Cryptocurrency & Blockchain Education

### Process Overview:

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| **Build Understanding** | |
| E:\Blog images\seo logo.png | Cryptocurrency is quickly emerging as a complex asset class. Understanding the 'big picture' of decentralized finance (DeFi) is the first step to understanding the market. |
| **Develop a Strategy** | |
| E:\Blog images\social-logo.png | Our web development process starts with gathering your requirements and producing detailed documentation, and then we execute the project both efficiently and transparently. This ‘Project Plan’ ensures we conduct the right amount of planning, research, strategy and testing prior to a web development project being released. With an entire team of dedicated in-house developers, you can be sure that your project is in the right hands; we use web standards and are in sync with all of the latest technologies. |
| **Store Securely** | |
| **C:\Users\Talia\Pictures\efelle\efelle icons\hosting.png** | The world’s most COMPLETE \*AND\* easy to use Website Content Management System! FusionCMS puts YOU in control, eliminating the time and expense of hiring a professional to handle your updates! Our system gives you the power to update any page of your site from any computer in the world, as easily as using Microsoft Word -no programming required! Update content, photos, service listings, product offerings, and more, all in real time. |
| **Analyze Performance** | |
| **C:\Users\Talia\Pictures\efelle\efelle icons\analytics.png** | When optimized correctly, your website will promote your company in the long-term, to the world. Nothing else offers the flexibility to display such large amounts of information & buying opportunities, available anytime to anyone. Our websites are designed and developed with SEO in mind, created to get you found in search engines when customers are looking for what your business has to offer. Proper SEO allows you to effectively advertise 24 hours a day, 7 days per week, 365 days a year to people looking for you! |
| **Lifetime Support & Quarterly Newsletter** | |
|  | Enjoy secure website hosting and quality, comprehensive customer support as an efelle creative client. Hosting services include website and FusionCMS licensing, an SSL certificate and premium IP address for premium security, and real-time website statistics integration. Support services include 24/7 technical support (through online support tickets, and telephone and email support), as well as a website maintenance package (including free system updates) and server management. |
| **Copywriting: choosing your words carefully** | |
| **C:\Users\Talia\Pictures\efelle\efelle icons\copywriting.png** | Put your best foot forward on your site by utilizing efelle creative’s copywriting services. Our educated, experienced, and dedicated copywriters can build or improve upon any verbiage on your site – from staff profiles to blog posts to About Us or home page content. Using keyword-rich copywriting, industry and market analyses, and target market research, our copywriters can say just the right things to get your website noticed, while keeping search engine optimization in mind at all times.   One of the benefits of utilizing a professional copywriter is creating a website with all content from a single ‘brand voice’, which builds consistency and drives your revenue goals. |
| **Social Media Integration: connect with clients through branded social channels** | |
| E:\Blog images\social-logo.png | Put your best foot forward on your site by utilizing efelle creative’s copywriting services. Our educated, experienced, and dedicated copywriters can build or improve upon any verbiage on your site – from staff profiles to blog posts to About Us or home page content. Using keyword-rich copywriting, industry and market analyses, and target market research, our copywriters can say just the right things to get your website noticed, while keeping search engine optimization in mind at all times.  We typically combine our social media services with our copywriting services to create monthly content marketing programs specific to our clients’ needs. |
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| **Mobile Specific Websites: create a mobile app for streamlined marketing** | |
|  | With an estimated 85% of website traffic expected to come from mobile devices by the end of next year the time to optimize your site for mobile is NOW! Usually websites appear to be all jumbled up or are very difficult to navigate when accessed via a mobile phone or a smart phone –OR you have a responsive site that scroll endlessly, frustrating potential customers who want to find what they’re looking for, quickly.   We can fix that using a ‘mobile specific’ approach, which uses your same content management system to populate a mobile website designed and developed to act like an app, without the crazy price tag! This approach makes it easy for your customers to reach you via a Mobile device with an optimized experience and no inconvenient downloads required! Even better, your mobile site is linked to your desktop content, so a single edit keeps both your mobile and desktop sites up-to-date. |

### PROJECT TYPES:

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| **eService: online service & service category management module** | |
|  | Our eService platform is built to improve the marketing and simplify the management of your company’s service listings and service providers. It utilizes built-in search engine optimization (with groups, service names, and service keywords) to increase the visibility of your service offerings throughout the Web. This helps people find your business and services easily through Google, etc. The included Staff Module also helps showcase your service professionals and improve your SEO. Our system is also unique in that is designed to be customized to each individual client’s needs and processes. |

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| **eCatalog: online catalog package to display your products to the WORLD** | |
|  | Our online eCatalog package offers a comprehensive, customized, easy-to-use system for managing and advertising available products through your website. Products shown through our system are optimized for search engines by group, product name and product keywords, all stored independently. This helps people find your products easily through Google, etc. using organic search engine optimization. Even better, the eCatalog system is built to grow *with* your business and can be easily converted to a full ecommerce system once requested by the client. |

