

# THE SLYFOX SPOTLIGHT

## I Need a New Website - What's The Next Step?



**Beginning or changing your small business online presence can be intimidating.** Being a small business ourselves, we completely understand the anxiety that comes with not knowing how a huge part of your business will look! With this in mind, we do things a bit differently than many digital marketing companies, keeping your whole website build transparent while providing the tools a small business needs to succeed!

### The SlyFox Process Is Transparent

Before we ever get around to quoting, we start with free, in-person consultations (we can do these by video call or phone if necessary). This has always been our preferred method, because it's a time when our clients can ask us as many questions as they want, and we can ask a few, too!

We use the consultation meeting to determine what we can do within the client's stated budget, while still having our work align with their business goals. It's all about being as clear and upfront as possible for the sake of our client's comfort. We do provide in-house financing, if requested, so this is a good time to discuss those terms also.

Once a client has made the decision to work with us, we have a strategy meeting with them to gather all the information we need for the site; this includes previous site and social media logins, products and services, their story and branding, and the area they service. We record this meeting and transcribe it for our team, so they can refer to it throughout the process. Once we know where we're going, we begin the site build. This is done entirely on a development server that allows our client to follow along during the process.

### We're Comprehensive

After developing a site map (mockup of the site's layout), we design the home page and get edits or approval from the client. Once the home page design is approved, we build the interior pages. This keeps the project on budget and eliminates the need to re-do interior pages if the home page design isn't ideal for the client. We even include a logo or tweak their existing logo; as this is a vital step in determining a consistent theme and brand. It's this array of in-house services that allows us to offer the best, most cost-effective solutions for small businesses!



202-120 Wellington Street,  
SlyFox Digital Media Marketing

All websites are optimized for SEO and speed, with the images compressed and metadata on point to help maximize your search engine results right off the bat.

After the site is built to our client's satisfaction, we work through a comprehensive launch checklist to ensure we account for every vital step. At this point, we make the website live on the client's domain. We then offer easy to follow instructions on simple web site edits that the client can do themselves, if they wish.

### We Put The Client In Control

This is a system we have developed through trial and error and it's a system that's constantly evolving to meet our client's needs. We do this to keep costs down, maintain efficiency, and cater to the budget and goals of local small and medium-sized business, as while delivering a top quality site with no corners cut. We firmly believe that there should be no need to take out a second mortgage for a website, and our pricing is based on the hours needed to complete the job. We give our clients the tools and skills that let them reduce their costs, and they can take on tasks such as writing content, supplying images, even developing the site map to reduce the overall cost if they wish!

Marketing is the gas that fuels your dreams, so make sure you set up the very best foundation for your business with a company that specializes in small business!

**SLYFOX**  
WEB • DESIGN • MARKETING

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SlyFox is a London, Ontario-based marketing and design firm catering to the needs and budgets of local entrepreneurs and business owners. Their team of specialists will work to understand your business needs, and deliver effective marketing solutions and strategies to help you increase your bottom line. Visit SlyFox online at [sly-fox.ca](http://sly-fox.ca) today!

