

An illustration of a construction site at sunset or sunrise. In the background, several large yellow cranes are silhouetted against a bright orange sky with a large white sun. In the foreground, the word 'WEBSITE' is rendered in large, 3D block letters. The letters are under construction; some are being lifted by cranes, and others have workers on scaffolding. Various construction vehicles like excavators and trucks are also visible.

***BUILDERS PROFITABLE MARKETING***

# ***ACTION PLAN***

***WORLD CLASS WEBSITE DESIGN FOR  
BUILDING AND CONSTRUCTION COMPANIES***

***Direct response strategies &  
conversion plans that really work!***

# ***HIGH PERFORMANCE WEBSITE DESIGN***

***A WELL DESIGNED WEBSITE WILL PERFORM  
LIKE A HIGH PERFORMANCE SPORTS CAR. WITH  
UPGRADING AND TESTING IT WILL ONLY KEEP  
IMPROVING WITH TIME.***



# WHO ARE BUILDERS PROFITABLE MARKETING?

## BUILDERS PROFITABLE MARKETING WAS FOUNDED IN 2004 BY MARTI AMOS



Builders Profitable Marketing (BPM) are a mastermind direct response marketing agency that consists of creative minds and technical gurus.



We work exclusively with building and construction company owners. We create new websites and improve existing established websites. Our strategies are tried and tested - we are the best in the business at what we do.



Over 12 years of operation we have had over 470 clients and in excess of 5,000 seminar and webinar attendees.



Over the past 3 years, BPM has designed over 137 websites for building and construction companies. We have proven internet marketing results which stand head and shoulders above the rest.



BPM provides you with an award-winning service with tailor made graphic design and online web services.



BPM only uses best-practice strategies for direct-response marketing. We use tried and tested techniques by the world's best online marketers such as Russell Brunson and Ryan Deiss. We pride ourselves on a world-class product with exceptional results.



We are the best at what we do and we ensure clients benefit from the work we provide. In a chaotic and information-rich society we like to channel messages through simplicity and elegance. Our sites look impressive, function well and generate quality leads.





## MY STORY...

# MARTI AMOS

When I started BPM about 12 years ago I was coaching business owners of all professions. Over the past 5 years the business has evolved into an expert service for building professionals only. I've been:

- ◆ New Zealand's #1 ranked business coach
- ◆ Ranked #2 in the world out of 1287 Action coaches in 53 countries
- ◆ Finalist 'Australasian Marketing Coach of the Year' 2008, 2009, 2010
- ◆ Finalist 'Australasian Sales Coach of the Year' 2008, 2009, 2010
- ◆ University Lecturer of Marketing (Otago University)
- ◆ International Public Speaker
- ◆ Working with over 5,000 building and construction business owners through BPM seminars, workshops and online training

I have extensive corporate experience and have owned and operated 9 Businesses. My corporate experience has focused on strategy, sales, systems, & marketing. I know the importance of generating on-going cash flow through effective sales and marketing strategies.

Over the last 12 years I have spent over \$246,800 personally educating myself. I have learned from the world's greatest business minds throughout the world to learn the best strategies for marketing, pricing and sales. Some of the business gurus I've personally trained under include Ryan Deiss, Russel Brunson, Robert Kiyosaki, Michael Gerber, Brad Sugars, Dan Kennedy, George Ross, Jeffrey Gitomer, Yanik Silver, Nido Qubein, Dr. Paddi Lund and Charlie 'Tremendous' Jones.





## MY STORY...continued

I've had a lot of building professional clients achieving results beyond their wildest dreams by using the 3 trusted BPM strategies:

- ◆ 4 Step Signature System (1. Numbers, 2. Systems, 3. Sales, 4. Marketing)
- ◆ BPM Builders Ladder
- ◆ 4 Steps to Success

We have had a flood of people wanting to join the BPM programme. I have found the most of all builders want to learn how generate a flood of leads (in an automated way), position themselves as experts in their field, price their jobs correctly, and to have better control of their business so that they be confident to take time out when they want or need to.

Online, we have learned to focus on three strategies which really get results:

- 1 Driving traffic
- 2 Capture, educate and nurture prospects
- 3 Direct response marketing - getting people to take action

We are now designing websites and marketing graphics for many high profile construction and building businesses around the world. We are sharing the knowledge we learn through our mentoring programme, Million Dollar Builder.

So, if you're ready to take your website to the next level to raise your profile, make a higher profit, showcase your killer work and get higher conversions, then read this Website Action Plan to learn about the many conversion tips that we use when designing high converting websites.

Enjoy!

  
Marti

# Meet the BPM gurus...



**Lucy Prebble**  
**Marketing Manager**

Lucy is a master of generating leads through website conversion & traffic. She has a wealth of knowledge in Facebook, LinkedIn landing pages, split testing and blogging.



**Russell Clark**  
**Building Professional Advisor**

Russell will assist you in any questions you might have in implementing strategies. Being the Director of one of Auckland's leading Renovation company there is no one better to advise you on how to do it right..!



**Norman Vaz**  
**Website Project Manager**

Norman works for our Website division; he lives breathes & eats online marketing. He has completed over 40 leading building and construction websites.



**Owen Chambers**  
**Strategy Sherpa/Coach**

Owen is a smart business coach. He can assist you in any matters regarding your systems, team and marketing.



**Steven Ngov**  
**Project Manager**

Steven has 10 years working experience in online marketing and website development. Along with Norman he manages a team of 4 full-time website developers.



**Emily Oakley**  
**Process Manager**

Emily is mother hen of the BPM office. She manages in-house systems, marketing visuals, accounts and special projects.

