Building Your Website with Lynton

lynton

Agenda

About Lynton 3

How We Help Our Clients 4

Website Services 7

Our Process 10

How We're Different 23

Success Stories 28

About Lynton

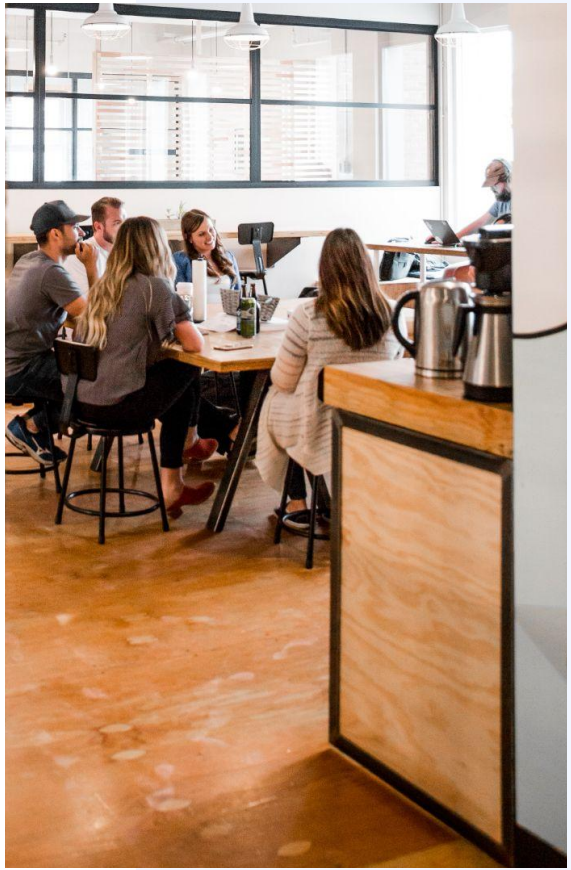
Lynton was founded in 1999 and became one of the first HubSpot agency partners in 2009. Today, we are an Elite HubSpot partner. Our experienced team provides various services, including website design and development, inbound marketing, HubSpot onboarding and training, custom CRM integrations, and packaged integrations through SyncSmart.

syncsmart.io

How We Help Our Clients

How We Help Our Clients

- Integrating HubSpot with CRM/ERP/and other platforms to help sales, service, and marketing teams close more business
- Generating more qualified leads for marketing and sales teams through inbound strategies and website optimization
- Maximizing HubSpot investment through onboarding, implementation, and training support



Who We've Worked With

Our Website Services

We believe websites should be a CRM-powered tool for prospects and your sales team. We use a data-driven approach to building your website strategy.

HubSpot Web Design & Development

- Wireframes
- Site-mapping
- Keyword and SEO strategy
- Responsive design
- Custom themes or pre-built HubSpot templates
- Development on CMS Hub or WordPress CMS
- HubSpot CMS memberships
- Custom Javascript
- HubDB capabilities
- API development
- Web-based integrations
- Geolocation capabilities
- Smart content and site personalization
- Payment workflows (HubSpot and DepositFix specifically)
- WordPress design and development

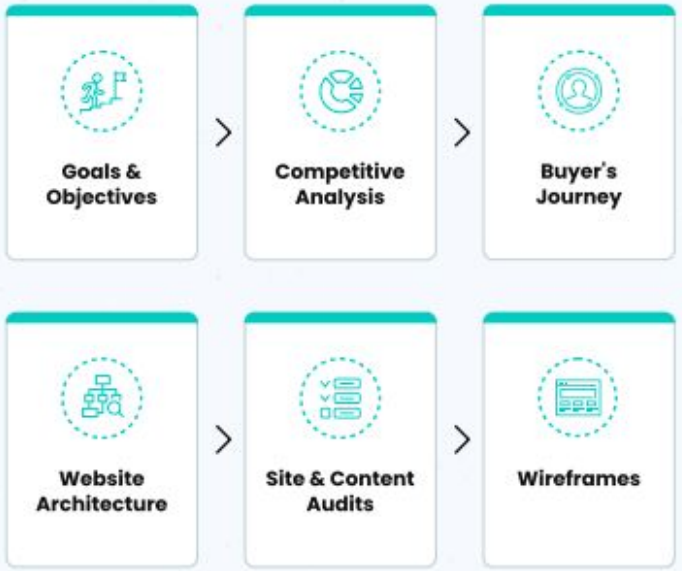
Timeline

Web Lifecycle Process

Our Process

We begin with discovery to ensure we take the time to get to know you as a client. That way, we can give your visitors more than just a place to land and give your teams a site that supports your sales and marketing processes.

