



# Website Design & Maintenance Plan

START

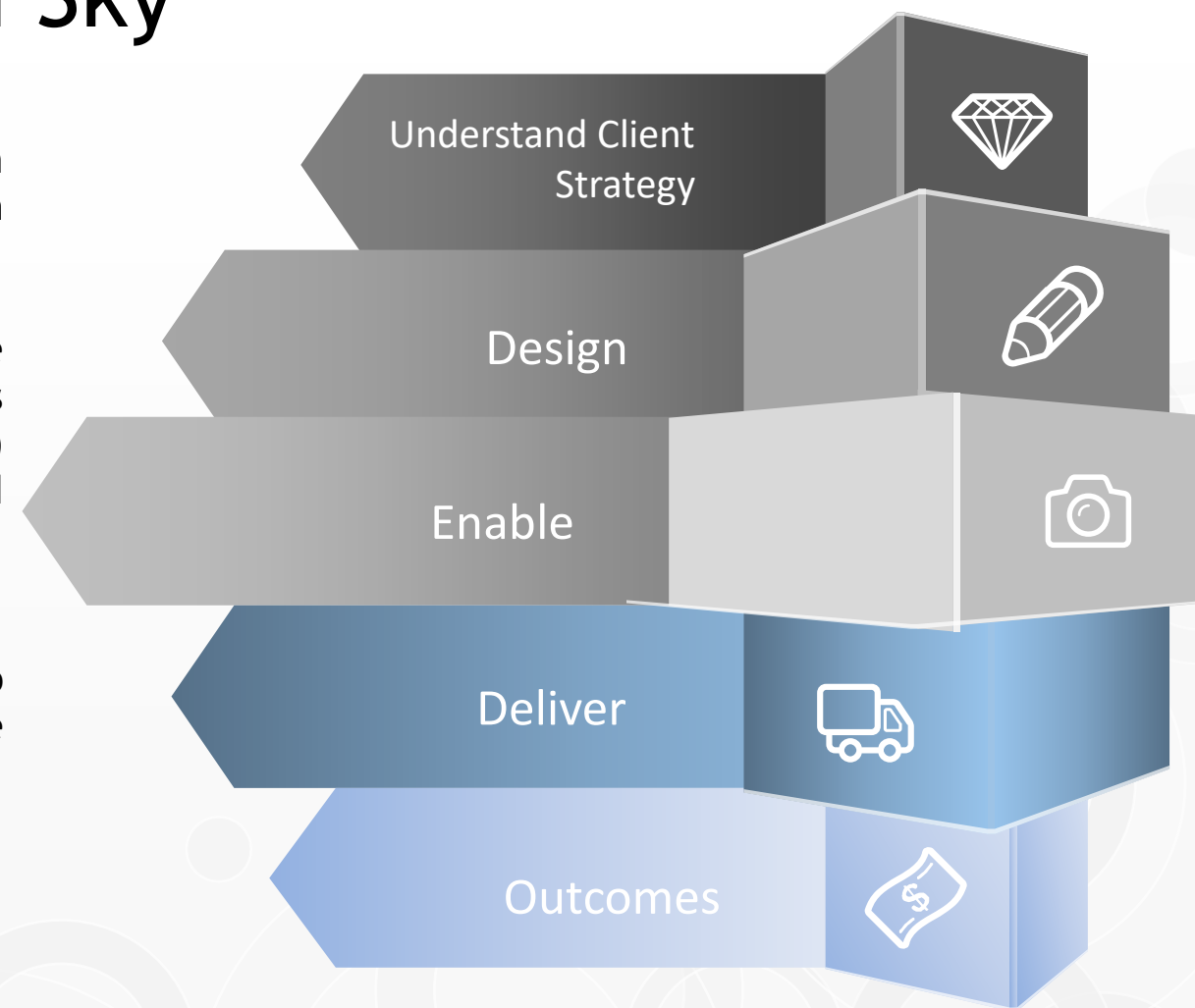


# Benefits of Engaging Sales on Sky

Sales on Sky has been operating across a diverse range of clients in a variety of sectors and has a deep understanding and experience in website development and optimisation.