# HOW CAN BPM HELP YOU TO **DOMINATE ONLINE MARKETING?**



## **BUILDERS PROFITABLE MARKETING** **CORE STRATEGIES**

- Website Development
- Conversion Optimisation
- Direct Response Copywriting
- Traffic Generation (Setup e.g SEO/Google Adwords)
- Search engine submission (Google, MSN/Bing, Yahoo, etc)
- Social Media Integration (Facebook, LinkedIn, Twitter, Google+, Youtube, Instagram & Flickr)
- Re-marketing banners set up + code integrated
- Landing pages
- Blogging on websites and Facebook
- Split Testing



# WHY HAVE A WELL DESIGNED WEBSITE?

IT ONLY TAKES **5SECONDS** FOR YOUR PROSPECTS TO DECIDE IF YOUR WEBSITE IS FOR THEM OR NOT, SO IT QUICKLY NEEDS TO: POSITION YOU AS THE EXPERT, PORTRAY TRUST AND BE DESIGNED TO CONVINCE VISITORS TO TAKE ACTION



**93% OF WEB USERS SAY THAT VISUALS ARE A KEY INFLUENCER IN THEIR PURCHASING DECISIONS**





# WHAT IF I DONT HAVE A WELL DESIGNED WEBSITE?

❏ If your website is outdated or unprofessionally designed, your prospects and clients may not trust you, or take you seriously as a building professional. You risk losing sales and leads to your competitors.

❏ If your competitors have a well designed site, it's likely that they will dominate your niche, be it renovations or new-builds. That could cost you a major job or long-term client. This can happen overnight if you are not careful.



# 6 SCEPTICAL QUESTIONS VISITORS ASK WHEN ON YOUR WEBSITE

- 1 Are you the **BEST** building company for my project?
- 2 Do you have a **SOLUTION** to my construction problem?
- 3 Do you have **PROOF** that you are the best?
- 4 **WHO** are you - can I **TRUST** you?
- 5 Does your website look **CREDIBLE** and trustworthy?
- 6 DO YOU answer all the questions I have in my mind for my **BIGGEST INVESTMENT**? (eg. Time, budget, quality of work, communication, trustworthiness)

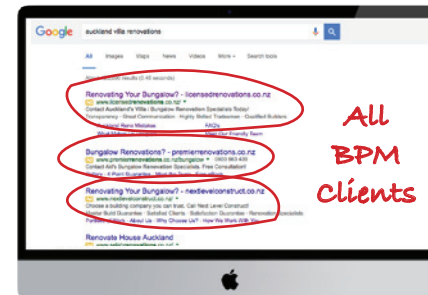


**HOW CAN I  
TRUST YOU?**

# 6 CORE ONLINE MARKETING TOOLS YOU NEED TO GET PEOPLE TO YOUR WEBSITE

1

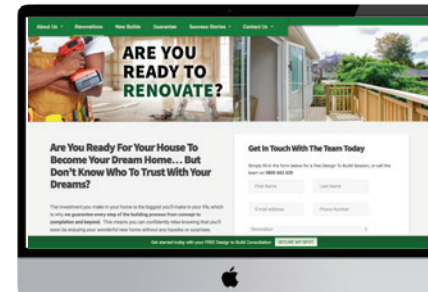
**GOOGLE ADWORDS** - These are the ads that appear at the top of most Google search result pages. The reason it's called Pay Per Click marketing is because you incur a cost every time someone clicks on your ad and visits your website. Google essentially has an auction every time someone performs a search. The company with the highest ad rank is shown in the #1 position.



**GOOGLE  
ADWORDS**

2

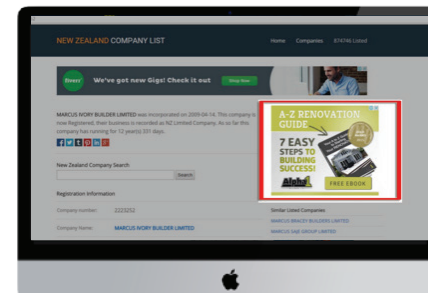
**LANDING PAGES** - One of the worst things you can do with your paid traffic is send visitors to your home page, especially when the home page is super generic and doesn't resonate with your target market. Instead, we build these targeted landing pages to talk to cater for each market you're advertising to. This improves conversion rates as we're not relying on our visitors to correctly navigate our website and find the exact content they're looking for. Instead, we're providing them with all the content they need to make a buying decision on one single page.



**LANDING  
PAGES**

3

**REMARKETING** - These are banners that follow your prospects around for 30, 90 or 120 days, with your logo and a call to action. This is a super cheap and effective strategy to get a heap more leads, and jobs in the door.



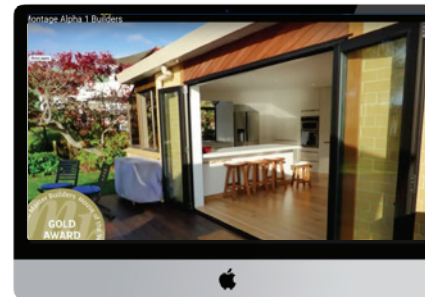
**REMARKETING**



# 6 CORE ONLINE MARKETING TOOLS YOU NEED TO GET PEOPLE TO YOUR WEBSITE

4

**VIDEO PRODUCTION** - When visitors arrive at your website we need to quickly engage them with the right content and information. Video is one of the greatest ways to achieve true engagement. A well crafted promotional video can set your company apart from the competition and communicate your core sales message much more effectively than any sales letter can.



**HIGH QUALITY  
VIDEO  
PRODUCTION**

5

**EMAIL MARKETING** - Database marketing is one of the most cost effective strategies a company can put in place, yet the majority of building companies ignore this medium. If you can get this high quality content you can position your company as a trusted advisor and expert within your field, allowing you to charge premium prices and turn away low quality leads.



