**Roadmap to Building a Professional Website for Genius Digital Solutions**

This **step-by-step plan** will guide you through creating a **modern, professional, and highly functional** website for your digital marketing agency.

**📌 Phase 1: Planning & Preparation**

**✅ Step 1: Define Website Goals & Structure (Day 1-2)**

🔹 Purpose: Clearly define the website’s objectives (e.g., attract clients, showcase expertise, collect leads).  
🔹 Pages to Include:

* **Home** (Overview & Key Services)
* **About Us** (Company Mission & Team)
* **Services** (Detailed Breakdown)
* **Portfolio** (Case Studies, Client Work)
* **Blog** (Industry Insights & SEO Content)
* **Contact** (Form, Social Media Links, Business Email)

🔹 **Action Item:** Create a sitemap and wireframe (use Figma or a simple sketch).

**📌 Phase 2: Branding & Design**

**✅ Step 2: Design a High-Quality Logo (Day 3-4)**

🔹 Ensure the **logo** is modern, scalable, and represents Genius Digital Solutions professionally.  
🔹 Use tools like **Canva, Adobe Illustrator, or hire a designer on Fiverr/Upwork.**  
🔹 Ensure it’s available in different formats (**PNG, SVG, AI**) for easy integration.

🔹 **Action Item:** Upload the logo in different sizes and formats for website use.

**✅ Step 3: Choose a Website Design & Color Scheme (Day 5-6)**

🔹 **Choose a professional theme** that’s modern and visually appealing. Recommended platforms:

* **WordPress + Elementor Pro** (for flexibility & professional design).
* **Webflow** (for high-end, sleek designs).
* **Framer** (for ultra-modern, animated sites).

🔹 **Color Palette & Fonts:**

* Pick **3 primary colors** (e.g., navy blue, white, gold).
* Use **professional fonts** like Montserrat or Open Sans.

🔹 **Action Item:** Finalize a template or start custom designing in Elementor/Webflow.

**📌 Phase 3: Website Development**

**✅ Step 4: Set Up Hosting & Install CMS (Day 7-8)**

🔹 Since you already bought a domain, **set up hosting** with:

* SiteGround (Recommended for speed & security)
* Bluehost (Beginner-friendly)
* Hostinger (Affordable & reliable)

🔹 Install **WordPress/Webflow** and set up SSL for security.

🔹 **Action Item:** Connect domain to hosting and install the CMS.

**✅ Step 5: Develop Core Pages & Content (Day 9-14)**

🔹 **Home Page**:

* Strong **hero section** with tagline (e.g., *"Elevate Your Brand with Genius Digital Solutions"*)
* Brief intro to services.
* Call-to-action (CTA) **"Get a Free Consultation"** button.

🔹 **About Us Page**:

* Story behind Genius Digital Solutions.
* Mission & values.
* Team introduction (optional).

🔹 **Services Page**:

* **Breakdown of Services** (Social Media Marketing, SEO, Web Development, etc.).
* Client success indicators (e.g., "100+ campaigns managed").

🔹 **Portfolio Page**:

* Case studies or mock projects.
* Client testimonials (or placeholders for future).

🔹 **Blog Page**:

* Write 3 initial blog posts about marketing trends & tips for SEO boost.

🔹 **Contact Page**:

* Inquiry form + contact details.
* Social media links to Twitter, LinkedIn, Facebook, and Instagram.
* Google Maps integration (optional).

🔹 **Action Item:** Write and refine content for each page.

**📌 Phase 4: Advanced Features & SEO**

**✅ Step 6: Optimize for SEO & Performance (Day 15-17)**

🔹 **SEO Optimization:**

* Install **Rank Math SEO or Yoast SEO** plugin.
* Optimize pages with **target keywords** like *"Best Digital Marketing Agency."*
* Add **meta descriptions & alt texts** for images.

🔹 **Website Speed & Security:**

* Use **LiteSpeed Cache** or **WP Rocket** for fast loading.
* Install **Cloudflare** for security & better uptime.

🔹 **Action Item:** Run speed test on **GTmetrix** and make improvements.

**✅ Step 7: Integrate Social Media & Analytics (Day 18-19)**

🔹 **Social Media Links:**

* Add clickable **Facebook, LinkedIn, Instagram, Twitter** icons on header/footer.
* Embed Instagram feed (optional).

🔹 **Tracking & Analytics:**

* Set up **Google Analytics** to track visitors.
* Install **Facebook Pixel** for retargeting ads.

🔹 **Action Item:** Test all integrations and ensure tracking works.

**📌 Phase 5: Launch & Marketing**

**✅ Step 8: Pre-Launch Testing & Adjustments (Day 20-22)**

🔹 Check for **mobile responsiveness** on different screen sizes.  
🔹 Ensure all **buttons, links, and forms** work correctly.  
🔹 Get feedback from **2-3 people** before launching.

🔹 **Action Item:** Fix any issues and finalize for launch.

**✅ Step 9: Official Website Launch! (Day 23-24)**

🔹 Announce the launch on **LinkedIn, Twitter, Facebook, Instagram.**  
🔹 Run a **small ad campaign** targeting businesses needing digital marketing.  
🔹 Offer a **launch promo** (e.g., "Get a free consultation for the first 10 sign-ups").

🔹 **Action Item:** Promote the website on social media & email outreach.

**✅ Step 10: Post-Launch Growth & Lead Generation (Ongoing)**

🔹 Regularly update the **blog** for SEO rankings.  
🔹 Share case studies & client results to build credibility.  
🔹 Use **email marketing** (Mailchimp or ConvertKit) to nurture leads.  
🔹 Run **Google Ads & LinkedIn Ads** to drive traffic.

🔹 **Action Item:** Track website performance and optimize based on insights.