

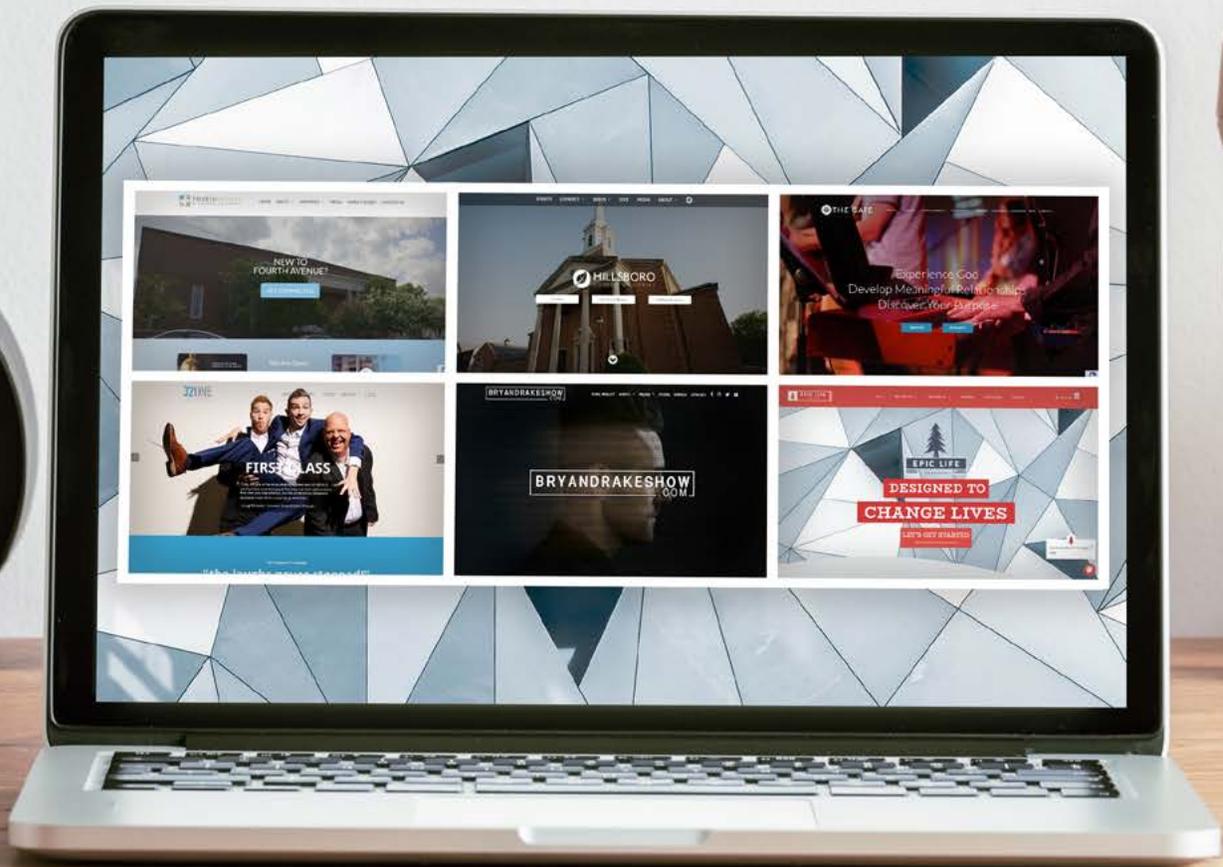


AN EPIC PARTNERSHIP IN THE MAKING

WEB DEVELOPMENT
- ins & outs -

A FEW OF OUR FAVORITE SITES

