



Whitsunday Law

18/121 Shute Harbour Rd
Cannonvale QLD 4802
Ph: 07 4946 7735

info@kapowinteractive.com.au
KapowInteractive.com.au

Website redevelopment

Purpose:

- Position Whitsunday Law as an industry leader.
- Educate current and potential clients on your range of service offerings.
- Showcase your ethos as a caring environment where you are looking after your client's best interests, and are great people to work with in stressful times.
- Provide an excellent experience for all visitors on all devices – mobiles, tablets, laptops and desktops.

Value:

This project provides you value in that –

- You'll give a great first impression as a highly professional firm, increasing trust in your operation.
- Clients will see that you are keeping your operations modern and up to date, increasing trust in your operation.
- You will show your caring and empathy, increasing trust in your operation.
- Clients will see that you are able to talk at their level, increasing trust in your operation.
- Clients can quickly and easily get to detailed information on your offerings.
- Clients can see what sort of experience others have had in the past, so have a better idea of what it will be like to work with you.
- Clients who need more information can be pointed to detailed info on your website, saving your staff time on the phone while still allowing for high level personal interactions.
- The website does much of the sales process, so clients more likely to be ready to move ahead immediately
- Web visitors see current information through your social media feed and have trust that you are keeping your product up to date.

Measures of success:

We'll know this project is successful when –

- The design of your website reflects your ethos – responsible, reliable, up to date, caring and personal. In touch with your target markets.
- Feedback on your website from your customers and industry professionals is positive.
- The website provides clear, easy to read information on all devices.
- Clients and potential clients understand your range of offerings better and know what they need to do prior to contacting you.
- You don't need to spend as much time selling on the phone as they already understand your services.
- The enquiries you receive are a good fit for your business.
- Customers think your services are excellent value.

Method:

Design a new website for Whitsunday Law -

- Develop a modern website which looks professional but with clean, simple lines.
- Organise the structure to make it extremely simple for visitors to get where they need to go
- Build a fully mobile (and tablet) friendly site which you will be able to keep up to date yourself.



Whitsunday Law

18/121 Shute Harbour Rd
Cannonvale QLD 4802
Ph: 07 4946 7735

info@kapowinteractive.com.au
KapowInteractive.com.au

- Build from existing website structure and text, making amendments where it makes sense to do so.
- Set up layouts and templates that you will be able to use to continue growing the website
- Provide you initial training and support to get you started

Inclusions:

The following items are included as part of this cost:

- Proofreading of your final copy
- Adding good calls to action throughout to encourage contact with you
- Resizing photos you have provided
- Data entry of your text and photos into the site (limit 10 pages of data entry, you will be trained on adding more)
- Custom layout of homepage to match your requirements
- Custom layout of one internal page
- Photo galleries and slideshows as required
- Create a web app (custom database section) for your service offerings. To be designed to your specifications.
- Contact request form and Google map
- Link to your active social media accounts
- Add most recent Facebook posts into site (if desired)
- Set up Google Analytics and Webmaster Tools to collect data on how your website is being used – required to lay a good foundation for future marketing and SEO work.
- A fully mobile (and tablet) friendly site which you will be able to keep up to date yourselves
- 1 hour training (*see below*)
- 3 month bug free guarantee

We can help you with the following at extra charge:

- Copywriting and creating text for your website
- Photography or stock photos
- Digital strategy, social media, search engine optimization and email marketing

All of the following are also included for you at no extra cost:

- Project management through the website build process and ongoing
- Regular website backups and installation of all software upgrades
- Online searchable knowledgebase on how to use Wordpress
- Series of videos on how to manage your website which you can access in the website admin area
- 1 hour one on one training session
- Phone and email support for basic “how to” questions over the first 3 months
- Fully search engine friendly website – a great foundation
- Welcome email series explaining how to make the best use of your new website, marketing and SEO ideas, details on how to take advantage of our guarantees, exclusive support offer and more
- Proactive contact by us at regular intervals to see what we can do to assist
- Initial setup of any new email addresses
- Peace of mind knowing you’re working with local professionals who are available right here whenever you need us
- Quick turnaround for any changes and maintenance



Whitsunday Law

18/121 Shute Harbour Rd
Cannonvale QLD 4802
Ph: 07 4946 7735

info@kapowinteractive.com.au
KapowInteractive.com.au

Future work:

We have a wide array of services to help you get the right people coming through your door. If you are looking to use social media effectively, automate sales processes, increase visibility of your business online, increase return business or keep in better contact with your existing clientele – we can help! *We suggest a meeting to discuss the next steps at 3-6 months after the website is live.*

Process and timeline:

- Full payment has already been received.
- Website layout and look meeting – 1 to 1.5 hrs
- We will provide you a Word Document outlining all text and images required for the website
- Once your text and images have been provided, we will provide you with a development link to review in 2-3 weeks. We will call you to go through the site.
- 1 week to make any changes required
- Final sign off and final payment
- Website live in 1 week
- Average timeframe 4 weeks from when all content is provided to fully live website.