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| **eCommerce: complete, professional website commerce system** | |
|  | Our top-of-the-line eCommerce approach is designed to streamline and simply all your internet store needs. This robust platform has been created from scratch and is built with an emphasis on search engine optimization. Products sold through our system are optimized by group, product name and product keywords, all stored independently. This helps people find your products easily through Google, etc.   Our system is also unique in that is designed to be customized to each individual client’s needs and processes and includes an advanced CRM that ties customer records and purchase history to the entire system. CommerceFusion allows you to track sales, update inventory, update products, and market your product offerings online with just a few clicks. The intuitive platform takes a consultative sales approach and utilizes suggestive selling by offering “similar items” as well as upselling to increase sales per order, based on the history of your shopping database. The eCommerce platform can also be integrated with Quickbooks, to further simplify the back-end processes. |

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| **ChamberFusion Module: easy management of chamber members & events** | |
|  | Our ChamberFusion package gives the power to the chamber in managing members’ account, updates and standings. It also manages events, BLOGs and Social Media AND allows Chambers to sell ‘featured’ listings and advertising space, increasing revenue and exposure to the group at large! All of these features are managed from a single dashboard and require no special training. Provide full microsites for each of your chamber members, and simplify your admin staff’s work by putting membership pages maintenance in the hands of your members! |

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| **MemberFusion Module: easy management for member-based organizations** | |
|  | The same platform as our ChamberFusion package but marketed toward other membership organizations. Trade associations, marketing groups, etc –any company or organization that highlights member profiles and/or events, galleries, etc. can benefit from using this platform. |

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| **LawfirmFusion System: website & online marketing engine for law firms** | |
|  | The LawFirm Fusion system is comprised of several modules relevant to the legal industry. It shares multiple system databases while automatically making them work together to improve efficiency & enhance your online marketing experience AND search optimization with ease. This system also offers integrated statistics in each panel so you can see which sections of your site are getting traffic and clicks, as well as a live ‘activity log’ not found anywhere else, combining several modules into a fine-tuned marketing machine!   LawFirmFusion is very unique in that it offers marketing opportunities to highlight services and practice areas, staff, blogs/articles and specific office locations –while ALSO saving time with automated staff profiles and service listing PDF generation, which creates custom flyers for staff & services. No other system offers this. |

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| **ManagePro Module: online property management & listing module** | |
|  | Our property management package is very different from anything else on the market in that it has been created from scratch with an emphasis on both SEO and ease-of-use, for both our client and their potential residents.   Properties shown through our system are optimized for search engines by area, name and keywords, all stored independently. This helps people find your properties easily through Google and other search engines. The system will allow you to store multiple buildings with multiple units and floor plans as well as photo galleries, building and unit information, integrated maps, listing agent includes (on all pages) and separate pricing tables…   You can also update availability with a simple click, which is immediately reflected on your website. Our system is also unique in that it is designed to be customized to each individual client’s needs and processes! |
| **BuilderFusion Module: online home builder management module** | |
|  | Our homebuilder management package is very different from anything else on the market in that it has been created from scratch with an emphasis on both Search Engine Optimization and ease-of-use, for both our client and their potential residents. Communities shown through our system are optimized for search engines by area, name and keywords, all stored independently. This approach helps people find your properties easily through Google and other search engines.   The system will allow you to store multiple buildings with multiple units and floor plans as well as photo galleries, building and unit information, integrated maps, listing agent includes (on all pages) and separate pricing tables… You can also update availability with a simple click, which is immediately reflected on your website. Our system is also unique in that is designed to be customized to each client’s needs and processes! |

### FusionCMS MODULES

Core FusionCMS Modules, included with all projects:

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| **Page Editor: easily create and manage your website page content** | |
| **C:\Users\Talia\Pictures\efelle\efelle icons\page-admin.png** | Manage (and add) your website pages with ease… Don’t let your current web design limit the growth of your business; categorize pages, create new ones, and edit as necessary! Identify subpages, edit page titles as needed, and update every bit of page content on every page of your site as often as you need to – including links, headings, photos, tables, and verbiage. |

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| **Menu Builder: control your site’s navigation** | |
| C:\Users\Talia\Pictures\efelle\efelle icons\menu-builder.png | Manage your website menus with just a few keystrokes and clicks. Don’t let your current layout limit the growth of your business; organize menus, create new ones, and reorganize menus throughout your site as necessary. Your menus can send site visitors to service listings, portfolio pages, spotlights, About Us pages, and more, Offer menu captions, create new links, upload corresponding images, and more! |

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| **Spotlight Module: change site calls to action quickly, generate more leads** | |
| E:\Blog images\spotlight logo.png | Calls-to-action are one of the most important elements of lead generation. Increase client engagement and encourage action with strategically-designed, prominently-placed, eye-catching calls-to-action on your website. The Spotlight Module allows you to store a virtually unlimited number of call-to-action buttons or images that you can place statically or in a rotating format on your website. |