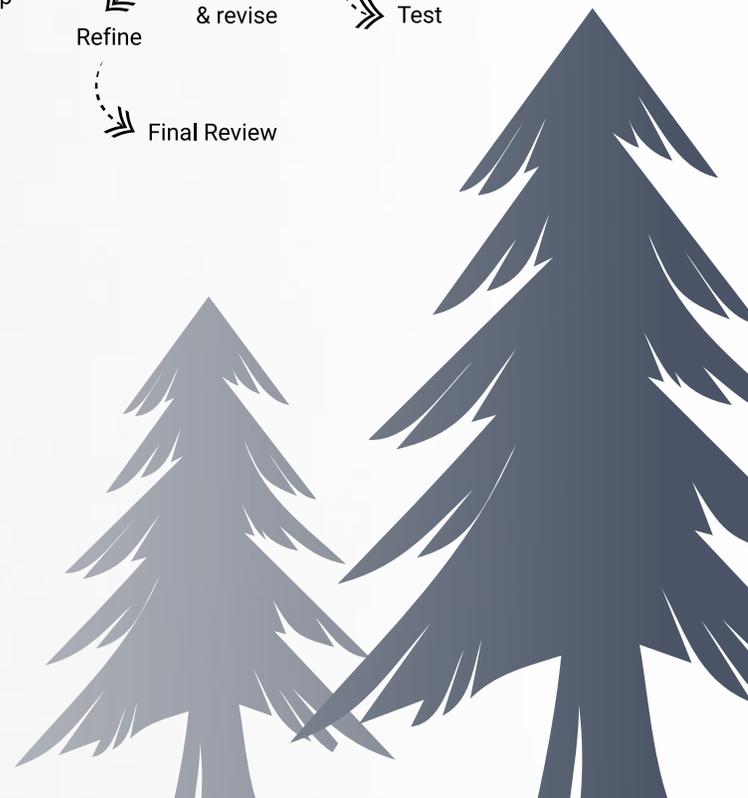
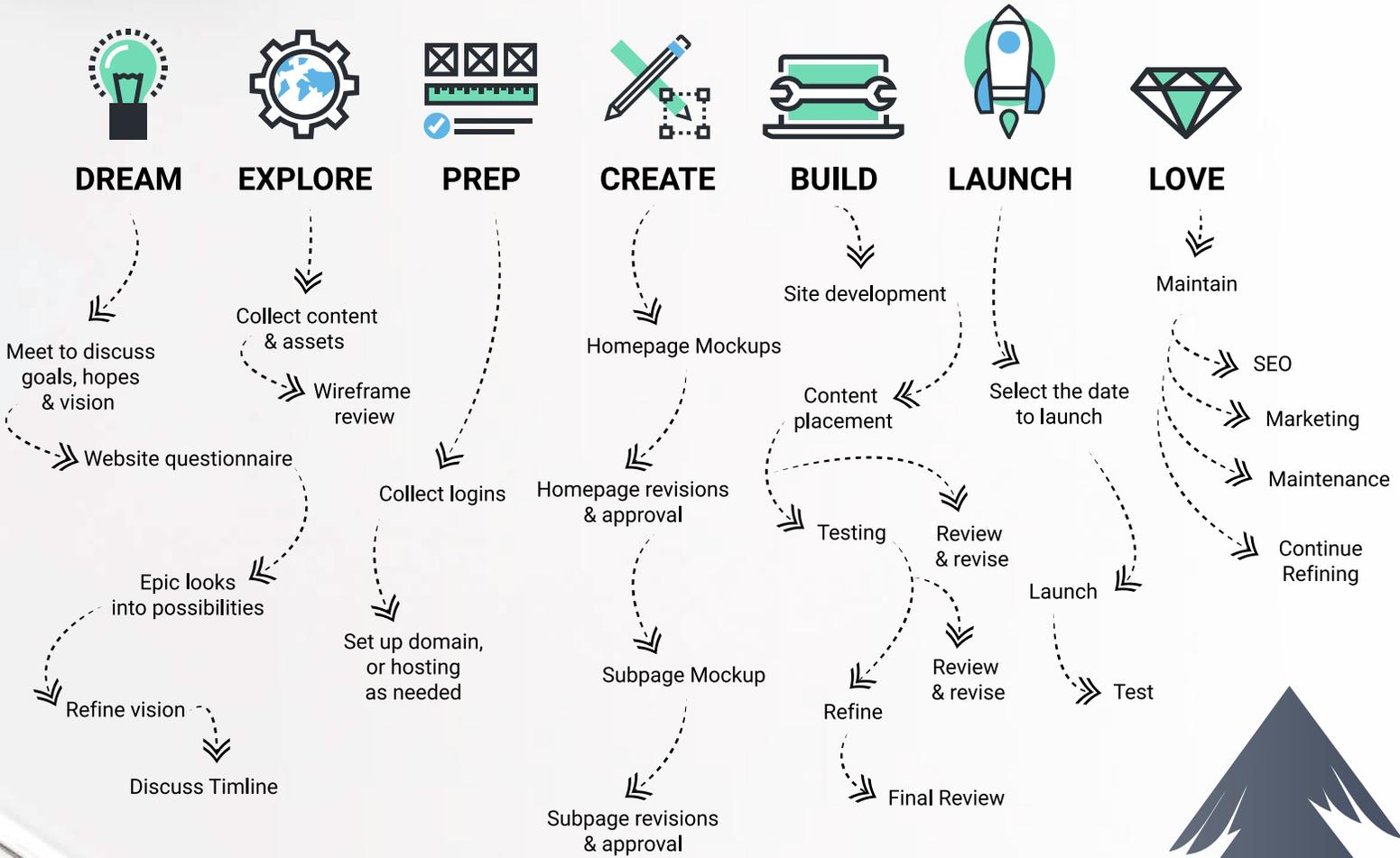
CLICK EACH TO VISIT THEIR SITE!





