

Online Marketing Plan -

Are you getting the most from your website?

- Does your website need an update?
- Have you lost contact with the person who created your website?
- Are you concerned about the costs of updating your website?
- Do you want to generate more leads online (i.e. through your website)?
- Would you like to know more about ways your website can increase business?

If so, you can either...

- Call **01737 816107** or email joe@jokadesign.co.uk to find out how we can help
- Read on to learn more about the service we can offer you, or...
- See more at www.jokadesign.co.uk

We will provide ALL of the following, tailored to your needs...

1. Regular updates to the page content of your website

At your request, we will add, edit or delete text or images in the main body of your website within 24hrs. Even the most minimal change to content can be beneficial, and much better than no change at all, so we may initiate subtle adjustments in the interest of improving search engine results.

Benefits: your website will look up-to-date, carry the latest news about your company, product or service and Google will recognise that your website has been updated and reward you for it.

2. Performance monitoring – monthly reports sent to you by email

Visits to your website can be tracked and we will show you, in a monthly report, how visitors found your website, where they came from, and what they did when they got there (amongst other things). Data can often be baffling, but rest assured, we'll explain it all to you in a language you understand.

Benefits: By reviewing this information on a monthly basis we can adjust the content to target your clients/customers and steer your website in a more profitable direction.

3. Regular website reviews

It is healthy to review your website regularly and set new goals. We can review your reports together and brainstorm ways to improve your website. We'll even set regular reminders where we will call you and prompt you for updates to your website.

Benefits: You'll have peace of mind knowing your website is up-to-date and performing at least as well as you expect - delivering a reasonable return on your original investment.

4. Support

Occasionally we all experience problems with our website, domain or email. Research takes time and frustration is stressful - and both can be costly. When you eventually find someone who can offer a solution, you can't always be sure what to expect from them or how much you'll be paying (especially in an emergency). We're at the end of the line to offer help and support wherever possible.

Benefits: You'll save money by minimising costly down time.

The Cost

From £35 per month (no contract or tie-in). We will allocate 1 hour* per month to your website to be spread appropriately over the above tasks. To give you an example, a text change can take as little as 10 minutes and we won't deduct any time for your monthly reports! We are happy to provide you with written testimonials or put you in touch with our clients so you can find out from them how much they value our plan.

* Extra hours available subject to negotiation.