



Web site package guide



About JCP

JCP Creations has a wide client base, including corporate businesses, national television stations (content generated for Channel 7 + MTV Australia) and A-list night clubs all across Adelaide, Melbourne and Perth. Our clients receive outstanding results generated through our website builds, along with exceptional customer service across all areas of business. The support team is always on call and ready to answer questions, apply quick edits and resolve any problems on the spot.



Our team possesses one of the most extensive skill sets in the website market. We have a strong, successful background in marketing and advertising, which will give your website with the maximum result rate.

In today's market a well designed website is simply not enough. This is why we're always staying on top of the ever-changing trends. JCP Creations is also known for following and studying our clients competitors and keeping up-to-date with their online movements to ensure you stay ahead in your field. JCP Creations was founded in 2009 by managing director Jamie Stenhouse, an experienced business owner and entrepreneur, known for taking action and generating results. Jamie has hand-picked each member of his professional team to ensure they work just as hard as he does to bring the JCP Creations result to all of our clients.

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His knowledge and experience has seen JCP Creations grow to become a leading contender in the website design & building field. The team is focused on generating maximum results for our clients while being on call 24/7 for support. We look at every one of our clients as our family. We want nothing but the best and we stand by that. We bring a fun, ethical, professional and dynamic work environment to every project we take on. We always look forward to discussing options with our clients and building a relationship, as everyone on our team loves what they do, and the results show this.





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About the package

This is what our team will deliver to you – A successful web site for your business.

The problem for most businesses is they don't have time to understand the full benefits of the internet and how to leverage it to their advantage. Our team can sit down with you for an in-depth discussion to ensure we fully understand your business. We'll take the time to understand what your business does, how you do it, your goals for the business (both online and offline), as well as taking a very strong focus on your direct competitor and what they're doing. We'll also take the time to position your business brand and website in front of your target market, putting it ultra high in the search rankings.



What JCP Creations has over the competition is a strong knowledge and background in not only web design, but marketing and advertising. In today's competitive market a simple "good looking" website is never enough. You need a website that not only has a strong focus on your business, but can build also your brand, generate business, deliver information, generate direct income and build a solid user base in a way that's well ahead of your direct online competitors.



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With our team taking care of everything online and generating the maximum results from your website, you're able to keep running your business while your website actually works to build your business, rather than just sitting online.

The amazing thing about the websites we build is that they're a business investment, not just a website. The results, marketing plans and lead generation tools we build into your site ensure one of the few investments which can keep giving returns after hours and on weekends/holidays when your business doors are closed. This is why more and more leading brands are choosing JCP Creations to maximise their presence online. With the increasing number of users on social networks such as Facebook, Twitter and YouTube, we connect your business and brand to a large number of social networks to continue building your brand online. You'll find many businesses may use social networks, but the way in which they use them is doing more harm than good. We're able to promote your business goals and products/services via social media and then back to your website to generate awareness and a large number of possible leads.





Visual Branding

While our team does place a strong focus on the marketing solutions of your web site, we do take pride in providing the best visual experience for your customers and visitors. While building the design of your website we pay close attention to your competitors. We locate their flaws and errors, and exploit them to generate higher results for you. Within the design we will embed proven marketing systems which relate to your business and are aimed at your target market.



When our team are designing your website we consider:

- Your target market
- Developing your business brand
- Aligning your website to the online and off-line goals of your business
- The graphical requirements of your website.
- Ease of use and quick loading to ensure maximum viewer time on your site
- Bringing your website high search engine results
- Marketing methods to close sales
- Marketing methods to generate leads
- Marketing methods to provide information for your viewers
- Increasing the conversion rate from viewers to customers
- Social network systems that seamlessly tie into your website
- Interactive stylish design
- Dynamic home page



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- Possible RSS (Really Simple Syndication) feeds to keep your viewers coming back time and time again
 - Rotating interactive galleries to visually connect with viewers
 - Social network icons to ensure your viewers are connected with your business, even when they leave your site
 - A professional build
 - Increasing awareness
 - Building a strong customer / fan base / community of users
- Along with many other detailed features to make up a very strong, competitive website.**

The physical build and the functionality of the website is also very important and we ensure your goals are met from day one. We make sure the design methods are tied in with a strong functional web site to build **an online success system which works for your business.**

