

Bronze	Silver	Gold
\$25/mth	\$40/mth	\$80/mth
Hosting	Hosting	Hosting
General questions/education from the Web Services team	General questions/education from the Web Services team	General questions/education from the Web Services team
Full access to Marketing's improved website content library (no more a la carte prices for certain content pieces)	Full access to Marketing's improved website content library (no more a la carte prices for certain content pieces)	Full access to Marketing's improved website content library (no more a la carte prices for certain content pieces)
Continually updated content so website stays fresh	Continually updated content so website stays fresh	Continually updated content so website stays fresh
Full access to standard "widget" functionality for interactive components (ex. social media badges)	Full access to standard "widget" functionality for interactive components (ex. social media badges)	Full access to standard "widget" functionality for interactive components (ex. social media badges)
Access to library of website layouts, designs and image themes	Access to library of website layouts, designs and image themes	Access to library of website layouts, designs and image themes
Annual Compliance review	Annual Compliance review	Annual Compliance review
	Unlimited Web Services help in executing standard changes such as: text changes, adding FA provided content to existing pages, image uploads	Unlimited Web Services help in executing standard changes such as: text changes, adding FA provided content to existing pages, image uploads, navigation changes, adding pages, prioritization of urgent requests
		Annual website review
		Social Media Package (once, upon request)
		Custom domain

Who is this best for?

Advisors satisfied with a minimal web marketing investment, anticipate minimal website changes or are willing to pay a la carte for support by the hour	Advisors who prefer to balance investment cost with support, anticipate moderate assistance on a regular basis	Advisors who feel the investment cost is secondary to support provided, anticipate complex changes on a somewhat regular basis
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