



CONVERSION FOCUSED WEBSITE DESIGN



The number one priority of any website is to generate sales leads. But most folks have it backwards. They're primarily concerned with how impressive their site "shows" to the world. Then they're left wondering why they don't see the sales results!

Form is important, but function pays the bills.

HMG'S APPROACH TO WEBSITE DESIGN:

1 We're laser-focused on function.

Every page, every picture, every form, every button, every line of copy, every call-to-action - each plays a critical role in determining whether your visitor will take the next step, or whether they will bail never to be seen again. The ability for your site to convert those visitors takes a unique combination of art and science.

2 We leverage the power of WordPress.

You may have noticed the majority of new sites these days are created with WordPress. WordPress is incredible - especially for small businesses. It's user friendly. There are literally thousands of highly customizable themes to choose from. It's packed with powerful features, and Google loves WordPress from a search engine optimization standpoint! And did we mention it's free?

"Conversion focused web design means you'll have a visually impressive website that actually converts visitors into sales leads."

FEE

The scope of website design projects vary dramatically depending on clients' specific needs, but in general, you can expect to invest between \$4,500 and \$13,500 for fully completed website.

If you are seriously considering HMG, **make sure to compare apples to apples**. Our fees include helping you with some of the REAL HEAVY LIFTING - writing great sales copy and optimizing for conversion. It's time consuming and tough work, but it pays off. Not all, but MOST design firms steer clear of this work or balloon project costs because it's not their specialty.