Within the functionality of your website you will find:

- The latest content management system install of WordPress
- Quick contact and lead generation forms
- A navigation system which leaves your viewers wanting more
- A system which can support unlimited pages and posts
- The ability for users to comment on everything on your site, which is great to further connect with your viewers
- Custom content sections including sidebars and widgets
- Interactive video systems
- Interactive photo systems
- Inbuilt social network tools to connect your site to many other networks
- A system which you can easily update



- Related domain name registration and hosting for your business.
- A dynamic home page to catch viewers as soon as they land on your site
- Strong content placement to ensure nothing is missed or overlooked
- Search engine systems which start working from day one
- Smart email systems which can be linked to your outlook or mobile
- A custom statistics system to keep track of data
- High speed servers
- Unlimited plug-ins

And many more behind the scenes features which will make up the successful strong build.



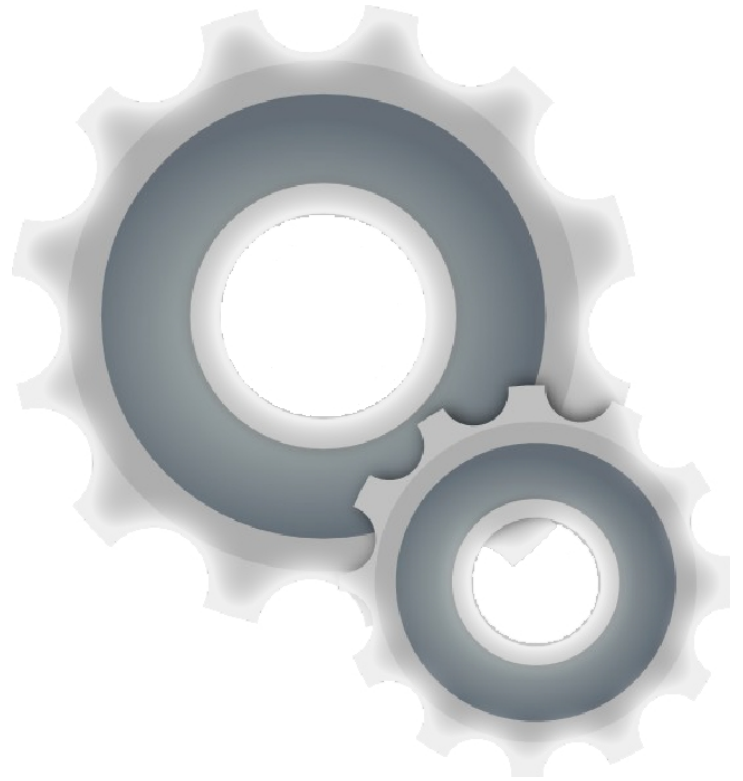


About the build

Along with a strong design and strong website build, you need the features which are going to work best for your business. Every business is different, but we offer a wide range of business tools and features aimed at generating the results you need.

- Online surveys
- Interactive online store with shopping cart and checkout
- Customized poll
- Events and news update section
- Full feature blog system
- Newsletter subscription
- Donations section
- Contact and lead generation tools
- Interactive Google maps system with custom content
- Password protected content

And many other customized features to perform how you need.





Search Engine

With the internet becoming more accessible on more devices such as computers, laptops, mobile phones, PDAs, tablets and more - it makes sense to position yourself in front of the customers and viewers on every device.

With the right design, a fully functional build and the extended features, we make sure your website is seen by your market on any device. Search Engine Optimization (SEO) is the process of improving the volume or quality of traffic to your website. We'll build your website targeting your market and customers so they can find you online via search engines



- Premium search engine plug-ins installed onto your site
- Hyperlinks inside SEO
- Keyword researching to matched your market
- Keyword in title tag
- Keyword in URL
- Keyword in H1 and H2 headings
- Keyword in meta tags
- Anchor text on internal links
- Description meta tag
- Site map build
- Site size maintenance
- Top-level domain

And many more “behind the scenes” methods.