Sales on Sky likes to embed project specific metrics within the engagements we run, thereby setting out clearly “what success looks like”, taking the pulse of the existing environment (baseline) and being able to benchmark and validate quality and improvements over time. Sales on Sky has expertise in custom CMSs, with each theme tailored as per individual client needs.

Through the complementary services offered, Sales on Sky is able to ensure that it provides a one stop solution for all your website needs.



# Why Us

We are capable of successfully delivering projects with our skills and experience. We always look to over deliver so as to keep our clients happy.

We have numerous happy clients and that's what keeps us going. Developing websites and optimising them is not just work its passion for us at Sales on Sky.

We hope to have you on-board with us to what will be an enriching experience.



# Sales on Sky Capability Statement - Our Clients

All those who have helped us succeed



# Our Capability

Sales on Sky provides value to its clients through a combination of its wide experience with a range of clients across different industries, consultants with rich experience across sectors and standard set of methodologies.

Our passionate consultants have detailed project management knowledge ensuring the success of each project they work on. Sales on Sky ensures that all stakeholders are involved in each phase of the project and that all risks and assumptions are communicated clearly at the start.

Division of each project in phases ensures that a consistent methodology is used across projects/clients.

# Services Offered



# Projects at Sales on Sky

All projects start with an initial requirements gathering meeting where the client explains his/her website requirements.

A design draft is then prepared and presented to the client.

Once the design is approved, development starts. A variety of images are shown to the client for selection. This ensures that the client is involved at each stage but is free of any extra/unnecessary work.

The client at each stage has access to the development server of his/her website so he/she is well aware of how the website is progressing. Meetings are arranged as and when required.

Once the client is satisfied with the completed website and all proposed (client) feedback has been incorporated, training is provided so that the client can make changes to the content and images as needed.

With our SEO/SMO and PPC services we create digital success by

1. Understanding your business goals & current challenges.
2. Analysing the markets & competitors
3. Deciding on the digital mix (90% solution to the problem is selecting the right marketing options)
4. Applying the right messaging framework, goals/targets, budget for each channel
5. Deploying a team to execute and follow.

