Making Agency LIFE EASIER & MORE PROFITABLE

Here's how we do it.
Our work, our processes, and how
We make it easy to get things done.
Aka, the secret sauce.

WHITE LABEL IQ™

Welcome to

OUR AGENCY PLAYBOOK

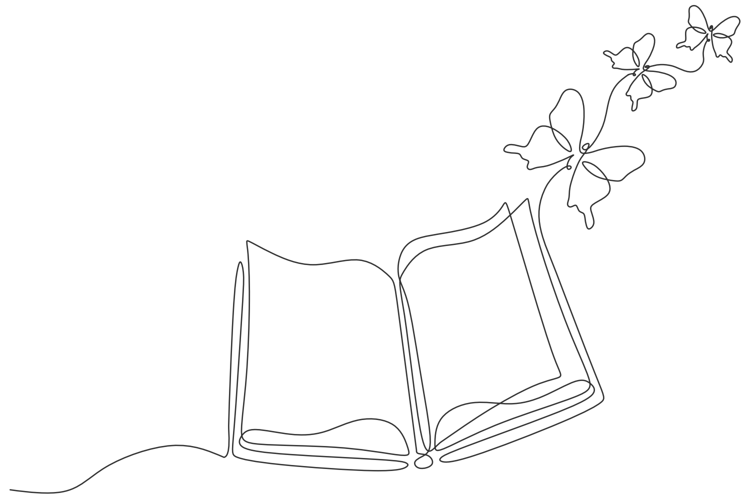
> I still remember the sleepless nights, the endless meetings, and the relentless search for the perfect outsourcing partner. It was a journey filled with lessons; some learned the hard way, while others paved the way for unprecedented success.
>
> **BRIAN GERSTNER**
>
> President, WHITE LABEL IQ

In those early days, our agency was bustling with creativity and potential, but the weight of project management, client expectations, and the constant hunt for reliable external support was taking its toll.

We needed help—a partner who could understand us.

But soon we realized that what we were looking for was rare. We faced inconsistencies in communication, the misalignment of expectations, and the inevitable disappointment that followed.

We thought, what if we could create the outsourcing partner we had always wished for?



And so,
from the heart of our own agency,

WHITE LABEL IQ was born.

Exclusive to agencies only, WLIQ became a partner who spoke their language, shared their struggles, and understood the delicate balance of creativity and business acumen required to thrive.

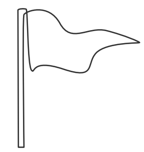
There's a saying that to truly understand someone, you must walk a mile in their shoes. At WLIQ, we've done more than just walk—we've run, stumbled, and soared in the shoes of agency owners.

Your success is the measure of our success. And so, we help you reach your goals with our skilled team, our decades of agency experience, and our low costs.

But before we start crushing projects for you, there are a few things you should know. Don't worry, though; the resources you'll find in this booklet are meant to make the most of our time together.

And as always, we're here to ensure you get the results you expect from our team, so don't hesitate to reach out with any questions.
Hint: our contact info is on the back of the booklet.

What you'll
FIND INSIDE



What
SETS US APART?

Born From an Agency
MADE FOR AN AGENCY

That’s what sets us apart.
We’ve walked in your shoes. We get it.
And so we work only with agencies. Here’s how!

– Helping Agencies Scale

Opportunities won’t wait for you to staff up, and you CAN’T PREDICT the demands. We offer flexible high-quality design and development services so you can scale on demand.

– Outsourcing on Your Schedule

Wholesale offshoring saves money but it’s hard. We’ve cracked the code. With teams spread across the globe, we serve pocket-friendly, quality work with speedy deliveries.

– Single Point of Contact

We know what you want… full access to our entire team of experts through a single PoC right here in the US for simplified communication on your schedule.

– More Bandwidth at No Commitments

Lack of resources holding you back? With WLIQ, increase/decrease your bandwidth with changing market demands—no commitments, no fixed costs.

– Specialists, Ready to Serve!

Your unicorn farms need specialists to scale. Upskill and upscale with our team of specialists and always have the right person at the right time.

– White Labeling With WLIQ

See us not as an agency but as an extension of your own team. Take our SOWs, build your margins on top of that, and pass them forward to your clients.

– Upsell With Options and Add-ons

We aren't here to just do what we're told. We provide strategies that add value, solve your clients' problems, and increase your profits with our range of options and add-ons.

– Regular Status Updates

Silence is death. We understand you can't update your clients if we don't update you, so we invest heavily to ensure expectations are clear between us, you, and your clients.

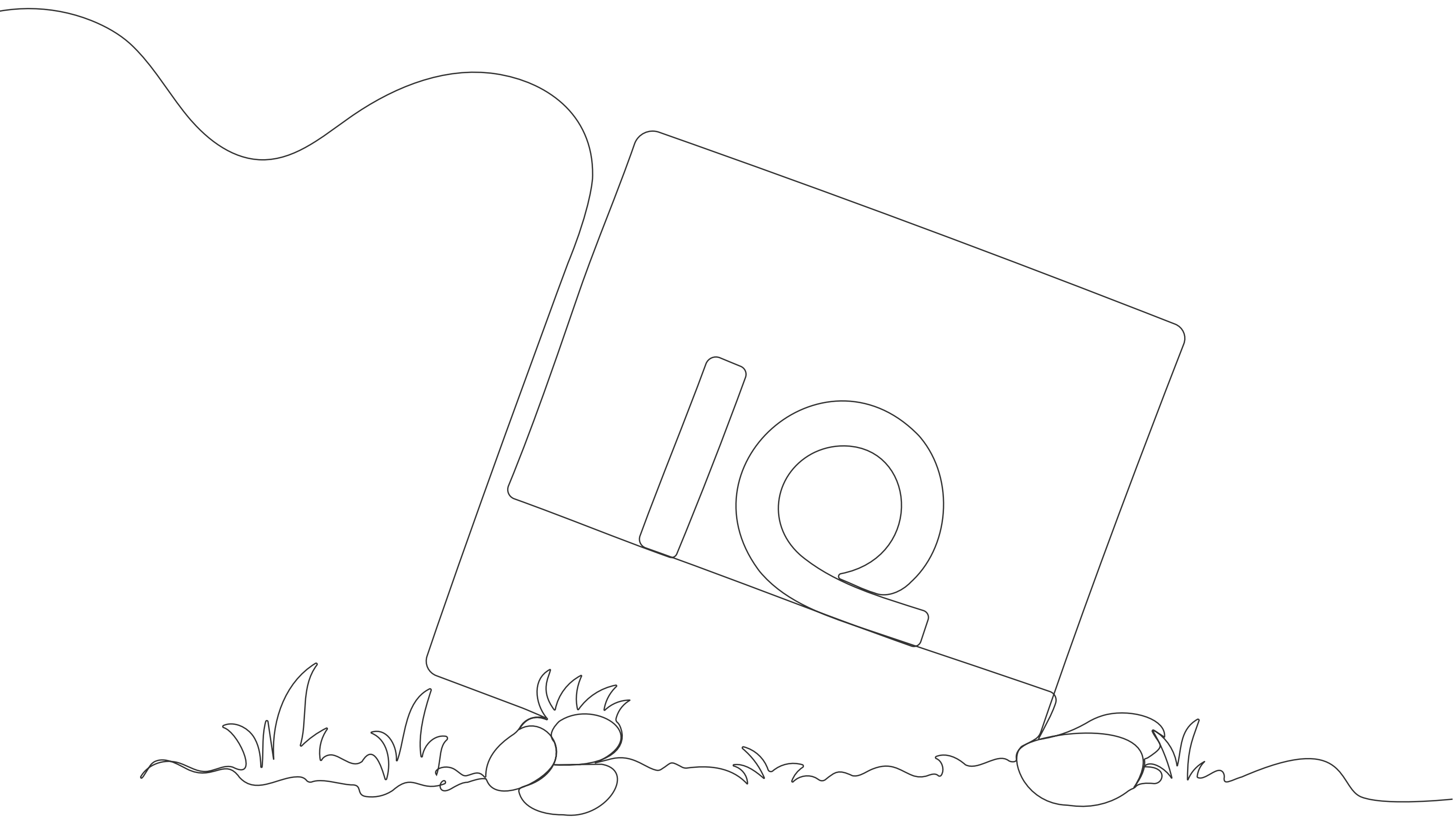
– Post-project Reviews & Support

Every project we do is an opportunity to understand more about you and your clients and our job doesn't end with deployment. We provide ongoing support for all our work.

– Defining the SOW

We don't come in for a free meal. We manage scope creep by documenting detailed project scopes with recommendations… investing to win and sustain business.

What We're
ALL ABOUT

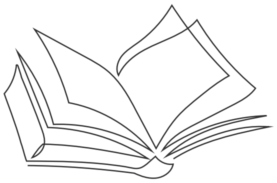


WHITE LABEL IQ enables agencies to focus on what they do best: Provide value to their clients.

Our commitment to delivering complete digital solutions for agencies allows you to focus on the strategy, solutions, and relationships necessary to build and maintain trust, produce multi-focus programs, and ultimately grow your business.

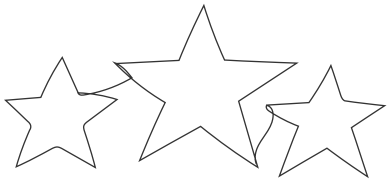
We are here to help in any way we can.

Our
VALUES



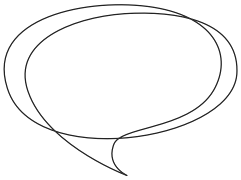
Transparency

We are an open book. We provide clear and detailed information about our work, our processes, and the roadblocks we face to ensure that everyone is on the same page. We are committed to building trust through openness and honesty.



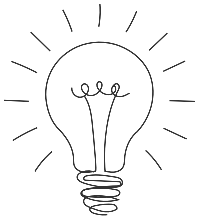
Quality

Excellence is just another norm. We prioritize delivering high-quality work that meets and exceeds your clients' expectations. We continuously strive to improve our processes and services to ensure the best results.



Communication

We can't stress enough how important communication is in a partnership. Regular, transparent dialogues, active listening, and insightful inquiries align with our goals in each collaboration.



Listening

We don't just assume. We ask, we listen and we understand. This helps us deliver not just what your clients want but also what they need—solutions to their problems, that are valuable and appreciated by them.

What
WE DO

– Fill Your Gaps

Lack of a team member not letting you sleep at night? Insufficient staff during changing business needs is scary. And the fear of losing clients just adds up to that sorrow. Fill gaps in the meantime and save your projects. Cause when there’s a need, there’s a resource with us.

– Flex Your Cores

Working alone can only get your employee so far. Our team of experts works with your employees so you can go after multiple opportunities without increasing your fixed costs. We help you scale so you can feel confident and know when the time is right to bring in another team player.

– Be Your Backpocket Partners

Clients keep coming in with new opportunities? There’s money on the table. As an agency, we understand that you want to say yes. But you need someone to back you up. We can be the secret weapon that you can pull out of your back pocket as required so you can stay confident in taking up new opportunities.

– Give Access to Our Specialists

Wish to steer in a new direction? Your current team might lack the required expertise and skillsets to handle the new domains. Partnering with us brings reputation, reliability, and subject matter expertise so you can focus on going after new possibilities by expanding your offerings.

– Show the Power of Two

When entering new areas of work, things can seem promising, tempting you to jump with both feet in. But it requires a lot of bandwidth. We can help you stream things out and get you on track. Once you get successful, you might want to do things differently. Don’t feel bad! We are here to make YOU successful.

What
WE DON'T

- **Just Provide Dedicated Resources**

  We are designed to cut your costs and make your life easier. By hiring us, you get access to our designers, our developers, our entire team of specialists—all at the cost of 1. Our blended yet dedicated team can help you make the right decisions for your success.

- **Back Out of Our SOW**

  We don't like to make promises we can't keep, so when we quote something, we stand behind it. You can take our numbers, trust us, and build your margins on top of that. We know you don't like surprises.

- **Keep You in the Dark**

  We know how important it is to have transparency while working on a project. So, from scoping and quoting to updating and deploying, we keep you informed and enlightened about all our work and processes.

- **Compromise on Quality**

  Clients set expectations. We exceed them. Our team of specialists never compromises on quality to cut costs. Excellence is our baseline so we design to express and we develop to impress.

- **Confuse With Technical Jargon**

  We know what agency owners want to hear—plain talk that resonates on a business level. We communicate in a language you can confidently turn around and deliver to your clients, and we are always available to discuss it, even with your clients.

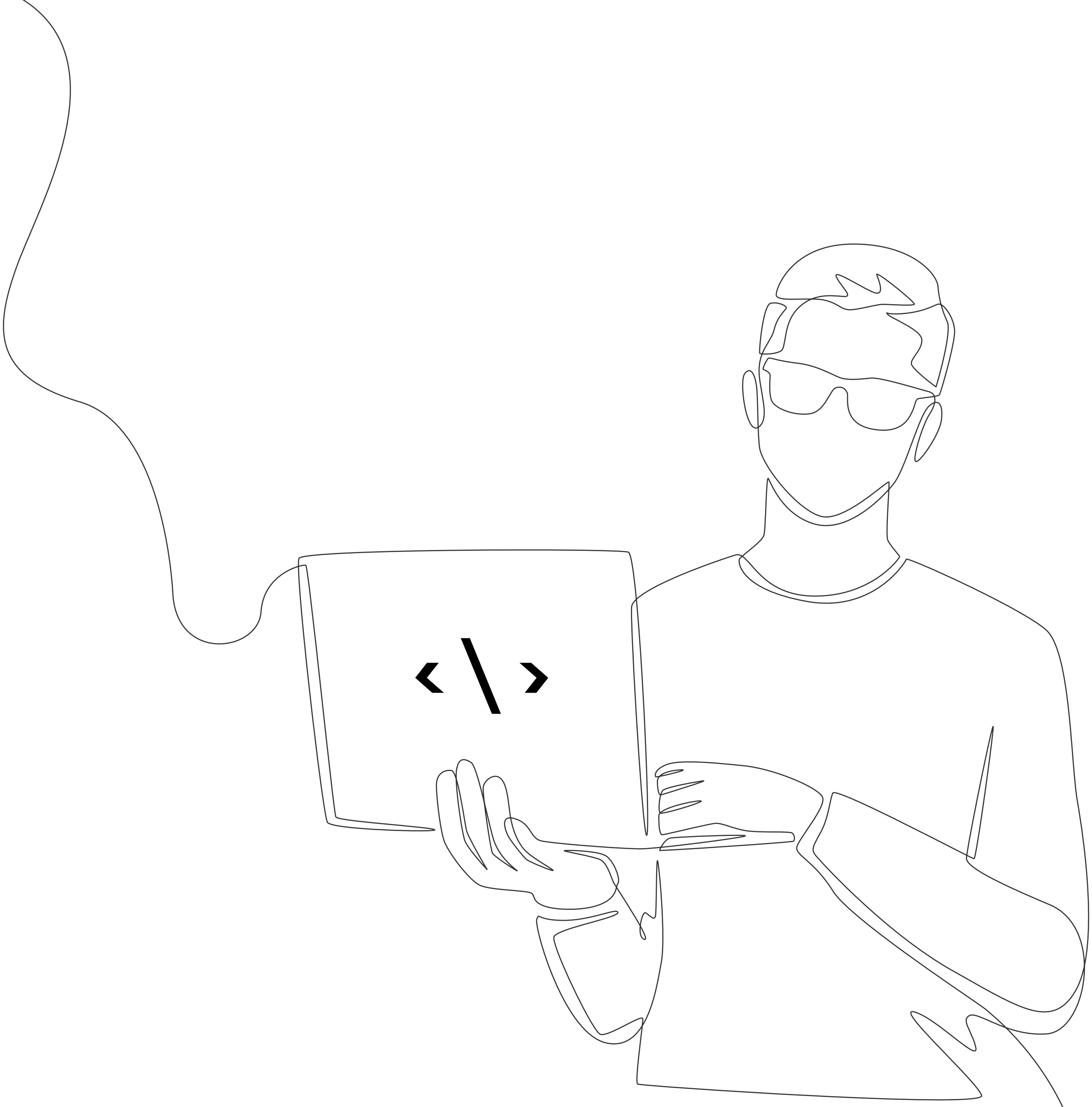
We enable agencies to focus on what they do best—by championing the very ideas that made clients seek you out in the first place.

