

# SITEEASE

## Fully Managed Website Subscription

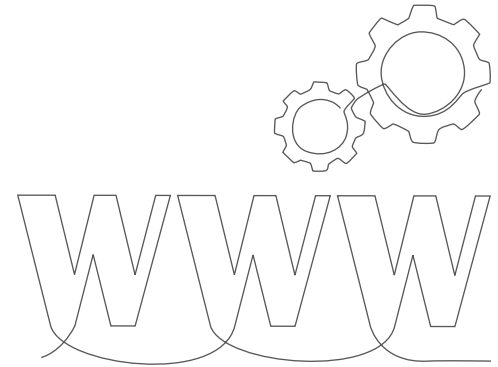
### WHAT THIS SERVICE IS:

SiteEase is a fully managed Website-as-a-Service (WaaS) offering from White Label IQ.

It provides small businesses with a professional upto 10 page website, fully hosted, maintained, and supported for a simple, flat monthly fee.

Clients pay a one-time setup fee to get started, and from there, White Label IQ handles hosting, updates, security, and basic content edits each month—so clients can focus on running their business.

This service removes the burden of technical website management while giving clients predictable costs and peace of mind.



### IDEAL USE CASE / WHO NEEDS THIS:

SiteEase is ideal or:

- Small businesses, solo entrepreneurs, or startups that need a solid digital presence without large upfront costs.
- Local businesses that prefer a predictable, affordable monthly payment over managing multiple vendors.
- Clients without internal technical, marketing, or IT resources.
- Clients who express a desire for a simple, “done-for-you” website solution.

### COMMON CLIENT STATEMENTS THAT INDICATE A GOOD FIT:

- “I need a website but don’t want a big project.”
- “I don’t have anyone to maintain my website.”
- “I just want someone to take care of it.”

## WHAT'S INCLUDED:

FEATURE	DESCRIPTION
Professional Website	Upto 10 well-designed pages built using our curated theme templates.
Managed Hosting	Fast, secure, and reliable—handled entirely by our team.
2 Hours of Monthly Updates	Clients can request edits, content changes, or new pages monthly. Extra work billed at \$45/hr.
Maintenance & Security	Regular updates and performance optimization included.
SEO-Friendly Setup	Basic on-page SEO is included during initial build.
Contact Forms	Fully integrated to support lead generation or inquiries.
One-Time Setup Fee	\$499 to cover theme setup, configuration, and launch.
Flat Monthly Rate	\$129/month—covers hosting, maintenance, and support.
Minimum Commitment	2-year term, ensuring stability and continuity.

## WHAT'S NOT INCLUDED (UNLESS DISCUSSED/SPECIFIED):

- Custom design or full site redesign beyond theme choices.
- Custom functionality (eCommerce, APIs, CRM integrations, etc.).
- Advanced SEO or ongoing SEO campaigns.
- Multilingual site setup.
- Content writing or sourcing images — client must supply materials.
- Complex content migration from old sites (quoted separately if needed).
- Third-party apps or platform integrations (outside of standard forms).

## WHAT WE NEED FROM THE CLIENT:

Before starting setup, we need:

- Selection of a theme from 3–5 curated options.
- Any brand guidelines for colors and fonts (if available).
- Final website content (text for each page, images, logos).
- Contact form details (recipient email address, fields needed).

## OUR PROCESS

### Introduce the Concept:

Talk about their digital needs and interest in a simple, done-for-you solution.

### Theme Selection:

Client picks from 3–5 curated design templates.

### Content Submission:

We guide them through what to provide.

### Launch:

Two rounds of revision included.  
The subscription begins once the site goes live.

### Ongoing Support:

They enjoy a well-maintained site with monthly update time and support built in.

## AFTER SIGN-UP – AM TO-DOS:

- Have a kickoff meeting and Send SiteEase onboarding email with:
  - Theme selection link
  - Content submission checklist
  - Form fields request
- Set up and update the project in Orbit using kickoff and onboarding details.
- Share all key information with the India team for seamless execution and tracking.
- Track client's revision rounds and manage revision deadlines.
- Ensure the client understands that the monthly subscription begins upon launch.
- Confirm ongoing update requests (within 2 hours/month) are routed properly.

## LIMITATIONS & ASSUMPTIONS:

- \$499 setup fee is mandatory upfront.
- 2-year contract minimum — early termination fees apply.
- Website design limited to selected theme structure (no full custom designs).
- Two rounds of revisions included before launch.
- Content must be provided by the client (copy, images, logos).
- No eCommerce, advanced features, or third-party software integrations.
- SEO setup is limited to basic on-page SEO during initial build.
- Hosting is included; domain and email services are not included.
- Post-launch, 2 hours of support time/month are included; additional hours billed at \$45/hr.