Our Strategy & Discovery Process (8 Weeks)



Competitor Analysis

We want you to have a competitive edge over others. Our competitive analysis will inform your strengths and weaknesses in different areas, helping us determine how to enhance your website and business strategy.

PLM Competitor Analysis At a Glance

Domain Info	Competitor Product name	Your Company	Competitor One	Competitor Two	Competitor Three	Competitor Four
	Domain/ Subdomain	www.your-company.com	www.competitor-one.com	www.competitor-two.com	www.competitor-three.com	www.competitor-four.com
	Industries Served	3	31	12	25	3
Organic (SEO)	Domain Authority	34	91	90	68	28
	Linking Root Domains	510	112.6K	128K	19.4K	465
	Organic Keywords	889	233.2K	96.6K	34.5K	1.1k
	Organic Search Traffic Monthly	2.4K	1.3M	343.4K	337.1K	9.4K
Advertising (Google)	Monthly Traffic	743	40.4K	39K	170	NA
	Keywords (Ads)	33	512	1.7K	684	NA
	Monthly Traffic Cost (Estimated)	$60	$227.5K	163.5K	5.2K	NA
Social	Facebook Followers	5.9K	1,1M	7.6K	25K	NA
	Twitter Followers	1K	30K	196.4K	19.1K	NA
	LinkedIn	14.6K	2.5M	217.3K	620K	1.9K
	Instagram Followers	NA	174K	210K	NA	NA
	Youtube Subscribers	84	80.5K	57.9K	7.87K	
	Facebook Advertising	NA	Yes	Yes	NA	NA
Content	Case Studies	Yes	No*	Yes	Yes	Yes
	Whitepapers/Ebooks	Yes	No*	Yes	Yes	Yes
	Video Library	Yes	Yes	Yes	Yes	Yes
	Podcasts	Yes	Yes	Yes	No	No
	News	Yes	Yes	Yes	Yes	Yes
	Infographics	Yes	No*	Yes	Yes	Yes
Support	Community	No*	Yes	No*	No	No
	Training Courses	No*	Yes	Yes	Yes	No
	Certification	No	Yes	No	Yes	No
	Chat	No	Yes		Yes	No

Competitor Analysis

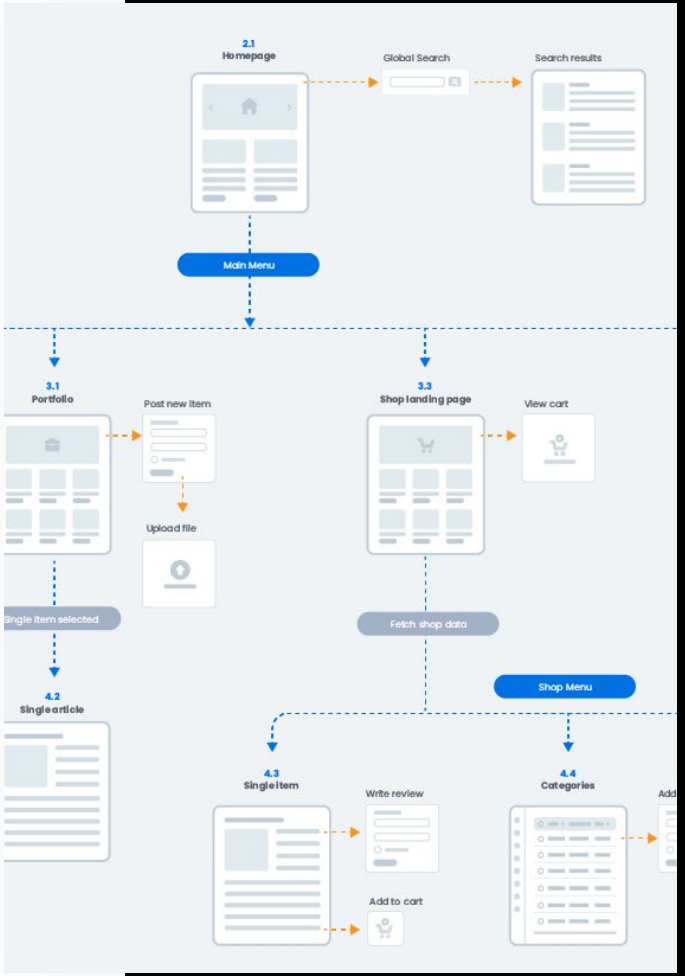
Main goals:

- Make sure you are keeping up with competition
- Look for areas of differentiation to stand out from the pack
- Gain an edge over competition through design, functionality, or messaging

- **Tagline**
- **Market Position / Differentiators**
- **Marketing Tactics Used**
- **Social Media Following**
- **Premium Content Offers**
- **Blog/Ungated Content**
- **Domain Authority**
- **Additional Observations**

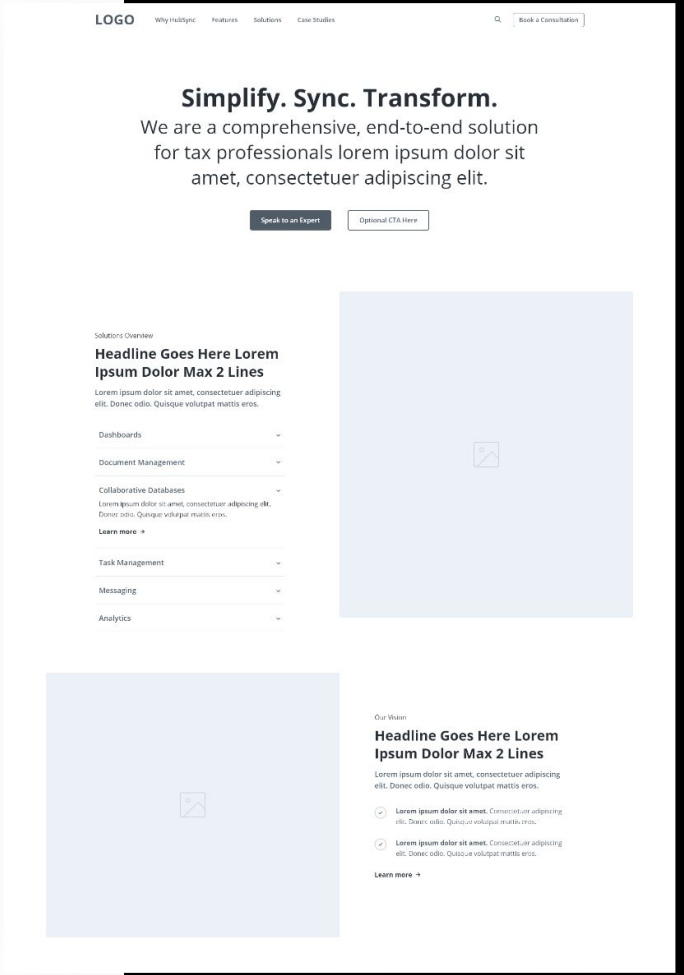
Website Architecture

Your website architecture is a high-level strategic outline of your new website. This strategy will outline your navigation structure, internal linking strategy, and be the basis for establishing ideal user flow through the new website.