Your **NICHE** is **OUR COMMAND.**

And Our **NICHE?**

WELL,
WE HAVE A FEW.

Here's a look at just some of the skillsets
White Label IQ brings to your table.



WEB DEVELOPMENT

Having a strategic partner for your development work can help you focus more on creating strategies and nurturing agency-client relationships, reducing the overall financial cost of permanent hires.

CMS
Solutions

WordPress

With an impressive set of features, WordPress powers 42% of all websites worldwide. Big numbers, right? Know the reasons!

Craft

Say goodbye to frustration and hello to seamless website building with Craft's user-friendly interface and customizable features.

Drupal

This open-source CMS is trusted by millions and offers a wide range of features to help you easily publish, organize, and manage your content.

Joomla

Powering websites of various sizes and types, globally. Creating, editing, archiving, publishing, collaborating, and reporting your content.

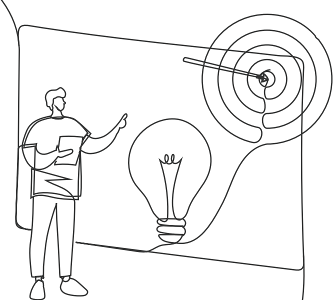
Oh, and we do custom development too!

DEVELOPMENT
Workflow

We optimize the development journey by maximizing efficiency, thereby reducing project durations and, enabling us to provide web and app solutions that align with your clients' needs.

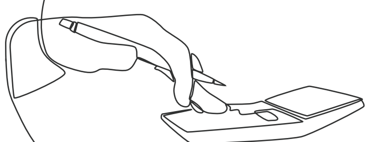
Step 1
Project Initiation

- Initial client meeting and discovery
- Assigning a project manager
- Information gathering
  (May require additional client meetings)
- Defining functional requirements
- Establishing technology stack
- Creating Sitemap
- Check if wireframes & mockups are available
- Listing API integration requirements
- Onboarding project into WLIQ Project Manager (PM) for quoting



Step 2
Quoting

- Conducting additional meetings as required for clarification
- Scoping based on gathered information
- Providing an estimate to the client
- Sending purchase agreement to the client upon acceptance of the estimate

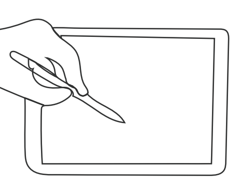


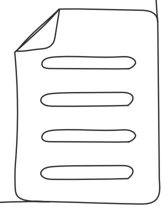
Step 3
Planning

- Internal onboarding and kick-off meeting
- Assets gathering
- Credentials gathering
- Suggesting third-party extensions
- Agency-client kick-off meeting
- Schedule weekly status meetings

Step 4
Design

- Creating an initial design
- Prototyping and/or wireframing
- Providing revised versions based on client feedback
- Deliver finalized mockups

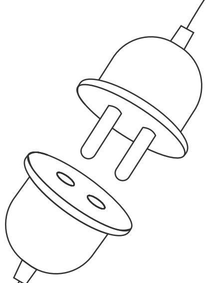




Step 5

Content & Assembly

- Migrate content or receive fresh content from the client



Step 6

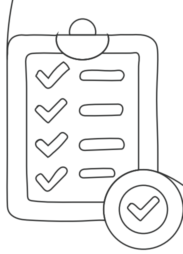
Active Development

- Page template buildout
- Page population
- Add additional features and interactivity
- Optimize technical SEO
- Use third-party plugins
- API integrations & forms

Step 7

Testing and Review

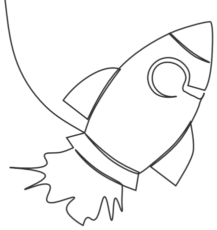
- Quality assurance
- User acceptance testing
- Cross-browser & device testing
- Regression testing
- Accessibility testing
- Client review rounds
- Migrate website to final hosting server



Step 8

Pre-launch & Deployment

- Prepare and discuss a launch plan
- Quality assurance
- Verify pre-launch checklist
- Data integrity checks
- Deploy website/DNS redirect



Step 9

Post-launch

- Provide guides, walkthrough videos, or training for self-management
- 30-Days Warranty Support

ECOMMERCE DEVELOPMENT

An ecommerce store, being so close to revenue is a mission-critical deliverable. We have the expertise to focus on the mechanics of effective ecommerce, while you focus on your clients and their ROI.

What
WE OFFER

Shopify

Looking for an off-the-shelf solution? Shopify is a managed service, so a lot less for you to worry about.

Magento

Are you a big enterprise that is into heavy customizations? The average tool isn't gonna cut it. Magento will.

WooCommerce

Wish to carry out huge customizations but in a cost-effective manner? WooCommerce's wide pool of plugins makes it possible.

BigCommerce

Need smooth custom integrations, but a templated website will do? BigCommerce is ideal for you.

SAAS DEVELOPMENT

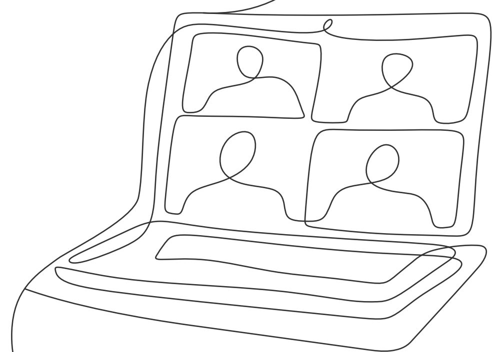
Our Full-Time Equivalent (FTE) agreements offer a fully skilled and highly experienced blended team with a diverse range of skills and expertise, dedicated to your clients' development needs.

OUR Workflow

Step 1

Discovery Process

We identify high-level scope, analyze requirements, draft documents, and finalize documentation after checking feasibility.



Requirements Analysis & Draft Documentation

Here, we analyze the requirements of clients and create a draft of documentation containing the requirements of the project, activity diagrams, and use cases.

Pre-refinement Call

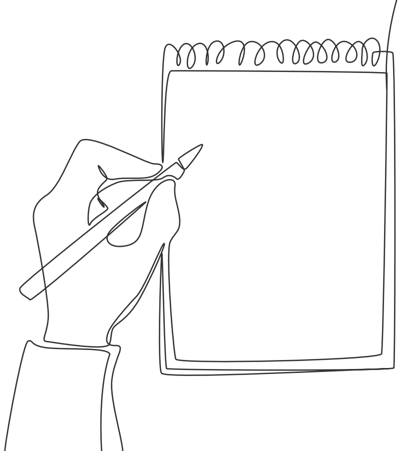
We schedule a call to discuss the draft, study the business requirements, and carry out a feasibility analysis as per requirements dictated by the client.

Business Requirements Documentation

After discussion, final documentation is created to acknowledge all the business requirements and feasibility of the project.

Scope of Work

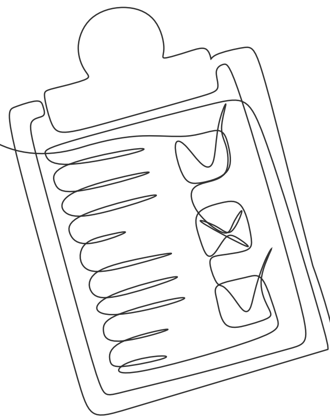
We manage scope creep by asking the right questions, defining the scope of work at the ground level, and deciding the Minimum Viable Product (MVP).



Step 2

Quotation

Once the SOW is defined, we identify the necessary skillsets and form a custom blended team of specialists dedicated to your project, as finalized in the quotation. The quote is based on the number of specialists in the team and estimated hours, grounded in the project's scope and timeline.



Step 3

Functional Requirements Documentation

Once the quotation is approved, we will create a complete Functional Requirements Documentation that covers everything from business to reporting requirements and administrative functions.

It provides a thorough and accurate description of how the product, system, or component is intended to function. It also keeps everyone on track with the product's functionalities and journey so far, making the platform more valuable when the client puts it up for sale.

Step 4

Agile Project Development

We provide agile management to keep everyone informed and up-to-date on the progress and direction of the project.

Backlog Management

Here, we keep track of all the project opportunities and problems so they don't get forgotten over time.

Story Refinements

Our team prioritizes and organizes the backlog by dividing milestones into stories to ensure they don't go off track and stay on time and within budget.

Wireframing

Based on the requirements and functionalities in the FRD, we design wireframes for the product and create a workflow.

Development

The project now moves into its development phase where our expert coders bring life to the wireframes.

Deploy on Staging Site

Once a story is ready, we deploy the sprint to the staging site and follow several important steps before making it live.

Quality Assurance

We test only in the development environment and our unique quality assurance process extracts all bugs from the product before it reaches your client.

Product Demo Presentation

Once the testing is complete, we arrange a demo presentation of the product for you and your clients.

Deployment to Live Site

After receiving the final approval of the sprint based on the demo, we finally deploy it to the live site.

Web Maintenance & Support

We're committed to delivering comprehensive website maintenance that allows your team to focus on the creative & strategic aspects of the business.

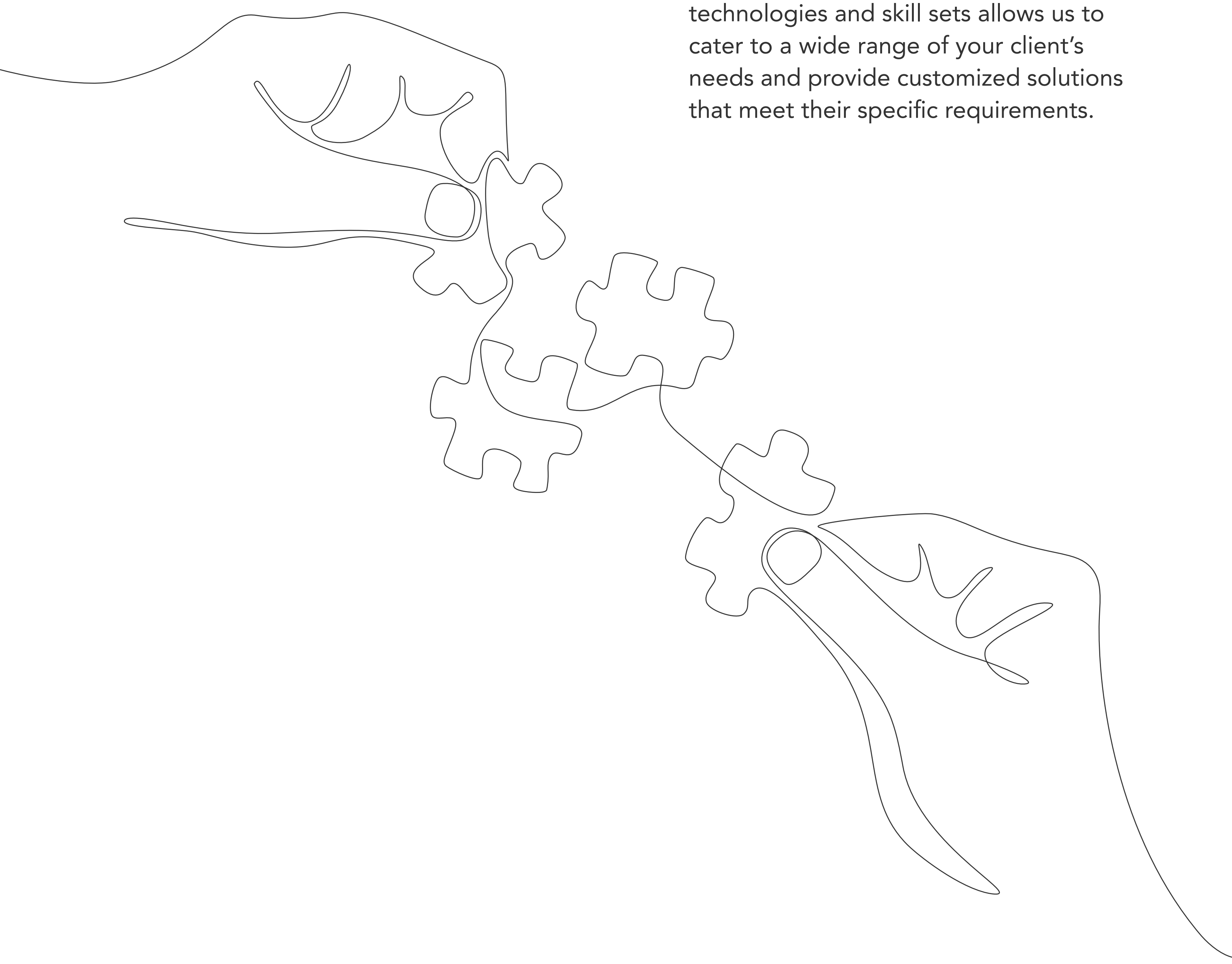
Communication Plan

We know the importance of transparency and we follow a special communication plan to deliver your client's product on time and in line with their requirements. Priority list for streamlined project management.

- Launch plan for smooth production releases.
- Regular standup meetings to stay accountable and in touch.
- Meeting notes to keep track of important discussions.
- Daily written updates to keep you informed.
- Client demos before production releases to address any concerns.
- Tools like Slack and Jira/Confluence to keep everything organized.

Experience With
EXPERTISE

Our proficiency in different technologies and skill sets allows us to cater to a wide range of your client's needs and provide customized solutions that meet their specific requirements.