# Approach

Sales on Sky conducts projects in 9 phases in two stages

## Stage 1: Website Development

1. Planning
2. Design
3. Development
4. Testing and quality control
5. Review, Finalization and Deployment

## Stage2: Website Maintenance

1. Search Engine Optimisation
2. Social Media Optimisation
3. Regular content update
4. Regular blog posting

Each of the stage has been explained in the following slides

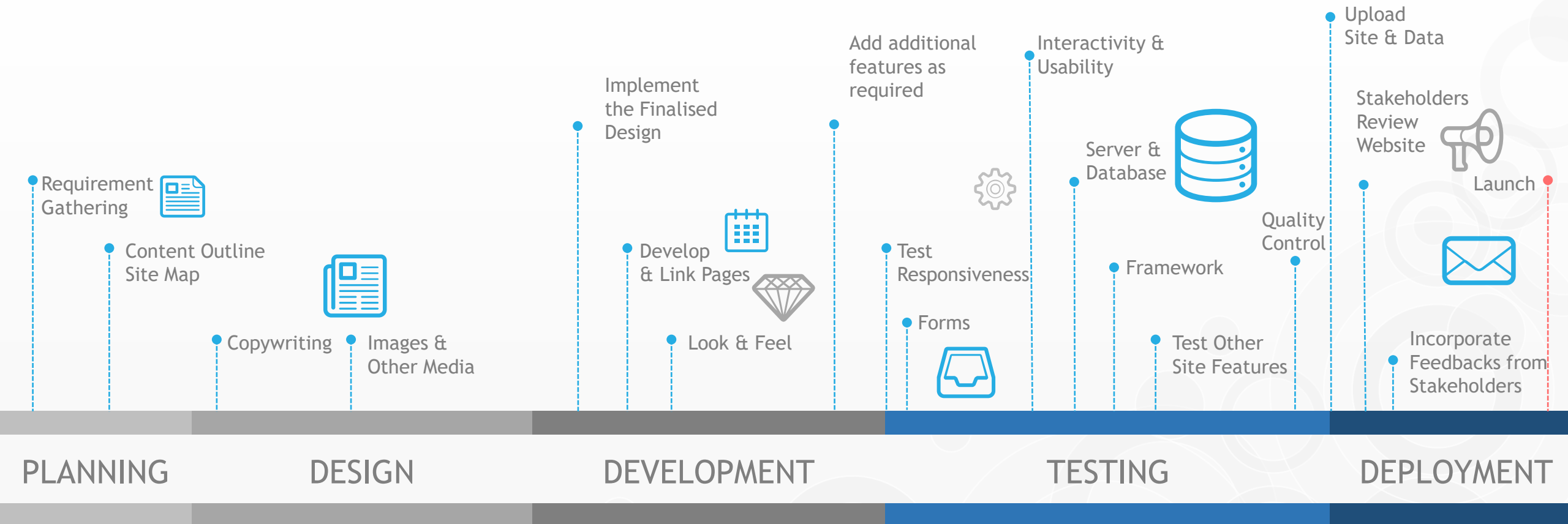


# Design Consideration

Sites are designed keeping in mind the target audience. The following are key considerations while designing the site

1. User friendliness on all platforms and devices
2. Responsiveness
3. International look and feel
4. Visibility of the site
5. Security against hackers
6. Large database to accommodate any amount of information
7. Ability for people to stay connected by providing subscription facilities.

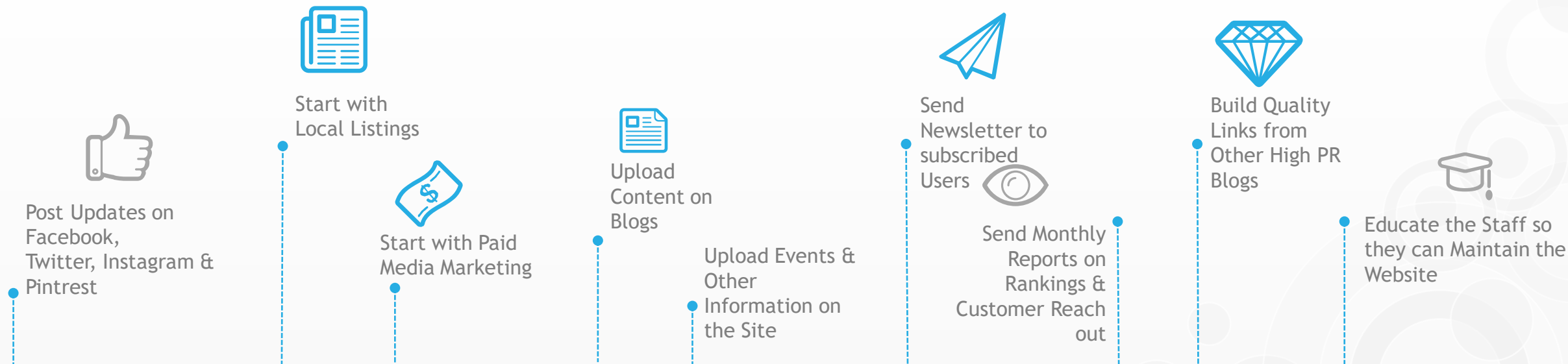
# Website Development Stage



# Our Approach to Each Phase

1. **Planning** - Requirements are gathered from all the impacted stakeholders regarding the structure and content of the website. To ensure that we are always on top of our game, we keep ourselves aware of the latest trends in the relevant sectors.
2. **Design** - A design proposal is submitted to the stakeholders for their feedback. Once all the stakeholders agree on a design the development phase starts.
3. **Development** - The website is developed, this includes posting images, copywriting, uploading content, appropriate internal linking of the pages and a feature to translate site contents to any language if required.
4. **Testing and quality control** - Our testers test the site for all possible scenarios and fix any issues/bugs. The site and code are continuously checked for any quality issues from day 1.
5. **Review, Finalisation and Deployment** - Even though we intend to keep our stakeholders involved in the project at each phase and keep them informed via regular communication(through emails and phone), this phase is basically for everyone to review all the functionality of the website and suggest any changes if required at the end of which the website is deployed to the server for everyone to view.