OUR PROCESS

FULLY PARTNERED WITH YOU THROUGHOUT





PROJECTED TIMELINE

WE WORK WITH YOU TO LAND ON THE EXACT TIMEFRAME

Weeks	1	2	3	4	5	6	7
Design	■	■	■	□	□	□	□
Development	□	□	□	■	■	■	□
Launch	□	□	□	□	□	□	■



WHAT WE CAN DO FOR YOU

	Web Company	Website in a Box	Design Company	Church in a Box	On-Staff Designer
✓ DEDICATED PROJECT MANGER	✓ DEDICATED PROJECT MANGER	NO PROJECT MANGER	✓ DEDICATED PROJECT MANGER	NO PROJECT MANGER	✓ YOU ARE THE PROJECT MANGER
✓ CUSTOM SITE DESIGN	✓ CUSTOM SITE DESIGN	TEMPLATE SITES	NO WEBSITE	NO WEBSITE	NO WEBSITE
✓ TECHNICAL & CONTENT SEARCH ENGINE OPTIMIZATION	NO TECHNICAL & CONTENT SEARCH ENGINE OPTIMIZATION	NO TECHNICAL & CONTENT SEARCH ENGINE OPTIMIZATION	NO TECHNICAL & CONTENT SEARCH ENGINE OPTIMIZATION	NO TECHNICAL & CONTENT SEARCH ENGINE OPTIMIZATION	NO TECHNICAL & CONTENT SEARCH ENGINE OPTIMIZATION
✓ CONTENT GENERATION	NO CONTENT GENERATION	NO CONTENT GENERATION	NO CONTENT GENERATION	NO CONTENT GENERATION	NO CONTENT GENERATION
✓ SOCIAL MEDIA MANAGEMENT	NO SOCIAL MEDIA TEAM	NO SOCIAL MEDIA MANAGEMENT			
✓ WEBSITE MANGEMENT	✓ WEBSITE MANGEMENT	NO WEB TEAM	NO WEB TEAM	NO WEB TEAM	NO WEB TEAM
✓ UNLIMITED INTEGRATIONS WITH YOUR SITE	NO CLARITY				
✓ PROFESSIONAL BRAND MANAGEMENT	AMATEUR BRAND MANAGEMENT	AMATEUR BRAND MANAGEMENT	✓ PROFESSIONAL BRAND MANAGEMENT	AMATEUR BRAND MANAGEMENT	AMATEUR BRAND MANAGEMENT
✓ CUSTOM SERMON ILLUSTRATIONS	NO SERMON ILLUSTRATIONS	NO SERMON ILLUSTRATIONS	✓ CUSTOM SERMON ILLUSTRATIONS	REUSED SERMON DESIGNS	✓ CUSTOM SERMON ILLUSTRATIONS
✓ CUSTOM PRINT MATERIALS	TEMPLATED PRINT MATERIALS	TEMPLATED PRINT MATERIALS	✓ CUSTOM PRINT MATERIALS	TEMPLATE PRINT MATERIALS	✓ CUSTOM PRINT MATERIALS
✓ UNLIMITED REVISIONS	LIMITED REVISIONS	LIMITED REVISIONS	LIMITED REVISIONS	LIMITED REVISIONS	LIMITED REVISIONS
✓ A FULL DESIGN TEAM	LIMITED DESIGN TEAM	NO DESIGN TEAM	✓ A FULL DESIGN TEAM	LIMITED DESIGN TEAM	NO DESIGN TEAM
✓ A FULL MARKETING TEAM	NO MARKETING TEAM	NO MARKETING TEAM	NO MARKETING TEAM	NO MARKETING TEAM	NO MARKETING TEAM
✓ A FULL WEB DEVELOPMENT TEAM	✓ A FULL WEB DEVELOPMENT TEAM	LIMITED WEB DEVELOPMENT TEAM	NO WEB DEVELOPMENT TEAM	NO WEB DEVELOPMENT TEAM	NO WEB DEVELOPMENT TEAM
✓ DIGITAL EVANGELISM & OUTREACH	TYPICALLY DOES NOT PROVIDE	DOES NOT PROVIDE	DOES NOT PROVIDE	DOES NOT PROVIDE	TYPICALLY DOES NOT PROVIDE