Our TECHNOLOGIES

HTML 5	jQuery	Bootstrap	Vue.js	Angular.js
React.js	Laravel	Yii Framework	Symfony	Python
Ruby on Rails	Node.js	MySQL	PostgreSQL	Swift
Java	Kotlin	React Native	Flutter	Sketch
Adobe XD	Figma	Balsamiq		

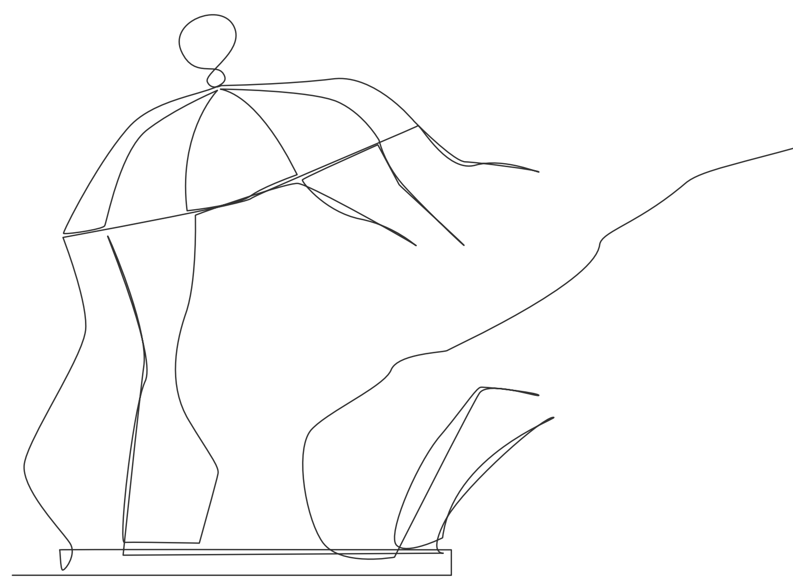
Our SKILL SETS

Account Managers	Project Managers	Business Analysts
Designers	Front-end Developers	Back-end Developers
Database Administrators	Quality Analysts	Data Analysts
System Administrators		

DESIGN

We are a production design agency. Your client has a brand. You, as an agency, have a concept. We take those creative strategies and bring them to life.

Our years-long experience in serving agencies and working with art directors, creative directors, and even designers helps us explore your design concepts and enhance them while meeting your client's needs.



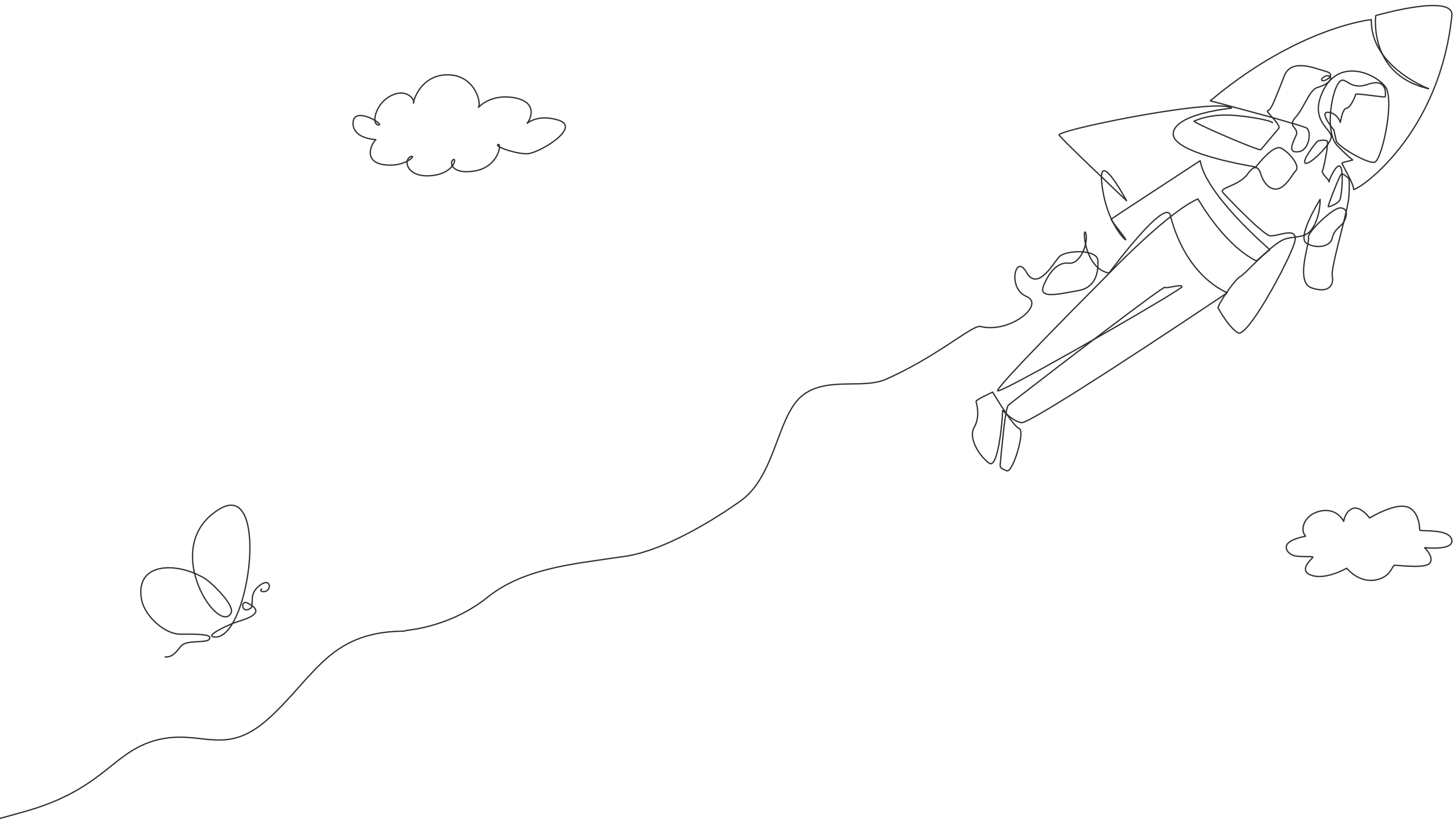
Designing
WITH WLIQ

– Cultural Nuances of Design

Cross-cultural design involves various nuances, like languages, values, traditions, and taboos. Our team of designers has decades of combined experience working with US-based companies. We have processes in place and we engage you so we can deliver extraordinary results/projects that align with your client's requirements.

– Freedom To Scale

You might have an Art/Creative Director who would set the wireframes. Our team can take that forward all the way to the finish line so they can divert their focus toward framing new ideas and concepts.



– Design Origins

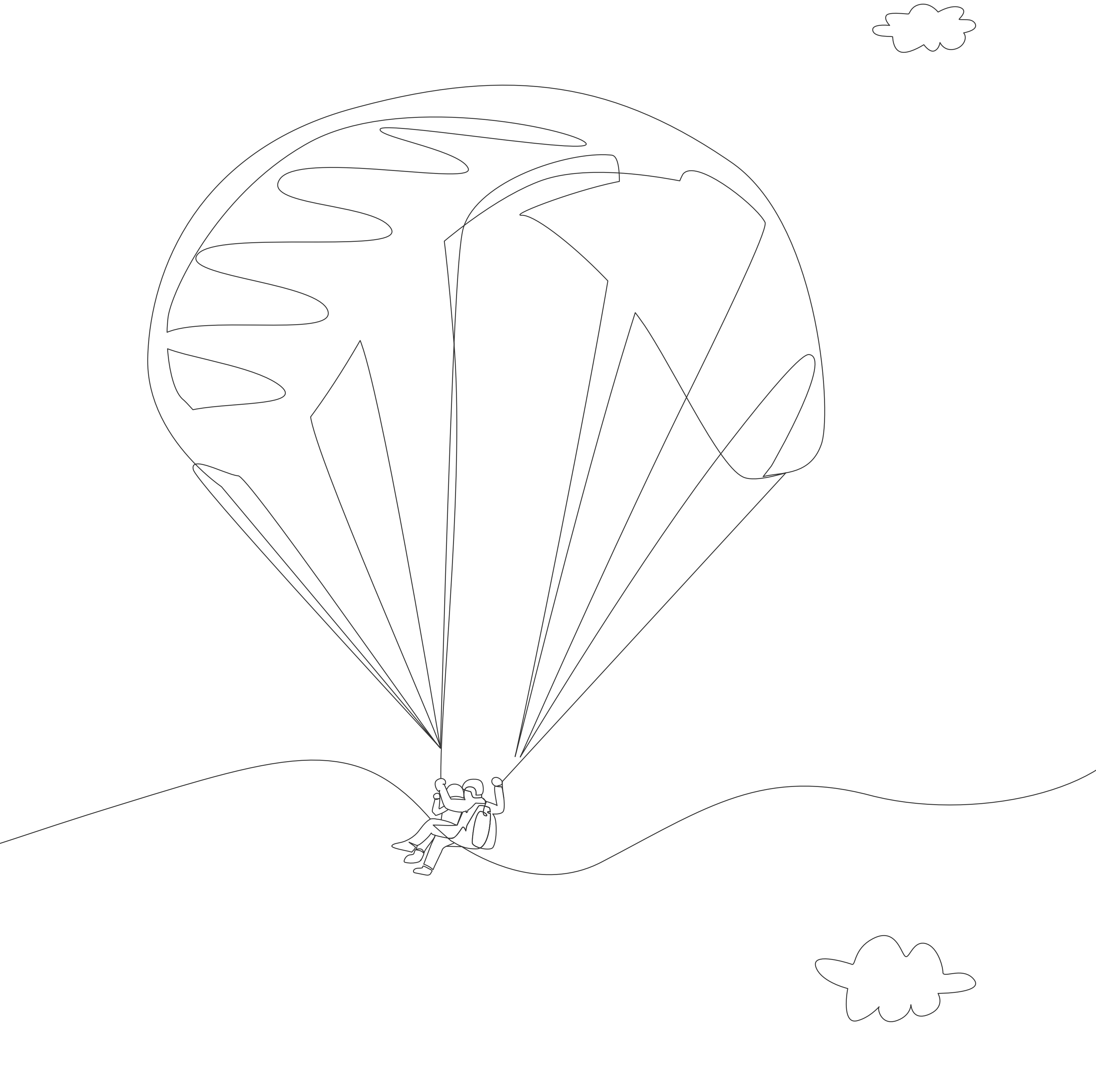
Our founders come from a design background, and we know that presentation matters the most when it comes to design for agencies. A well-designed material with a clear message completes the concept and shows the audience that you understand them. So, we continue to champion and help elevate your concepts visually.

– Have Machines Won?

AI can now build illustrations in mere seconds but design involves lots of nuances and visual communication is a major aspect. AI does have a huge impact, but true creative design work needs a human head—to come up with original, eye-catching design concepts.

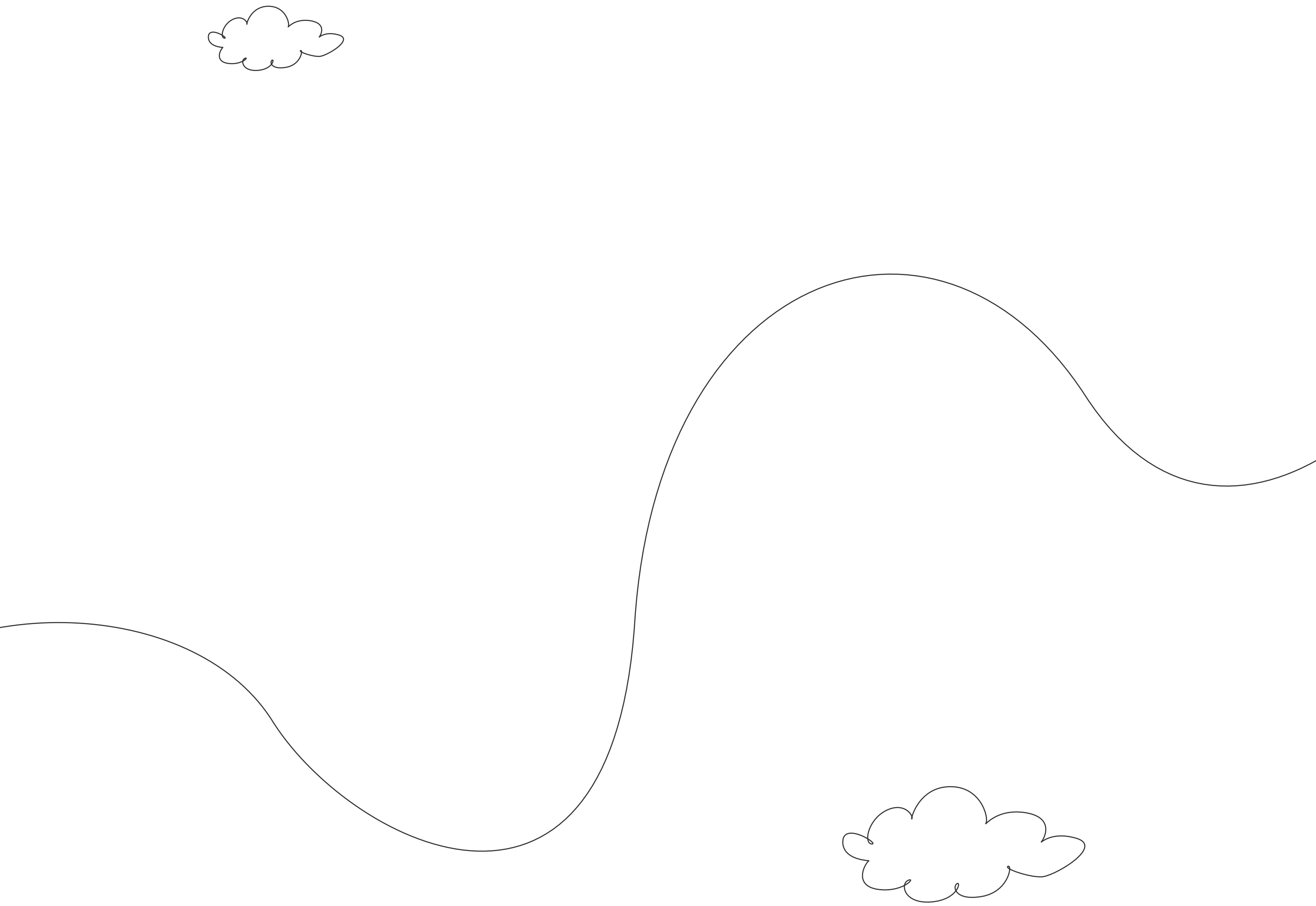
OUR WORK

This page is on a design witness protection program.