**EMAIL  
MARKETING**

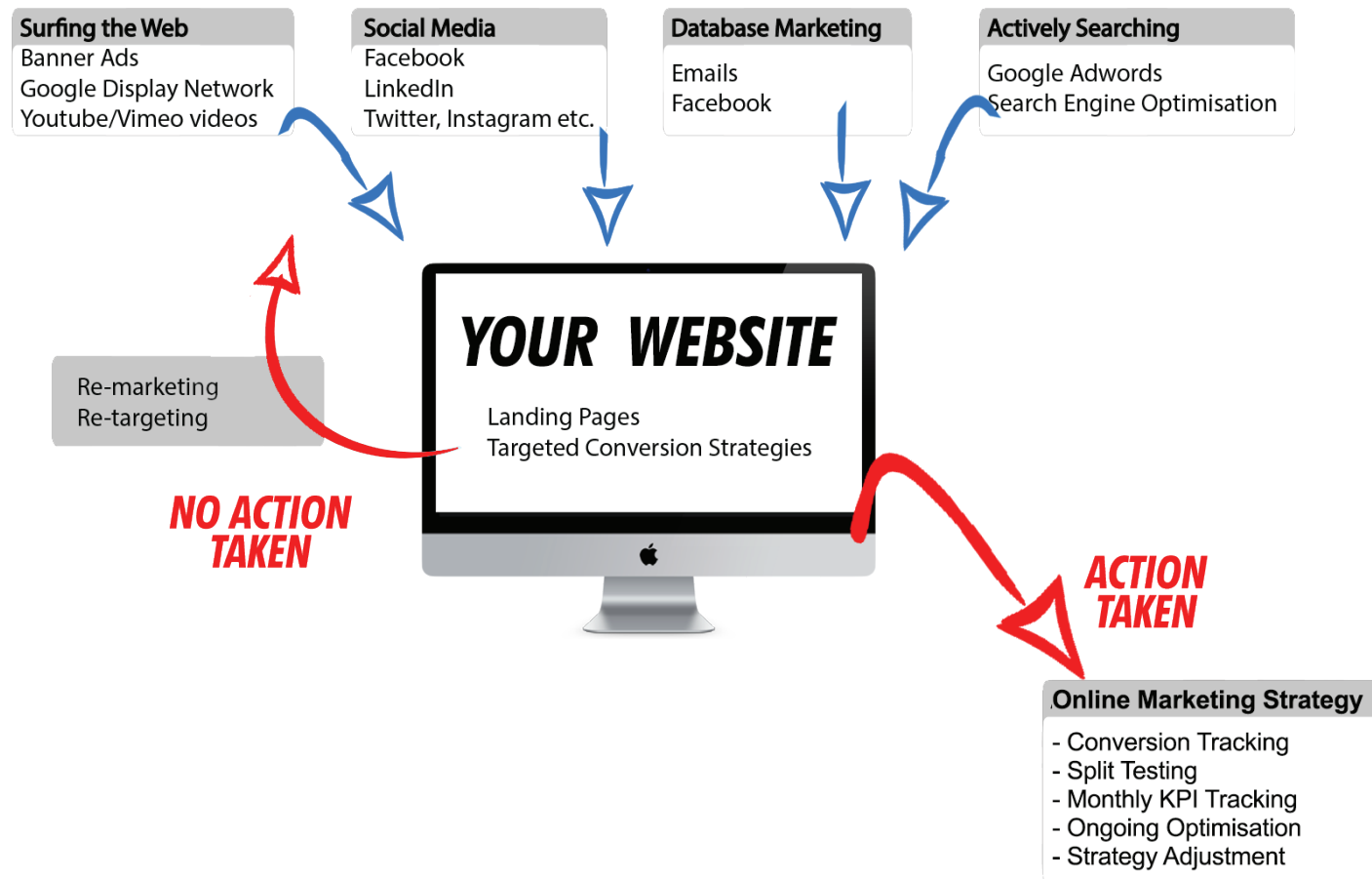
6

**FACEBOOK/LINKEDIN PPC MARKETING** - Similar to Google Adwords, we can setup laser focused campaigns on both of these platforms to drive traffic to your landing pages. While the quality of this traffic isn't as good as Google Adwords, with the right strategy in place we can easily convert this traffic into high quality leads. These type of campaigns take more refinement to make them work successfully, but once working can be a lot more cost effective than Google Adwords in certain markets.



**FACEBOOK  
ADVERTISING**

# ***THIS IS YOUR...*** ***ONLINE MARKETING STRATEGY***



# WHAT ABOUT WEBSITE HOSTING?

If you would like to switch your website hosting provider, or if you don't already have one, BPM has a team that provides a

## MANAGED WEBSITE HOSTING SOLUTION



### WHAT IS A MANAGED WEBSITE HOSTING SOLUTION?

It is a type of Internet hosting in which a company leases an entire server for use on their own. Each company has full control over the server including choice of operating system, hardware, etc. Managed Hosting ensures higher performance, better security and more control than typical website hosting methods.



### WHY DO I NEED ONE?

Most website hosting services provide merely space on a larger server to hold your website files. In today's fast moving online environment that is no longer enough. A *Managed* Hosting Solution keeps you one step ahead of the hackers by constantly updating and revising your website with the latest technology.



### HOW CAN SOMEONE HACK MY WEBSITE?

If you think your website is too small to be a target of hackers then think again. If your website hasn't been updated with the latest software they *can* gain access.



### WHAT HAPPENS IF I'M HACKED?

If your website is hacked the best way to fix it is to restore it from a back-up. Our team hold numerous safe and secure back-ups for each website and can restore the latest back-up within 24 hours.