✓ RETAINER CUSTOM BUILT TO YOUR NEEDS	PROJECT	FLAT FEE + MONTHLY	FLAT FEE	FLAT FEE	SALARY

**WE FOCUS ON
WHAT WE DO
BEST, SO YOU
CAN BE FREE
TO FOCUS ON
WHAT YOU
DO BEST.**



3 OPTIONS FOR MAINTAINING YOUR SITE!



EPIC WEBSITE MANAGEMENT:

Once we finish designing your website, it is signed off on and we launch, we maintain your stream of content. Updating pages, calendars, graphics and directories as needed. Someone on your staff to serve as our point person to share new events, requests, and updates with us and we would take care of the rest!



SHARED WEBSITE MANAGEMENT:

Once we finish your website, it is signed off on and we launch, you let us know what parts of the site you want us to manage, and that you want to manage. We're always available for changes to your site and new pages.



EPIC DESIGNS FOR HAND-OFF:

Once we finish the website, it is signed off on and we launch, we fully hand the reigns over to you to maintain and edit.

Most people choose some sort of Shared Website Management - For example, they choose to update the flowing content like events or the blog - and we manage running the updates, checking for functionality, editing the major pages of the site and building out new pages. Sometimes it's 50/50, sometimes its 80/20! Whatever is helpful to you!





3 WAYS TO GET YOUR SITE SEEN

TELLING THEM WHO YOU ARE,
WHAT YOU CAN OFFER THEM
AND HOW THEY CAN GET INVOLVED.



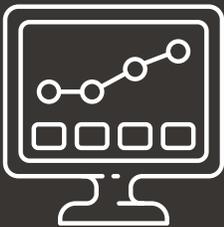
PAID ADVERTISING

It's exactly what it sounds like. While SEO is the strength of your site that produces long-term, sustainable awareness, paid advertising gets people to your site quick. Especially if there is a lot of noise around what you offer, paid advertising gets you seen. This includes the advertisements at the top of your Google search, the advertisements you see in social outlets like Facebook and Instagram, and those ads you see that almost follow you around to every site you visit. All of these are techniques of getting your organization stuck in someone's head - and it works. We believe a combo punch of SEO and Paid Advertising provides the best visibility for both getting people to you on the quick as well as building into your long-term growth.



