



Website Foundation Package: One-Time Deliverables

This one-time package establishes a powerful, professional online home.

Ideal For: Communities and HOAs needing a one-time solution to launch a credible, engaging website that serves as a permanent asset.

Services & Deliverables:

- **Professional Website Build**
 - A complete, modern 5-page website built on the Wix platform.
 - Pages include: Home, About, Amenities, Gallery, and Contact.
 - Fully responsive design that looks perfect on desktops, tablets, and phones.
 - Easy-to-use editor training.
- **Initial Content & Imagery** (One-Time Population)
 - Professional Photo Gallery: Initial population of your site with a bank of 40+ high-resolution, professionally shot and edited photos of your community's amenities, common areas, and entryways.
 - Introductory Video Content: Creation and integration of 2 polished video tours (e.g., amenity center walkthrough, neighborhood highlights) to showcase your community's best features.
- **Core Technical Setup**
 - Basic SEO Implementation: On-page optimization for key local terms (e.g., "[Community Name] homes," "HOA [City Name]") to improve initial findability in search engines.
 - Essential Integrations: Secure contact forms and connection to your social media profiles (Facebook, etc.).
 - Google Analytics Installation: Setup of traffic tracking to measure your site's performance from launch.

Optional Ongoing Service: Following the launch, you can choose to activate the retainer services to keep your site dynamically updated with fresh photos and videos.