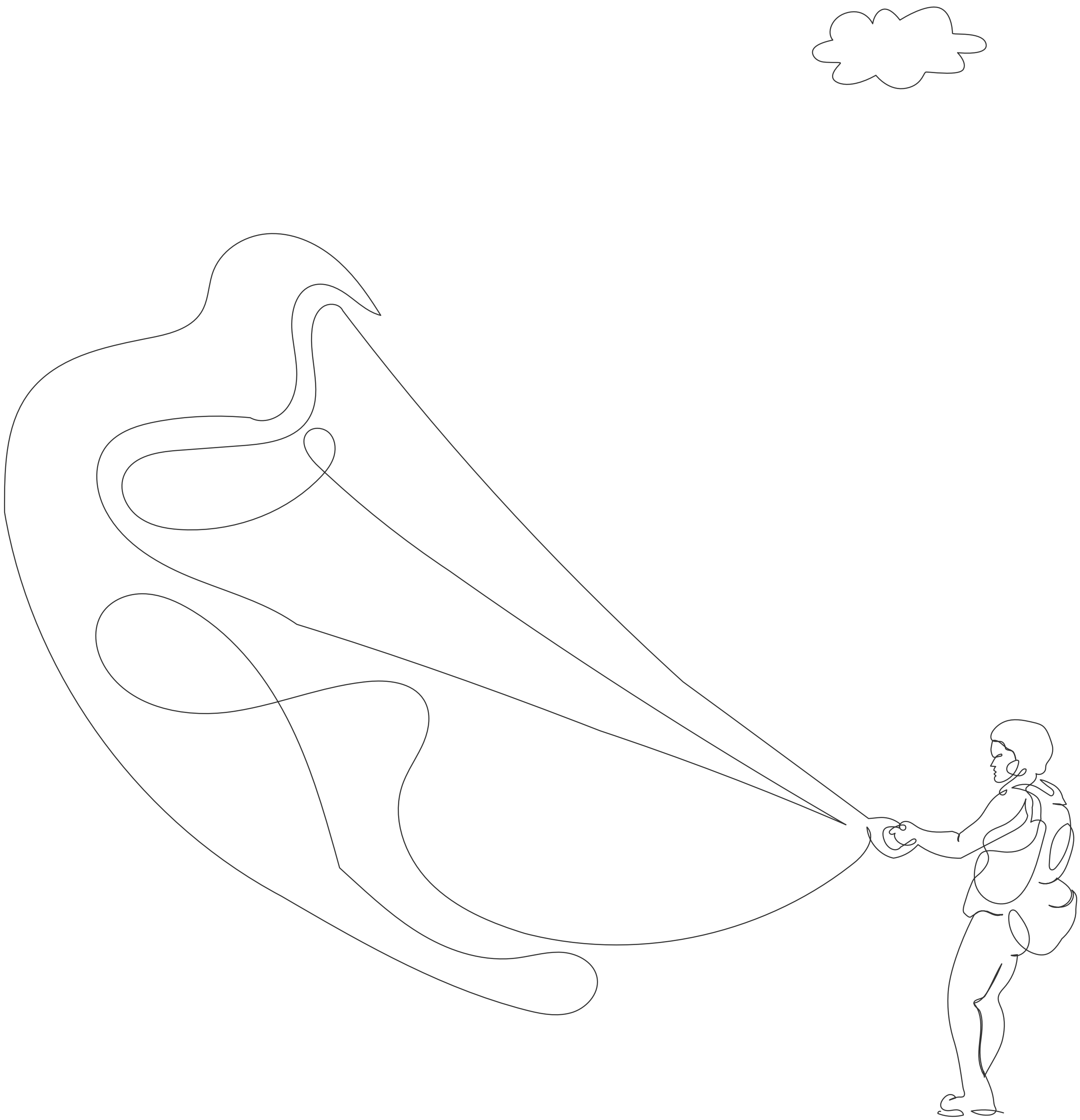


Art so confidential, we had to forget it after designing.

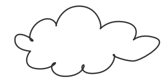
If this page could talk, it would still have to whisper.

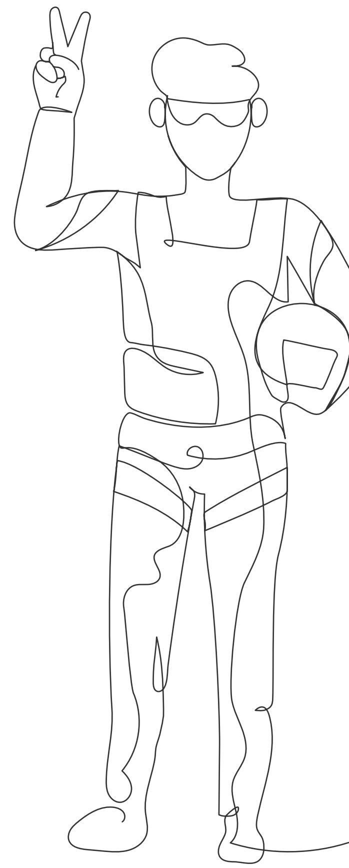


The invisible ink isn't working. You're not supposed to read this.



This page self-destructed in the name of secrecy.



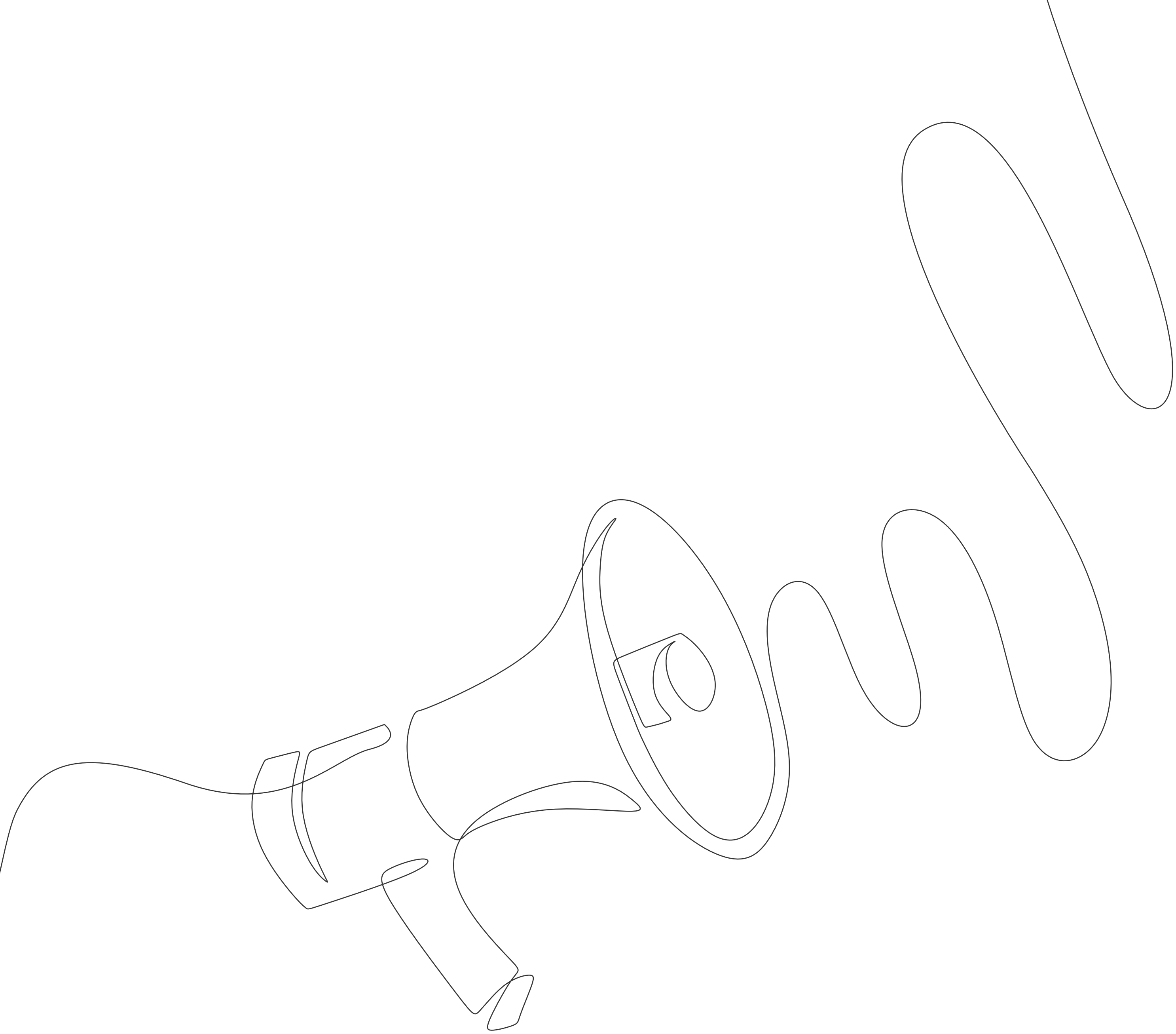


~~OUR~~ YOUR WORK

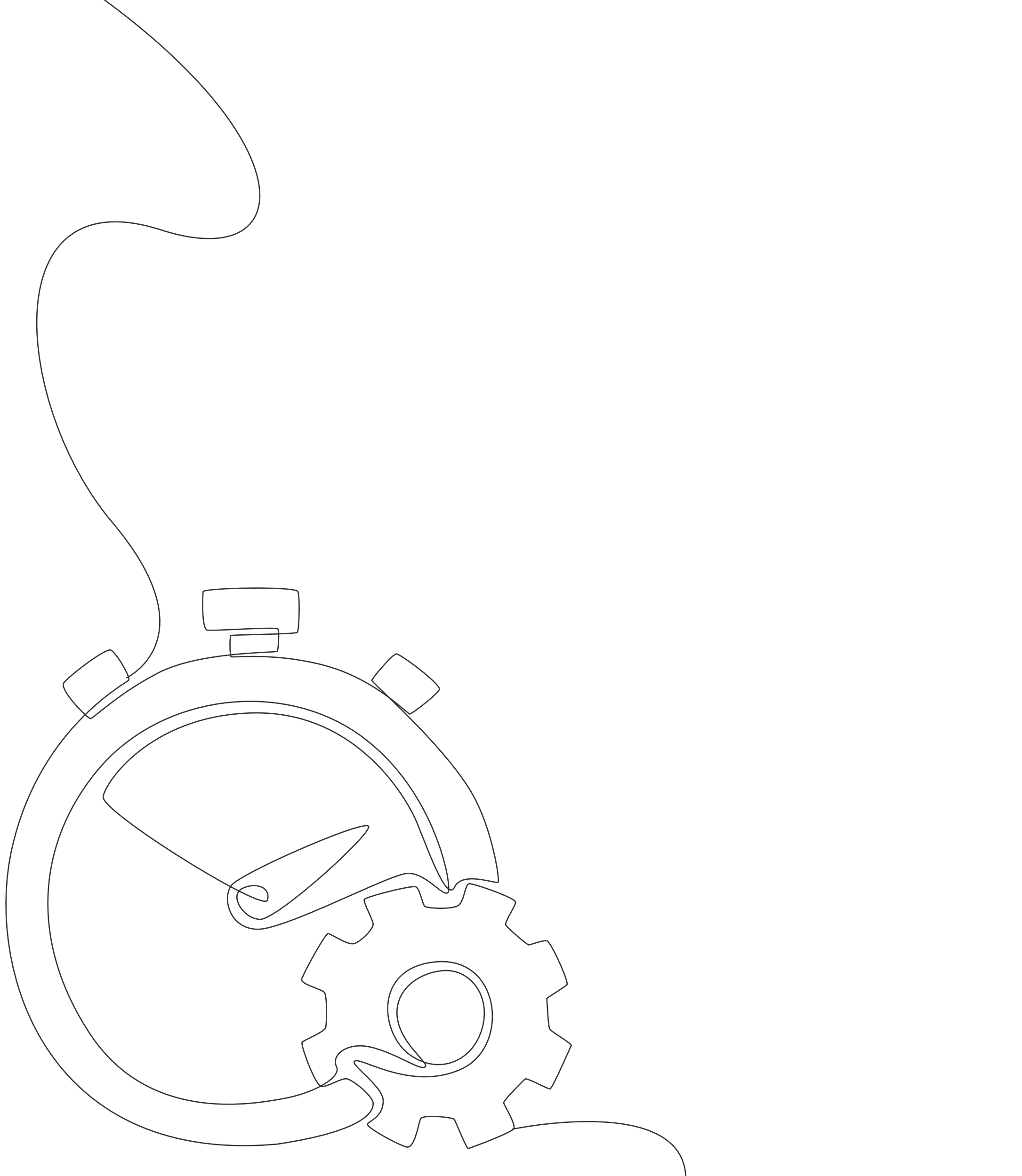
We design, but we don’t *(can’t)* show and tell about it.

Working with other agencies like yours, we’re bound by NDAs.
But that’s alright. We’re just here to **make you look better**.

Our work is always original. When you work with us, our designers will contribute their value to the project, but you’ll have the credit. So, consider us your best resource, and we’ll make you a hero.



MARKETING



SEO

We optimize your clients' site performance, from fast page load times to responsive design and everything in between. We handle the technical implementation to ensure that your client's website follows best practices.

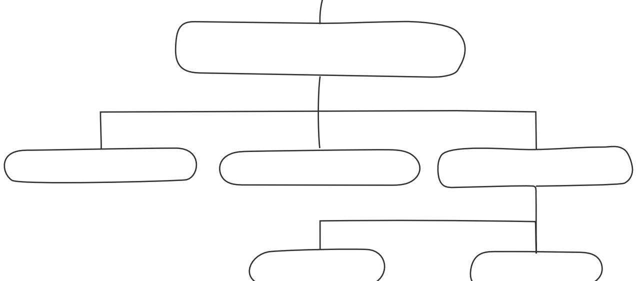
SEO AUDIT
Checklist

We perform an SEO audit for your client's website and work towards optimizing its performance and infrastructure to enhance search engine visibility.

Step 1

Manage Website Indexing & Crawlability

- Ensure GA4 & Search Console Setup.
- Check Your Indexed Pages.
- Ensure sitemap (XML) availability.
- Verify SSL Certification & HTTPS Setup.
- Check pages disallowed by the robots.txt file.
- Check pages blocked by noindex meta tags/X-Robots-Tag.
- Ensure the 404 page is set up correctly.
- Fix pages with 4xx, and 5xx response codes.
- Canonical www/non-www set up.
- Confirm no HTTPS/HTTP duplicates/mixed content issues.
- Check 301 redirects.
- Check 302 redirects.
- Ensure 304 response is set up properly.
- Confirm no long redirect chains.
- Check canonical URLs.
- Fix duplicates.
- Check localization/hreflangs tags.



Step 2

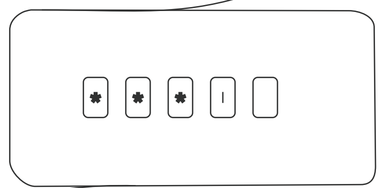
Check Your Website Structure

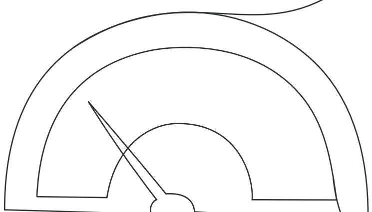
- URLs are optimized.
- Click depth is not high.
- No broken links.
- Visual (HTML) sitemap reviewed.
- No orphan pages.

Step 3

Verify Forms

- Ensure clear labels.
- Check for redundant/unnecessary fields.
- Detect errors before submission.
- Ensure optimized thank you page.





Step 4

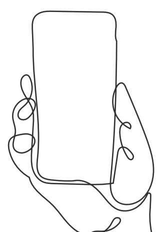
Optimize Page Speed

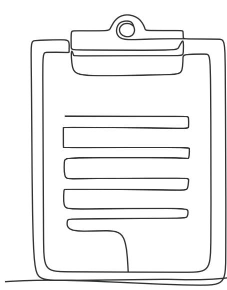
- Check if the server load test passed.
- Check Core Web Vitals score.
- Check performance score.
- Optimize images and multimedia.

Step 5

Check Mobile-friendliness and Usability

- Check mobile URLs.
- Check mobile page speed.
- Confirm no intrusive pop-ups.
- Confirm no layout shifts.