### WHAT IS INCLUDED IN A MANAGED WEBSITE HOSTING PLAN?

- ◆ Website hosting space
- ◆ Regular updates of website source code and plug ins
- ◆ Running security updates
- ◆ Original base website file backup
- ◆ Regular additional updated backups so that your website stays live
- ◆ Troubleshooting

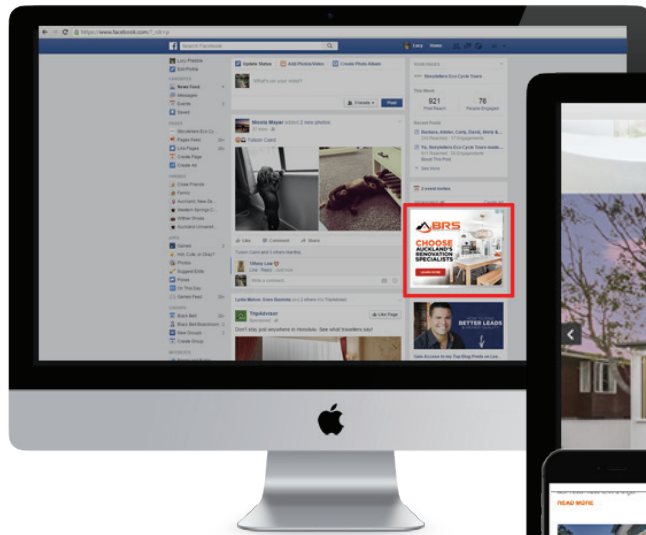


An illustration of a construction site at sunset or sunrise. Several large cranes are visible in the background. In the foreground, large, 3D block letters spelling out 'WEBSITE' are being constructed. Silhouettes of workers are visible on scaffolding and atop the letters. Construction vehicles like excavators and trucks are also present. The overall color palette is warm, with oranges, yellows, and browns.

***BUILDERS PROFITABLE MARKETING***

# ***CASE STUDIES***

***A SELECTION OF RECENT CLIENT WEBSITES  
DESIGNED AND IMPLEMENTED  
BY BUILDERS PROFITABLE MARKETING***



## FACEBOOK ADVERTISING



## CORE WEBSITE DEVELOPMENT



## REMARKETING

[www.brsLtd.co.nz](http://www.brsLtd.co.nz)

### BRS WEBSITE WINS

- ✓ BRS now get a **Gross Profit of 20-25% on all of their jobs**, due to the positioning of the website as experts in their fields
- ✓ Since implementing their remarketing, BRS Ltd have continued to get **3-5 leads per week**, all over \$250,000 jobs. Remarketing is ridiculously cheap (\$0.50c - \$1.00 per click)
- ✓ Due to installing 3 more effective teams BRS are now booked out four months ahead and Ross Collins, owner, **no longer works weekends or nights**



**ROSS COLLINS**





## REMARKETING



## CORE WEBSITE DEVELOPMENT



## E-BOOKS

[www.alpha1builders.co.nz](http://www.alpha1builders.co.nz)

### ALPHA 1 WEBSITE WINS

- ✓ Since implementing their remarketing, Alpha1 have filled up their funnel, they got over 320 leads and are now **99% booked up for 2016** with much bigger jobs than before
- ✓ Alpha1 are offering 2 E-books, when you click on the remarketing banner you will be asked for your email address because they are full with work for the next 9 months. Rather than driving them to enquire about a job, Alpha1 want to get people's details, so they can be marketing to them over and over again
- ✓ Paul Bateman has more than **doubled the size of his business** and team. This means he has **stepped off the tools** completely



**PAUL BATEMAN**  
**ALPHA 1 BUILDERS**







**GOOGLE  
ADWORDS**

**[www.lofrothbuilders.co.nz](http://www.lofrothbuilders.co.nz)  
LOFROTH WEBSITE WINS**

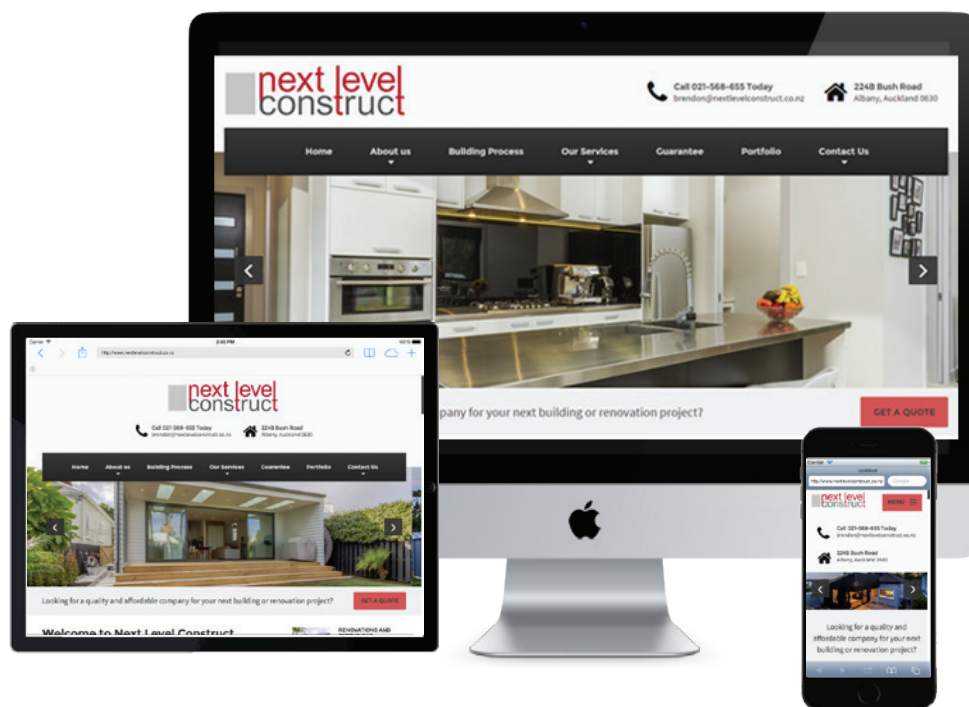
**CORE WEBSITE  
DEVELOPMENT**

- ✓ Their new website positions Lofroth builders as the experts in their niche (South Auckland new-builds). ***'Clients come from our website, ready to sign up, pre-sold and convinced they want us to build their home'***
- ✓ Since implementing their website, in just 2 months, Brian got **6 NZ\$300,000+ job inquiries**, two of which, contracts were signed
- ✓ Lofroth Builders just landed an **NZ\$800,000 job** with a higher margin than ever before
- ✓ Brian Lofroth has been able to leave the tools and no longer works on-site



