



Plan
Power up
Prosper

OUR 4 STEP PROCESS

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Introduction

Are you getting the most out of your website?

The following document explains our 4 step process to develop your website and provide ongoing support and guidance. We recommend developing your agency's brand across your Website, CRM & Print to stand out and make a bold statement to the world.



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Our 4 Step Process

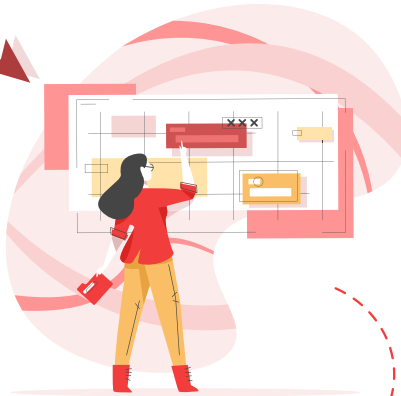
Our unique process has delivered over 100 agency websites.

01 Strategy



Review and analyse existing materials and define key points that will enhance your brand online.

Colour scheme, layout, sitemap, and style. We will bring your brand to life with a one of a kind masterpiece, built just for you.



Design 02

03 Develop



Our website developers turn your ideas into reality involving you every step of the way.

This is where your website goes live to the world. Design, marketing, and maintenance; we'll be at your side for the lifetime of your website.



Support 04



Step 1 Strategy

Do you have an online strategy?

Prior to starting the project our team of engineers take the time to help identify and ensure we deliver a service tailored to your needs, using our four step process.

“When trying to design a great website it is very easy to focus on making something aesthetically pleasing while forgetting to make sure that the website also achieves your business online goals.”

Developing any strategy starts with extensive research in order to really get a complete understanding of the brand and the agency itself. A deep analysis of the competitive landscape is imperative to the success of your project, both from a strategy and design perspective to make your digital brand stand out in its one unique way.



The strategy step is broken down into 3 important sections:

We review existing marketing materials and the website if you have one.

Before even starting on the design or development we review and improve existing marketing materials and define key features that will enhance your brand online. Most importantly, taking the time to help identify key areas of your existing website that have not been working and require improvement.

We define key features and requirements for the new website.

After we have reviewed your existing marketing materials a set of key features will be recommended to build into the new website, this might include better analytical tracking, integrating the website with your weekly email campaigns creating brand consistency or developing digital contracts making it easier for your customers to do business with you.

Job summary and costs analysis.

To finalise the strategy stage our team of software engineers create a finalised job summary and cost analysis defining the project in a simple easy to read document.



Step 2 Design

Does your website embody your brand,
or is it just like all the others?



Design Colour scheme, layout, sitemap, and style. We will bring your brand to life with a one of a kind masterpiece, built just for you. All our websites are designed with mobile and tablet optimisation in mind.

Services

Bringing in a graphic designer to offer creative recommendations and collaborate with the branding concepts will help bring the visualization of the web design and entire brand to life. We offer the following design services:

- Customised Website Design
- Email Campaign and Signature Design
- Digital Appraisals Design
- Printed Marketing Materials Design
- Mobile App Design
- Photo or Image Modification
- Digital Contracts Design



Step 3 Develop

Do you have access to a team of qualified software engineers?

The development stage is where we turn your ideas into reality. Your website is placed on a development server where you get to watch the whole process live.

As the website is developed our team will work with you to optimise your SEO and craft your unique website. We pride our unique service allowing direct collaboration with our development team, with no sales or administration staff getting in the way.



Features

Website Development

Bring your brand to life with a bespoke real estate website from PROLIST, built atop our purpose-built real estate platform.

App Development

Interact with buyers and sellers alike with a dedicated app for your brand.

CRM Integration

Harness the power of your contact data using PROLIST's fully-integrated CRM.

Effective Marketing Tools

Increase brand awareness through a multi-channel marketing strategy using PROLIST's integrated Email Campaign and Push Notification systems.

Blazing Fast Load Times

Impress your clients and improve your website's SEO with sub-second load times and lightning fast response times.

Ahead Of The Curve

Our websites aren't built on Wordpress or another CMS, instead, they're built on our ever-evolving software platform.



Step 4 Support

Does your website provider offer support and guidance once your website has been developed?

This is where your website goes live to the world. Design, marketing, and maintenance; we'll be at your side for the lifetime of your website. With our ongoing support and upgrades we will elevate your brand with a progressive websites keeping you in the know with the latest advancements in technology.

To learn more about how we can improve your website please read 5 Ways To Improve Agency's Website click the follow link to find out more www.prolist.com.au





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