Step 6

On-page SEO Audit Report

- Issues pertaining to Meta Titles, Meta Descriptions, H1, H2.
- Missing anchor text on internal links.
- Missing alt attributes and alt text.
- OpenGraph for social media.
- Microdata (or its alternatives).
- Issues pertaining to pagination.
- Security Protocol Warnings.
- Check Naked Links.

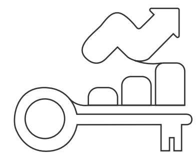
ON-PAGE SEO
Optimization Workflow

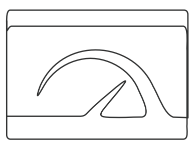
From simple error resolutions to comprehensive keyword research and page speed optimization, we handle the administrations while you focus on strategies.

Step 1

Conduct keyword & competitor research

Identifying the keywords relevant to the content and analyzing competitors.





Step 2

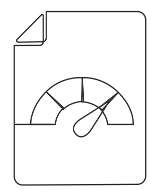
Define top-performing pages

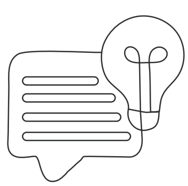
Determining which pages on your clients' sites are performing in terms of traffic, engagement, and conversions.

Step 3

Measure current rankings and other relevant KPIs

Evaluating where the content currently stands in search engine rankings and monitoring key performance indicators to track progress.





Step 4

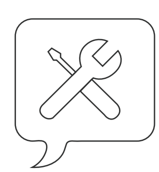
Suggest changes to content

Suggesting modifications to meta data, header tags, alt text and other important factors to optimize content for keywords.

Step 5

Implement approved changes across the website

Implementing all the approved changes across the website in the respective pages while following SEO best practices.



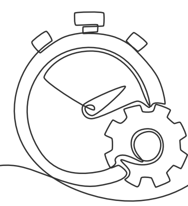
PAGE SPEED
Optimization Workflow

Step 1
Testing and Analysis

- Use reliable testing tools for page speed testing.
- Accumulate data from the tools.
- Analyze the data and identify the issues.

Step 2
Prioritization and Planning

- Identify common bottlenecks.
- Prioritize fixes based on impact.

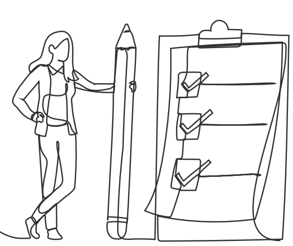


Step 3
Optimization Techniques

- Optimize images as per standards.
- Minify code.
- Reduce render blocking resources.
- Optimize server response time.

Step 4
Responsive Design & Performance Testing

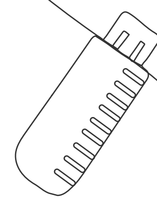
- Make images responsive across devices.
- Make tables responsive by making them horizontally scrollable or collapsing columns.
- Use viewport units.
- Optimize font loading and rendering.



Step 5
Implementation & Testing

- Re-test and monitor the metrics.
- Address recommendations and continue iterative optimization.

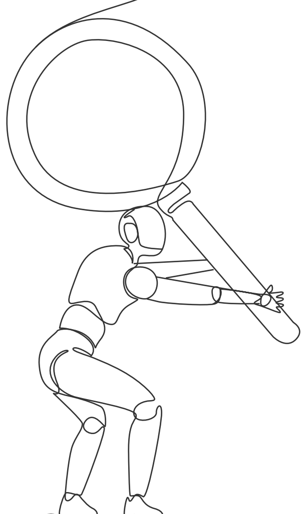
CORE WEB VITALS
Optimization Workflow



Step 1

Measurement and Data Collection

- Begin initial assessment.
- Gather data on key metrics.
- Identify issues and areas of improvement.



Step 2

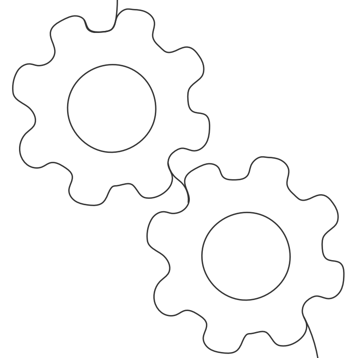
Prioritization and Analysis

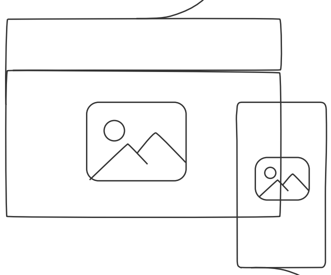
- Largest Contentful Paint (LCP)
  - Optimize images and videos.
  - Prioritize loading of Critical Resources.
  - Optimize web fonts.
  - Test the impact of optimizations.
- First Input Delay (FID)
  - Minimize long running JavaScript.
  - Optimize third-party services.
  - Test the impact of optimizations.
- Cumulative Layout Shift (CLS)
  - Specify image and video dimensions.
  - Avoid dynamically injected content.
  - Test the impact of optimizations.

Step 3

Optimization Techniques

- Optimize images as per standards.
- Minify code.
- Reduce render blocking resources.
- Address SEO issues pertaining to Core Web Vitals.
- Ensure sufficient color contrast to improve accessibility and readability.
- Validate code against W3C standards.
- Implement responsive design principles.





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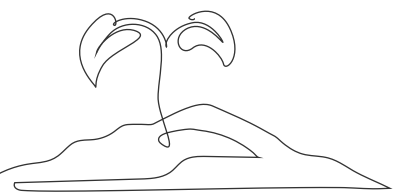
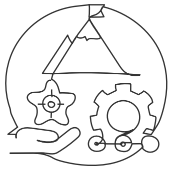


CONTENT
Optimization Workflow

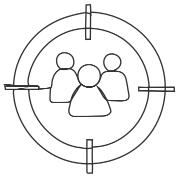
Step 1



Define Content Objectives

This involves setting clear goals for the content's goals.

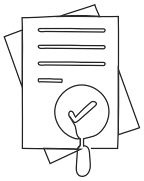
Step 2



Target Audience Identification

Identifying who the content is for, including demographic information, interests, pain points, and where they are in the buyer's journey.

Step 3



Content Audit

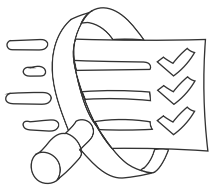
Conducting a highly comprehensive audit of existing content by analyzing and rating them based on many important factors and offering an inventory and qualitative assessment of content.

Step 4

Content Strategy Formulation

This phase involves developing a strategy that outlines what content will be created, updated, or removed.

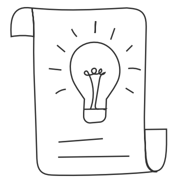
Step 5



Content Types Evaluation

Determining the types of content that will best meet the objectives and resonate with the audience.

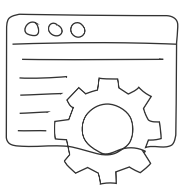
Step 6



Content Themes and Topics Identification

Identifying the main themes that the content will cover, and brainstorming specific topics within those themes.

Step 7



Content Development

The actual creation of the content, based on the strategy, types, and topics defined. This involves competitor research, content outline, and SEO optimization of the content.

PAID MEDIA

Our paid media services give time back to your team. We take care of the administrative tasks so your team can focus on creating new strategies and communicating with your clients.

SERVICES Offered

Google Ads

Google Ads

Utilize the expansive reach of Google's network to precisely target potential customers through various ad formats. Ensure maximum visibility and engagement for your clients' brand, no matter where a customer is in the funnel.

Meta

Meta Ads (Facebook & Instagram)

Harness the power of precise audience targeting and engaging ad formats across two of the largest social media platforms, driving significant brand exposure and customer engagement.

amazon ads

Amazon Ads (non-endemic display)

Reach customers with behavioral and purchasing data on the world's largest online marketplace. Boost exposure for local services and lead gen on a platform that has robust information on customers who are in the market.

CTV

CTV Ads (Hulu, Prime Video, FreeVee, Twitch)

Seamlessly integrate ads into premium streaming content, capturing the attention of targeted audiences with engaging video ads on leading CTV platforms.

Bing Ads

Tap into a diverse audience base through Bing's search network, complementing the Google Ads strategy and expanding the brand's reach across multiple search engines.

LinkedIn Ads

Target decision-makers and professionals with precision, leveraging LinkedIn's extensive user data to drive B2B lead generation and brand awareness among key industry stakeholders.

TikTok Ads

Engage with a youthful and highly active user base through creative and immersive ad formats, fostering brand affinity and driving viral brand content on one of the fastest-growing social platforms.

Pinterest Ads

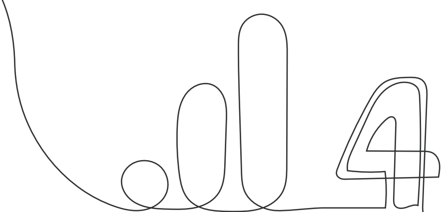
Inspire users at the point of discovery with visually appealing ads, driving product discovery and purchase intent among Pinterest's engaged audience of shoppers and enthusiasts.

X (Twitter) Ads

Capture real-time conversations and trends to connect with audiences in the moment, amplifying brand messaging and driving engagement through Twitter's dynamic ad formats and targeting options.

PROJECT ONBOARDING WORKFLOW
(For Existing Ad Accounts)

You focus on strategy. We'll focus on facilitating that strategy with thorough setup processes that are uniquely created to reach your client's KPIs.



Step 1

Assess Requirements

Request access to Google Analytics, Google Tag Manager, and any of the existing ad accounts. Our team will carry out the initial internal kick-off call and assess requirements.

Step 2

Review Client History

Complete our Client Questionnaire that we have developed to gauge client paid digital history, KPIs, and overall goals.

1. Conduct Audits

Perform an audit for each ad account and gauge how it aligns with the Client Questionnaire. We complete a full report with a "Health Grade" based on the checklist below.

Account Health

- Verify that tracking code is added to the website
- Ensure conversion actions have been defined appropriately
- Compare the variety of campaigns and strategies applied to the client's identified goals

Campaign Health

Setup

- Verify the delivery method is selected based on identified KPIs
- Verify audience parameters align with client's intended persona
- Check what unique features have been selected for the campaign
- Check the number of ad variations
- Check if auto-tagging is on
- Ensure that the marketing goal is aligned with the client's business needs

Budget & Bidding

- Check that the budget is sufficient
- Validate bidding strategy
- Verify bid adjustments

Targeting

- Check location targeting
- Check proper device performance & targeting
- Select demographic information for your clients' target audience
- Check for in-market audience targeting
- Check placement opportunities

2. Review Ad Group/Ad Set Health

Ads

- Verify ad guidelines are followed
- Verify use of Keywords in ad copy
- Review Quality Score when applicable
- Review frequency when applicable
- Verify the landing page
- Check ads for grammatical or spelling mistakes & follow best practices
- Make sure the ad has a clear call to action
- Analyze the ad copy's strength
- Compare CTR to Conv. Rate to confirm landing page relevance

Keywords/Audiences

- Check search terms for negative keywords
- Check ad group theming and quantity of keywords per ad group
- Check keyword match types
- Note naming conventions and highlight clarity
- Ensure there are no keyword conflicts
- Identify new search query opportunities
- Verify proper search query triggered keyword results
- Check the number of keywords per ad group
- Highlight keywords with zero impressions
- Check audience behaviors are aligned with personas & questionnaire
- Check in-market targeting options
- Highlight opportunity for narrowing or expansion

Ad Assets

- Ensure Google Business Profile is linked to the ads account
- Check for campaigns with missing ad extensions
- Highlight any non-performing automated extensions
- Ensure site links have relevant descriptions
- Make sure your call extension is scheduled during operational hours
- Check if ‘call reporting’ is enabled to track conversions from your call extensions

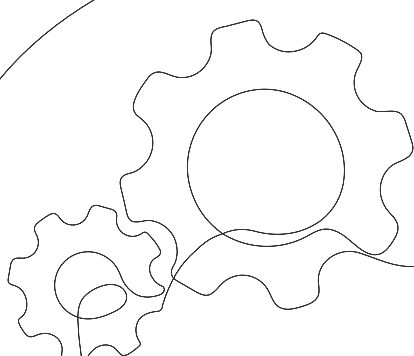
Metric Review

- Review primary KPIs
- Validate budget utilization—make sure the budget is properly allocated and utilized
- Analyze auction insights at the campaign level

Step 3

Onboarding Call and Audit Review

Once the audit is performed, we will schedule a review call with your team to highlight successes and opportunities and where we believe focus should lie for management in the coming months. We will highlight the ways that the account is currently aligned or misaligned based on the audit and client questionnaire.



Step 4

Campaign Setup & Optimization

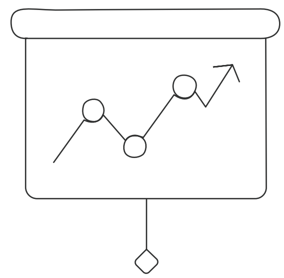
Based on the audit report of the campaign, WLIQ will optimize the campaign, making sure all the basics are covered.

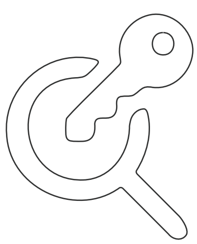
WEEKLY TASKS
Workflow

Like we said: You focus on the overall strategy. We'll focus on execution. We utilize our project management tool to make sure that campaign details are properly followed and can be accessed by anyone on our team or yours for thorough visibility.

Analyze Campaign Metrics

Review campaign metrics like impressions, clicks, CTR, goals, etc, to determine where we can improve campaigns. Check metrics through Google Analytics as needed—if certain landing pages have high bounce rates, we find room for improvement and make recommendations.





Keyword Audit

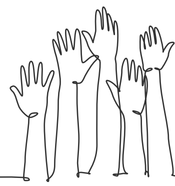
We will pause keywords that have been spent without converting or have a low CTR, which could harm account performance and lower quality scores. We will also identify opportunities for new or long-tail keywords through a search terms report.

Check Budgets

Run a report for the past seven days to see if spending is hitting the daily budget. Re-allocate budgets with approval, giving a larger portion to higher converting campaigns.

BI-MONTHLY

Tasks Workflow



Bids Optimization

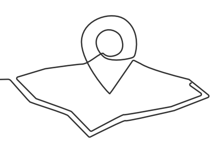
Track current bid optimizations and find room for improvement. Identify geos, audiences, or keywords that have outlying performance and make necessary bid adjustments as applicable.

Ad Review

Identify underperforming ads and write new copies to test. Periodically, retire low-performing headlines & description copies and add new variations to compete against the high-performing ads.

Conversion/ KPI Review

Looking at the campaigns and their identified KPIs, we review the performance based on the previous time period and seasonality. From there, we will ensure we are pacing on track for expected performance and highlight as needed to you or the client.



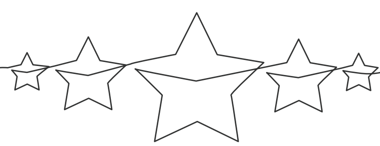
GEO-Targeting

WLIQ will run a geographic report to determine locations where the performance is above or below average. We will then consider excluding poor-performing locations or breaking out campaigns to better target different areas.