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| **Form Builder module: create and manage custom forms with ease** | |
| E:\Blog images\form-buildert-icon.png | Design and generate a custom form in minutes! The Form Builder Module allows for a virtually unlimited number of questions and/or items for gathering client information, contact requests, newsletter or offer signups, surveys and more. Easily review stored responses or export them as reports in the CMS, and select default email recipients of completed forms. Duplicate previous forms to save formatting in just one click! |
| **Analytics: know your numbers & understand your site traffic** | |
| **C:\Users\Talia\Pictures\efelle\efelle icons\analytics.png** | Ever heard the saying, “it’s not meaningful until it’s measured”? With our built-in website analytics, you’ll be able to understand your site traffic, where they’re coming from (and how they found you), where they spend time on your site, and more. Our FusionCMS system automatically integrates real-time Google Analytics into your content management system so you can track your site visits with ease AND use this information to your advantage! |

Optional FusionCMS Modules:

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| **MailFusion: newsletter and email marketing for increased business** | |
|  | As most business owners know, it is 10 times more expensive to get a new customer as it is to keep an existing customer… So why not increase sales from your existing client base while earning additional customers? Our newsletter/email marketing module is designed for JUST THAT: it will report on your database of customers based on several variables and then manage an email campaign to bring these customers BACK. It will also allow online sign-ups to your newsletter that can include special offers or notices of events - both designed to bring new customers and referrals to your store! |

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| **Blog Module: for easy website updates, client interaction and enhanced SEO** | | | |
|  | Easily connect with your customers and partners while keeping your website content fresh! The business blog module is fantastic for both keeping your readers involved in your business AND improving your search engine optimization (SEO).  This module allows you to update your website frequently with content on any topic you desire. You can also enable or disable user comments which are great for sparking interaction with your clients. Furthermore, you can integrate social media into your blog to share posts across your social channels, such as Facebook & Twitter, with the click of a button! | | |
| **Staff Module: show your clients who you are and why they want to work with you** | | | | |
|  | | The staff module allows you to add, edit and remove staff to your website as needed. You can add a photo, contact information such as phone numbers or social media links, as well as background information on each staff member. When combined with an eService or eCatalog site, you can also link staff to those specific sections of your site for enhanced search engine optimization as well as usability.  Furthermore, if you have installed the locations module you can also link staff to specific or multiple locations with a single click, showing the staff that work at your different locations. | | |
| **Location Module: for enhanced exposure and geographically targeted SEO** | | |
|  | Let your site visitors find your locations easily, while getting them indexed in search engines! The location module allows you to list people or locations categorically on your website, and include them in search functionality. You have access to add, edit and remove any listing at any time through your interface, including contact information, photos and social media listings. You also have the ability to assign staff to specific locations. This module is great for search engine optimization as well as for giving your clients an idea of who they are interacting with at each location! | |

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| **Testimonial Module: for building trust and credibility** | |
|  | The testimonial module will showcase your happy customers to build credibility and assist with new sales. Using our simple interface, manage your testimonials with name, location, photo, and 'quote', as well as a full testimonial or case study. These can be programmed to display on any page of your website and will also have their own section of your site where people can click for additional information. Testimonials are a very affordable way to increase trust with new customers, and they have been proven to do just that! |

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| **Online Event & Schedule Module: let your clients know where and how to find you** | |
|  | Easily set up, maintain and manage events to show on your website; add event and location information and set the number of possible attendees and people can to register right from your website and then receive automated event reminders! You can also print out of list of attendees (to use as an attendance sheet) as well as attendee stickers (on standard Avery name tag labels). |

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| **Photo Gallery Module: add high-quality visual appeal to your site** | |
| **E:\Blog images\photo gallery logo.png** | Build professional image galleries quickly and easily within the CMS. Enjoy the efficiency of drag-and-drop functionality as well as bulk uploading capabilities within the Photo Gallery module. Edit your galleries and populate captions with a few simple steps. Highlight the most visually-appealing aspects of your business or grab your clients’ attention with high- quality imagery in user-friendly lightbox windows. |
| **Portfolio Module: highlight accomplishments & emphasize experience** | |
| **E:\Blog images\portfolio logo.png** | Impress current and potential clients with your portfolio of completed projects and past work. Highlight your accomplishments, emphasize your experience, and demonstrate your skills through simple summaries or complex case studies. Use the Portfolio Module to build your credibility in your industry, feature past clients, and gain your clients’ trust in an easy-to-maintain format. |

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| **Advertising Module: increase site revenue through dedicated advertising** | |
| E:\Blog images\advertise-icon.png | Generate additional revenue for your business through dedicated advertising on your website! Allot one or many advertising spaces of different sizes to sponsors, affiliates, partners, and more. Display static ads or enable ad rotation (so each of your advertisements gets face-time when the page is refreshed). Easily update, remove, or pause your displayed advertising with the click of a button! |

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| **Website Video: differentiate yourself with tailored & personal videos** | |
| E:\Blog images\video logo.png | Use website interactivity to enhance your online business sales strategy. As an advertising and promotion tool, online video is exploding in popularity. Putting video on your website or blog is a great, low-cost way to maximize new technologies and differentiate yourself from the competition. Record a personal introduction or welcome message for your visitors, publicize or highlight a special product offer or company promotion, share news, create product demos or training videos, videotape customer testimonials, and more! |