

Ultimate Biz Assistant

Committed To Assist You Virtually Anywhere

WORDPRESS

“Focus on aesthetics, web standards, and usability ~ work with your blogging software, not fight it.

Who is using WordPress?

- Apple;
<http://education.apple.com/students/blog/>
- Ford;
<http://autoshow.ford.com/>
- Google;
<http://www.googleguide.com/tag/wordpress>

The possibilities are endless...

- Blog;
- Company Site;
- News Aggregator;
- Book;
- Tutorials;
- Article library;
- Store;
- eZine;
- Project Management;
- More...

Solutions to fit your needs...

- <http://www.wordpress.com>
- <http://www.wordpress.org>
- <http://www.wordpress.mu>

Ongoing support...

- <http://www.ultimatebizassistant.com>
- WordPress forums

Blogging Services

Our choice blogging platform is WordPress. We work with you to customize this tool into the right type of online publishing system for your business. Some unique projects that WordPress is renowned for include a blog, company website & blog, eZine, online community site, online library and more. To help you see some of these cool sites in action we have included a list of links in our *Ultimate Blog Planner* at <http://www.ultimatebizassistant.com/wp-content/uploads/2007/10/blogplanner071.pdf>.

Our WordPress blog design bundle offers flexible solutions for all your blogging needs.

You can choose to add one or all of the following services to your Blog Bundle:

- ✓ Installation and setup of WordPress onto your domain name/hosting account.
- ✓ Installation of your choice of theme (which we will help you choose).
- ✓ Design of a custom header graphic for your theme.
- ✓ Addition of plugins and widgets for optimization.
- ✓ Getting the feed running with Feedburner.
- ✓ Installing Google Analytics.
- ✓ Implementing strategies with Google Webmaster tools.
- ✓ Blog posting assistance and basic etiquette.
- ✓ Graphic search and placement for posts & content.
- ✓ Basic banner design.
- ✓ Ongoing support and maintenance.

You can refer to the following pages for full details and pricing structures.

Blog Design, Analytics & Optimization

WordPress Blog Design Services

\$195 CANADIAN ~ Basic Blog Design / \$395 CANADIAN ~ Enhanced Blog Design

Choice of design; choose a theme that will suit your business style. Easily download a new theme whenever you want. Hundred's of free themes are available for download. Powered by WordPress ~ a free blogging platform.

- ✓ **Five custom pages;** Choose up to five pages such as about, products, services, contact, and calendar of events. Whatever you need to organize your site's content (you provide content).
- ✓ **Installation and database setup;** WordPress installed onto your hosting account with your domain name. Database setup & integration into your blog.
- ✓ **Feedburner RSS feed installation;** automatically send your blog content to all the major sources and easily analyze your blog statistics.
- ✓ **Customized header graphic;** we will customize the header graphic to include your logo, picture, business name, tag line, whatever you choose.
- ✓ **Customized sidebar;** you choose items to go into your sidebar, display pages, article categories, graphics, plugins and/or widgets.
- ✓ **Customized form;** collect potential client information with a custom opt in form.
- ✓ **Free 24/7 technical support;** provided through wordpress.org support forums you can access support 24/7.

Advanced Blog Design Bundle Features:

- ✓ **Blog Analytics;** Google Analytics account set up and installation.
- ✓ **Blog Marketing;** we will help you announce your new blog to the world. We will format and submit a press release, or email blast, and/or design and send out a postcard, newsletter or other media type.
- ✓ **Follow-up Support;** we provide ongoing support and tips to help you get the most out of your blog marketing. Whether you have general questions or just want to know what the latest gadget is we are only an email or phone call away.
 - **New Theme Installation;** one free complementary theme update.
 - **Widget, Plugins, Gadgets;** we will update your sidebar with up to 5 separate changes one complementary time.

**Blog Maintenance,
Coaching & Support!**

Blog or Mini-site Aftertizers

After you start using your blog regularly, an identity will start to take shape. I guess it's kind of like a good pair of jeans. Your blog will start working with you in an effort to form its' own "personality".

Once this process starts, you will soon discover what works and also start to explore other options. Having the flexibility to customize your blog is one of the major benefits of choosing WordPress for all of your content management needs.

For example, you have the ability to change your theme whenever you want. It's simple to do and there are many free themes available today that will give you a combination of cutting edge technology and sleek design.

There are too many widgets, plugins and other gadgets to list here. But, a good example of a plugin that I would recommend (especially for an ecommerce blog site) would be a user forum plugin such as WP-Forum - <http://www.fahlstad.se/wp-plugins/wp-forum/>. Imagine being able to host a customer service forum live on your site. You will be providing your customers 24/7 customer service. They will have access to FAQ's, and resolved issues that they would be able to access again and again. What better way do you know to get this all for free?

- ✓ **New Theme Installation;** update your theme by season, product or service release, or just to spruce things up. **\$35 CANADIAN**

- ✓ **New Widget, Plugins or Gadgets Installation;** includes up to 5 choices. **\$50 CANADIAN**
- ✓ **Google Analytics & Webmaster Tools Installation;** Google Analytics & Webmaster account setup, installation and customization onto your blog and/or mini-site. Includes creation & integration of a Google Sitemap. **\$100 CANADIAN**
- ✓ **Google Analytics Tracking & Maintenance;** Let us track your stats. We will track the key areas of your choice and provide you with a detailed report weekly. We will suggest any changes to your content and summarize what we think may increase your traffic. **\$100 CANADIAN / MONTH**

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