Today, we are going to learn how to set up, sell, and support:

Branding Services

For SEO and digital marketing agencies of all sizes
What is Shortlist?

Shortlist is a productized service for providing branding services to you and your clients.

Why consider selling Shortlist’s Branding Services?

Our team is focused on delivering the best user experience to your clients, on virtually any device.

01 Types of clients this is for
SEO and digital marketing agencies of all sizes

02 Time to learn
Zero learning curve

03 Interaction with the service
White label
Dedicated project manager
What Shortlist can offer you ... 

01 A **powerhouse** of skilled people; project managers, web designers, frontend and backend developers

02 A white label service with flexible, business-friendly pricing

03 **Broad portfolio of websites** in various niches such as personal, service, agency, eCommerce websites and more

04 A dedicated and responsive **personal** project manager who takes care of you every step of the way

05 High-performing **SEO-optimized websites** built on WordPress platform, expanding to other platforms of choice such as SquareSpace, Shopify, Shift4Shop, and fully custom-developed websites
Whom can you sell Shortlist’s white label branding services to?

Businesses with a digital presence that are looking to redo their websites, startup companies that need complete branding and companies looking for an ongoing partner in doing various improvements to their existing website.

SIZE
Small business (<$10M)
Midmarket ($10M - $1B)
Enterprise (>$$1B)
Shortlist can work with any business

INDUSTRY
From eCommerce, education and SaaS to healthcare, manufacturing and anything in between
Is your client a good fit for Shortlist?

01 Your client is specifically looking to boost their online presence

02 Optional: Your client needs monthly website maintenance or any branding materials

03 Your client operates in a highly competitive business

04 Your client does NOT have a brand new, freshly launched website

05 Your client has an outdated website
   - websites with poor UX and SEO issues that are NOT a match in the highly competitive market
Pricing Model

**Website Maintenance**  $350

- Recurring monthly (min. 3 months subscription).
- **Up To 10 hrs** of developer's time (no rollover to other months)

  - Priority assistance
  - Debugging issues (theme, plugins, 3rd party scripts, database, server, domain etc.)
  - Plugin maintenance
  - Theme maintenance
  - Database maintenance
  - Web Performance optimization
  - Dev consultations or basic manuals
  - Content updates and small layout updates
  - Basic integrations
  - SEO migrations (small-sized websites)

**Business Showcase**  $4800

- One time purchase

  - Logo design
  - Web design and development of: Homepage, About us, Services / Portfolio, Contact us, basic Blog and single blog pages
  - WordPress platform
  - Structure based on UX and SEO principles
  - Responsive design optimization
  - Web Performance optimization
  - On-page SEO optimization
  - Basic integrations (contact forms and analytics tracking)
  - Domain and hosting setup
  - Website launch and post-launch troubleshooting

*Design and development phases include a certain number of free revisions, which are stated in the proposal we make with you.

**Custom**

We expand our design and development to other platforms like SquareSpace, Shopify, Shift4Shop and similar; perform website migrations, payment integrations, and scale your website to e-commerce level. Tell us what you need!
Main Services & Process

01 Wireframing

We base our wireframes on the structure of the reference websites that the client will provide and on the client's requests.

Once the concept is decided and approved, we begin to collect and adjust the copy, and to prepare the images for the final design, i.e. the design mockups.

02 Design & Copy

The client provides copy for each page outlined in the proposal. We help with editing the copy to better reflect the brand's vision and mission, and to engage and retain customers.

We create cutting edge design, following best practices of responsive design and user experience. Client is able to give feedback via Adobe XD link, and to share necessary assets via a Google Drive folder dedicated to the project.

03 Development

After the full design and copy are ready, the development will begin. We will maintain the closest possible similarity with the design, maximize the execution of our ideas with what's possible using the WordPress platform and achieve the most optimized website performance by using custom code.

04 Deployment

The deployment of the website on the live server is a carefully executed process. We need to ensure that all email addresses are live and remain live, the site doesn't have any downtime, and several other things.

The launch should be during the night (during sleep hours) to give us the best chance of getting any issues ironed out.
Other White Label Services

01 Website Tutoring
We teach you how to master basic functions and concepts of your website or how to manage your eCommerce store

This is a one-time purchase, provided either via online tutoring, or via recorded tutorial; **Cost - $600**

02 Branding (Logo, Style Guide)
Logo designs - 3 versions + 2 revisions
(High-res file types include SVG, PNG, EPS & PDF)

Style Guide - PDF document included
(Font application, color palette, color application, logo application and variations, Black & white, color, and transparent background)

This is a one-time purchase; **Cost - $2,400**

03 Social Media Creatives
Cover Photo (Up to 2 different sizes)
Profile Picture (Up to 2 different sizes)
1 Unique Ad Creative (Up to 7 different image sizes)
4 Unique Social Media Post Templates

This can be a one-time or monthly purchase, **Cost - $970**

04 Newsletter Management
We manage your newsletter by creating visually engaging and professional-looking newsletters that are customized to match your branding and style.

4 Emails
Copywriting - Headlines, Copy, CTAs (Up to 350 words of content per email)
Design structure & Images

This is a monthly purchase, **Cost - $750**
How to set up your client on a white label branding service

Meet your account manager
Getting started with Shortlist’s productized service is simple. Your dedicated project manager is in charge of client communication, strategy and reporting.

Build a project timeline
Together with your project manager, you will build the scope and specifics of your project.

Track progress
As the project is being worked on, you will have every chance to check out the progress, deadlines that will meet your client expectations.

Report to your client
You’ll have everything you need to report to your client on the progress or just hand over the design directly. Everything is made to be white-labeled and there’s no Shortlist branding on any of the documentation that’s provided to you.

Choose your preferred communication channel:
- email
- Slack
- other channels
What does support look like?

We're responsive and eager to adjust to your needs.

No barrage of emails and calls.

Simply choose your preferred communication channel:

- Email
- Slack
- Other channel of your choice
- Let us know if you prefer your project manager to be client-facing and they will take client communication off your shoulders
FAQs

How long does it take to develop a website?
It usually takes 6-8 weeks, but it can vary depending on the complexity of the project and of course how fast a client responds to edits and approvals.

Do you offer ongoing help with our new site once it's launched?
Yes! Please see the previous slide on our monthly maintenance package for everything that's included.

Will my website work on smartphones and tablets as well?
Yes! Every website we create is mobile and tablet-responsive.

Will a website redesign interfere with my user’s experience?
The development process utilizes a staging website, which is an exact copy of your website that exists in parallel with your current one. Only after everything is built and approved do we switch the two and remove the staging site.

Will a website redesign affect my SEO?
It might, but if it does, it should certainly be for the better. In addition to creating awesome websites Shortlist is an SEO agency so we are very deliberate with how we design and develop websites to abide by Google’s best practices. The end result of having a fully optimized and performant website should likely improve your SEO.
Our Portfolio
Here’s what they’re saying about Shortlist...

Working with Shortlist has been a dream for us. From SEO to design and beyond, they have provided us with unparalleled support. With SEO experience that is second to none, the team at Shortlist knows exactly how to optimize our website for maximum visibility on Google.

AJ Harbinger, The Art of Charm

Shortlist has made SEO a breeze! We came to them in need of great content and back-links. They deliver high quality month after month. Their design work has also been terrific.

Brandon Ginsberg, ApparelMagic
Do Good in the World

Digital marketing can be cold, but it doesn’t have to be.

We’ve partnered with these ethical organizations to ensure we’re making a positive impact on the world.
Let’s Get you Shortlisted to the top!