
WORDPRESS WEBSITE SCOPE OF WORK

Tips for starting a new website and domain

If you don't have a domain or are considering creating a new brand, start by going to GoDaddy.com and trying several variations of possible domain names. You will probably go through many variations before you decide. We also strongly recommend you submit domain names to your colleagues, friends, and family to get an objective opinion.

Tips for domain selection:

- When you are at networking at an event, does it clearly explain what you do?
- When you say it on the phone, is it easy to spell? (keep in mind many people have problems spelling)
- You are going to say it over the phone hundreds of times so will the person on the other end have to ask you to spell it or repeat it often?
- You need to have a business email address with this domain name. When you tell someone over the phone to email you, will they ask you to repeat it or spell it often?
- Keeping it "short" can be tricky. Number of letters versus number of syllables. My advice is 3 syllables or less.
- Can your clients remember it two years from now when a friend needs an apartment locator?
- Will it appeal to many types of clients? A name or logo that is too flashy or too loud may turn potential clients off.

Project Calendar

In our experience, website projects need a start and end date before the project begins. We have many consecutive projects, so structure is very important to maintain order. Establishing basic expectations up front delivers consistent satisfaction to all of our clients. That being said, we understand that sometimes your workload is beyond your control and the schedule must be flexible. Once we have all the items on your checklist, we usually complete your website project in two weeks.

Unique Content Writing

Unique content on your website is critical for Google ranking. You have a unique viewpoint and business goals, so you need to spend some time writing the content we requested for your website. Your content should educate renters about your service and convey credibility in your business. You will want to explain your service and representation as required by your real estate board. Your content will also help us structure your keywords, page titles, and descriptions which are important for Google placement.