**BRIAN LOFROTH  
LOFROTH BUILDERS LTD**





## CORE WEBSITE DEVELOPMENT

[www.nextlevelconstruct.co.nz](http://www.nextlevelconstruct.co.nz)

### NEXT LEVEL CONSTRUCT WEBSITE WINS

- ✓ Once their new website went live, Next Level Construct got **11 leads within 10 days** - 3 leads were for jobs over NZ\$350,000 and two were over \$500,000
- ✓ Next Level Construct are full of work for the next 6 months **with higher margins and better cash-flow**
- ✓ With help from BPM, Brendon was able to build a world-class team with an office manager and in-house quantity surveyor. They have purchased a new commercial building to use as their office
- ✓ Brendon now has more time to **work on the business, rather than in it**
- ✓ Next Level were 'BPM Client of the Year 2016' finalists

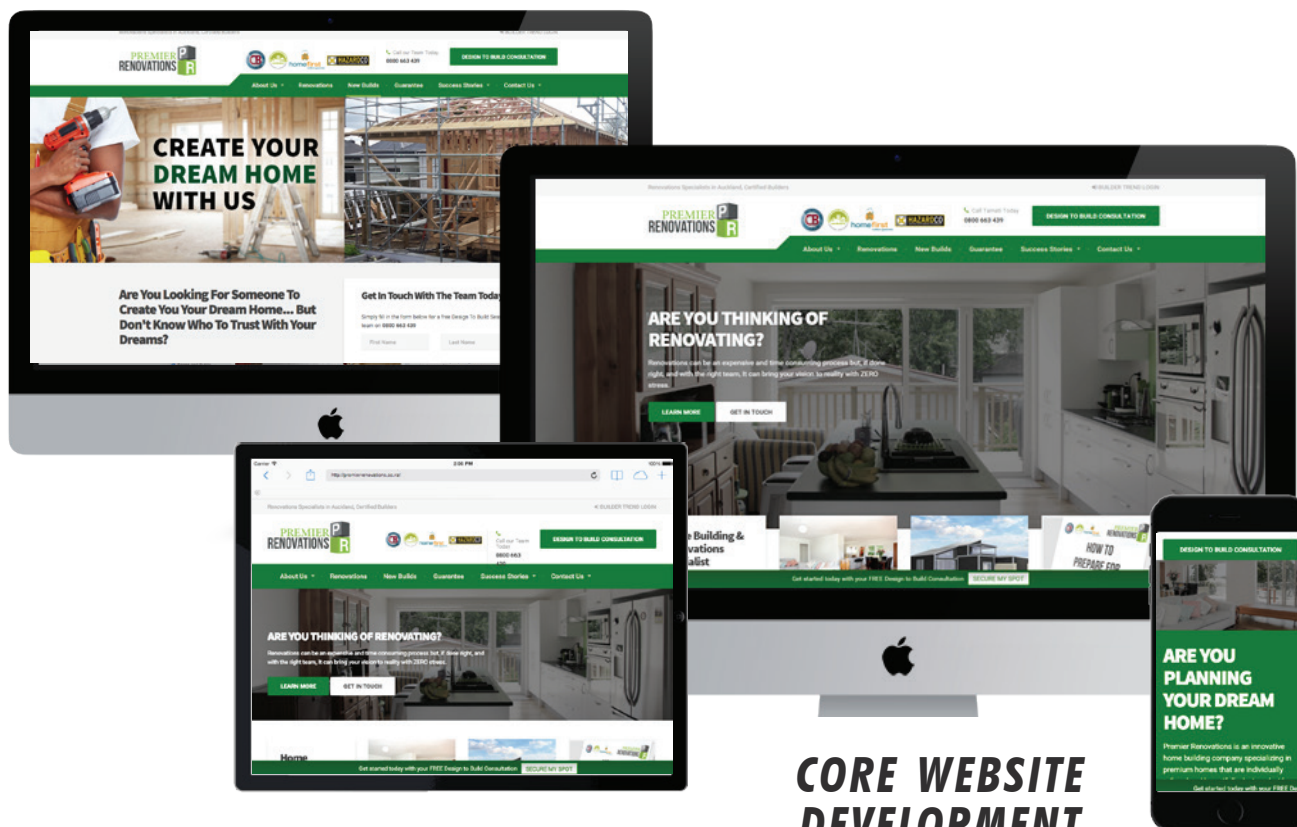


## VIDEO PRODUCTION



**BRENDON SOWERBY**  
**NEXT LEVEL CONSTRUCT**

**next level**  
**construct**



## CORE WEBSITE DEVELOPMENT



## E-BOOK



**TAMATI HAWEA**  
**PREMIER RENOVATIONS**

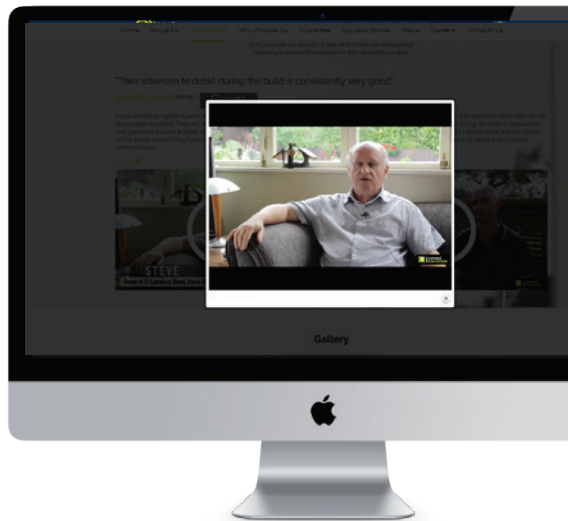


[www.premierrenovations.co.nz](http://www.premierrenovations.co.nz)