# Website Maintenance Stage



Search Engine Optimisation, Social Media Optimisation, Paid Media(PPC), Blog Postings & Updating Content

# Search Engine Optimisation

As a part of Search Engine Optimisation we optimise the sites content, images, meta tags and perform offpage link building and local listings to ensure great visibility of the site in the form of 1<sup>st</sup> page rankings on Google, yahoo and Bing.

The short term and long term benefits of this include but are not limited to:

Short term benefits:

- Increasing the reach of the brand
- Getting relevant Traffic with a set of keywords

Long term benefits:

- Organic growth of the business
- Building reputation and Trust
- Targeting the desired market
- Branding
- Getting better Leads (If Suggested)
- Organic Search Traffic to the website: A certain traffic improvement month on month.

# SEO - Major Activities & Plan of Action

Our SEO process and Methodology

Step 1: Setup Task and Implementation.

Step 2: Perform SEO Audit for the website.

Step 3: Perform Keyword Analysis & keyword to page assignment.

Step 4: Recommend On-page elements and features to client and then Implement them.

Step 5: Recommend off-page activities and then Perform them.



# • Social Media : What We Do

In the website maintenance stage each of the phases is in continuum unlike phases in the development stage

## Account Optimisation and Conversion

1. Initial Social Media Audit
2. Audience Research
3. Social Testing
4. Competitor Analysis
5. Account Optimisation
6. Engagement and Reach Optimisation
7. Social Ad Management
  - Demographic and Interest Targeting
  - Promoting Original Content
  - Increase Audience Size

## How it helps

1. Getting Relevant Social Traffic
2. Branding
3. Getting Leads From Social Media

## Audience Management

1. Audience Growth Management
2. Social Analytics and Reporting
3. Influencer Outreach and Engagement
4. Social Monitoring

# • Social Media Optimisation

As a part of Social Media Optimisation a base setup is created to check the hygiene factors based on which we run different campaigns for viewer engagement.

