engines but also valuable and relevant to your target audience.

- **Performance Tracking:** Set up basic analytics tools to track key SEO metrics such as organic traffic, keyword rankings, and conversion rates, allowing you to measure the effectiveness of your SEO efforts and make data-driven decisions for continuous improvement

⊘ Branding

- **Distinctive Branding:** Create a unique and memorable logo that captures the essence of your brand identity, ensuring instant recognition and differentiation.

- **Professional Collateral:** Design a suite of professional collateral, including email signatures, business cards, letterheads, and PowerPoint templates, elevating your brand's image in every interaction.

- **Engaging Visual Assets:** Develop visually appealing profile designs and promotional flyers that effectively communicate your business details and offerings, capturing the attention of your target audience.

- **Enhanced Visuals:** Enhance stock images used on your website with custom graphics and design elements, ensuring a cohesive and polished look across all your digital platforms.

- **Social Media Visuals:** Design eye-catching banners and visual assets for your social media accounts, enhancing brand visibility and engagement on these platforms.

Starting from $349 per month

We designed this package with the understanding that most businesses require a comprehensive suite of digital services to establish or enhance their online presence. While some smaller businesses may not need every service included, and established businesses may already have certain elements in place, we believe in simplifying the process.

By bundling essential services together, we aim to streamline the decision-making process for our clients and eliminate the complexities of negotiating individual packages. Our pricing structure reflects our commitment to offering a competitive package that caters to a wide range of business needs. While some projects may result in profitability, breakeven, or even a loss, we believe that by operating at scale, we can sustainably continue to provide high-quality services to our clients.

We are dedicated to ensuring that our clients receive the support they need to succeed in the digital landscape, and we are confident that our bundled package offers the flexibility and value necessary for their success.

The content and concept provided by the client form the foundation of our work, ensuring that their vision is at the forefront of every project. We value timely feedback from our clients to ensure the continuity and success of each project. To maintain project momentum, we kindly ask clients to provide feedback within a reasonable timeframe. Our team commits to responding within one week to address any questions or concerns.

Additionally, we encourage clients to purchase the package in advance to secure their spot and expedite the commencement of their project. If any project requires additional work, we would happily assist with an incremental but still competitive and reasonable fee.

FAQs

1. What does the Digital Transformation Launch / Re-launch Package include?

This package mainly covers 4 areas: Website development, Social media accounts, Search Engine Optimization and Branding, which is nowadays a need for every business.

2. Who is this package designed for?

It's designed for small to medium-sized businesses seeking to establish or revamp their online presence. It suits both, new businesses launching for the first time and established businesses looking to rebrand or improve their digital footprint.

3. What is the starting price for this package?

The package starts from $349+ applicable sales tax, but the final cost depends on specific requirements and additional services you may choose to add. Contact us for a personalized quote.

4. How long does it take to complete the package?

The typical timeframe for completing the package ranges from 6 to 8 weeks, depending on the scope of work and client response times. We'll provide a detailed timeline at the start of the project**.**

5. What if I need more services or additional hours?

This package includes a service of up to 25 hours; we have delivered several projects within this time estimated. However, if you have a large project, you can upgrade to a larger package or additional hours for greater flexibility and support. Contact us for more information on pricing and availability.

6. What platforms do you use for website development?

We specialize in building websites on leading platforms like WordPress, Shopify, WooCommerce, or Squarespace.

7. How do you ensure the website is responsive and mobile-friendly?

We use responsive design techniques to ensure your website looks great on all devices, including smartphones, tablets, and desktops.

8. How many pages are included in the website?

The package allows up to 15 pages or sections. You can choose between a single-page layout or a multi-page structure.

9. What if I need more than 15 pages?

We can customize the package to include additional pages for an extra fee. Contact us for a personalized quote based on your specific requirements.

10. How do you ensure website security?

We ensure website security through various measures, including implementing basic security protocols such as SSL certificates, secure contact forms, and protection against common threats. Additionally, we integrate Captcha to prevent spam and unauthorized access attempts. Our team also provides guidance on best practices for maintaining website security.

11. Do you offer website hosting?

We assist in setting up hosting, but the client is responsible for purchasing the hosting plan. We'll recommend reliable hosting providers based on your needs.

12. Do you integrate payment processing on the website?

Yes, we offer payment processing integration with popular solutions like PayPal, Stripe, Authorize.net, Square, and 2Checkout.

13. What interactive elements can be added to the website?

You can include contact forms, chatbots, and other interactive elements to enhance user engagement and communication.

14. Can you integrate social media into the website?

Yes, we can seamlessly integrate social media channels into your website, allowing visitors to connect with you on various platforms.

15. Do you provide analytics setup for the website?

Yes, we set up Google Analytics for comprehensive website performance tracking and insights.