MONTHLY
Tasks Workflow

Strategy Call

Scheduling a monthly call dedicated to discussing strategy and performance helps us stay aligned on your clients' current needs.



Dashboard Review

During our monthly call, we will walk through each client and their platform dashboards and review key takeaways. We will highlight any areas where we see opportunity and where we have seen positive results.

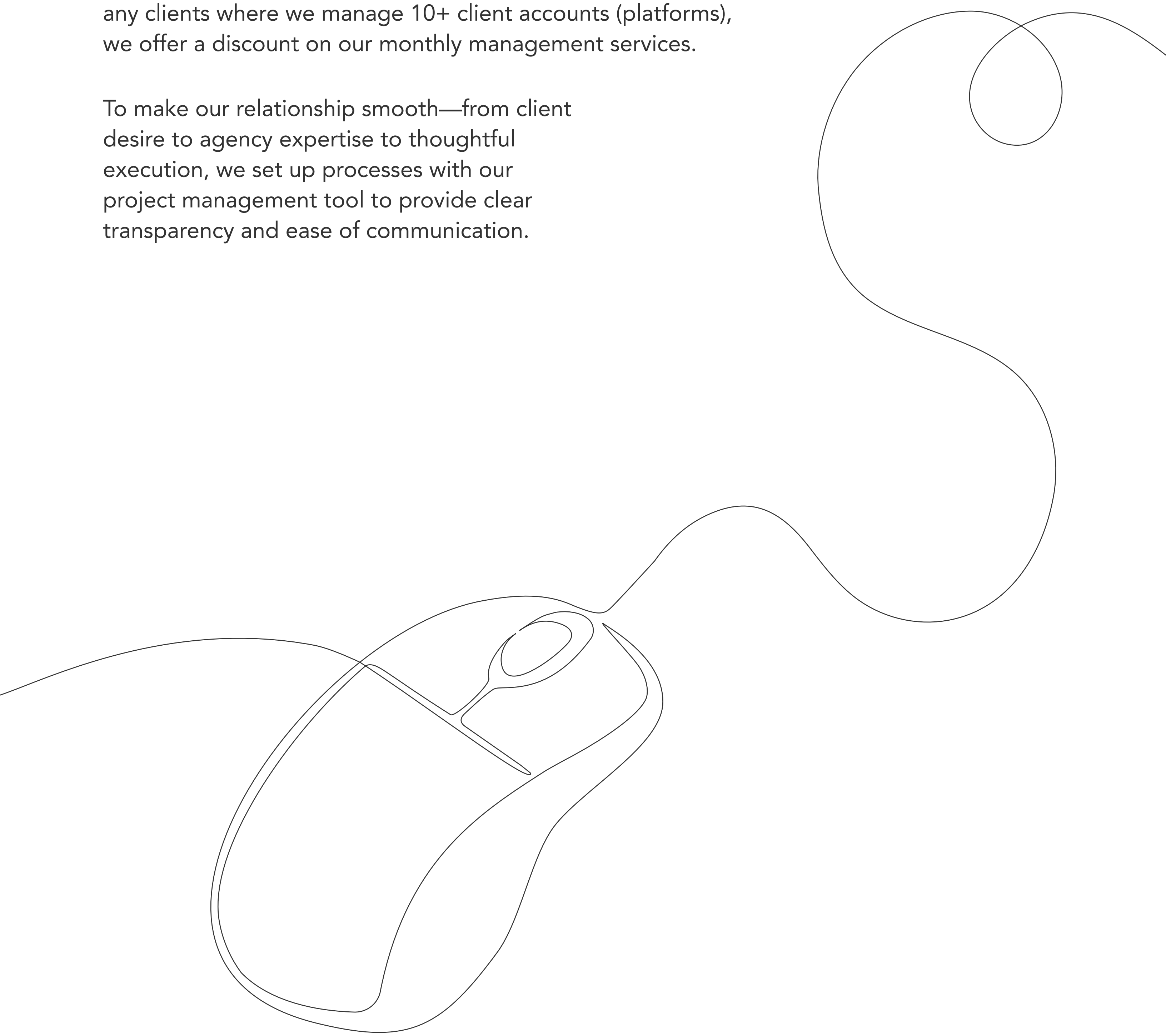
Recommendations

Additionally, if we find areas for improvement with strategy adjustments, budget opportunities, or KPI edits, we will highlight these for you to discuss with your client. We pride ourselves on being a helpful partner and we bring platform insights back to you to ensure we are hitting your client's goals as best as possible.

Paid Media
WHOLESALE WORK

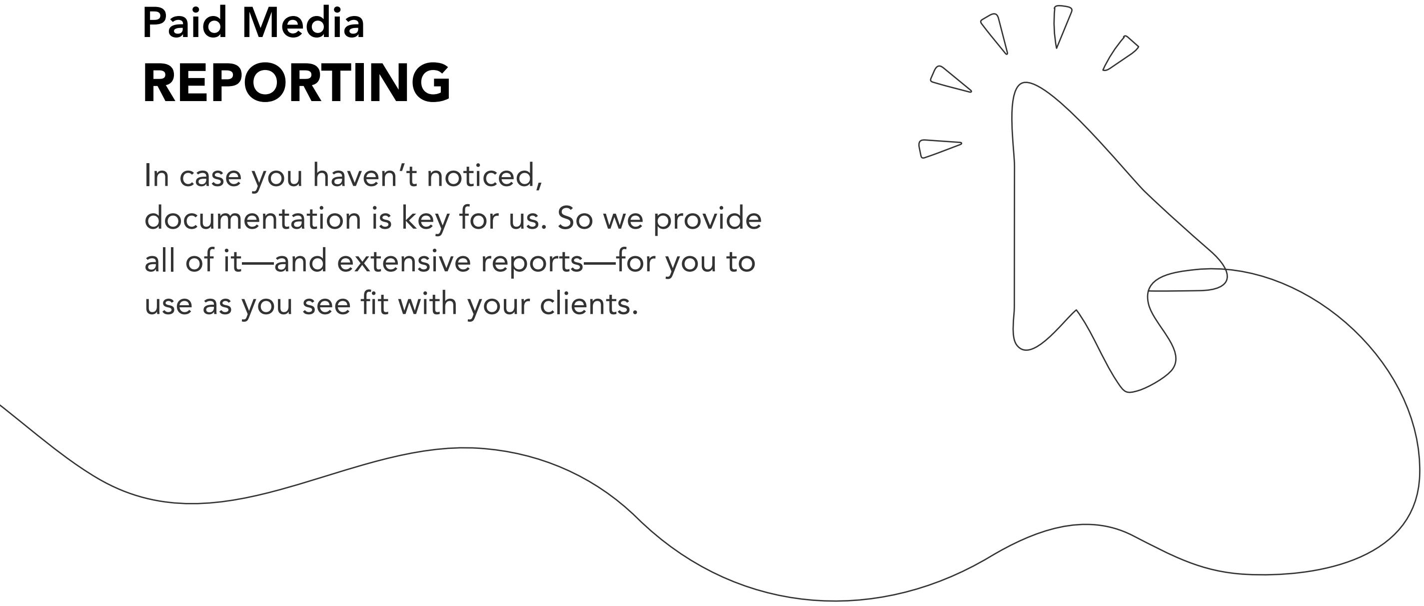
For agencies that use WLIQ in a wholesale capacity (10+ client accounts) we find there to be gained efficiencies in our agency/partner relationship. Because of this, we are able to pass the cost savings in gained efficiency, back to you. For any clients where we manage 10+ client accounts (platforms), we offer a discount on our monthly management services.

To make our relationship smooth—from client desire to agency expertise to thoughtful execution, we set up processes with our project management tool to provide clear transparency and ease of communication.



Paid Media
REPORTING

In case you haven’t noticed, documentation is key for us. So we provide all of it—and extensive reports—for you to use as you see fit with your clients.



- **Clicks**

  The number of times a user clicks on your ads.

- **Impressions**

  The number of times ads are shown.

- **Click-through rate (CTR)**

  The percentage of ad clicks to impressions.

- **Average position**

  The average position your ad ranks against other ads.

- **Average cost per click (CPC)**

  The average amount you’ve been charged per click.

- **Cost**

  The total cost to date of the ad campaign.

- **Conversion**

  The action or goal you want someone to take after viewing your ad.

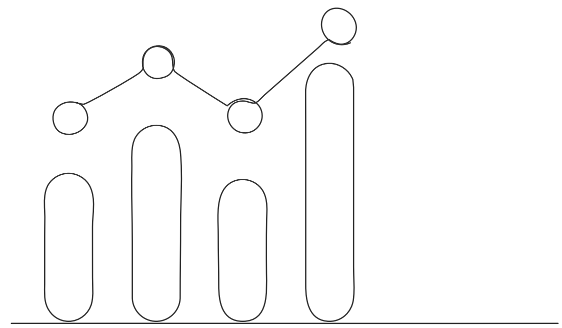
- **Conversion rate**

  The percentage of site visitors who perform a specific action (sale, sign-up, etc.)

- **Cost per conversion**

  The total cost paid for the conversion.

ANALYTICS



– Google Analytics 4

Our GA4 expertise equips you to showcase clear ROI and success through precise, data-driven strategies while we focus on execution, ensuring every detail is finely tuned for optimal outcomes.

– Google Tag Manager

Our specialization in Google Tag Manager ensures not only a precise and compliant setup but also makes sure your tags are organized without any redundancies.

– Google Search Console

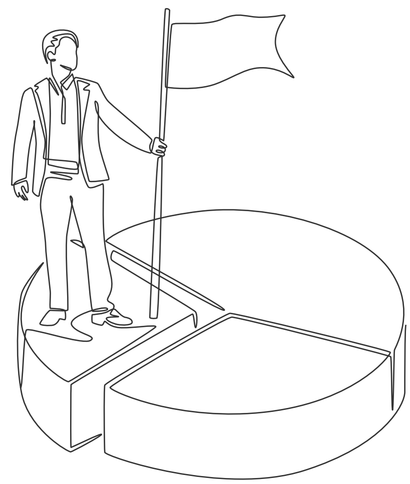
Our expertise in Google Search Console ensures an accurate flow of data for your clients with a precise setup along with validating the sitemaps and resolving indexing issues.

– Dashboard Setups

We develop presentable and easy-to-understand custom dashboards for your clients so they can receive the data in a way it makes sense.

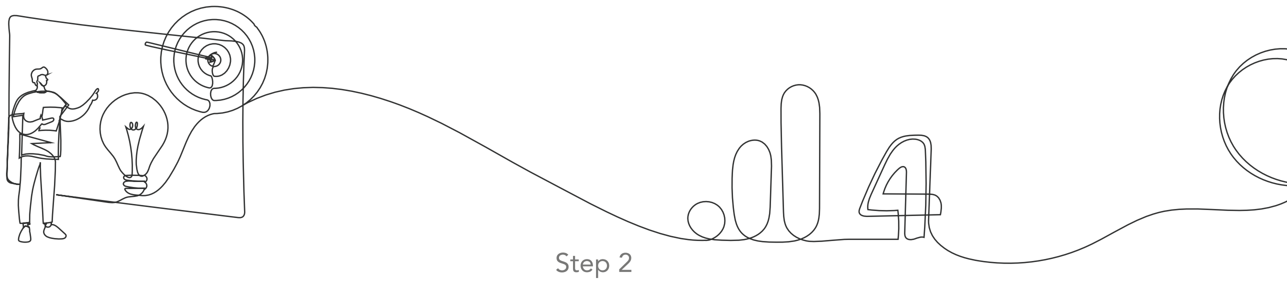
GOOGLE
Analytics 4

Why do you need a PROFESSIONAL IMPLEMENTATION?



Professional implementation of Google Analytics 4 (GA4) is crucial for demonstrating ROI to your clients, defining success, and emphasizing the importance of details in digital strategy. Only with expert setup can you truly leverage GA4's capabilities to make data-driven decisions and showcase tangible results.

GA4 IMPLEMENTATION
Workflow

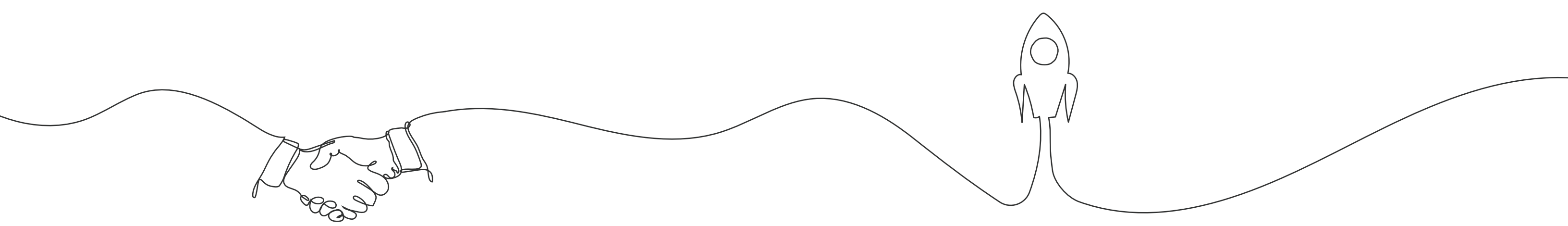


Step 1
Project Initiation

- Initial meeting with the client to understand business objectives and analytics needs.
- Assigning a project manager and analytics specialist.
- Collecting existing data analytics setup and requirements.
- Establishing key performance indicators (KPIs) and conversion goals.
- Assessing current tracking setup and identification of gaps for GA4.
- Onboarding project to the WLIQ Project Manager (PM) for oversight and documentation.

Step 2
Setup Preparation

- Creating a GA4 property within the Google Analytics account.
- Defining data streams (web and/or app) for comprehensive tracking.
- Configuring basic settings: currency, time zone, and data retention.
- Creating an inventory of existing Universal Analytics (UA) tags for migration.

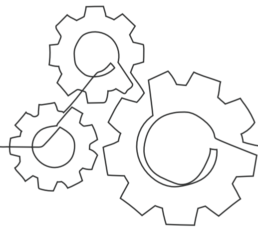


Step 8
Post-implementation Support

- Providing provision of ongoing support and consulting for GA4-related queries and enhancements.
- Offering recommendations for leveraging advanced features of GA4, like predictive metrics and audience segmentation.
- Regular check-ins and updates on new GA4 features and best practices.

Step 7
Launch and Optimization

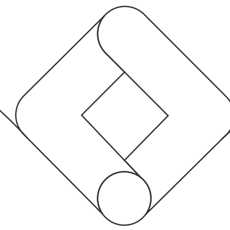
- Official switching to GA4 as the primary analytics tool.
- Continuously monitor data collection and reporting for initial weeks post-launch.
- Optimizing tracking setup based on collected data and evolving business needs.



Step 3

Configuration

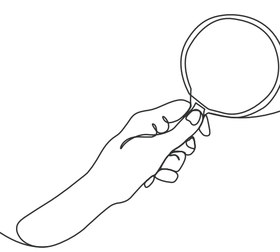
- Set up GA4 data streams for accurate data collection.
- Configuring enhanced measurement features for automatic tracking (e.g., page views, scrolls, outbound clicks).
- Establishing event tracking in line with identified KPIs and conversion goals.
- Defining and setting up custom dimensions and metrics, if required.
- Integrating with Google Ads and other relevant Google services for cross-platform data analysis.