Wireframes

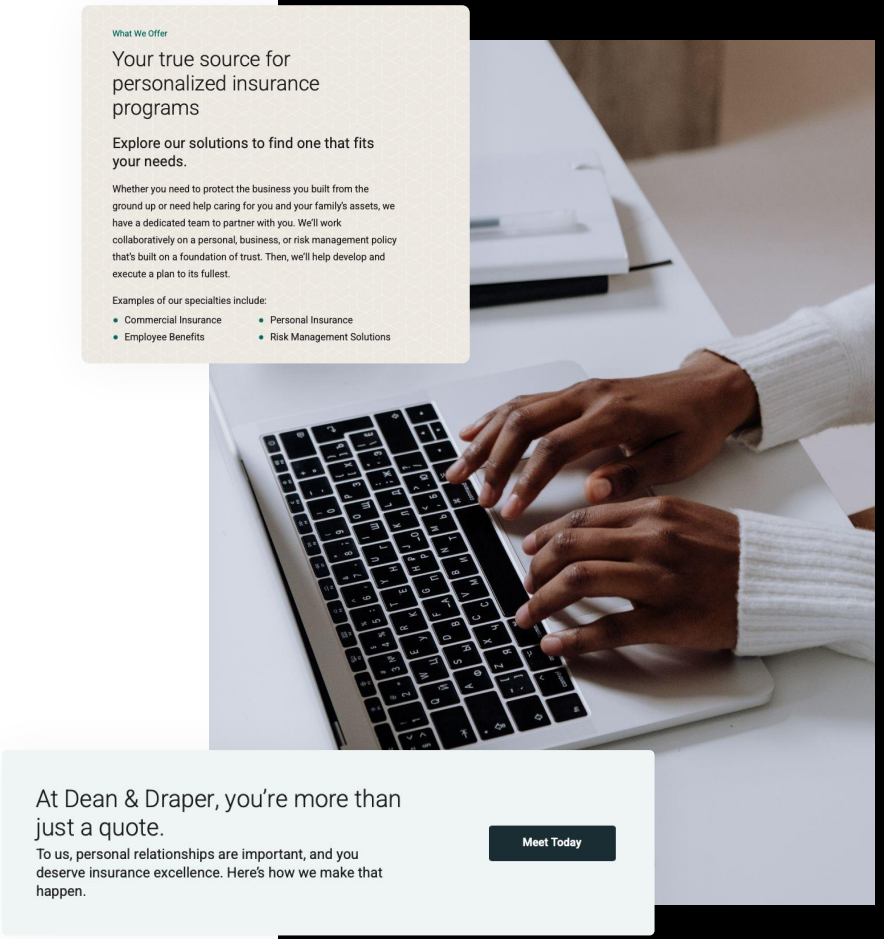
Wireframes are how our designers define and plan your webpages' structure, content, and functionality. Our team works in-lock step with yours to create a user-friendly outline of different pages that will inform your overall website strategy.



Build & Set Up (4+ Weeks)

Copy

Our team works hand-in-hand with yours through SME interviews, SEO and keyword development, writing, and editing to develop your voice and tone, creating your website's content that tells your story, educates your visitors, and delights your customers.



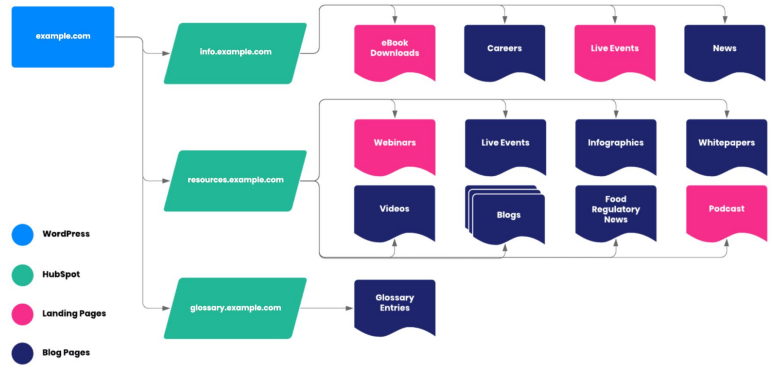
Completed Strategy

Your comprehensive website strategy is a collaborative effort tailored to your company's unique goals. **We work with your growth in mind and will deliver:**

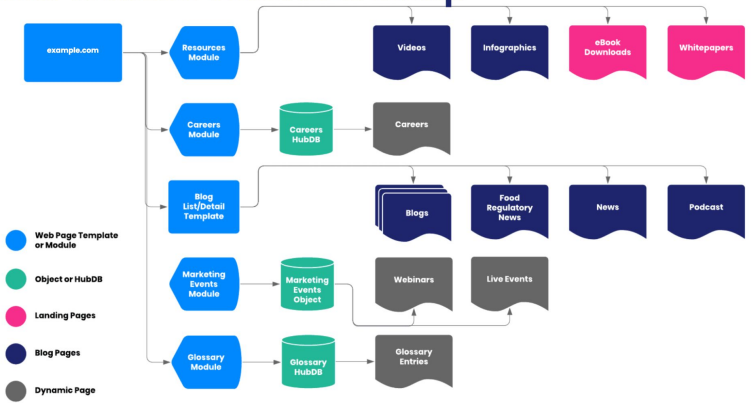
- Sitemap and web design strategies
- Personas created through extensive research of your current customers
- Your customer's ideal user journey
- Branding guidance
- Keyword research
- Complete competitor analysis
- HubSpot usage strategy
- Wireframes
- Your new site's technical setup

