

Farm And Market Trail

Free Website Prize Details

Provided by [Synaptic Systems Inc.](#)

Site Development & Deployment includes:

- 'Correct' installation and configuration of the WordPress Content Management System
- Installation and configuration of the StudioPress Genesis Theme Framework
- Installation and configuration of one professionally designed, mobile friendly StudioPress theme.
- Installation and configuration of essential plugins
- 5 pages: Home page, About page, Contact page with a form, and 2 other pages of your choice. This could be an image gallery with 6-12 images, or pages about specific products, or a page with a map and direction to your location.
- Basic configuration of Genesis SEO (search engine optimization)
- Advice with sizing and placement of your logo (see notes below on logos)
- Navigation menu
- Social Media Follow Icons – Twitter / Facebook / LinkedIn / Youtube
- Social Media Sharing Icons
- WordPress Stats package - this will let you see how many visits your site gets, from where and what is getting read the most.
- A theme primer to go over how to use your theme and add more pages. This is done in a 1 hour session Skype.
- An SEO primer (1/2 an hour in Skype). This is not a comprehensive SEO service but it will get you off to a great start and on the right track.
- Footer navigation & copyright notices

This offer does not include:

- Developing your logo. If you do not have a logo and would like one, we can refer you to a very cost effective resource to do this for you.
- You verbiage. We will not write your content for you. We WILL make suggestions if we feel what you have needs polishing.
- Hosting. How fast your site loads and how well it is supported is dependent on the quality of your host. We highly recommend [SITE5 - Host Basic Plan](#).
- Your domain name. You will need to register your own domain name.

How quickly will your site be up?

The time required to get your site live depends on several factors including (but not limited to):

- Content. Do you have your content ready?
- Your abilities to provide us with the details we will ask you for in order to get your site online and all of your plugins configured properly.
- Do you already have a domain name? This can take time.
- How fast your hosting company provides you with the required hosting package. Your host **MUST** support WordPress installations and **MUST** provide full FTP access. If you are not sure what that means, we'll explain it when the time comes :-)