



**midnight**monkey.

**WEBSITE LAUNCH PLAN**



# READY, TO SKY ROCKET YOUR BUSINESS

The Formula for Rocket Success: Coalescing Essential Elements In The Right Order for Our Rocket To Soar Towards The Stars.

## We understand your needs.

Midnight Monkey excels in creating innovative and responsive websites, focused on user-friendly design and visual appeal. Their approach combines creativity with practicality, ensuring websites are not only aesthetically pleasing but also functional and accessible. With an emphasis on SEO optimization and fast loading times, they use Google's best practices and advanced tracking technologies like Google Analytics to enhance website performance.

Understanding that every business has unique needs, Midnight Monkey offers personalized website solutions. They encourage potential clients to connect for tailored website design projects and to explore their recent work showcased on Facebook, demonstrating their commitment to meeting diverse business requirements.







# WE GUARANTEE YOUR SATISFACTION

In today's digital age, online visibility is crucial for businesses. Without a strong website, companies lose out to competitors who can easily attract and retain customers through their online presence. A website is more than a tool for showcasing products or services; it's a vital element for establishing credibility and engaging with a digitally savvy audience. A well-designed website can significantly enhance sales and market share, making a noticeable difference in revenue.

Partnering with Midnight Monkey for web design transforms your online presence into a credible and professional front. They focus on creating websites that are not only visually impressive but also quick to load and easy to navigate, fostering customer trust and leaving a lasting positive impression. This strategic online presence is key to increasing sales and leads in the competitive digital marketplace.





# THE MAGIC OF MIDNIGHT MONKEY



## EDUCATION

At Midnight Monkey, we are not just web designers; we are digital artists. Our team is equipped with the latest industry knowledge, innovative technologies, and a passion for creating captivating online experiences. We pride ourselves on staying ahead of the curve, ensuring that your website is always on the cutting edge.



## CREDENTIALS

Our credentials speak for themselves. With a proven track record of delivering top-notch web design solutions to businesses of all sizes, Midnight Monkey is a name you can trust. Our team of seasoned experts is committed to excellence, and we have the portfolio to prove it.



## OUR OFFER

At Midnight Monkey, we understand that every business is unique, and so are its web design needs. We offer customized solutions that are designed to fit your specific requirements. From e-commerce sites to interactive portfolios, we have the perfect web design package for you.

# THE BENEFITS

Our web designs are not just visually appealing; they are strategically crafted to drive results. Expect increased web traffic, higher conversion rates, and a stronger online presence that will set you apart from the competition. At Midnight Monkey, your success is our success.



## FASTER LOADING TIMES

Easy navigation and clear call-to-action buttons guide users through your website, helping them find what they need efficiently.



## ANALYTICS AND INSIGHTS

A well-designed website ensures a smooth and enjoyable experience for visitors, keeping them engaged and encouraging them to explore further.



## INCREASED CREDIBILITY

Your website's design reflects your brand's identity, reinforcing your brand image and making a lasting impression on visitors.



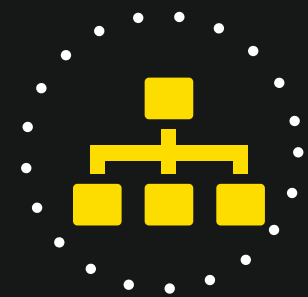
## BETTER CONVERSION RATES

Mobile-responsive design ensures that your website is accessible to a wide range of users, including those on smartphones and tablets



## SEARCH ENGINE VISIBILITY

A unique and appealing design sets you apart from competitors and gives you an edge in a crowded marketplace.



## IMPROVED NAVIGATION

A well-designed website often includes analytics tools that provide valuable data on visitor behavior, allowing you to make informed business decisions.



## ENHANCED USER EXPERIENCE

A professional website builds trust and credibility, making your business appear reliable and established in the eyes of potential customers.



## IMPROVED BRAND IMAGE

A user-friendly website design can lead to higher conversion rates, turning visitors into paying customers or leads more effectively.