Completed Strategy

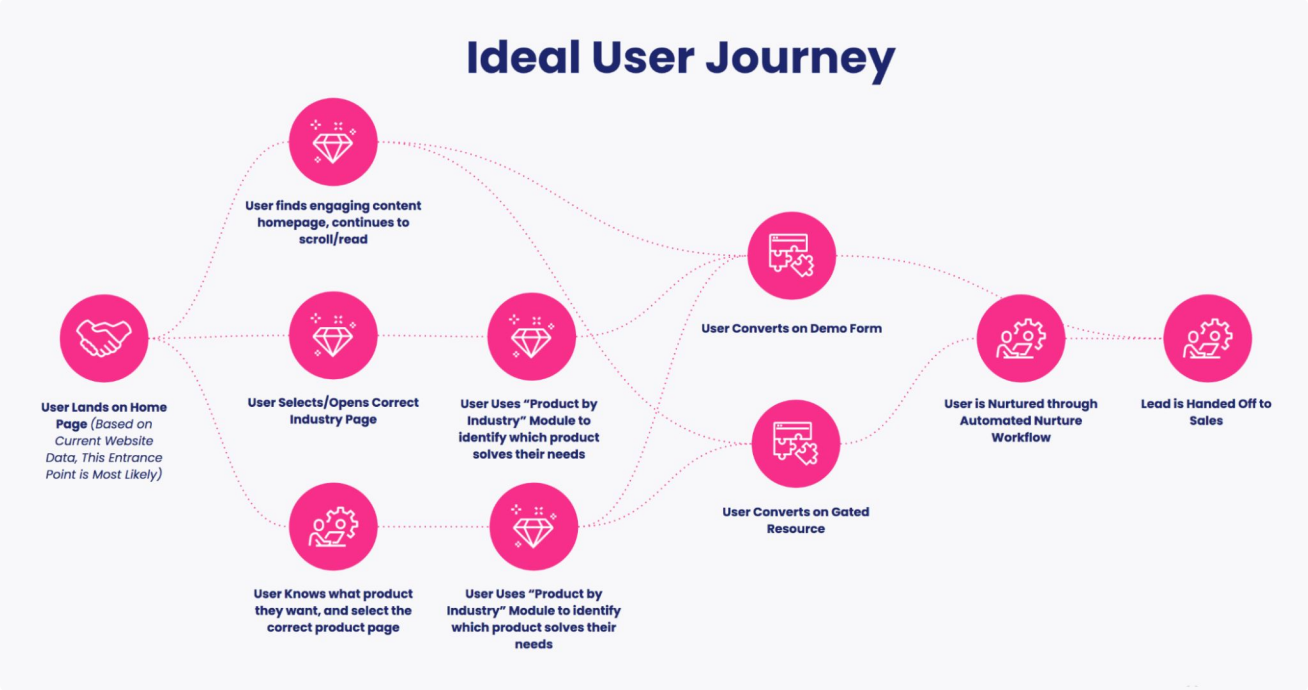
Old Website Technical Setup



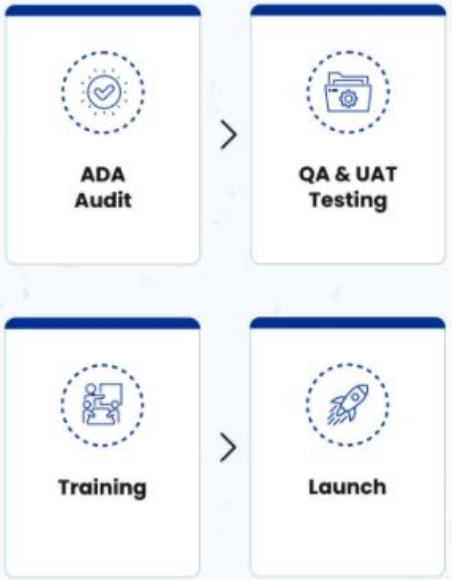
New Website Technical Setup



Completed Strategy



Test, Refine, Launch (2-4 Weeks)



Post Launch (4 Weeks)

How We’re Different

Most agencies can make a website look better, but we look deeper. By focusing on marketing strategy and performance, we build websites with more than just great design in mind. Through in-depth collaboration from the beginning, you’ll receive a CRM-powered, lead-generating website that offers responsiveness, security, marketing options, integrations, and **endless opportunities for growth**.

