

WEBSITE LEVEL COMPARISON

ROADSIDE'S CUSTOM WEBSITES

All Roadside websites are results driven and designed to be as unique as you, and we offer three levels of customization to fit your vision and budget.

Dig in to find out which website level is right for you!



BRANDED

RECOMMENDED FOR:

- ✔ Brand new practices
- ✔ Practices in transition
- ✔ Specialists
- 💰 Starting at \$4000



PERSONALIZED

RECOMMENDED FOR:

- ✔ Established practices wanting to compete online
- ✔ Practices with multiple locations +/- or associates
- ✔ Practices who want to promote prime services
- 💰 Starting at \$7500



ULTIMATE

RECOMMENDED FOR:

- ✔ Practices in competitive areas
- ✔ Practices with multiple locations +/- or associates
- ✔ Practices with a strong, unique vision
- 💰 Starting at \$9500

WEBSITE BENEFITS

BASICS

All Roadside websites include:

- A solid SEO foundation and basic optimization
- Brand implementation, using your logo and colors
- Strong marketing content
- Thought-out calls to action
- Responsive technology for mobile and tablet users

Included

Included

Included

LAYOUT

- Branded layouts are designed to utilize your content, brand, and photos with minimal customization.
- Personalized + Ultimate layouts allow for customization of fonts, icons, animations, textures, and advanced image editing and optimization. Get a design that is truly unique to your practice!

Template-based layout

Custom layout

Custom layout

WEBSITE LEVEL COMPARISON

WEBSITE BENEFITS *(continued)*



BRANDED



PERSONALIZED



ULTIMATE

PAGES

Just like you can catch more fish with a net than with a hook, you can catch more visibility and conversions with more pages! The more pages you have, the more content you have to tell your story, show off your uniqueness, catch Google's attention, and build relationships.

6 page website

10 page website

10 page website

CONTENT + WORD COUNT

Content does more than express your philosophy. It starts a conversation about how you solve your patients' problems while differentiating you from your competitors. The more content you have, the more we can express your Unique Value Proposition (UVP).

Basic written content based on your UVP

600 word count per page max.

Enhanced written content based on your UVP

1000 word count per page max.

Advanced written content based on your UVP

1200 word count per page max.

VISUAL CONTENT BANDS

Like pages, the more content on your site, the better! With more bands, you'll get more opportunities to organize and separate content into engaging and easy-to-read sections for viewers to consume

Up to 6 bands

Up to 8 bands

Up to 10 bands

BAND EXAMPLES: About the Doctor, Services, Benefits, Breakthrough Barriers, Conveniences, Contact Us, Directions, Testimonials/Videos, Multiple Locations, Multiple Doctors, About the Team, Highlighted Services, Photo Collage, Smile Gallery, Lead Generation, Special Offers, Custom Content

WEBSITE LEVEL COMPARISON

WEBSITE BENEFITS *(continued)*



BRANDED



PERSONALIZED



ULTIMATE

OPTIMIZED PHOTOS

Real photos of your office, team, and patients create an opportunity to build trust and grab visitors' attention. With more photos, you'll be able to create an emotional connection, foster engagement, and sell your story.

Up to 5 photos per page

Up to 10 photos per page

Up to 15 photos per page

REVISIONS

Edits may include swapping out photos, content adjustments, and/or design revisions. You will then have an opportunity to review your edits and may provide amendments to those specific changes, if desired. See chart for edit hours included in project scope.

1 round of pre-launch edits for up to 2 hours (including amendments)

1 round of pre-launch edits for up to 5 hours (including amendments)

1 round of pre-launch edits for up to 5 hours (including amendments)

DESIGN STYLING

Roadside takes pride in design, knowing it plays a major role in setting you apart from your competition - AND creating conversions. The higher the site package, the more bling and pizzazz we're able to add to your website.

More design styling and movement have proven to keep people on your website longer, which results in a stronger buyers' journey, better rankings, and higher conversions.

- Library static icons
- Minimal image editing + basic optimization
- Static images
- Basic forms
- Basic navigation

- Custom static icons
- Simple movement animations
- Basic image editing + optimization
- Custom band transitions
- Customized forms
- Customized navigation
- Embed moving background videos

- Custom static/animated icons
- Complex graphic animations
- Advanced image editing + optimization
- Complex band transitions
- Customized forms
- Customized navigation
- Embed moving background videos
- Animated hover states

WEBSITE LEVEL COMPARISON

GLOSSARY TERMS

ALT TAGS: The attribute of a image, describing the image and its purpose. Used for search engines and screen readers.

ANIMATIONS: Using graphics and icons to create movement on your website.

BAND: A design reference about particular sections on your website. Bands help break up your webpage to help make content more visual and highlight specific topics. For example: “The doctor band” refers to the section highlighting the dentist.

CTA (CALL TO ACTION): These encourage a user to take a particular action. An example call to action could be a “Request an Appointment” button.

IMAGE EDITING: The process of altering and/or retouching digital images.

NAVIGATION: The header that holds your logo, webpages, and phone number/request an appointment calls to actions. It makes it easy for returning and new patients to navigate your site and contact your office.

OPTIMIZATION: The act of affecting the online visibility of a website or webpage on search engines.

URL: The web address typed in to take you to a website.

UVP (UNIQUE VALUE PROPOSITION): The core of your marketing message to differentiate you from your competitors.

HAVE ANY QUESTIONS?

We're here for you! If you have questions or concerns at any point, just ask! We're always happy to help.



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