SOCIAL MEDIA

You're aware of the fact that you need a website - it's your calling card and online brochure. But people are looking at your social media more often than you think. It builds brand awareness, communicates authority, shows authenticity and encourages engagement. Think of it this way - if your website is your brochure, social media is what keeps people looking at your brochure until they get involved with your cause, join your organization or buy your product.



SEO

(Search Engine Optimization): It's not enough to just build a site and expect people to see it when they search for what you offer. Most people don't go directly to your website, they search on Google for something related to your business. If you aren't on the first page of Google search results then you probably aren't going to get very many visitors. SEO is a strategy to appear higher in relevant search results. SEO is how people find you!

WE RECOMMEND EVERY CLIENT FOCUS ON SEO, SO ON THE NEXT PAGE WE HAVE A LITTLE MORE INFO ON THE 3 AREAS OF SEO IN CASE YOU'RE NOT QUITE SURE WHAT IT IS!



HELLO SEO

TECHNICAL SEO

Technical SEO has to do with how your site is built. There are a couple of things that are extra important. Speed is a big one. If your site takes a loooooong time to load, people are going to leave. And if Google knows that people are going to leave, then they aren't going to bother showing your site to people in the first place. Also Google is REALLY in love with how your site performs on mobile devices.

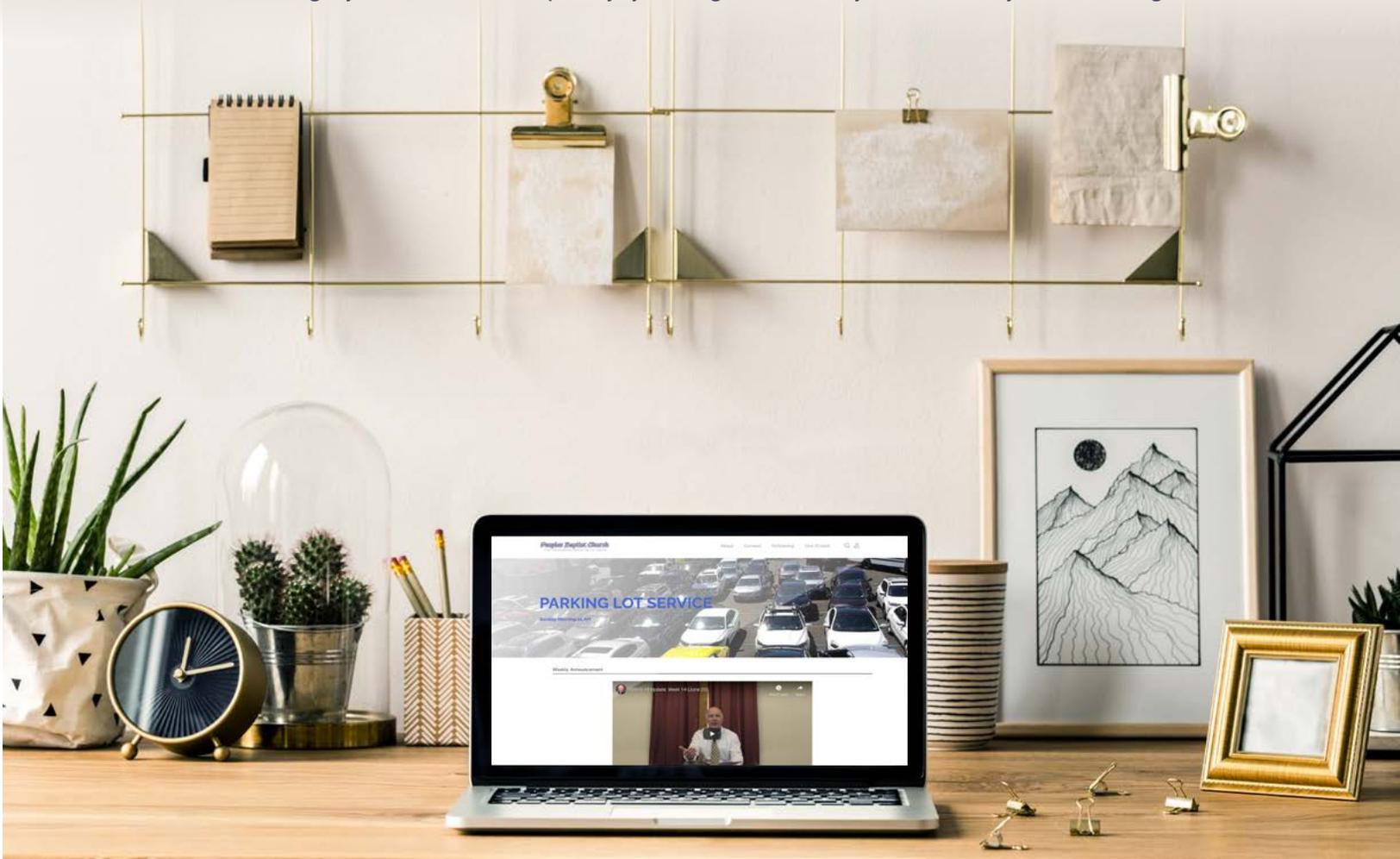
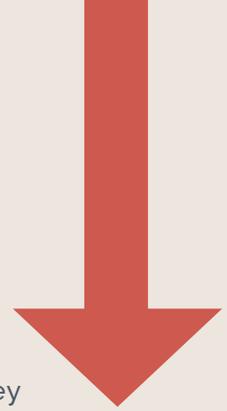
CONTENT