Fees:

The cost for this project is \$4,000+GST

Ongoing charge of \$66 per month or \$660 p.a. required for software license, training video and backups, website and email hosting. *This project is subject to terms and conditions attached*

Why choose us?

Custom solutions To help you achieve your business goals

Brilliant project managers We use a four step process: plan, design, build, then activate.

Creative Your project is customised to match your existing marketing material.

Advanced technology We are geeks, not sales people. We use the best technologies to ensure your online business delivers results.

Tools to grow into We build you a great foundation on a system that has additional modules like email marketing, online sales and custom database development for you to take advantage of when you're ready.

Responsive Your website is optimised for all devices: desktop, laptop, tablet and mobile.

Training One-on-one training to teach you how to manage your website, Facebook or online marketing.

Guarantee Three month bug free guarantee on all new websites, where any errors are fixed free of charge.

Experience matters We are exceptional at what we do. Using best practice we provide expert advice, client support and efficient service.

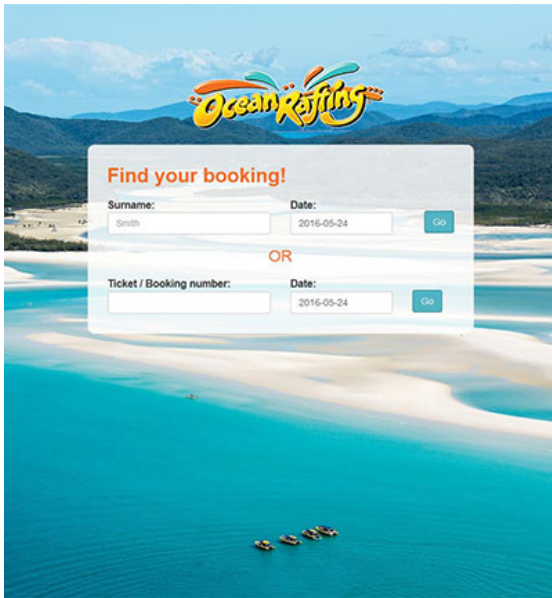


Whitsunday Law

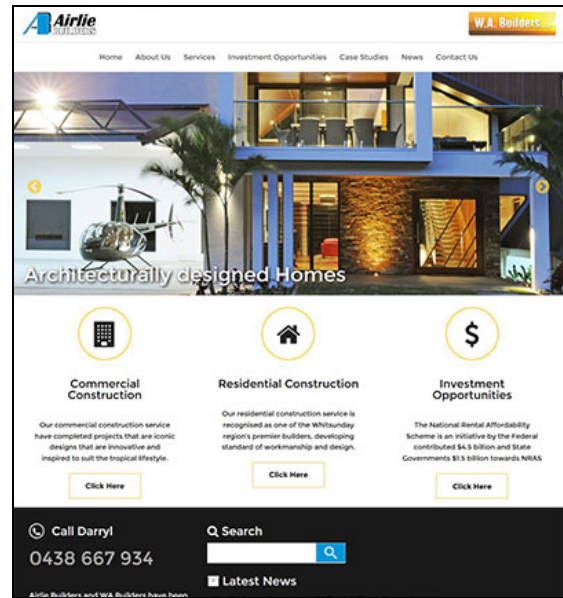
18/121 Shute Harbour Rd
Cannonvale QLD 4802
Ph: 07 4946 7735

info@kapowinteractive.com.au
KapowInteractive.com.au

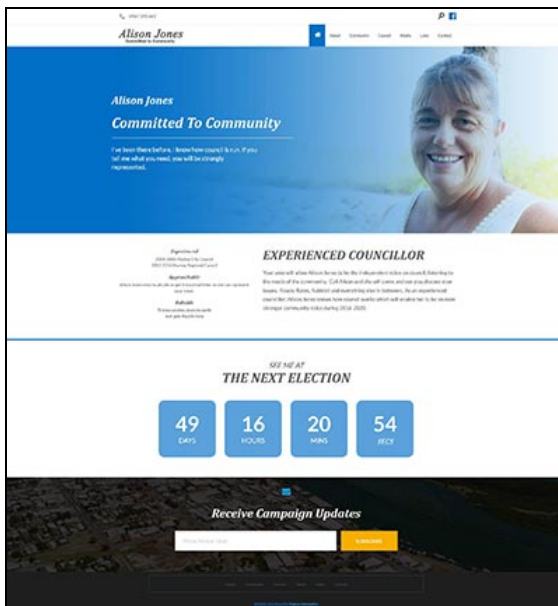
Sample sites completed by Kapow Interactive:



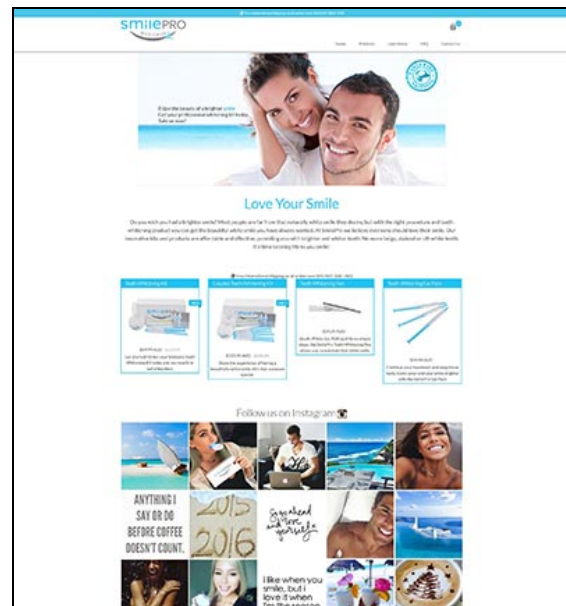
[Ocean Rafting – Check in system](#)



[Airlie Builders](#)



[Alison Jones for Mackay Council](#)



[SmilePro Worldwide](#)



Whitsunday Law

18/121 Shute Harbour Rd
Cannonvale QLD 4802
Ph: 07 4946 7735

info@kapowinteractive.com.au
KapowInteractive.com.au

Happy Clients!

"I have worked with Kapow on a number of large website projects and they have not only delivered a superior product but been extremely helpful throughout the process following up on progress and providing direction and development options. In all instances the outcomes achieved exceeded my expectations."

Denise Kreyborg - General Manager, Economic Development and Operations, Whitsundays Marketing & Development

"Megan has worked on our website for the past 3 years. She has a fantastic understanding of our business and our site's requirements. Megan has a strong grasp on the changing needs of clients and she makes recommendations for progression and improvement within budget. Megan was required to work with old code in a bespoke system, and was able to introduce new technology bringing our site in to the 21st century. Most recently, Megan has upgraded our site to mobile compatibility. This project was timely and on budget and we are very impressed with the results. I would not hesitate to recommend Kapow interactive to others."

Sharon McNally - General Manager, Cumberland Charter Yachts

Awards and Memberships

Advance Queensland Community Digital Champion, 2016-17

Committee member, Airlie Beach Chamber of Commerce, 2014-present.

Founding member, Airlie Beach Chamber of Commerce, 2013-present.

Non Tourism Business member, Whitsundays Marketing and Development, 2011-2015.

Community involvement

As part of our commitment to the improvement of businesses we work with, we provide free consultation service and business improvement to both current clients and future prospects.

"Megan, Thank you for the inspirational chat regarding Facebook advertising & the short tutorial you gave me to enhance Molly Kaftan's presence by using social networking & its advertising features to create sales. My sales and 'likes' have bloomed as a consequence. Each time I use it, it seems to grow exponentially. Once I build the business a little further I will definitely be back to take further advantage of your skills to go to the next level. The fact that you have improved my business & got me up and running - for free - is appreciated and was a huge bonus at the time. Thank you." Jo Smerdon Molly Kaftans

Sponsorship

Support of non-profit groups and local clubs is a strong part of the ethos at Kapow Interactive. We provide varied services to these groups, including website development, ongoing maintenance, email management and support, and email marketing. Some recent sponsorship clients include:

Eco Barge Clean Seas a not-for-profit environmental organisation established in the Whitsunday Region to protect our precious marine life and aquatic environment by removing existing marine debris and reducing the amount of debris that enters our waterways.

Whitsunday Crisis and Counselling works towards the prevention and reduction of violence in the community by providing professional support services to women, children, young people and families who have experienced family violence, sexual assault or are at risk of neglect or abuse.

Whitsunday Catchment Landcare, Pioneer Catchment and Landcare Group and Sarina Landcare Catchment Management Association These three organisations operate to progress environmental, economic and social sustainability in the Mackay Whitsunday region.