



# WordPress Conversion

*Reclaim control of your website.*

**WordPress is the tragically underutilized free content management system you could be using for your business.**

Who would've thought that the most well-known blog hosting platform could be the solution to all your website woes? WordPress will give you the power to manage your own website without a middleman, saving you thousands of dollars while giving you back the control you want.



## Oh, the Plugins!

Plugins are the free tools that make WordPress so versatile. There are plugins for everything from tracking your analytics to creating lead forms to turning your site into an online store. All it takes is the click of a button.



## Your Choice of Themes

If you're happy with the look and feel of your static HTML site, we'll copy your site as-is to the new dynamic platform. To make a change, however, all you have to do is pick from millions of new themes. This lets you bypass hiring a graphic designer for a costly redesign.



## Content Management System

You understand the importance of maintaining fresh, original, and accurate content. Your visitors appreciate updated and organized blog posts and videos, and so do the search engines. Now is the time to harness the Internet's most popular CMS for your business.



## Stream-lined for SEO

WordPress makes successful site ownership easy and inexpensive, with built-in features to facilitate your website's SEO. This includes tools for keywords, tags, metadata, RSS feeds, and more. Optimize every piece of content you publish to make it easily searchable, indexed, and ranked.



## Social Interaction

An important element of a WordPress site is the blog, which can be used as an invaluable tool to foster customer rapport and engagement. Blogging allows you to share your expertise while interacting with your readers on a personal level.



## Pre-built and Supported

If you haven't already joined the millions of WordPress users worldwide, you're missing out on an incredible free tool. WordPress is a pre-built, fully developed platform that is ready to be leveraged for your business today.

*"I have loved having Fibernet convert my website. It used to be difficult to edit my website and they have saved me time and money. I would refer Fibernet to my family and other businesses. Thank you!"*

**-Janice Mumford**  
JCM Nursing Consultant





## THE DETAILS

### > Why Wordpress Conversion

- » Low-cost, flat rate pricing
- » 1-week turnaround
- » SEO-ready content management system
- » No more middle-man or costly development teams
- » Your website keeps its appearance and functionality
- » Automatic RSS feed submission
- » Fully dynamic CMS for fast, easy content update
- » Universally recognized, open-source platform

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### > Pricing

- » \$200 for first (5) static HTML webpages
- » \$50 for each additional page
- » \$100 an hour for additional WordPress work that is requested

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### > Static VS Dynamic

By definition, static means stagnant. No wonder your site feels like a stick in the mud! You can't edit it without FTP access and extensive HTML knowledge, which puts you at the mercy of professional designers and developers.

In comparison, a dynamic WordPress site gives you the power to manage the design and content through an intuitive, user-friendly admin. Adding functionality is as simple as installing a prebuilt plugin.

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### > The Next Step

Static HTML websites with between 5 and 10 pages are ideal candidates for WordPress Conversion. Although you have the option of easily turning your site into an online store, current ecommerce sites will need to make special arrangements to complete conversion to WordPress. But don't let that stop you from getting started! Give us a call and switch to a dynamic platform now.