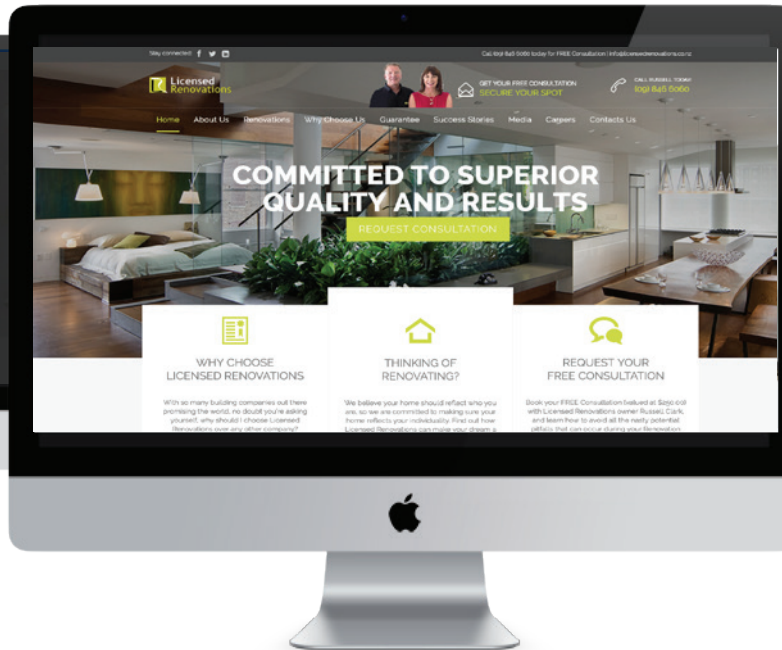
### PREMIER RENOVATIONS WEBSITE WINS

- ✓ With help from their website and other BPM strategies, Tamati was able to grow his business from an **NZ\$700k to a NZ\$6.7M turnover** in only 12 months.
- ✓ Tamati has built a team which includes an office manager, an in-house quantity surveyor, project manager and marketing co-ordinator.
- ✓ Tamati has gained over **250 leads** from this website and is now able to choose between prospective clients and just take on his ideal jobs
- ✓ Premier Renovations were 'BPM Client of the Year 2016' winners





## VIDEO PRODUCTION



## CORE WEBSITE DEVELOPMENT



## E-BOOK

[www.licensedrenovations.co.nz](http://www.licensedrenovations.co.nz)

### LICENSED RENOVATIONS WEBSITE WINS

- ✓ Russell originally grew his company to 53 guys. After being in the building game for 30 years, he has since started again with a new business plan. He now has only 12 guys working for him. He is **making more money and has more spare time** than ever before
- ✓ Licensed renovations have created a free downloadable E-book (see above), which, within their website, establishes their position as the **expert builders** of the Auckland renovation market
- ✓ With 4-6 leads generated each week, Russell is now able to pick the best client between his prospects **'I'm now interviewing them, not the other way round!'**
- ✓ Russel **only works 4 days a week** and is a consultant for BPM



**RUSSELL CLARK &  
SONJA MAIL  
LICENSED RENOVATIONS**



# WEBSITE PACKAGE OPTIONS

## PACKAGE 1

### Core Website

We give you a great website and train you how to update it yourself. After this we work with you to project manage the completion and provide the copy.

OUR MOST  
POPULAR  
PACKAGE

## PACKAGE 2

### Core Website Conversion Optimisation Direct Response Copy

We work with you to create a world class website using best-practice techniques. We provide the copy, design, an E-book a high-converting Landing Page and much more.







LEAD  
GENERATION  
MAGNET

## PACKAGE 3

### Core Website Conversion Optimisation Direct Response Copy Traffic Generation (set-up)

Package 3 is the ultimate in online marketing. This is for building company owners serious about dominating their local market & chosen niches. Lock out your competitors with this package as Google directs traffic to the top three in each city. BPM allows 3 per city only.

# PACKAGE 1

-  Wordpress based website  
(Domain, Host and Template installed)
-  Set up core of website
-  Content generation  
(Page/layout setup)
-  Conversion pathway  
(Call to Actions Installed Including 3 rounds of revisions)
-  Complete Design, build, error testing and speed testing
-  Training/Handover (2 hours)












**\$4,995 + GST**

# PACKAGE 2



**OUR MOST  
POPULAR  
PACKAGE**

## PACKAGE 1 +

-  Conversion Optimisation/ Direct response copywriting  
Generate content for all pages/copywriting
-  SEO Onsite Optimisation (Meta tags, titles, description, image tags, loading speed test)
-  Create and design Lead Generation Magnet (Ebook content and design) + Opt in Form
-  Homepage Slideshow Design
-  Testimonials – Set up and insert testimonials (written and videos). Excludes recording
-  1 x Landing Page (Renovations, New Builds, Leaky, or Commercial)
-  1 x E-Book
-  Conversion Optimisation – Set up conversion pathways and call to actions
-  Lead generation for opt in's (newsletter or auto-responder). Image and Opt in capture box
-  Pop up call to action – primary call to action  
Click to call function (Mobile Website)
-  Complete Design, Build, Upload  
& Conversion Optimisation

**\$7,995 + GST**

# PACKAGE 3

Package 3 is the ultimate in online marketing. This is for building company owners serious about dominating their local market & chosen niches. In Package 3 is everything you need to get a flood of the right kind of leads ready to do business with you. Lock out your competitors as Google directs traffic to the top three in each city. For this reason BPM allows **3 clients per city** on this package. The next step is to start driving traffic to your website via Google Adwords, SEO, email marketing, Facebook marketing, and offline direct response marketing methods. Then to optimise your results via split testing and measuring the results and making changes as required as you scale up your business.