Step 4

Tagging and Implementation

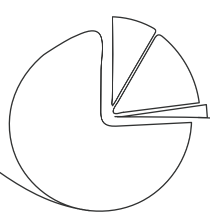
- Implementing GA4 configuration using Google Tag Manager or direct site tagging.
- Migrating and/or setting up new tags, triggers, and variables in Google Tag Manager.
- Ensuring backward compatibility and continuity of tracking with dual tagging strategies.
- Setting up cross-domain tracking, if applicable.



Step 5

Testing and Validation

- Ensuring quality assurance processes for accurate data collection and tracking.
- Real-time reporting and debug view in GA4 for monitoring and troubleshooting.
- Validating event tracking and conversion measurement against KPIs.
- Confirming successful integration with Google Ads and other services.



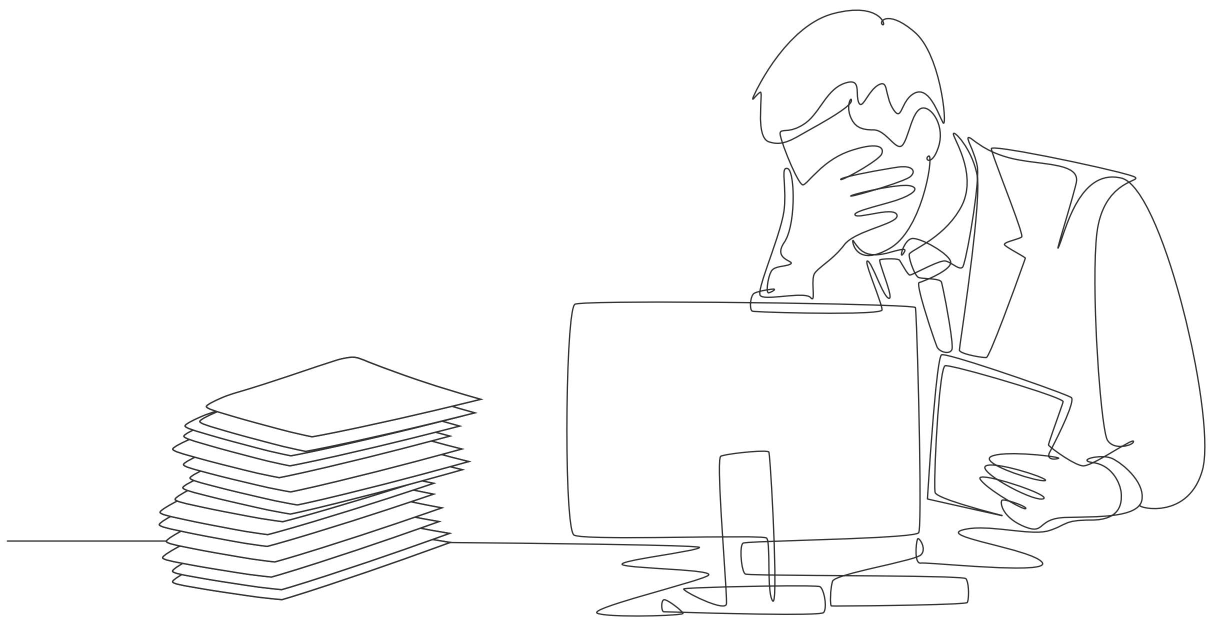
Step 6

Reporting and Insights

- Customizing GA4 reports to align with clients' business objectives and reporting needs.
- Set up dashboards for at-a-glance insights into user behavior and performance metrics.
- Educating—training sessions for the client on navigating GA4, understanding reports, and extracting actionable insights.

AD HOC

Issues, no matter how small, need to be addressed on time as they soon become distractions for agencies and take away precious time and valuable resources.



We've been an agency first and understand that you want to support your clients through all of their needs

—the exciting, fun ones, and the boring—dull ones too. Our Ad Hoc services are designed to take away your distraction and support you—support your clients.

Perfect for smaller projects that require less than two days of work (or roughly 15 hours), so you can get everything done without all the onboarding that can eat up valuable time. The best part? You still get access to all the skillsets we provide.

When to
AD HOC

Ad-Hoc Outsourcing could be your go-to when

1. Small requests are distracting your agency from working on bigger ideas.
2. Your clients need to move the urgent tasks off their plates.
3. You're staffed lean, and some administrative help could keep the business moving.
4. Undefined tasks disrupt your workflow and end up taking up large amounts of time.
5. You've deployed the website but need to provide support for your client.

PERKS OF OUTSOURCING
Ad Hoc With Us

– Cost-effectiveness

We provide a great balance between cost and value so agencies can benefit the most.

– Expertise

Our team's expertise ensures that agencies can get accurate, reliable, and effective solutions to complex problems or challenges.

– Flexibility

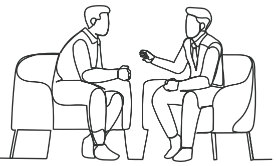
Our flexibility allows us to adapt to clients' changing needs, enabling agencies to provide timely and effective responses.

– Scalability

We help agencies flex as their clients' needs change. Stay lean and grow only when you need with WLIQ.

CLIENT ONBOARDING

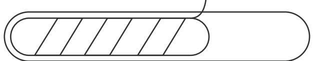
Workflow



Step 1

Requirement Gathering

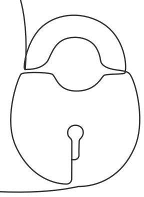
We begin by sharing our account manager's contact information to discuss any projects, concerns, or any other non-technical things.



Step 2

Project Initiation

Once your requirements are accumulated, they're shared further with our developer team.



Step 3

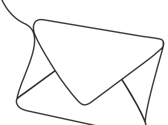
Access Sharing

We collaborate to find the best method for sharing access information like admin, hosting, API access, etc.

Step 4

Development Environment

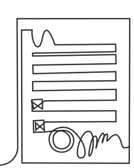
We discuss with you whether to work first on the Development Environment or directly on the Live Environment.



Step 5

Issue Reporting

In addition to the previously mentioned issue reporting process, you can report any issues regarding tasks to our project management portal or through email.



Step 6

Quote and Approval

If the task timeline is under 5 hours, we will execute it without approval, but for any tasks above 5 hours, we will need written approval from you.

PRICING
Plans

The Math is Simple
Just Like the Answer.

IT'S MORE PROFIT FOR YOU.

Here you only pay for productivity.
Hit higher hourly tiers within a month, and we'll recalculate your entire bill at the lower rate.

0-20 Hours Per Month — $75/Hour

21-99 Hours Per Month — $55/Hour

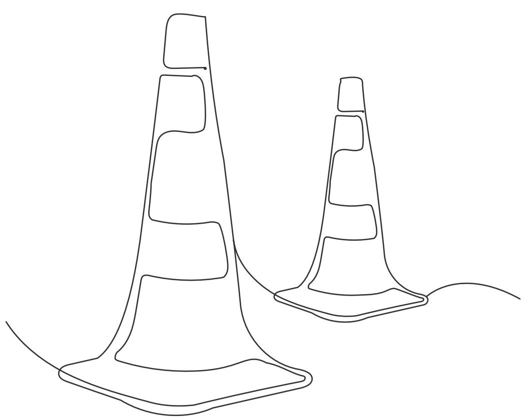
100+ Hours Per Month — $45/Hour

SUBSCRIPTION-BASED
Services

WEBSITE
Maintenance

Stop wasting time on tedious tasks and start focusing on growth and value. Our Website Maintenance Solutions keep your clients' websites secure, up-to-date, and performing at their peak.

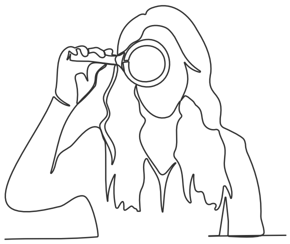
We Do IT DIFFERENTLY



Zero BLACKOUT Periods

We do it on stage.
We test.
We repeat on live.

We make updates foolproof with a two-step process: First on a staging server for thorough testing, then repeated on the live site only after your approval. This also means no overwriting of your work, no hiccups & a stronger agency-client bond.



– Precision QUALITY Assurance

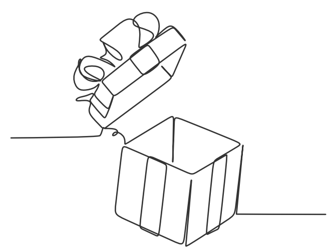
**We spot glitches
before they become gossip.**

We employ a rigorous blend of automated and manual QA to ensure every update is perfect before it goes live. This precision means fewer client worries and more efficient agency operations providing you with timely reports and clear fixes.

– Client-centric CLARITY

**No more “umm”s and “ahh”s
when chatting with clients.**

We go beyond identifying issues; we explain them—why they happened, if they’ll recur, and their severity. This clear communication empowers you to maintain your client’s trust, ensuring you’re never left in the dark or caught off guard.



– Full In-house EXPERTISE

**One team. All solutions.
No more vendor juggling.**

Our in-house team of experts covers all bases, eliminating the need to coordinate with multiple vendors. We offer a one-stop solution that ensures consistency, speeds up timelines, and delivers high-quality outcomes, giving both you and your clients unparalleled peace of mind.

– Exclusive PLUGIN Perks

**Top WordPress plugin licenses,
on the house. No fuss, no extra costs.**

Our enterprise subscriptions grant agencies access to essential WordPress plugins, optimizing agency workflow and enhancing client sites without extra costs.

ONBOARDING
Workflow

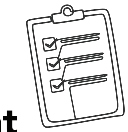
We deliver comprehensive website maintenance that allows your team to focus on the creative, strategic, and well, fun, parts of the business you enjoy most.

Step 1

Onboarding

- Schedule call/meeting with Agency Partner
- Collect website profile information
- Onboard website(s) onboarded into PM Tool for quoting
- Review and confirm the next steps

Step 2



Assessment

- Conduct a comprehensive website assessment
- Report the document findings and share with the Agency Partner

Step 3

Planning

- Create a comprehensive maintenance plan if websites are deemed custom or complex
- Review and approve the plan with the Agency Partner

Step 4

Implementation

- Schedule and assign maintenance tasks in the production schedule
- Monitor progress and make necessary adjustments
- Keep Agency Partner informed of progress and issues

Step 5

Monitoring

- Continuously monitor progress and adjust as needed
- Keep Agency Partner informed of issues

Step 6

Reporting

- Provide white label reports to Agency Partner
- Include recommendations for future improvements

Step 7

Review

- Conduct review of the maintenance plan
- Document results and share with the Agency Partner

MONTHLY TASKS
Workflow

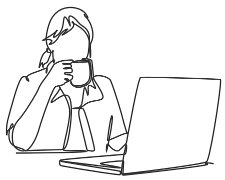
Step 1

Planning

- Evaluate the scope of maintenance work for each website
- Determine and prioritize necessary tasks
- Communicate with and inform all stakeholders

Step 2

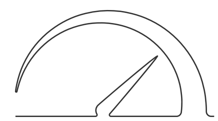
Preparation



- Execute a comprehensive backup of the website
- Transfer the backup to our secure servers

Step 3

Perform Maintenance of the Website on Our Servers



- Implement necessary software updates
- Identify and fix broken links
- Conduct security scans and address issues
- Enhance website speed and optimize performance

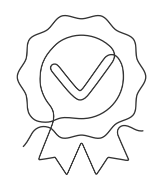
Step 4

Testing: Quality Assurance

- Conduct basic testing (standard plan)
- Perform Extended QA (extended plan)

Step 5

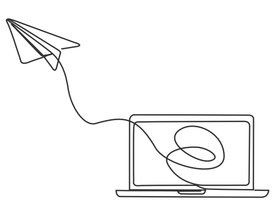
Staging Ready for Review



- Prepare the staging environment for updated reviews
- Alert stakeholders to assess and give approval
- Send preliminary report to stakeholders

Step 6

Deployment in Off-peak Hours



- Inform stakeholders ahead of the live deployment
- Manually replicate updates on the live site
- Perform QA on the live version
- Update stakeholders about successful live deployment

Step 7

Follow-up

- Strategize upcoming updates and enhancements
- Record the changes made for future reference
- Send a detailed maintenance report to stakeholders

HOSTING

Don’t Worry!
Our experts have it in control.

The Helpful
Accomplice for **YOUR GROWTH**

– No Worries

Still stuck with that chaos of security, maintenance, and monitoring of a site? We promise—no headaches ahead. Your site is in safe hands with our team of experts.

– No In-house Hiring Hassles

You may hire a System Administrator in-house, but can you keep them occupied? Don’t let it add up to your fixed costs. Let our expert devs handle your client’s hosting needs.

– Pro Team to Handle Needs

Hosting needs could be simple or complex. For simple ones, you just need someone to monitor and handle if something pops up, but complex ones call for a specialist… someone who understands the server architecture and can make the right decisions.

MANAGED WORDPRESS Hosting Service

We provide servers that are optimized for your client's WordPress site with industry-leading speed, security, and support.

– Secure Hosting

Run your client's site with the peace of mind that it's completely secure– backed by SSL, managed WordPress and plugin updates, and platform-level protection.

– Continuous Monitoring

Stay ahead of the game with continuous website security surveillance.

– Daily Backup

Daily copy of all the website data is backed up and stored as a precautionary measure in case of data loss or corruption.

– Quick Restore

You can instantly recover a previous version of your client's website, ensuring minimal downtime and easy operations.

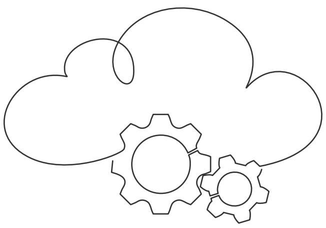
Pricing **PLANS**	**$600**/Year PROFESSIONAL	**$1000**/Year GROWTH	**$2000**/Year SCALE	**Custom**
Site Migration	✓	✓	✓	✓
SSL certificate	✓	✓	✓	✓
Daily Backups	✓	✓	✓	✓
Storage	5GB	20GB	50GB	Custom
Bandwidth	Unlimited	Unlimited	Unlimited	Unlimited
Monitoring	Monitoring Website uptime	Monitoring Website uptime	Monitoring Website uptime	Monitoring Website uptime
Wordfence Security	Free Version	Premium License Included #	Premium License Included #	Premium License Included #
Malware Cleanup	Notify & AdHoc	Notify & AdHoc	Yes	Custom
Additional Storage @	$5 / 1GB	$5 / 1GB	$5 / 1GB	Custom

Note:
@ Additional storage charged Monthly above the plan storage.
# Premium License value $119/Year.

AWS

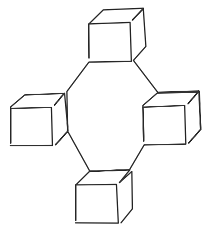
Hosting Management Service

We provide support, monitoring, and other customized services to ensure that your client's existing hosting environment runs smoothly and performs as per their needs.



