Web Development
5-stage "AACRO" Model by Seven Boats

Details*

1. **A**ctivation: Grabbing the attention

Attractive responsive UI/UX design.

- Premium theme framework.
- Logo design/customization.
- Banner/slider designs.
- Customization flexibility.
- Content management system (CMS)
- Mobile responsive design.

2. **A**cquisition: Getting the traffic

Techniques for engaging your target audience.

- Landing Page Content development/Tweaking
- Site architecture design.
- User flow design/suggestions.
- Social sharing buttons & social page integrations

3. **C**onversion: Making the transaction

Turn your potential leads into paying customers.

- Contact form/ Google Form & Drive integration.
- Designing /Recommending Lead magnet.**
- Payment gateway provision/integration.**
- Ecommerce funnel setup**
- Chat setup & misc. Other activities.**

4. **R**etention: Keeping the business

Methods to engage your customers.

- Blog set up
- blog writing**
- Email newsletter integration**
- Offers & promo setup.
- Push notification **
- SMS API integration**

5. Optimization: Improving the experience

Tools to measure the results and improve the performance

- Google analytics Search console integration
- Keywords inclusion & one time on-page SEO setup
- Content addition/optimization**
- Security & Spam protection.
- Backup/Transfer/Migration**

*   This is an estimated proposal. Actual SOW/Platform may vary depending on detailed requirement.
** This will incur additional cost that can be discussed mutually further as per your requirement.