## MOBILE-FRIENDLY

Well-structured websites are more likely to rank higher in search engine results, increasing your online visibility and attracting organic traffic



## COMPETITIVE ADVANTAGE

Optimized websites load quickly, reducing bounce rates and keeping visitors engaged.



# OUR TEAM MEMBERS

It would cost you a whopping **R250K** in wages per month to bring our service in-house



## Business Consultant

They analyze current strategies and market trends, offering insights and recommendations. Their expertise aids in crafting effective business plans and ensuring the agency remains competitive and sustainable in a dynamic marketplace.



## Digital Strategist

They analyze current strategies and market trends, offering insights and recommendations. Their expertise aids in crafting effective business plans and ensuring the agency remains competitive and sustainable in a dynamic marketplace.



## Copywriter

Their primary goal is to persuade, inform, or entertain the audience while reflecting the brand's voice and objectives. Through a combination of creativity and research, copywriters produce copy that resonates with the target audience, drives actions, and enhances brand messaging.



## Videographer

A videographer captures, edits, and produces videos for various purposes, such as events, commercials, documentaries, and more. Utilizing a combination of technical expertise and artistic vision, they transform ideas into visual stories.



## Graphic Designer

A graphic designer creates visual content to convey messages in an effective and aesthetically pleasing manner. Utilizing a combination of typography, illustrations, colors, and layout techniques, they produce a wide range of materials, from logos and branding assets to websites, posters, and advertisements.



## Paid Specialist

They are responsible for planning, setting up, optimizing, and analyzing paid campaigns to ensure maximum return on investment. Utilizing their deep knowledge of ad platforms and targeting techniques, they ensure ads reach the desired audience with precision.



## Web Developer

Web developers craft and refine websites for optimal user experience and performance, ensuring functionality and responsive design across devices. They employ their technical skills to analyze and enhance the site for better user engagement and conversion rates.



# OUR PACKAGES

Our packages are thoughtfully curated to cater to diverse needs and aspirations. Ranging from basic solutions for startups to comprehensive bundles for established enterprises, each package is designed with precision and a keen understanding of market dynamics. They offer a mix of tools, services, and consultations, ensuring that every client finds a fit that not only meets but exceeds their expectations. With our packages, businesses can seamlessly elevate their operations, tapping into opportunities and maximizing their potential in the digital landscape.



## Pilot – R9 999

Ideal for Start-Ups

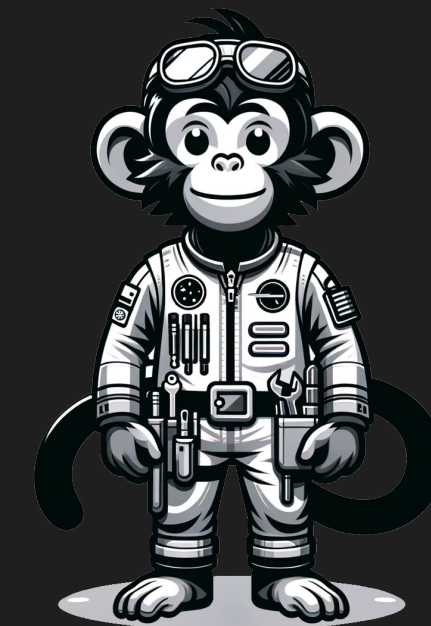
- Free Logo or Company Profile Design
- Up to 5 Page Website
- Articles and Blog Page
- Social Media Integration
- Whatsapp Integration



## Commander – R14 999

Ideal for SME's & Larger Companies

- R2,000 Graphic Design Voucher
- Up to 15 Page Website
- Articles and Blog Page
- Social Media Integration
- Whatsapp Integration
- Advanced on page SEO
- Google Integration



## Engineer – R19 999

Ideal for Online Stores

- R3 000 Graphic Design Voucher
- Payment Gateway Integration
- Courier Integration
- Advanced SEO
- Google API Merchant Feed
- Google Integration
- Post Launch Training