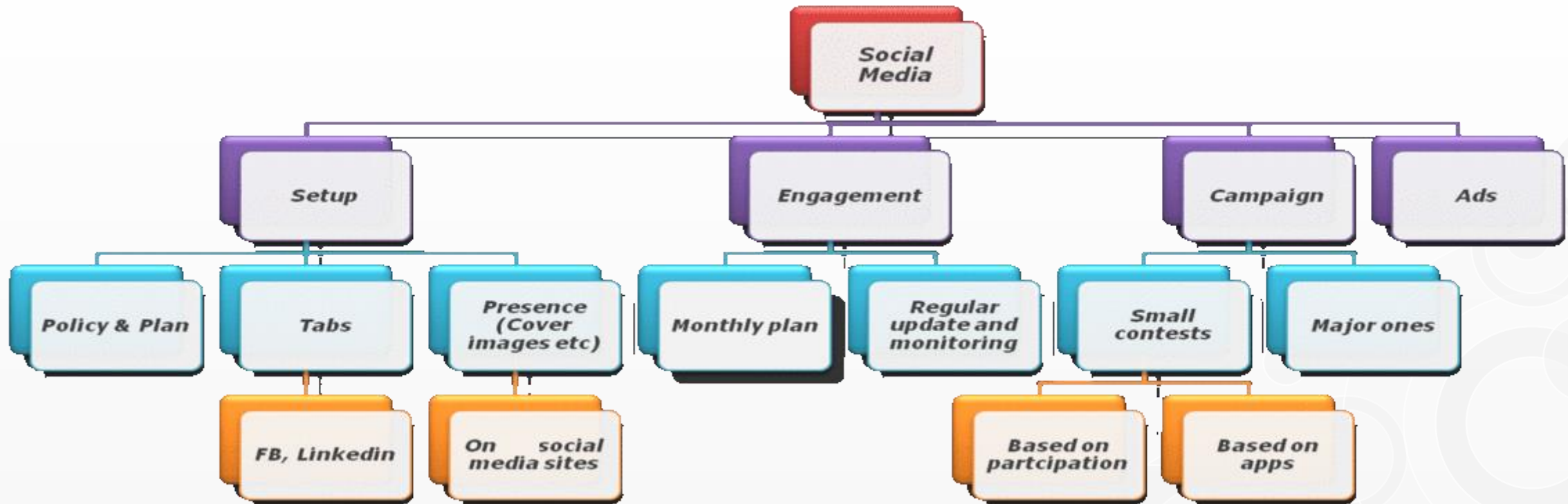
The focus areas for SMO will be

- Social Promotions
- Campaigns
- Ad monitoring





# Major Activities for Social Media



# PPC : Paid Media

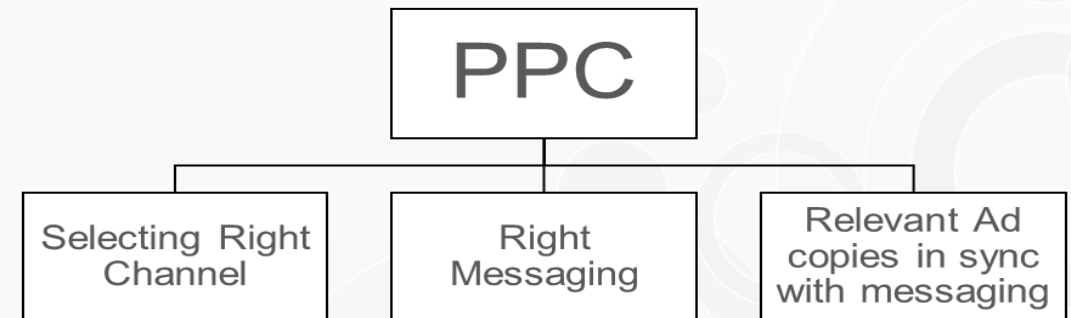
## How we will Target

- We do all 3 levels of ads, search, display (contextual) and profile targeting.
- The best working ads continue and the rest are paused.
- How it helps
  - Quick relevant traffic
  - Genuine leads

## Account Optimisation and Conversion

### Paid Ads :

- Channel Selection
- Creating Messages / Ads
- Creating Landing Pages for improving conversions



The PPC analysis shows the data of budget spent, the paid traffic etc.

Results: Branding + Quick Leads

# Remarketing - Retargeting & Re-Engaging Visitors

We also provide remarketing services to help you stay engaged with your target audience who visit the website, by presenting relevant Ads and offers of your products/ services across the web, making sure your brand remains on top of their mind when they are ready to buy any product or services.



# Deliverables

## Development Stage

1. Approved Website Design
2. Approved website content
3. Completed and Approved website

**Maintenance Stage** - Rank reports will be provided on the first week of every month

**SEO keyword research** - Keyword analysis of most beneficial keywords for client business

## SEO Website promotion

- On-page structuring
- Relevancy maintenance
- Inter linking pages to get SEO boost
- Website error checking & fixing
- Social media channels integration with website
- Recommendation to make the site marketing ready
- **Regular blog posting on high PR blog sites.**
- **Local listings on more than 50 directories to drive more traffic your way**

