WEBSITES *for* GOOD
THE 90-MINUTE WEBSITE

WHAT IS THIS THING?

The 90-Minute Website is our solution to a couple of age-old dilemmas in marketing yourself and your work online:

1) You want and need a website to get the word out, but custom websites are expensive and time-consuming, and you've got your hands full with running your business.

2) Cashflow might be more of a babbling brook now than a raging river, so for now you might be thinking of a do-it-yourself website like Squarespace or Wix. But figuring out those systems - not to mention what your website needs to say - makes your brain hurt.

SO WHY IS THIS BETTER?

With the 90-Minute Website, you get a real live human being (a nice one, at that) providing coaching and guidance, co-creating WITH you a beautifully customized Wordpress website in a fraction of the time - and cost - of a typical website. Once the site is launched, you also get a clear, plain-English manual in maintaining/updating it yourself, so you don't have to spend $40 to $75 per hour to a web geek to take care of your site. It can evolve as your business evolves, saving you hundreds or thousands of dollars over time.

It's the perfectly happy medium between an expensive custom website and a DIY website ordeal. We know you want this task done—and done right—so you can concentrate on what you love doing instead

WHAT'S THE "90 MINUTE" PART ABOUT?

We coach you through the process of gathering and/or creating all of the materials you need for your site. Then, we sit together for 90 minutes and go from zero to launch - voila!

IS IT FOR ME?

This is the ideal solution for the newly self-employed, busy small business owners, serial business builders, new product launchers, procrastinators, cost-conscious startups, and anyone else who wants to get the word out about their work in the world. If "make a website" is a task on your to-do list, we want to help.

HOW DOES IT WORK?

☑ We provide clear, non-geeky, easy-to-digest guides to help you plan what your site needs to be and do: Identifying who you're speaking to (your ideal audience), how to plan a site that solves problems and engages readers, domain name choices, how to write a lovable home page/about page, blogging, and more.

☑ We guide you through the corralling of the tangible things that go into a website, like text and colors and images

☑ We set up all of the technical structures for you or with you, including domain name registration, hosting, Wordpress, a design framework, your desired pages and functions, and email addresses - other add-ons are available "a la carte" for very reasonable fees.

☑ We schedule and meet for a grand face-to-face session (online) to assemble all of these pieces and launch the site.

☑ We provide easy-to-follow illustrated training materials to allow you to maintain the site yourself, so it can continue to work for you and grow with your business.

HOW CAN YOU CHARGE SO LITTLE FOR THIS? IT CAN'T POSSIBLY BE A QUALITY SITE, RIGHT?

Oh contraire. We've worked hard to create a sleek, streamlined way to get a professionally designed but beautiful small website at an affordable cost. We're able to offer this because YOU are willing to jump in and co-create it with us, which not only makes it more fun for both of us, but also takes less time.

BUT WHY WOULDN'T I JUST GO TO A DIY WEBSITE PLACE AND DO IT MYSELF? I'M SMART.

You certainly can do-it-yourself, and we admire people who take the bull by the horns and create something! But some people find they want to have a guide, to ensure that the website they build is truly attracting, connecting with, and serving the people they most want to reach.

While the DIY services can offer you a framework to use, they aren't really that useful in terms of things like helping you target your audience, understand domain name registration, find the right images that will resonate with your audience, and the other factors that determine whether a website will succeed or fail for you.

We created this process because it's a unique hybrid between a full scale consultation/design (which can cost thousands) and a DIY site (which can be a waste of time, money, and brain cells if done wrong).   You save a lot, and are guided every step of the way by online marketing veterans who know how to explain things so they make sense.

WHAT DOES IT COST?

The standard package price is $497.00 for a 5-page website (excluding the cost of domain name, hosting, and other optional services). Options like additional pages, services, and features, as well as ongoing support, are available at a comfortable rate of $15.00 per quarter-hour.

WHAT IS THE PROCESS?

1. Together we have a free, no-icky-sales-pitch, no-obligation 30 minute planning session to identify what pages you need, talk about what goals you want to achieve, and ask any questions you may have.

2. You sign an agreement outlining everything we'll do together, and what the 90 Minute Website includes, and does not include. You can

review our sample Wordpress site(s) to see what features are at your disposal to include.

3. The first installment ($250.00) is due to begin our work together. (Note: To ensure our clients are fully committed before beginning, this installment is non-refundable.)

4. Receipt of that installment starts the engines! You will receive 10 consecutive days of material via email, each day guiding you simply through one element of the website planning process. You can complete them at your leisure, and...

5. ...When you reach the point where you have your pages written, some images gathered, and are ready to put it all together, you can make an appointment to spend our 90 minutes together via phone, Skype, Facetime, or Google Hangouts.

6. The second installment ($247.00) is due just before our launch session together.

7. This is where the magic happens: We share screens and go through the entire assembly process together, going from zero to a launchable website in 90 minutes. Optionally, if you don't want to participate in this portion, Websites for Good can do it all and let you know when the site's ready for final review.

8. We launch your site, submit you to Google and Bing, and send you training materials so you know how to fully maintain all common aspects of your Wordpress site. You're ready to tell the world!

OOOOH! THIS WORKS FOR ME!

Contact us at 90minutes@websitesforgood.com to learn more and schedule a free, friendly, no-pressure phone or Skype consultation. We'd love to hear what you're up to!