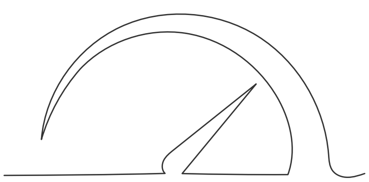
– Custom Server Management for Clients

Our dedicated server management services, exclusively provide the technical expertise to keep your client's website performing at its best.



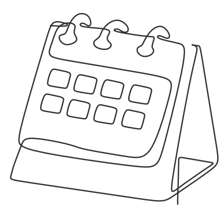
– Server Configuration for Web Apps and Websites

Our expert team will take care of everything from securing a hosting plan to integrating your client's web apps and websites.



– Higher Level of Performance & Optimization

We choose the right server architecture for your client's website to ensure that it's optimized to meet their needs and web application demands.



– Monthly Server Updates

Improve your client's website performance and security with regular updates, ensuring that their server is stable, fast, and secure.

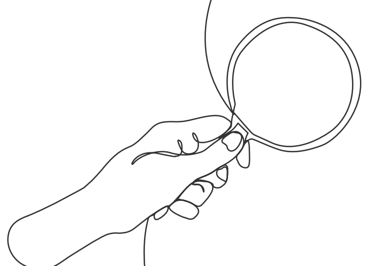
PROJECT INTAKE
Workflow

Here's how we transform your project from a mere concept into a reality. We equip your agency with the necessary processes and tools for seamless alignment, empowering you to set expectations that fortify client relationships and foster a cooperative atmosphere.

Step 1

Project Request

- Project Request initiated by client via Account Manager (AM)/email/phone call
- Acknowledge & record requests



Step 2

Discovery

- Setup discovery meeting to identify high-level scope
- Introduce our process if needed
- Complete Project intake details and obtain documented requirements and scope from client
- Facilitate Business Analysis as needed Assess feasibility of Project

Step 3

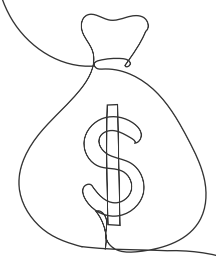
Assess Scope

- Setup detailed assessment meeting with client
- Collect requirements: functional, technical, testing, security, resources and governance
- Discuss high-level design options and integrations
- Discuss dependencies
- Identify team roles and responsibilities

Step 4

Estimate

- Internal discussions
- Estimate write up
- Send estimate to client (you)



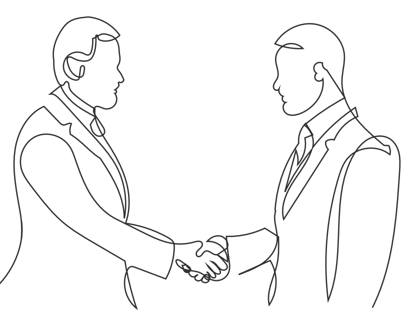
Step 5

Planning (Timeline & Funding)

- When Estimate is approved
- Negotiate timeline: Phases, milestones, start and finish dates
- Send formal Project Authorization for signature
- Collect Initial Payment per payment terms
- Prioritize projects, allocate team resources and move into production queue

Step 6

Formally Move Into Production/ Development



ISSUE REPORTING & RESOLUTION

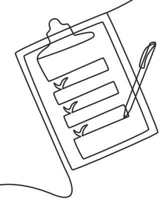
We help you foster strong relationships with your clients by promptly identifying and analyzing issues and resolving them efficiently.

Issue Reporting

- The client reports the issues via project manager (PM), email, phone call, or bugherd
- Acknowledge & log reported issues
- PM will evaluate issues and seek further information
- Ascertain the billing and payment approach

Task Assignment

- Form an assessment team
- Provide estimates as needed or when possible
- Evaluate the urgency and sort tasks into the production queue



Verification

- Determine if the dev team can verify and replicate the issue
- If not, the ticket is declined and reassigned to the pm for further clarification or closure
- If yes (upon estimate approval) the issue progresses to resolution

Resolution

- **Testing:** Dev team conducts local tests to verify the fix
- **Fix:** Implement the resolution on the staging or production environment
- **Verification:** Dev team validates the fix
- Inform client to review and confirm the fix
- If rejected, the issue is reassigned to pm for further investigation
- If approved, the issue is resolved and closed

How We
COMMUNICATE

Imagine offshoring with unmatched communication. At WLIQ we bridge time zones and geographies, to ensure you're always connected, informed, and in control. Our hybrid model guarantees real-time access to our team. With us, it's not just about meeting expectations—it's about exceeding them, together, every moment.

Cadence:

When managing multiple tasks that require continuous oversight, we implement a structured cadence of communication. Scheduled weekly status updates keep stakeholders informed and engaged. For intricate projects with more dynamic needs, we adopt daily stand-up meetings. This keeps each team member updated on progress and helps address challenges that arise with a seamless flow of information and support.

White Label Portal:

In addition to email*, our primary method for contact will be via WLIQ Project Manager (PM), our web-based project management platform designed for commenting, record keeping, and file sharing.

Why do we have this? We like to be transparent with you and this ensures that you can access, ask, and provide feedback there and then. It also saves on costs so you can be more profitable.

If you prefer otherwise, we can be available on Slack or a similar messaging app.

How soon we'll respond to emails, comments, or revisions:
24 hours—that's the most we take to respond. We don't want your clients waiting.

*We reply to all communications regarding active projects within the first 24 hours (during established US/India office hours - Page 85). Aside from communication with your dedicated Project Manager, our development team sends email updates from support@whitelabeliq.com

The DREAM TEAM

We provide high-quality service and high-level communication. We do this globally for agencies. And to achieve this, we have specialists.

LEADERSHIP Team

Jim Huebner
Founder/CEO
jimh@whitelabeliq.com

Brian Gerstner
President
briang@whitelabeliq.com

Nishant Rana
Chief Operating Officer
nishantr@whitelabeliq.com

Jeannette Bierman
Director of Operations
jeannetteb@whitelabeliq.com

Manthan Rana
Systems Director
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Purvi Pandya
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Pravin Kanzariya
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Abby Carey
Director of Paid Media
abbyc@whitelabeliq.com

Jay Panchal
Design Team Lead
jayp@whitelabeliq.com

Ashish Gaur
Senior Laravel + API Developer
ashishg@whitelabeliq.com

Nikunj Bhalodia
Senior Quality Analyst
nikunjb@whitelabeliq.com

Tarang Chokshi
Product Team Lead
tarangc@whitelabeliq.com

Deepak Ravtani
Marketing Team Lead
deepakr@whitelabeliq.com

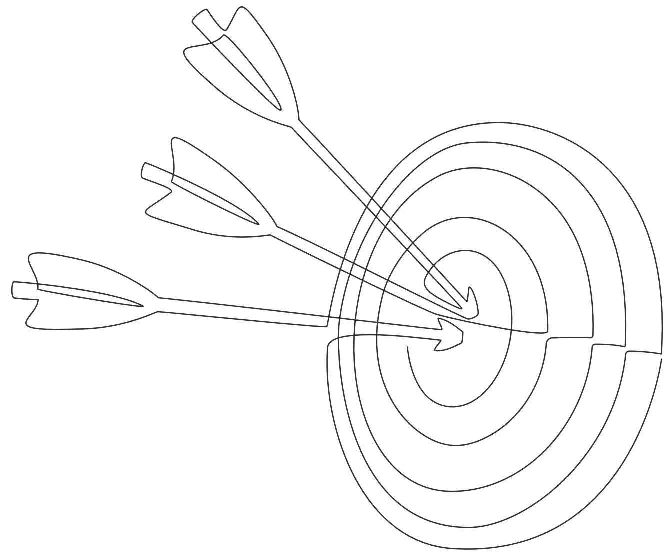
Nandni Jadhav
QA Team Lead
nandni@whitelabeliq.com

Bhaskar Modh
Frontend Team Lead
bhaskar@whitelabeliq.com

Nimisha Joshi
PHP Team Lead
nimisha@whitelabeliq.com

Manan Rana
SEO Team Lead
mananr@whitelabeliq.com

While our team is comprised of approximately 80+ specialists in the digital production world, these are the primary people you'll be in contact with.



Best Practices

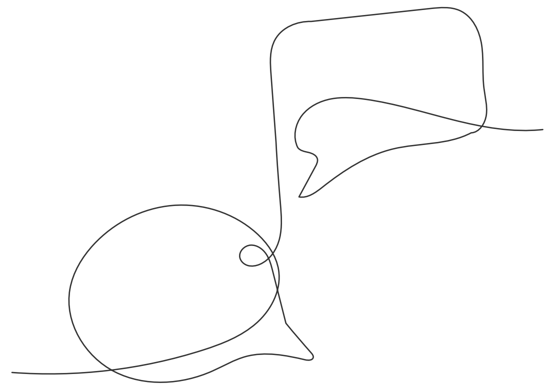
FOR GETTING THE MOST OUT OF WLIQ

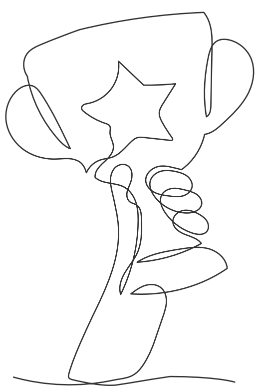
Ensuring that all parties are on the same page is key to keeping projects moving smoothly, quickly, and on budget, which ultimately saves you time and money.

Transparent and Consistent Communications

Engaging in meetings, phone calls, and/or email correspondence throughout different stages of the project is crucial, as it reduces the number of revision cycles, alleviates guesswork, and ensures milestones and final deliverables meet expectations.

Make sure to prepare questions beforehand—no matter how simple or complex you think they may be. We want to address all concerns at the beginning so we can all work efficiently.





Expectations

We like to focus on a two-way collaboration model—which is easier than you might think!

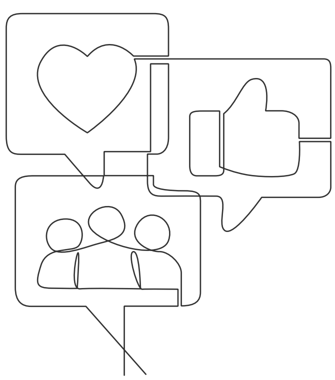
Expectations should be clear from the beginning. As such, functional designs and detailed project documentation are critical. In practice, this stage is often neglected as clients want to start the project ASAP. However, the more accurately your team is able to prepare the project handoff, the fewer mistakes there will be during implementation.

Let’s make sure to agree on (and document) all standards and make sure specific expectations are clear.

Well-defined Briefs and Kick-offs

As much as we'd love to read minds and nail every project, many things can get lost in translation if not clearly defined at the start. And this goes both ways.

- The more thorough your expectations, the better.
- The clearer you can outline them, the easier it is to deliver exactly what you want.
- We begin every project with a detailed kick-off meeting to ensure there are no misunderstandings between your team and ours.



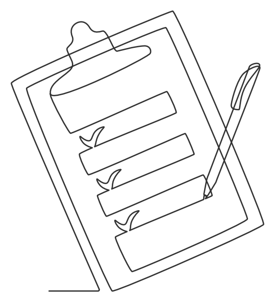
Feedback

A good working relationship takes time and effort. But it doesn't have to impede our ability to make you successful. As such, our goal is to always keep you up to date on your projects, whether that news is positive or negative.

If there should ever be a bump in the road, we welcome and appreciate your honest feedback. But remember, we're human. We always want to be a partner that you can rely on and a resource that provides value to your team.

Development Specifications

Web design and development requires careful planning. Before the team starts working, mention the development specifications when you assign a task.



Invoicing and
PAYMENTS

Now for the much less exciting, but just as important stuff.

Payment Terms

We understand that your payments take time to process and therefore we have a net-30 payment term policy so that you can manage your finances more effectively.

Late Fees

A service charge of 1% per month will be added to the outstanding balance on accounts more than thirty (30) days past due.

Accepted payment methods

Apple Pay, VISA, Mastercard, Discover, American Express, Bank Transfer or Check.

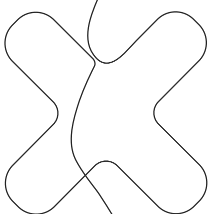
Payment schedule for projects that require Project Authorization (PA)

When we finish a project within a 30-day timeframe, we invoice the full amount upon agreement.

For larger projects, payments are based on milestone completion. Here's a typical breakdown:

- **50%** of projected* project **cost due at signing** of the contract, before work begins to secure production schedule
- **30%** of projected project **cost due when development begins**
- **20%** of projected project **cost due before the website/app launches**

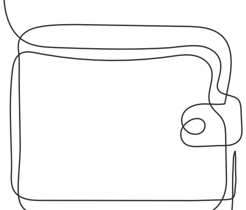
*All projected costs are simply that, projections. While we confidently stand by our quotes, we understand that sometimes projects can evolve and lead to scope changes. As partners, we are always available to talk and provide client-centric communications. While this can be an opportunity for enhanced revenue for you, we take it as a chance to stress test our scoping and quoting process.



Cancellations

Sometimes things just don't go as planned. If, at some point, either of us decides our working relationship should come to an end, a written submission to part ways must be provided, as well as payment for all work completed at that point.

For example, if a website is 75% complete, the client will be billed for 75% of the total project cost, and 100% of any additional expenses must be reimbursed.



Payment for ad hoc projects and tasks

To establish credit and payment history, we request a deposit of $1,380.00 at the start of the first task or project. Should payment not be received within 45 days, then all work will stop until payments are made.

At the end of the first month, hours will be deducted accordingly. Unused hours roll into the next month and do not expire.

Once payment history has been established (after the first payment), WLIQ will invoice at the end of each month thereafter for work hours completed.

2024
HOLIDAY CLOSURES

US Office

January 1	New Year's Day
March 29	Good Friday
May 27	Memorial Day
July 4	Independence Day
September 2	Labor Day
November 28, 29	Thanksgiving
December 24	Christmas Eve
December 25	Christmas

India Office

January 14	Makar Sankranti
January 26	Republic Day
March 25	Holi
August 15	Independence Day
August 19	Raksha Bandhan
August 26	Janmashtami
November 1 to 3	Diwali Holidays
December 25	Christmas

Business HOURS

	US Office Hours (MT Time)	India Office Hours (MT Time)
Monday	8 AM - 5 PM	11:30 PM - 8:30 AM
Tuesday	8 AM - 5 PM	11:30 PM - 8:30 AM
Wednesday	8 AM - 5 PM	11:30 PM - 8:30 AM
Thursday	8 AM - 5 PM	11:30 PM - 8:30 AM
Friday	8 AM - 5 PM	11:30 PM - 8:30 AM
Saturday	Closed	Closed
Sunday	Closed	Closed

Useful RESOURCES

SCAN QR CODE FOR

Frequently Asked Questions

https://www.whitelabeliq.com/faq/

If you've made it this far and still have questions, maybe crowdsourcing will help.

SCAN QR CODE FOR

Resources

https://www.whitelabeliq.com/resources/

Sample contracts, process documentation, and other workflows in all their beautiful minutia.

MORE BANDWIDTH.
MORE SKILLSETS.
MORE PROFIT.

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