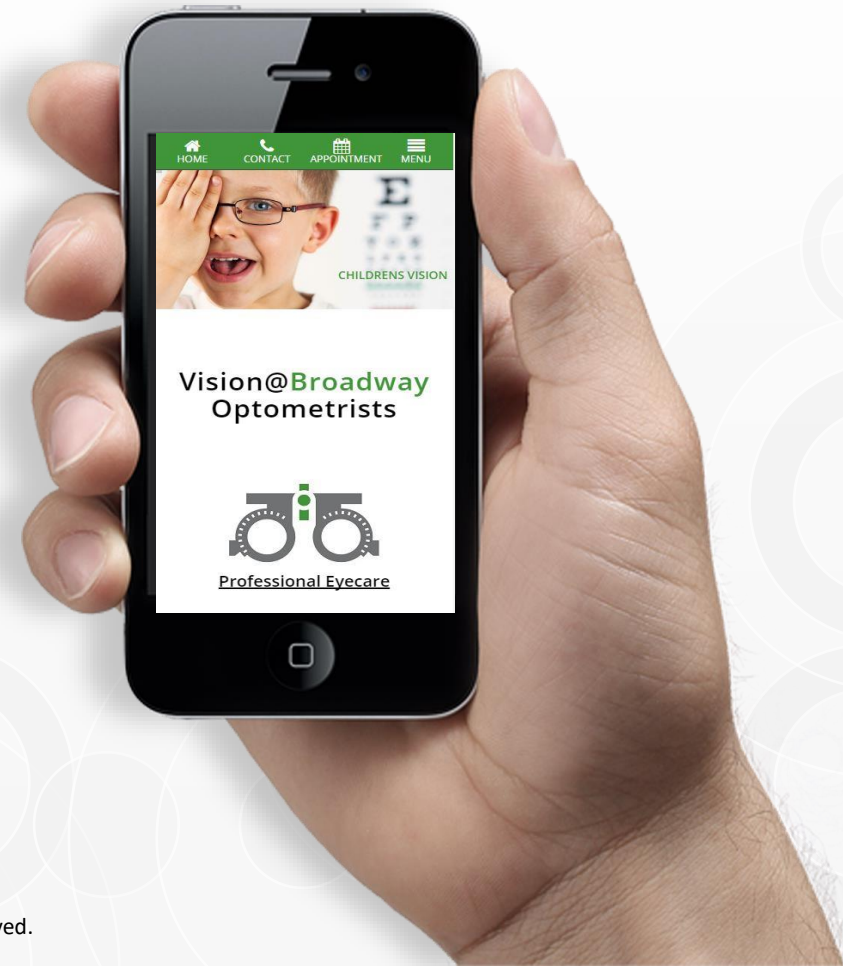
## PPC

- Keyword Research
- Campaign creation
- Landing Page Optimisation
- Ad performance monitoring
- Campaign Optimisation
- Qualitative & Quantitative Tracking
- Product Remarketing
- A/B Testing

## Estimated Effort

Website Development takes a total of 40 hours including review, design and changes.

Website Maintenance would require an effort of 20-30 hours/month.