Expertise

Our team is comprised of certified, highly-technical strategists, designers, and developers who solve your toughest HubSpot challenges.

Over a Decade of HubSpot Partnership

ELITE HubSpot Partner

Hundreds of HubSpot Certifications

Experienced Developers and Designers

Expert knowledge in HubDB, APIs, and JavaScript

Account and Project Management Approach

Collaboration and transparency

We believe a tight collaboration with our clients yields the most effective results. We collaborate on roadmaps, estimates, work in progress, and status check-ins.

We share work in progress

This only works if you're comfortable seeing incomplete work in progress. Polished deliverables require a lot of time and costs. Wouldn't you prefer to provide input along the way rather than scrap or re-do the work after it's done?

Increased velocity, minimized waste

Cloud technology and digital marketing moves fast — really fast. We've realized major efficiency gains and a lift in client satisfaction by organizing our teams effectively, planning our work into sprints, iterating our work, and checking in frequently for feedback.

We work on a Points model

Your project budget will be managed using Points, a system that allows us to provide increased transparency and a more collaborative method of prioritizing work so that you can maximize your return on investment given the budget available for the project.

Don’t Need a Retainer or Full Project?

Take a look at our implementation packages, where our team can help with different web aspects, from theme setup, content entry, image sourcing, training, and more.

Implementation Packages

	Build	Grow	Accelerate
Theme Setup	✓	✓	✓
Global Settings	✓	✓	✓
Blog Setup	Up to 1 blog	Up to 1 blog	Up to 2 blogs
Content Entry	Up to 8 pages	Up to 15 pages	Up to 30 pages
Image Sourcing	-	Up to 15 images	Up to 30 images
Documentation	✓	✓	✓
Training	–	✓	✓
Website Launch	–	–	✓
Support	–	1 hour of support	2 hours of support
Investment	**$1,500**	**$3,000**	**$6,000**

Support Packages

	Bronze	Silver	Gold
Email Based Ticketing Access to our email ticketing system for all website related support issues	✓	✓	✓
Monthly Support Calls Scheduled 30-min calls with an AM to plan scheduled work	–	2 calls per month	4 calls per month
Monthly Support Liaison Dedicated AM scheduling work in advance & escalation of Urgent and High priority support requests	–	2 hours of monthly PM	4 hours of monthly PM
After-Hours Assistance Scheduled events such as launches (2 hours maximum)	–	–	1 event per year
Custom Development Net-new modules/templates)	-	✓	✓
Investment	**10 Points Per Month** Covers 8 simple, 2 medium, or 1 complex issues or change requests per month + access to the support portal.	**20 Points Per Month** Covers 16 points worth of simple, medium, or complex issues, change requests, or new developments per month + PM & Meetings.	**40 Points Per Month** Covers 32 points worth of simple, medium, or complex issues, change requests, or new developments per month + PM & Meetings.

Success Stories

Don’t just take it from us. Take a look at some of our client success stories.

Roku

The Client:

Roku's advertising department builds relationships with companies to sponsor content on their devices - giving companies a broad reach across a vast and engaged demographic.

The Challenge:

They didn't have a web presence to market this arm of the business before reaching out to us.

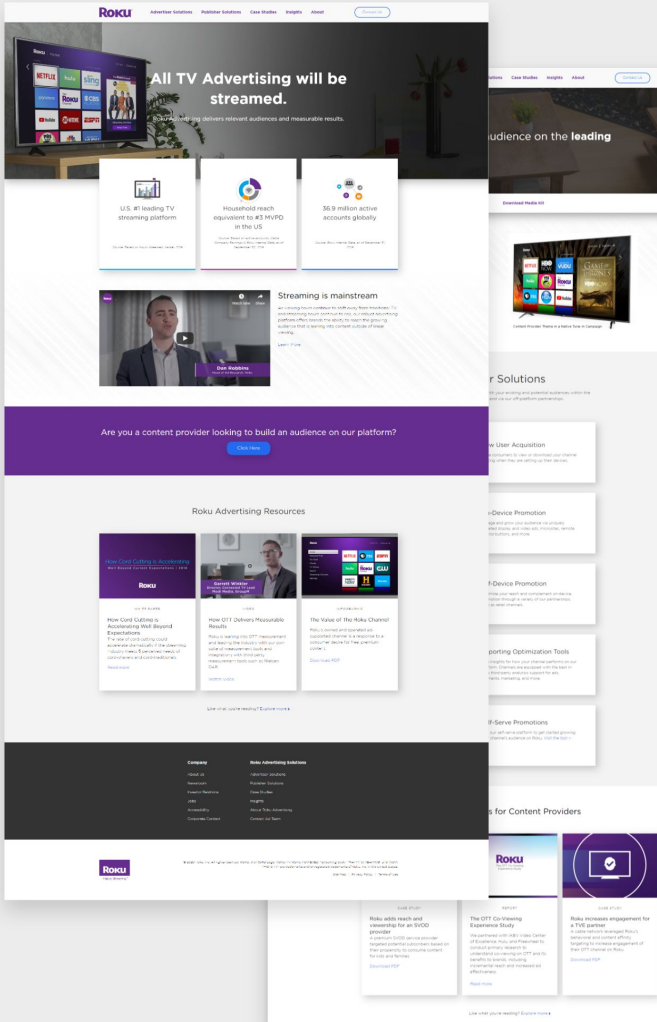
The Solution:

