

EFFERVESCENCE MEDIA

BLOGREDESIGN

MIGRATION PACKAGE • 2017



A FRESH, SOPHISTICATED LOOK

THE NEW FACE OF YOUR BLOG



The Blog Migration Package

You've already got this blogging thing under control. Not only are you a master at content, but you've figured out the best ways to engage and interact with your readers, figured out the basics on how to promote your content on social media and you've had a blast while you're at it.

But now the time has come to look at taking your blog to the next level. Adding not only a sophisticated, refined and professional feel to your blog, but creating a unique experience to allow you to continue to grow and focus on what you do best.

The Effervescence Media Blog Migration Package is perfect for you if you're already an existing blogger using a standard blog platform (such as Blogger, LiveJournal or Typepad) and are looking to make the move to a self-hosted WordPress site which will allow you not only access to the world's leading content management software, but when paired with the "Effie" treatment, you'll be rewarded with more professional, sophisticated look to your content.

With our decade of WordPress experience, you will have professional bloggers helping you every step of the way in the design process, including during the daunting switch from one platform to another.

WordPress is used by some of the most widely recognized brands in the world such as CNN, the New York Times, and Vogue.

WordPress not only runs some of the world's most recognizable brands' websites, but it offers bloggers unique and exciting features "right out of the box" which will help you go to the next level.

- WordPress makes adding content easy for you (and your team, if need be)
- WordPress offers a responsive site experience, which means that it's built to perform well across all devices used to access the Web. Think you need a site that looks good only on desktop computers? Think again. More people now access the Web on mobile devices than on desktops.
- WordPress is an SEO powerhouse coded to be SEO-friendly. We'll help get your content the attention it deserves from search engines. Google's latest algorithm puts fresh, original content in the spotlight – and at the top of search result pages.

BLOG MIGRATION

HERE IS WHAT IS INCLUDED:



To get your new blog started, we will provide:

- Professional blog consultation on your blog (template/questionnaire provided upon purchase) - \$75 value
- Installation of Genesis WordPress theme on your site - \$75 value
- Installation of one customizable WordPress Genesis child template on your server from your choice of 4 options - \$100 value
- Migration of content from previous blog platform
- One JPG basic logo, one coordinating watermark and one online stamp from choice of 3 options - \$50 value
- Establishment of MailChimp newsletter template and embedding of signup form into your new website - \$25 value
- One Media Kit template - \$20 value
- One Lifestyle Blogger Media Contact List - \$10 value

Additionally, we can also help with the following, if you'd like us to:

- Assist in domain transfer/software installation services (Please contact us for full list of supported hosts)
- Provide a copy of "Blog Resources Guide" by Effervescence Media
- Provide a custom video of how to use WordPress by Effervescence Media
- Promote your new site and content across Effervescence Media social media networks

We are also flexible if you have any other requests - just ask us for what you are looking for and we'll be delighted to see if there is any way at all that we can help get your newly designed blog ready for your readers as soon as possible.



What's involved? Here are the basic steps in the process.

The first step is to take a few moments to fill out our questionnaire about what you're trying to achieve, your vision and goals for the project, blog as well as selecting your theme choice and logo options.

This can always be changed later, but it will give us a good sense of what it is you are trying to accomplish so we can best tailor our offerings for you.

The second step to take is to contact a hosting provider to set up a hosting plan (and domain, if you don't already have one). The plan needs to be able to support the installation of WordPress.

Tip: if you're not savvy with the behind-the-scenes aspects of hosting, we'd strongly recommend choosing a single registrar for both your domain and hosting plan. This will enable them to assist you much more easily to install WordPress and properly direct your domain address..

The third step is to pass along your WordPress credentials from the installation along with prior blog credentials to Effervescence Media and let us work our magic.

We will go into your site and install a "Coming Soon" message so your readers know that they can expect to see great things soon. This also allows you to see the progress on the site as we customize it to your needs without any prying eyes!

The last step is to review the final install and make sure that everything looks and feels like you envisioned it.

And then...

It's time to re-launch!



We can't wait to work with you to change the face of your blog. A clean, professional and sophisticated blog will have you ready to take on new adventures in blogging and we are thrilled that you are considering us to be a part of that journey.

If you have any questions related to the package or any of our services, please do not hesitate to contact us.

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