16. What kind of support do you offer after the website is completed?

We offer support for any issues that arise post-completion. Additionally, the package includes 2 complimentary revisions before final delivery and 1 revision within the first-month post-delivery.

17. Do you set up new social media accounts?

Yes, we provide expert setup of new social media accounts like Facebook, LinkedIn, Twitter, Instagram, and YouTube.

18. Do you provide analytics for social media?

Yes, we set up basic analytics tools to track social media performance and audience insights, allowing for informed decision-making.

19. What SEO services are included in the package?

Our SEO services cover keyword optimization, Meta Tags, content optimization, search engine submission, and website structure improvements.

20. Do you conduct keyword research?

Yes, we conduct keyword research to identify relevant keywords and phrases for optimizing your website content.

21. How do you improve website visibility in search engines?

We use SEO strategies to improve search engine visibility, focusing on ranking higher in search engine results for relevant searches.

22. What is Local SEO, and do you offer it?

Local SEO involves optimizing your website for local search results, helping you connect with customers in your area. We offer Local SEO services, including creating or claiming directory listings.

23. How do you track SEO performance?

We use Google Analytics and other tools to track key SEO metrics, such as organic traffic, keyword rankings, and conversion goals.

24. Can you help improve my search engine rankings?

Yes, we can help improve your search engine rankings. Our SEO strategies focus on keyword optimization, content strategy, and technical enhancements to boost your website's visibility on search engines. However, it's important to note that SEO is a continuous process that requires ongoing efforts such as blog posting and content strategy refinement. For comprehensive support in achieving these goals, we offer the Growth and Acceleration Package, which provides continuous development and optimization to enhance your online presence and search engine ranking over time.

25. Do you optimize Meta Tags and descriptions?

Yes, we create compelling Meta Tags and descriptions for each webpage to improve search engine visibility and attract clicks.

26. What branding services are included in the package?

We offer logo design, email signatures, business cards, letterheads, PowerPoint templates, and promotional flyers. Additionally, we design social media banners and visual elements.

27. Can you create a custom logo for my business?

Yes, we create a unique and memorable logo that captures the essence of your brand identity.

28. How do you enhance the visuals on my website and social media accounts?

We provide professional graphic design services to ensure a polished look. We also offer custom images and design elements to enhance your website and social media presence.

29. How do you ensure my branding is consistent across platforms?

We ensure branding consistency by using a unified design approach across your website, social media accounts, and other promotional materials.

30. Do you offer customer relationship management (CRM) integration?

Yes, we integrate CRM systems to streamline customer management and improve business efficiency.

31. How do you track website and social media performance?

We set up Google Analytics and Google Search Console for comprehensive performance tracking and advanced search analytics.

32. Do you provide technical support if I need help with the website or social media?

Yes, we offer technical support for issues that arise after the project is completed. Contact us for additional assistance.

33. Do you provide ongoing support after the website is launched?

Yes, we provide ongoing support and assistance through our Growth Acceleration package, starting from $199 (price may change without notice). This includes monthly content refreshes, social media management, and strategic consultations and many more.

34. What is the cancellation policy after the project assignment?

- If you are unsure, please speak to us before purchasing.
- If you are still doubtful after speaking to us, we can process your order and only manually make an authorization on your card (Debit / Credit). You can have 4 Calendar days to decide if you wish to proceed. An authorized transaction can be refunded 100% without any bank charges.
- If the transaction is executed, we can still process a 100% refund, less bank and card processing charges, which may be around 3.5% or any other amount as set by the financial institution.
- If you have decided to continue with the project and we have made progress and incurred costs and hours, we can still refund based on a unutilized / unused portion of service.

Action Plan

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Branding	✔	✔						
Distinctive Branding	✔							
Professional Collateral		✔						
Engaging Visual Assets		✔						
Enhanced Visuals			✔					
Social Media Visuals			✔					
Website Development	✔	✔	✔	✔	✔	✔		
Professional Website Creation	✔							
Responsive Design		✔						
Tailored Structure			✔					
Interactive Elements				✔				
Social Media Integration					✔			
Security Measures					✔			
Analytics Setup					✔			
Payment Processing Integration					✔			
Client Satisfaction Guarantee						✔		
Hosting and Email Setup Assistance						✔		
Search Engine Visibility Enhancement (SEO)				✔	✔	✔		
Enhanced Online Visibility				✔				
Keyword Optimization				✔				
Meta Tags and Descriptions					✔			
Website Structure Optimization					✔			
Local SEO					✔			
Content Strategy Alignment						✔		
Performance Tracking						✔		
Social Media Presence							✔	✔
Multi-Platform Presence							✔	
Professional Account Creation							✔	
Strategic Integration							✔	
Optimized Profiles							✔	
Initial Content Strategy								✔
Engagement Tools								✔
Analytics Integration								✔

Pack - FAQs - **Plan**