Content is the most important part of your SEO strategy. Not just content, but regular quality content, and lots of it. Google determines what your site is about by reading the content on your site. That means that you need more than just pictures (since Google can't see what is in your beautiful pictures), you need great shareable text that clearly tells what you do and what you have to offer. And you need to answer questions that people are actually asking, not just what you think they are asking.

LINKS

Links (where you insert the address of someone else's site on your site or vice versa) are like the currency of the internet because they are so valuable. Generally speaking, if content is how Google knows what your site is about, links are how Google knows if you know what you're talking about. In social media there is sharing, for the rest of the internet there are links.

Let's say that you have a real estate website. You've been working real hard on your content, have created landing pages for different areas that you cover and have a blog where you write about home buying tips and current trends. Your content is quality and regular. If there are no links to your site, Google might think that even though you have lots of quality, you might not really know what you're talking about.



Do you know where your website is? Not physically, of course. If someone who had never heard of you were searching online, how would they find your organization? Would someone new to your area have to go through 2 or 3 Google search pages before you showed up in the results? Search Engine Optimization, or SEO, is a strategy that works to improve your site's location in search results. The goal is to make your website easier to find by the people who are looking for what you have to offer.

Ranking at the top of the search results for the relevant keywords can make a huge difference for your site. **Showing up in the 5th spot or lower means you have less than a 5% chance of being clicked on. If you aren't on the first page your chances of being clicked on are less than 1%.** That means that without SEO, people who haven't already heard about you, are going to have a hard time finding you. Fortunately with good SEO, it is like getting a great location for your business, you'll be easier to find, and stay present in people's minds. On top of that, excellent SEO can mean spending less in other outreach areas!



WHY SHOULD I CARE ABOUT SEO?

For the same reason that it is important for any other organization, because someone in your area is searching Google for a church just like yours right now. For example, in the city of Nashville, the word "church" is searched for up to ten thousand times per month! The keyword phrase "Sunday school" is searched for another thousand times per month.