## PACKAGE 1 +



## PACKAGE 2 +



Traffic generation (set-up)



On-site Optimisation (Meta tags, titles, description, image tags, loading speed test, etc)



Search engine submission (Google, MSN/Bing, Yahoo)



Social Media Integration (Facebook, LinkedIn, Twitter, Google plus, Youtube, Flickr etc.)



Site Map created and submitted to Google



Google Crawl via webmaster



Analytics and Webmasters set up, code inserted to site



Remarketing banners set up + code integrated



Back link submission to high traffic websites



Google Adwords set up - 2 campaigns (e.g. renovations & new-builds) - via Ming Digital



1 additional Landing Page (i.e. 2 Landing Pages in total).



Blogging set up on website



Split Testing for 90 days for conversion optimisation (for your 2 variations of landing pages)



Google maps, reviews, Google plus set up



Website live in 6 weeks from project initiation



Managed Hosting + Troubleshooting for 12 months



Mobile Website

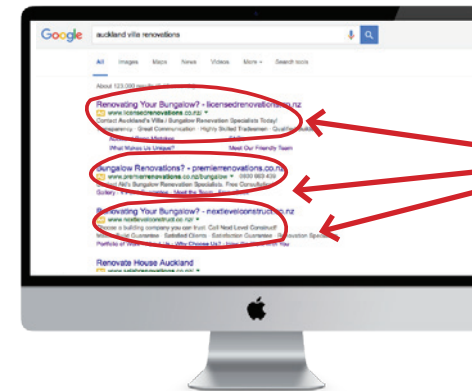


2x E-Books



Video editing: Bumpers (intro & outro, music background, graphics, questions, inserting photos to tell a story)

**61.5% OF TRAFFIC  
IS TAKEN UP BY  
THE TOP 3  
GOOGLE RESULTS**



**All  
BPM  
Clients**



**YOUR investment**

**\$15,995 + GST**

**4x monthly payments of \$3,998.75**

**OR \$1,000 discount if paid upfront**





# CHOOSE YOUR OPTION

**Please sign, scan and return this page to  
marti@buildersprofitablemarketing.co.nz**

Company Name:	Phone No.:
Client Name:	Signature:
Website:	Email:

Please  
tick

	<b>WEBSITE PACKAGES</b>	<b>PRICE</b>
	Package 1 - Core Website	\$4,995 + gst (Payment up front)
	Package 2 - Core Website + Conversion Optimisation/Direct Response Marketing	\$7,995 + gst (50% deposit & 50% in 6 weeks time)
	Package 3 - Core Website + Conversion Optimisation/Direct Response Marketing + Traffic Generation	\$15,995 + gst (4x monthly payments of \$3,998.75)
	<b>ADD ONS</b>	
	Logo Design	\$250 + gst
	Welcome Video of Director for website	\$2,500 + gst
	3x Client Testimonial videos for website ( <i>usually \$2,100</i> )	\$1,695 + gst
	Video editing (includes intro & outro, music background, graphics, questions, inserting photos)	\$350+ + gst per video
	3 Client Testimonial videos & Welcome Video of Director ( <i>save \$500</i> )	\$3,695 + gst
	Individual Client Testimonial video for website	\$695 + gst
	Google Adwords - 1 campaign (via Ming Digital)	\$995 + gst
	Google Adwords Ongoing Fee (Split Testing via Ming Digital)	20% of spend + gst
	Website Service Fee (for changes, updates, troubleshooting)	\$85 per hour + gst
	Email Marketing Setup (Integration with Website/MailChimp plus newsletter template)	\$600 + gst
	Autoresponder setup + Integration with website	\$995 + gst
	'WOW' Information Pack - design and production	\$4,000 + gst
	E-Book	\$500 + gst
	Remarketing Banners (1 set)	\$495 + gst
	Managed Hosting + Trouble Shooting	\$49 + gst per month
	Total:	

# 6-STEP WEBSITE DEVELOPMENT PROCESS



## 1. GAME PLAN WITH MARTI

You meet with Marti to go over our process, answer your questions, show you previous killer-successful examples and you choose a website package.

## 2. ACTION PLAN WITH YOUR PROJECT MANAGER

You meet with your Project Manager. Together you put together a plan and a 30 day timeline. You pick a design and your features. We get all the tech stuff (back-end) sorted.

## 3. DEVELOPMENT PROCESS BEGINS

We create a design concept and start to design your website, lead generation magnets and landing pages. We set up your hosting, E-mails and URL link. You gather and create essential information and content for the website. This includes copy, high-res images, a welcome video and client testimonials. We set milestones, a task-list, and a Project Management link.

## 4. DRAFT STAGE

We give you two drafts for your review, and a chance to make revisions until you are completely happy with the result.

## 5. TESTING STAGE

We do a final review with you and test your website until we cannot find any problems.

## 6. SIGN OFF/MAKE LIVE STAGE

We disable your old website and hand over your new website with a technical training programme. You are now ready to start using your website as a lead generation machine!