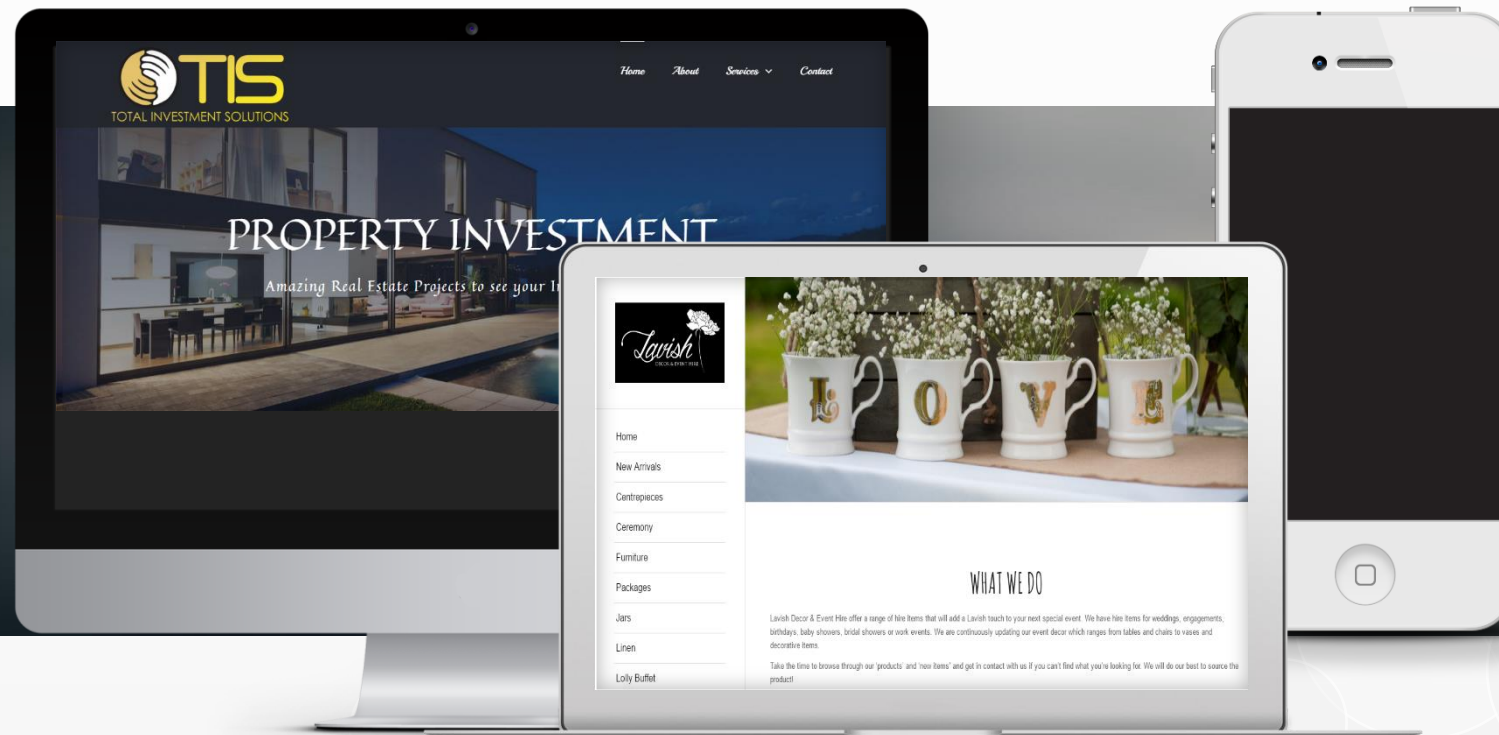


# Timelines & Fees

Fee would depend on the complexity of the site being developed. However, pricing starts from \$400.

Turnaround time for website development is typically 7-10 business days, including reviews and associated changes.