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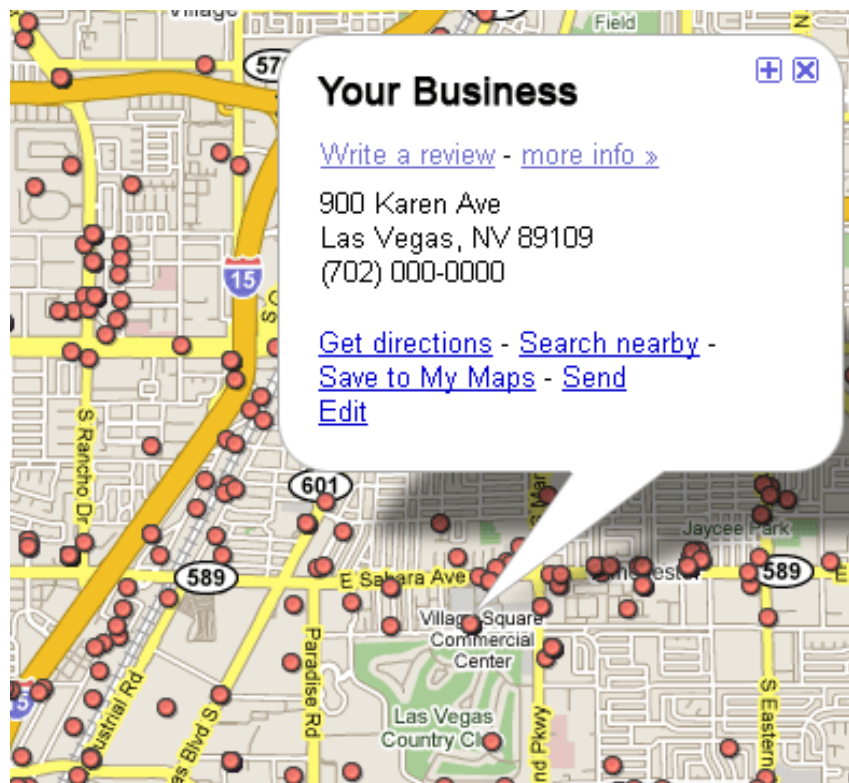
After we build your successful website with a strong focus on a high search engine results – we'll then code, submit and rank your site to over 20 highly rated search engines, which have access to over 30 billion searches every month. We only focus on the top search engines to provide you with quality successful traffic.

- Google
- Bing
- Yahoo
- Scrub the Web
- Bigfinder
- Fyber Search
- ExactSeek
- InfoTiger
- FocusLook
- WalHello
- Jayde
- EntireEeb
- Mixcat
- SearchSight
- WhatuSeek
- E-SiteSecrets
- Tower Search
- Burf
- WebSquash
- Anoox
- GhettoSearch
- Feedplex



Google map

Along with marketing your site across a wide range of search engines, social media and mobile media, we'll also generate a custom Google map for your business. This will appear in the search results of Google when people are searching your business and the field you're in. This is a great way to catch a user's eye without them even having to go to your website. It also provides quick location information, as well as phone numbers, office hours and more. It will allow customers and visitors to find you easier and quicker.





Business Directories

More and more people are beginning to look for businesses in business Directories, as well as search engines. Moving with the ever-changing times We'll also submit your customized business content and details to the top business directories. This will generate quality viewers straight to your web site, which in turn could generate excessive amounts of leads and sales. The wonderful thing about business directories is that a large amount of the people searching on them are wanting to buy or invest today.

- Yellow Pages
- Hotfrog
- True Local
- Webfind
- Startlocal.
- Aussiepages
- Livepages
- Google listings
- Mybusinesscentral
- Localbusinesssearch



**YELLOW
PAGES™**



Google Analytics

With all the qualified and successful traffic your website will be bringing in, you you'll want to track everything and find out what methods are working and where your users are going. This is why after all the above search engine work, we'll provide you with a custom Google Analytics account which will be linked to your high profile business web page. Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyse your traffic data in an entirely new way.



With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites. "Enterprise-class" shouldn't mean "experts only." Google Analytics has made it easy for non-specialists and specialists alike, across your organisation, to practice performance focused marketing.



Online Back up.

