Acorn Internet Services, Inc.
Turnkey Designs vs. Custom Designs
PO Box 1602 Colorado Springs, CO 80901
Acorn Internet Services, Inc. | 877-226-7699 | www.acorn-is.com

Turnkey Design – What is it and is it Right for You?

Acorn IS now offers "Turnkey" Web site designs as a lower-cost option for Innkeepers that simply cannot afford a full **Custom Design**, but desperately need a new, updated look and feel to stay competitive in the marketplace.

Turnkey Design is all about developing a better Web site than what you currently have, on a budget you can afford, allowing you to increase your Revenue, providing you options for the future allowing you to ultimately "Grow Into" a Custom Design.

A best-fit client for an Acorn IS **Turnkey Design** is one that is comfortable following and executing step by step instructions, and is willing to give up "Custom" decisions in lieu of "Pre-Defined" options. This lowers the cost dramatically and still allows us to incorporate the coveted Local and On-Page SEO requirements for quality Search Engine Placement.

A **Turnkey Design** is very different than a One-of-a-Kind **Custom Design**. With a **Turnkey Design**, your choices are limited to a Pre-Defined Set of Options that will be included in the final Turnkey Site. With a One-of-a-Kind **Custom Design**, you can pick and choose every last nuance of the way the site will look and feel and function.

Turnkey Design – What's Included?

- Easy-to-Follow Instructional Videos to walk you through the Requirements Gathering Process
- Check List to keep you on Track during the Requirements Gathering Process
- Worksheet to keep track of your Turnkey Site "Choices"
- Up to 3 hours each of Requirements Gathering and Project Management Assistance (Phone and/or E-Mail)
- Live 2-Hour Webinar on the SEO (Search Engine Optimization) Marketing included in your Turnkey Site.
- Video Instruction on "How to Edit your Web Site and Blog -- Text and Images"

Turnkey Design – Your "Choices"

- Customer Defined Page List
- Customer Provides Wording / Content for all Pages of the Web site. It will be revised by our Marketing Team for On-Page SEO.
- Pre-Defined Page Element Options. IE: Logo, Online Reservations, Gift Certificates, Social Media Buttons, etc.
- Pre-Defined Structure Options. IE: Navigation Bar Placement, Side Bar Column Placement, etc.
- Pre-Defined Photo Layout Options
- Guided Color Scheme and Texture Options

Why Should You Choose ACORN INTERNET SERVICES for your Turnkey Design?

On-Page SEO (Search Engine Optimization)

- It is Acorn IS policy to never build a site for any client without including On-Page SEO (Search Engine Optimization) and fully marketing the appropriate pages. This is not something most designers excel in.
- We have a full Team of Marketing Experts that handles this part of the project.
- Without On-Page SEO, it's like creating a brand new brochure and keeping it in a box under the stairs. A Gorgeous Design is not enough, you need a company that understands SEO and can show you proven results demonstrating that they know how to get site placement in Google, Bing, Yahoo etc.
- Properly done On-Page SEO should reflect approximately 20% - 30% of your overall Web site cost.

  When comparison shopping with other Web Design Companies, request detailed information and references regarding their SEO practices.

WordPress Hosting

- Acorn IS Hosting on a Turnkey Design includes ongoing support to keep your WordPress site updated and protected from hackers.
- WordPress requires ongoing maintenance to ensure security holes are patched as they are found and announced by WordPress.org, which happens multiple times throughout the year. Acorn IS ensures you never have to worry about installing these updates yourself.
- An important note about some companies WordPress practices. Some companies may keep your WordPress site under an umbrella system making it very easy for them to keep the security patches updated, as they can do one update for many sites at one time. But – be warned, when and if you decide to leave these providers, disentangling your site from the umbrella system will involve more effort and may result in delays and/or additional cost.
- Acorn IS keeps your WordPress site in its own private server area, and **DOES NOT** use the Umbrella concept that others may adopt.

Comparison based on a 12-page Web site including On-Page SEO (*Search Engine Optimization*) Marketing

	Custom Design	Turnkey Design	
Platform	CSS / HTML	WordPress	
Ownership	Client	Client	
Portable	Yes	Yes	☑ Can the Web site easily be moved from one provider to another?
On-Page SEO	Yes	Yes	☑ A **MUST-HAVE** requirement to be found in the Search Engines.
Design Layout and Colors	Custom Layout	Pre-Defined Layout	☑ Look and Feel of Design
Navigation	Custom Layout	Pre-Defined Layout	
Logo / Inn Name Display	Custom Layout	Pre-Defined Layout	
Social Media Connections	Customized Buttons	Pre-Defined Buttons	☑ Facebook, Twitter, Google +, YouTube Links
Client Editor	Variety of Options	WordPress Editor	☑ Provides Innkeeper ability to edit Text and Photos on their site.
Google Analytics	Custom Install Available	Basic Install Included	
Online Reservations	Custom Design Integration	Pre-Defined Design Integration	☑ Includes "Book Now" and "Check Availability" Call to Action.
Customized Blog	Choice of Blogger or WordPress	WordPress Only	☑ Includes integrated Blog Look and Feel to match the Site design.
Blog Feed on Home Page	Customer Defined	Default in Footer	
Google Local Map	Customer Defined	Pre-Defined Layout	
Local Places Integration	Yes	Yes	☑ To achieve high Google Local placement the Site must include specific NAP - Name, Address, Phone information coded properly on the site.
Mobile Site	Custom content based on User-agent via separate Mobile Pages	Switch format based on User-agent via Wordpress Plug-in	☑ Both Custom and Turnkey Site Mobile pages will function on Mobile Devices.
Web Site Pricing Professional Photography Provided by Customer	**Starts at $6950** Call Sales at 877-226-7699 To Receive a Custom Quote!	**$2750** + $100 per each additional page	Pricing based on (up to) a 12 page site.
Web Site Pricing Professional Photography Provided by Acorn IS (T&E Additional)	**Starts at $7750** Call Sales at 877-226-7699 To Receive a Custom Quote!	**$3550** + $100 per each additional page	Pricing based on (up to) a 12 page site. T&E: Photographer Travel and Expenses

Server Support

	Custom Design	Turnkey Design	
Hosting	$20 a month	$30 a month	☑ Turnkey sites utilize WordPress Hosting Resources, thus support is a higher cost.
E-Mail	$1 a month per address	$1 a month per address	
Client Editor	$1 a month	Included	
Import Existing Blog Posts	TBD	TBD	

Additional Web site Offerings Available but NOT included in the above Pricing

	Custom Design	Turnkey Design	
Newsletter	Available	Available	☑ Includes Plug in to gather guest E-Mails and the ability to Send Newsletters.
Post Card Feature	Available	Not Available	☑ Allow your guests to E-Mail an Inn "post card".
Videos	Available	Available	☑ Additional page to include YouTube videos.
Plug Ins and Gadgets	Available	Available	☑ Language and Currency Converters.
Custom Facebook Landing Pgs	Available	Available	☑ Customized for your Inn or Business.
Custom Twitter Background	Available	Available	☑ Customized for your Inn or Business.
Interactive Google Maps	Available	Available	☑ Allow your guests an interactive experience providing restaurants, activities, and more!
Acorn University Education	Available	Available	☑ Weekly Classes / Recorded Videos for client to continue to grow their online presence.
Intell-a-Keeper *Google Analytics Sister Product*	Available	Available	☑ Know everywhere your bookings are coming from, not just the last previous.