We created a microsite to showcase Roku advertising to address common questions advertisers had when engaging with them for placements.

The Results:

50%
Total Traffic After Launch Was Organic Search

12%
Average Conversion Rate



Habitat for Humanity®

The Client:

Habitat for Humanity East Bay/Silicon Valley (EBSV) is a regional offshoot of the national nonprofit that partners with communities to build or repair homes for those in need.

The Challenge:

They came to us seeking help creating an updated look and better user experience.

The Solution:

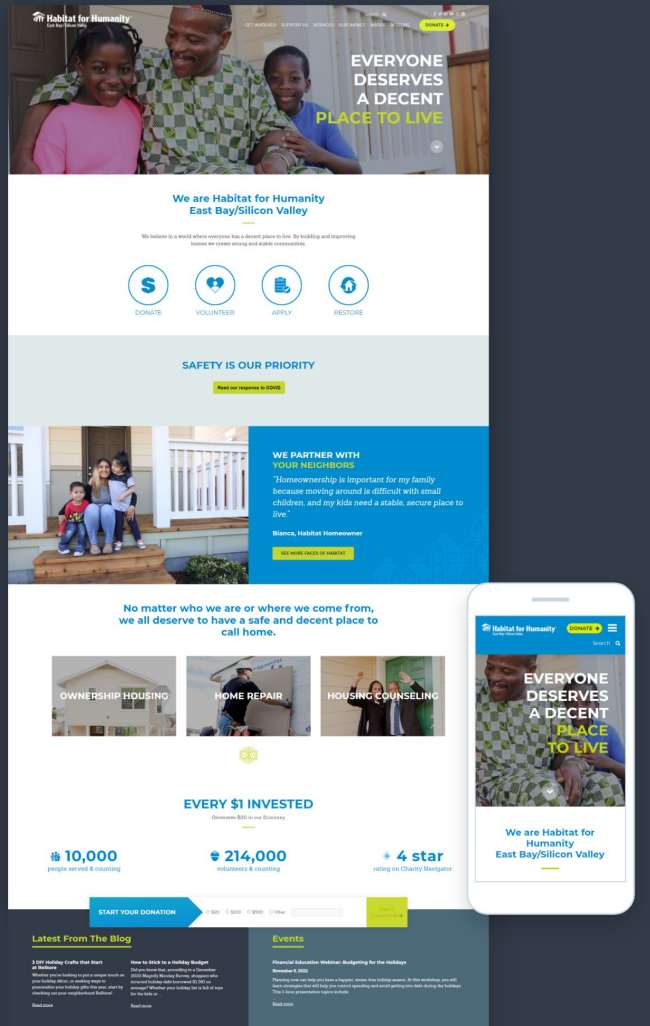
After collaborating, we created a modern, responsive website based on the inbound marketing methodology that was awe-inspiring in look, messaging, and function.

The Results:

27%
Increase in Organic Traffic

12%
Increase in Overall Active Users

4%
Increase in Sessions

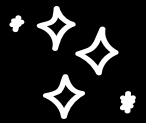


They make an effort to understand “how” and “why” we do business to design solutions for our needs that meet or exceed our expectations.“

Greg Sitek, The Dawson Academy

lynton

Next Steps



- Approve the contract
- Choose your stakeholders - who should be on every call
- We'll set up the first discovery call