Once the build is finished and live, you are able to back up your website along with all of your online content to our servers. You can do this via the Cpanel system which you will be given access to after your build is complete. You should do this because in some cases your staff members may be editing the website and accidentally erasing data or content. We know how painful and costly it can be to recover a whole website, or even have it re-built. The back up ensures that all the following are safe:



- All pages content and formatting
 - Home page content formatting
 - Post content and formatting
 - Website design and styles
 - Website search engine systems
- And more

Updating

While your web page can be easily updated without us, we do understand that it still takes time to sit down and apply the updates. This is why our team also offers a daily, weekly or monthly updating service depending on your needs. You just have to contact us and organize a date, email us the content and we take care of the rest. It really couldn't be simpler or more efficient. Many of our clients are currently having us update their website weekly due to the ease and speed of our updating service.





Competitors

Before the build process our team will sit down with you to discuss your online competitors and then we research their current websites and online marketing systems. This gives us a better insight into what may or may not be working for them, so we can establish a benchmark or avoid it. This cuts down the trial and error of online marketing via a website to see what does and doesn't work. In return, this will end up costing you less in marketing edits to your website. It also gives us a good running ground for what your competitors are not doing and how we can leverage that to your advantage. This process of the website build is one of the important ones, which we like to take our time with to once again maximize the results from your site. Even after the build we like to check back and see how your competitors are going to make sure they haven't changed anything with out us noticing. Once we look over the list of your top three competitors, we'll then work with the information we've researched with your goals in mind, to build a successful system for your business.





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Server Speeds

All of our web servers are state-of-the-art and supply your website with the quickest speeds available. This ensures your viewers can access everything quickly and are not left on a page that never loads. When that happens you lose business, so we build everything to the highest quality to keep this from happening. Our servers also allow a high amount of bandwidth and hosting space for your website so you never have to worry about traffic to your website or emails becoming clogged up over time.

We include:

- Loads of space
- Loads of transfers
- Additional domain hosting if you want to have a second domain name
(www.yourbusiness.com and www.your-business.com)
- Unlimited email accounts
and more.



Social Marketing

How can social media marketing can be tied to your website and how can it help your business? With more and more of the world being connected to the internet and social networks, it makes sense to include social networks inside your business plan. Many businesses overlook building social network systems into their website because they think it may look unprofessional. There's nothing unprofessional with a system which instantly connects your site to millions of customers and fans. The three main systems we focus on are Facebook fan pages, Twitter accounts and YouTube videos. The Facebook fan page is the most powerful system which all businesses should have in their arsenal



The fan page allows:

- Custom over-sized profile pictures to catch attention
- A custom landing page to ensure maximum fan growth
- Custom menu tabs which act as pages for quick information to further build your fan base
- A possible lead generation system straight from Facebook
- Top menu product placement to advertise with

Twitter and YouTube both allow your fans and customers to quickly follow, gather information and purchase your product or services. As well as setting up all three social networks for you and building them into your website to maximize the effects, we include you customized YouTube account



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Recent Customer reviews

View our portfolio online at

<http://jcpcreations.com.au/website-portfolio/>

JCP Creations generates success – Here what our most recent clients have had to say across many different markets.

"JCP Creations generated an increase of over 1400% in customer interactions within 6 days! Who else can bring those results?"

-The Firm

"JCP creations has been the perfect solution to our graphic design needs. JCP Creations took the time to involve themselves with the venue even attending the events. This meant that they had a deeper understanding of our target market. He even liaised with our DJ's, acquired photos direct from our photographers and made us aware of competitor trends; which really took the work out of it for us. The prices were great and the time line for projects to be delivered were normally within 24hrs, which helped us stay in front in a fast paced competitive market"

-LIQWD Night club

"JCP creations produced a website for CRG within only a few days of receiving the content! The final product far outweighed any of our expectations considering the price! JCP creations were able to create a sophisticated, professional and easy to navigate website complete with graphics and other social functions such as Facebook to help facilitate the branding of our company on the internet. Further to this they were able to condense a large amount of complex and confusing company information into small and easy to read snippets conducive to

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a website! We would recommend JCP creations for all further website and design work, not only because they are professional and timely but also very friendly and approachable! Thank you JCP creations for all your hard work!"

-Commercial Retail Group/ Foodland

"I can't imagine working with anyone else - JCP Creations were able to assist me with dealing with the one person when it came to all my marketing and promotional material, were reliable and hard working to ensure they met the dates I required. 5 stars! and definitely a HIGHLY recommended business."

-Flirty Fitness

"Thank you for a GREAT job on the site, you have gone above the call!"

