

WORKING WITH KANGOMEDIA

INTRO PACK

We help service-based businesses generate more leads, make more sales, and grow their revenue with effective Web Design & SEO services.

If web design & SEO are unfamiliar to you, that's ok. Outlined on the following pages are all the basics about how we work.

Please read through the entire packet carefully to ensure that we're a good fit and our process works for you. If you have any questions, please don't hesitate to ask.



Freddy Rodriguez - *Founder*

INDUSTRIES WE'VE SERVED

CONSTRUCTION CONTRACTORS

LAWYERS/ATTORNEYS

MEDICAL

RETAIL SHOPS

NON-PROFITS

CREDIT UNIONS

TRUCKING/LOGISTICS

RESTAURANTS

Comments Around The Web

2019-03-21 ★★★★★

“One awesome benefit is that they are local and can have a face to face experience; another great benefit is that they are affordable.”



Vania Vazquez

2017-03-10 ★★★★★

“KangoMedia Web Design is an excellent service provider. I highly recommend KangoMedia Web Design, you are amazing!!”



Diana De Alba

2019-03-03 ★★★★★

“Amazing work and extreme attention to detail!”



ana garza

2019-02-17 ★★★★★

“Freddy and Ada are very knowledgeable in web designing and have great taste in designing.”



Gilbert Rodriguez

2019-02-17 ★★★★★

“Working with Kango Media has been a great experience! Their design for our website was beyond what we expected.”



My Place MHS

2019-02-10 ★★★★★

“They fixed it immediately, totally redesigning it and optimizing the SEO. Our business immediately boomed. We have been with them ever since.”



Andrew SMITH

2018-04-10 ★★★★★

“I love that they are a family owned business and we get to support local!”



Merab Martinez

2018-03-10 ★★★★★

“Exceptional Customer Service!!! Immediate response to my request. Extremely helpful for someone like me who is tech illiterate.”



Amy Hermansen

2018-03-11 ★★★★★

“Their customer service is amazing and they are very quick to respond to any questions I have. I highly recommend KangoMedia!”



Blanca Navarro

THE PACKAGES

	SIMPLE 1-PAGER Perfect for Startups	ESSENTIAL FIVE Perfect for Entry Level Businesses	LEAD CONVERTING Perfect for Local Service Businesses
# Pages	1	5	10
Design Type	Theme	Theme	Custom
1-Hour Brainstorm Session	✓	✓	✓
Mobile-Friendly	✓	✓	✓
SSL Installation	✓	✓	✓
On-Page SEO	✓	✓	✓
Social Media Integration	✓	✓	✓
Content Management System	✓	✓	✓
Standard Contact Form	✓	✓	✓
Google Map	✓	✓	✓
Claim Google Listing	✗	✓	✓
Local Listing Distribution (NAP)	✗	✓	✓
Email Marketing Tool	✗	✗	✓
Blog/Newsfeed	✗	✗	✓
Custom Forms (ex. Quote, Jobs)	✗	✗	✓
Events Calendar	✗	✗	✓
3-Month Review Management (\$600 value)	✗	✗	✓
Package Prices	\$1000 *plus \$350/pg.	\$2500 *plus \$300/pg.	\$5000 *plus \$250/pg.

*Ecommerce functionality can be added to any of the packages above.

Strategy, SEO, and Other Services

SEARCH ENGINE OPTIMIZATION

Starting at \$350/mo.

Put your business in search - whether your goal is dominating local search results for your geographic area or boosting organic search results at the national, and even global level.

LOCAL CITATIONS & REVIEW MANAGEMENT

Starting at \$350/mo.

(Bundle discount available)

We'll help put your business on the map by building local listings and help boost local rankings. We identify and build missing business listings on top directories, as well as niche, industry specific sites.

PAID ADVERTISING CAMPAIGN MGMNT

Starting at \$1000/mo.

We provide a managed paid advertising solution to get more targeted traffic to your website by maximizing your easy wins, build authoritative links, and develop SEO-optimized content.

(SEO) CONTENT PATHWAY

Starting at \$350/mo.

(Bundle discount available)

We'll create new content for your website that will target the most advantageous keywords being searched for by your ideal customers on Google.

(SEO) LINK BUILDING PATHWAY

Starting at \$350/mo.

(Bundle discount available)

We'll help your website gain authority by building a network of links to your website from trusted sources that will pass their authority to you.

WEBSITE CARE PLANS

Starting at \$59/mo.

You don't have to worry about the technical side of having a website. Includes website hosting, security monitoring, site backups, restoration services, and tech support.

So...How Does This Work?



1. DISCOVERY (~30-60 min)

We get nosy about your business goals and focus areas to make sure we're a good fit. We then hash out our shared vision and expectations for the project.



2. PROPOSAL (~1-2 days)

We propose a recommended solution to help meet your business goals and any business requirements that were discussed in Discovery.



3. PLANNING/RESEARCH

We get nosy about your business goals and focus areas to make sure we're a good fit. We then hash out our shared vision and expectations for the project.



4. DESIGN/DEVELOP (~2-6 weeks)

We propose a recommended solution to help meet your business goals and any business requirements that were discussed in Discovery.



5. SITE LAUNCH (1-2 days)

We test the site to ensure there are no bugs or errors, install analytics, and notify the search engines. We push the big red "Launch" button. *(ok...there's no real button)*



6. PROMOTE (post-launch)

Take control of driving traffic to your website and get more leads with our SEO and paid advertising campaigns.

Frequently Asked Questions

How much do you actually charge for a website?

We get this question A LOT. The unsatisfying answer is, it depends. The price depends on the type of website you need and what the website has to do. As a ballpark figure, most of our website are within the \$2500 to \$8000 range. We can provide you with an exact quote after we've discussed your needs in Discovery.

Can't I just get a cheaper website using WIX or SquareSpace?

Yes, you can. However, we find that most of our clients are too busy running their businesses to deal with learning how to setup a website, designing an attractive layout, input content, and optimize their sites for the search engines. Our clients hire us, not only for our expertise, but also for the time and headaches we save them.

Do you have payment plans?

Your website investment is divided into three payments. We require 50% deposit to start working, 40% when we've completed the design milestone, and final 10% upon project completion.

What is the turnaround time on a website?

Most website projects are completed within a 4-6 week timeframe, but can be completed sooner with client cooperation.

What is SEO?

SEO is an acronym for Search Engine Optimization. It involves implementing strategies to improve your website's rankings in search results on search engines like Google, Yahoo!, and Bing. The goal is to achieve first-page rankings to drive more traffic to your website. You've probably heard the best place to hide a dead body is on the second page of Google...because no one ever looks there.

THE TEAM



**FREDDY
RODRIGUEZ**
LEAD STRATEGIST



**ERIK
SANCHEZ**
PROJECT MANAGER



**ADA
RODRIGUEZ**
SOCIAL MEDIA VIXEN

LIKE WHAT YOU'VE READ?

If you think we're a great fit, the next step is to schedule a meeting. Reply to check availability & we can go from there!

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 www.kangomedia.com