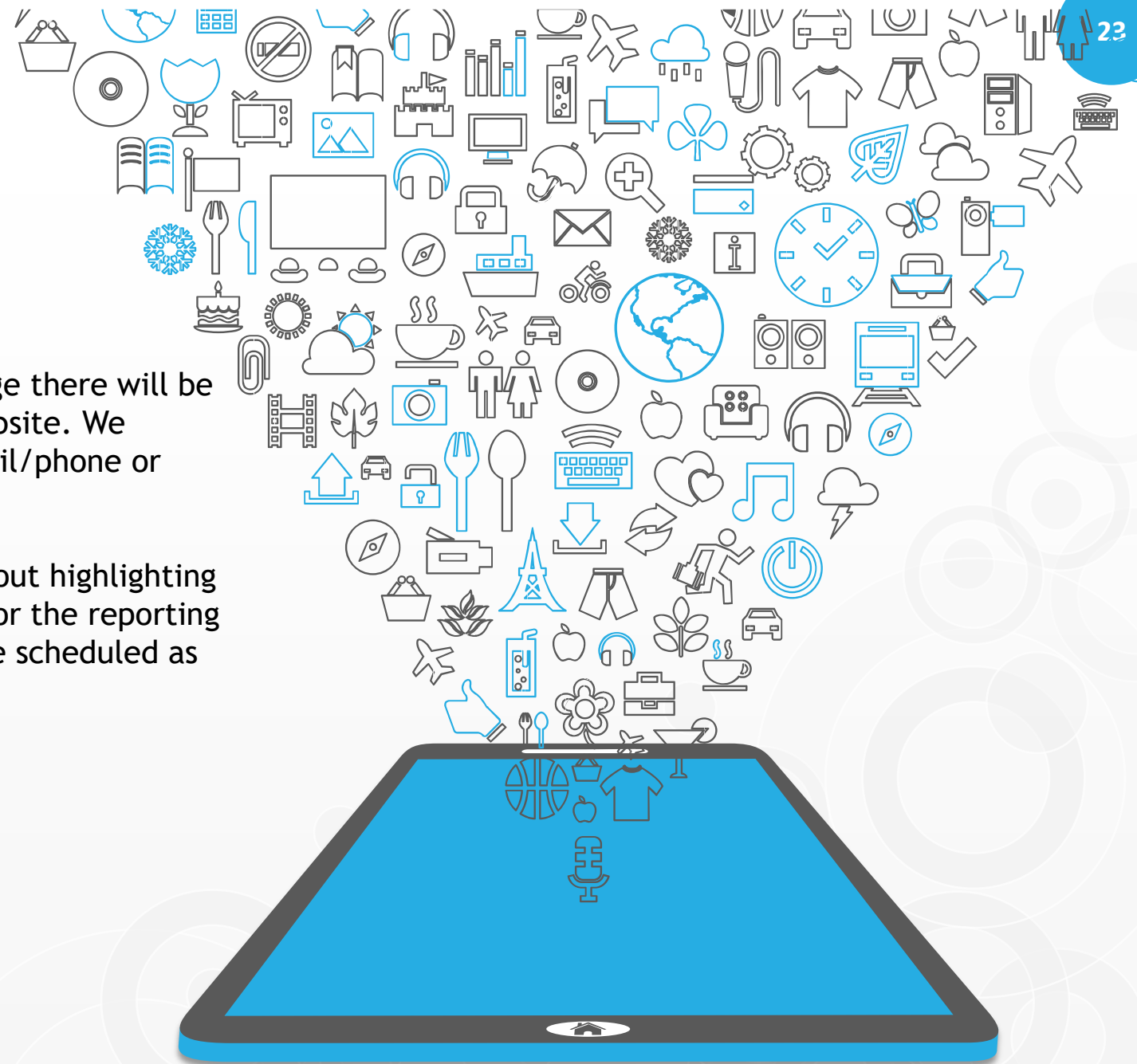
SEO package starts from \$350/month.





# Proposed means of Communication

- **Development Stage** - During the development stage there will be regular communications on the progress of the website. We propose that communication happens through email/phone or one-to-one meetings can be arranged.
- **Maintenance Stage** - Monthly reports will be sent out highlighting the rankings and the website reach out statistics for the reporting period. This will be done via email and calls can be scheduled as required.



# Common Traps / Pitfalls

Sales on Sky recognizes the following as major traps/pitfalls

- Testing on one browser only
- Lack of an appealing website design
- Slow responsiveness of the site
- Inappropriate design for mobile users / Testing on one platform only ( It is imperative to test on all of Mobiles, tables, laptops and desktops)
- Lack of relevant information on the site.
- Inability to reach targeted audience due to absence of website optimisation
- Lack of regular maintenance
- Prompting a user to provide information and assuming the data to be received as intended.
- Making the site unnecessarily complex, thereby increasing the response time



# Assumptions

1. At key phases in the engagement, Sales on Sky will be given timely access to authorised stakeholders to review progress and outputs.
2. Sales on Sky assumes that any information requested, will be provided in a timely manner, so as not to delay the activity of work.
3. The reports will be delivered in PDF format.
4. Any potential variation in the required effort, resulting from either a deviation from the defined scope or from the project assumptions, will be raised with you as soon as it is identified.

## Next Steps

The next step in the process is to agree to the details of this proposal. Sales on Sky can then mobilize the resources to deliver on the outcomes of this engagement.

# Contact Us

For further information please contact us:

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