37% of all Americans searching for a new church, and 59% of adults 30 or younger used an online search to find their new church. Only 20% found their church by being invited by family or friends.

SEO is an essential part of church growth. Many people are reluctant to discuss religion with friends or coworkers but are quick to go to Google. *SEO is how you can make sure that you are there waiting for them!*

WHO IS EPIC?

We're passionate about serving our partners quickly & efficiently with high-end design.

Our team wears lots of hats as we tackle our partners projects and work seamlessly, passing tasks back and forth to ensure an excellent product and to be sure things keep moving quickly. We'd love to help serve you too!



Friendly

Every partner has a unique story and vision. We enjoy in engaging with our clients to ensure they get a result catered just to them.



Passionate

We're already passionate about the church on a local level. Because of that, it bleeds into our work for Kingdom focused partners.



We Seek to Serve

Our goal is to meet your needs through true partnership that goes beyond a typical business approach.



Transparency

As we bill everything hourly, our partners have access to our click-ins for their projects. 12 minutes is 12 minutes, not 15 minutes.



Smart

We focus on what we do best, so you can focus on what you do best. In the end, it makes us both look smarter.



Efficient

We work hard at streamlining our team and the way we work for you. You can rest well knowing we care about your deadlines as much as you do.



Creative

We think outside of the norm to ensure that your brand is remembered for all the right reasons. We'll work hard as your visually-creative ambassador.



Box Destroyers

We hate boxes and try to break away from norms and forge to find the best ways to communicate your message to your active audience.

THE TEAM

Our 15 member team has the following roles available to you:

CREATIVE DIRECTING

As Owner and Creative Director, Stoney oversees all production and design to ensure brand cohesiveness and excellence. He's been leading up the crew since 2003.

PROJECT MANAGEMENT

Either Shawn, Rebecca or Marisa will communicate with you on a regular basis to discuss your current needs, present proofs, work through revisions & any other processes in place for your projects. They will also oversee time lines & projects to ensure efficient and quick turnarounds.

PROJECT ADMIN

Rebecca works with you for any contractual or billing questions and leads as key adviser on any large-scale marketing plan.

NON-PROFIT EXPERTS

Colleen, Helga & Katie have years of experience developing extensive marketing and strategy plans for the music industry, non-profits and nation-wide faith-based efforts.

GRAPHIC DESIGNERS

Stoney, Reid, Heather and Amy work as a seamless team producing all design pieces; branding, print, social and web.

WEB DEVELOPMENT

Although almost our entire team is proficient with web management, site building and updating, Michael, Justin & Jason are our go-to-guys on the team for the real nerdy stuff.

SEO EXPERTISE

Jason and James take lead as our resident SEO experts with over 10 years in the field, pushing sites forward in their rank.

SOCIAL MEDIA

We have a handful of content writers on our team while Leslie steers our social ship. Whether it is sending an Eblast, writing content or scheduling across multiple social outlets, we've got you covered.



SOME OF OUR SERVICES.

**WEB DESIGN AND
DEVELOPMENT**



**ANALYTICS
MANAGEMENT**



**SEO, STATISTICS & SITE
OPTIMIZATION**



**ADWORDS
CAMPAIGNS**



**SOCIAL
MEDIA**



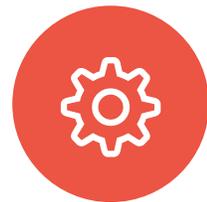
**VIDEO &
PHOTOGRAPHY**



**COMMUNICATIONS
MANAGEMENT**



**INNOVATION
AND RESEARCH**



**CONCEPT
DEVELOPMENT**



**ADVERTISEMENT
AND DESIGN**



**BRANDING AND
COMMUNICATION**



**DIGITAL
EVANGELISM**

Whether we're the right partners for you or not, we pray
this season is the best for you yet!

love, serve, build,



Stoney Noell
Owner & Creative Director



EPIC LIFE

· CREATIVE ·

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