-Sinit Street Styles

"Fast turn around and when adjustments were to be made they were always done promptly, thanks!"

-Starbar

-"Perfection looks fantastic. Exactly what I want. "

Jamais Vu says



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"I would like to thank JCP creations for the website and help given. I have already recommended JCP creations to a friend as I am confident in the quality of work and the great service. I can't get over how quick JCP got to work and finished my website as I had been quoted around 6 weeks by other web designers and a lot more money. Yes and the money JCP was far cheaper than the competitors and with better service. Thanks again JCP Creations and I will definitely be back with future graphic design work as the business grows" -
Sherlockbones

JCP Creations is one of the few businesses which can offer support 24/7. That's not just simple email and phone support, but actual web editing and building. If your business is one which moves quickly with the times, then you need an instant response rate on all of your questions. Not only do we deliver that, but we're able to edit anything on your web page almost as soon as we hear from you. This puts you ahead of your competitors and trends. Just because your business hours are over, that doesn't mean we stop serving you.

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Even in some businesses are avoiding the internet because they think they don't need it, business is steady. **We believe that if your business is not growing it is sinking.** The internet is the new way to do business and everyday the competition is growing and growing. Depending on your products and services, you could be looking at anything from 1 extra customer a day to possibly 100 or even more. There is no limit. How much is the extra business worth to you? An investment which you do not need to maintain. An investment which keeps on working for you all year round. Not only to increase your customer numbers, but your profit margin too. It's truly unlimited as you're in a world market. Can you afford not to take up this premium featured marketing web package, or one of your competitors purchasing this package?

Ask your self the following questions.

How many returning customers to I have?
How many new customers am I getting daily?
Could I handle an increase in customers?

Time line

Depending on the size of the build, our team could have your website fully functional within 3 days. We pride our self on the least amount of downtime possible for your website build. We want to get your website up and generating you more business as soon as we can, while





still keeping the hand-made craftsmanship within your project. As you can see, we do provide one of the most extensive web building systems currently on the market. Below is a check list of everything your web site will be getting:

- Online marketing solutions
- Marketing plans
- Goal planning
- Brand building
- Graphical website
- Quick site loading
- Search engine tuning
- Online sale closing, and lead generation systems
- Information hub systems
- Increased conversion rate systems
- Interactive stylish design
- Possible RSS feeds
- Online surveys
- Interactive online store
- Credit card systems
- Event and news feeds
- Rotating interactive galleries
- Social network building
- A professionally built website.
- The latest WordPress model
- Quick forms
- A marketing-wise navigation menu
- Possible unlimited pages and posts
- User commenting





- Custom content sections,
- widgets and side bars
- Interactive photo and video streams
- A system which you can update
- Social network tools built in to your site
- Dynamic home page
- Related domain name registration
- Strong content placement
- Search engine actions from day one
- Smart email systems
- A custom stat list of your data and viewers
- High speed servers
- Unlimited plug-ins
- Customized poll
- Full feature blog system
- Newsletter section
- Donation buttons
- Google maps built into your site
- Password protected content
- Full search engine marketing methods
- Keyword marketing methods
- Description marketing methods
- Site map back end
- Top level domain
- Custom coded, ranked and submitted to over 20 search engines
- High profile business listings
- Google analytics account
- Google analytics installation





and tracking

- Restore services
- Extra editing and updating available
- Extensive competition research
- Additional domain names
- Loads of space
- Loads of transfers
- Unlimited email accounts
- Social media pages
- Fan page / Facebook marketing build
- Custom Twitter page
- Custom YouTube page
- Customized YouTube video for your business
- Lead generation over social networks
- On going support 24/7
- A system which works for you

The above list is only the surface features. There is still a large number of features and details which work behind the scenes to ensure everything you need for your website works from the word go!





Double Payment

2x Payments of \$ _____

50% upfront, final 50% once project is finished

Monthly Retainer / Hosting / Domain \$40.00 a month

Total investment \$ _____



Quad Payment

4x Payments of \$ _____

50% upfront, final 50% once project is finished

Monthly Retainer / Hosting / Domain \$40.00 a month

Total investment \$ _____



Full Payment – save 15%

1x Payments of \$ _____

50% upfront, final 50% once project is finished

Monthly Retainer / Hosting / Domain \$40.00 a month

Total investment \$ _____