# FURTHER INFORMATION...

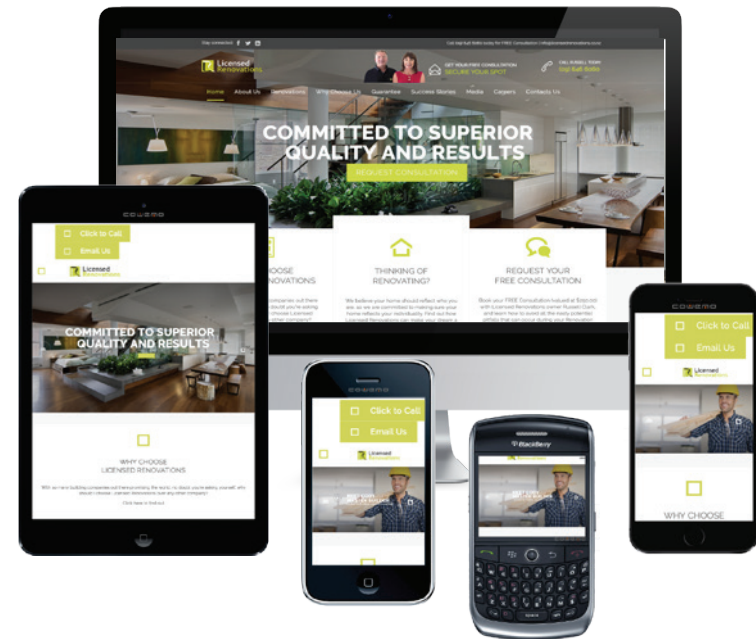
## NZ GOVERNMENT WEB STANDARDS

The quotations supplied are for a tailor-made website, developed to the latest web standards using search-engine friendly code which conforms to WC3 guidelines. The quality of your code affects how your website performs including the way it displays and its functionality. We comply with both the New Zealand Government web guidelines and the standards set by the WC3 (World Wide Consortium).

We pride ourselves on producing top quality sites, with high usability and accessibility to generate maximum leads. The best way to describe these standards is if you are putting in a great deal of money toward building a new house you want to make sure it complies in all manner of ways, in order to avoid costly and timely rebuilds and so that it functions as it should. It's the same when building a website. In other terms pay for quality built websites rather than getting your website built cheaply i.e. don't be penny wise and pound foolish.

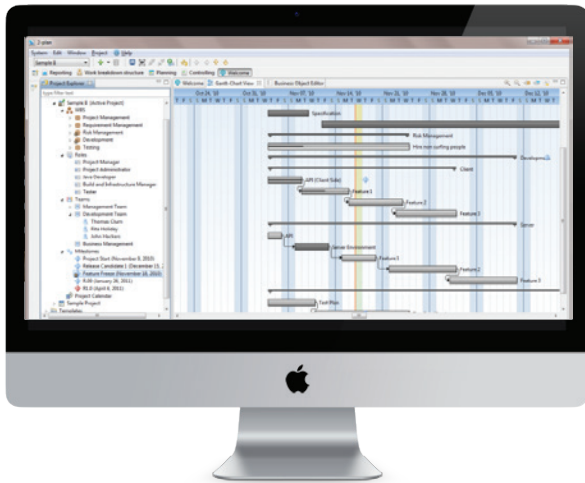
## WEBSITE QUALITY/SECURITY MEASURES – IN TECHY TERMS.

- NZ Government Web Standards and Recommendations v1.0 conformance
- BPM dedicated web server is based in America and is called 'Webhostinghub'
- BPM web server back-up - 3-hourly off-site backup with 30 days of rollback
- BPM file server back-up - daily back up on and off-shore
- All design & development work on BPM's server is stored in duplicate and backed up daily as an extra precaution
- BPM test all web sites that they produce for design, function & consistency across the following browsers: - Firefox (Mac, Linux & PC) - Google Chrome (Mac & PC) - Opera (Mac & PC) - Internet Explorer 7 & above (PC) - Safari (Mac & PC) - Handheld Devices (iPhone, iPad, Android, Tablets etc)
- All BPM built websites will also come with protection plugins making sure it is secure and no one can hack into the website.



*Many of your visitors will be visiting your site from their mobile phones and tablets. All BPM websites are built responsively and are mobile friendly —they load and displays correctly on all mobile devices so that visitors can have the best user experience and can access information with ease.*

# FURTHER INFORMATION...



*BPM Project management software can be accessed by you to check each stage of the project, upload files and keep track of progress of your website.*

## RESPONSIVE/MOBILE

All BPM websites are built responsively and are mobile friendly. Our blend of on-site designers and developers ensure a good balance between user interface, functionality and speed. We are very experienced at designing websites responsively whilst maintaining their usability.

## STANDARD SUPPORT SERVICES

We can be contacted Monday to Friday between the hours of 9am - 5:30pm for all matters relating to your website. We provide an after hours help desk for design & online services. Your call will be connected to our team help desk centre so that you can get your issue resolved after business hours (or if another staff member is on annual leave).

## PROJECT MANAGEMENT SOFTWARE

For time & cost efficiency, all website projects at BPM are plotted on a Project Management System, driven by our Project Manager and allocated Designer & Developer. This tool also ensures you are aware of the stages involved in your project and the relative time frames. We will provide you with access and assign you to designated tasks where your input is required and where you will be held responsible to meeting set deadlines.

## FUTURE DEVELOPMENT DIRECTION

Our team are constantly educating themselves because of a passion for the industry through mastermind groups, seminars, conferences, videos, articles and other resources. Our team endeavours to provide up to date information to clients that would be beneficial for improving your website. On completion of your website your assigned project manager will then take you through a tutorial on how to use your website and upload photos and teach you how to navigate through the whole website so that you will not need any further assistance down the track saving you time and also money. Of course, **we will still be here to answer an questions or help resolve any technical issues.**





# **BUILDERS PROFITABLE MARKETING**

***THE NEXT STEP IS...***  
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