

# Proweaver Knowledge Base

## 1. Company Overview

**Proweaver, Inc.** is a digital services provider specializing in: - Custom web design - Search Engine Optimization (SEO) - Social media management - Digital marketing - Related business support services

The company has operated for over two decades, serving thousands of clients across multiple industries with tailored online presence solutions.

### Mission

Deliver fast, dependable, and world-class custom web design and digital marketing that helps businesses grow and succeed online.

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## 2. Core Service Categories

### A. Custom Website Design & Development

Custom, conversion-focused websites designed to reflect each client's brand identity.

**Key Features & Approach:** - Responsive design for all devices - SEO-ready architecture built on best practices - Conversion-focused layouts to drive leads and sales - Custom functionality (contact forms, sliders, galleries, e-commerce, etc.)

**Standard Workflow:** 1. Scope definition 2. Mock-up design 3. Coding and development 4. Content integration 5. Testing 6. Launch 7. Maintenance planning

**Deliverables (Package-Dependent):** - Free mock-up layouts - SEO foundations - Responsive layouts - Content writing - Free logo design - Unlimited revisions (select plans)

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### B. E-Commerce Website Design

E-commerce solutions designed to help businesses sell products online effectively.

**Capabilities:** - Fully customizable online stores - Strategy-first design approach - User-friendly checkout processes - Cross-device compatibility - Integration with platforms such as Shopify

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### C. Search Engine Optimization (SEO)

Comprehensive SEO services beyond basic optimization.

**SEO Components:** - Technical website audits - Keyword research and selection - On-page optimization (content, metadata, internal linking) - Content creation and posting - Off-page optimization (link building, social signals) - Monthly performance reporting

**Expected Outcomes:** - Increased organic search visibility - More qualified traffic - Improved search engine rankings

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## D. Social Media Management (SMM)

Social media services designed to boost engagement and brand presence.

**Supported Platforms:** - Facebook - Instagram - Pinterest - LinkedIn - YouTube

**Core Workflow:** 1. Social media account setup or refinement 2. Content planning and research 3. Content posting and scheduling 4. Ongoing analytics and research 5. Monthly performance reporting

**Goals:** - Higher engagement - Improved brand visibility - Better customer interaction

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## E. Virtual Assistant & AI-Powered Services

**AI-Driven Services:** - AI Brand Voice Kits - AI Podcast Production Tools - AI Voice Assistants for customer support - AI-assisted content and design solutions

**Additional Support Services:** - Email hosting and domain management - Bookkeeping support - Reseller kits - Webinar launch kits

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## F. Hosting, Maintenance & Technical Support

Ongoing technical support services provided after launch.

**Services Include:** - SSL certificate registration and security - Web hosting and performance monitoring - Website maintenance and updates - Daily support via phone, email, and live chat - Post-launch performance checks and improvements

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## 3. Industry Focus

Proweaver serves a wide range of industries, including: - Healthcare providers - E-commerce businesses - Pharmacy and medical services - Insurance agencies - Professional service firms - Accounting and tax services - Legal service providers

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## 4. Project Workflow & Lifecycle

A typical project follows this progression: 1. Initial consultation 2. Strategy development 3. Design mockups 4. Development and coding 5. Content integration 6. Testing and optimization 7. Launch and ongoing support

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## 5. Pricing Tiers & Packages (Examples)

*Actual pricing may vary based on consultation.*

**Common Packages:** - **Basic Website Package (~\$800):** Core design and basic SEO - **Premium Web Solutions (~\$1,200-\$2,500):** Custom design, hosting, and graphic design - **Ultimate Plan (~\$5,000):** Extended features, multi-year hosting, premium plugins - **Enterprise (~\$8,500+):** Tailored solutions for complex requirements

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## 6. Client Results & Testimonials

Client feedback commonly highlights: - Professionalism and responsiveness - Improved site navigation and user experience - Increased engagement and online visibility

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## 7. Contact Information

- **Phone Support:** U.S. numbers available via consultation
  - **Email:** Multiple sales and support addresses
  - **Project Inquiry Form:** Available for submitting detailed requirements
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## 8. Example Chatbot Response Templates

### Q: What services does Proweaver provide?

A: Proweaver offers custom website design, e-commerce solutions, SEO, social media management, AI tools, hosting and maintenance, and business support services.

### Q: How does Proweaver's SEO service work?

A: The SEO process includes a technical audit, keyword research, on-page and off-page optimization, content creation, and monthly performance reporting.

### Q: Who can benefit from Proweaver's services?

A: Small to medium businesses, healthcare providers, online retailers, and professional service firms looking to improve their online presence.