

RATES

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DESIGN

Basic Site	Design/Deployment	Hosting*	Domain Name*
Up to 5 pages - Static site	\$1,500.00	\$60.00	\$10.00

Includes:

- Original design or custome build from template and site outline
- 2 sets of changes to design
- 2 set of content changes to site post-deployment
- Does not include any further maintenance. Customer must provide pictures, logos, and content information in a usable electronic format (e.g. JPG pictures, Word documents, PowerPoint, etc.)

Basic Plus Site	Design/Deployment	Hosting*	Domain Name*
Up to 5 pages - Static site	\$2,550.00	\$60.00	\$10.00

Includes:

- Original design or custome build from template and site outline
- Up to 5 original photographs, 1 original logo design and up to 500 words of copywriting
- 2 sets of changes to design
- 2 set of content changes to site post-deployment
- Does not include any further maintenance except notification of host or domain expiration. Customer must provide content information.

Basic Dynamic	Design/Deployment	Hosting*	Domain Name*
Up to 5 pages with one database	\$3,050.00	\$60.00	\$10.00

Includes:

- Original design and site outline
- Up to 5 original photographs, 1 original logo design and up to 500 words of copywriting
- 2 sets of changes to design
- 2 sets of content changes to site post-deployment
- Does not include any further maintenance except notification of host or domain expiration. Customer must provide content information and data in usable format

Incremental Pages - Static Sites

- \$100.00 to \$300.00

Website changes/maintenance

- \$75.00/Hour

* This is an annual charge and a "pass-through" cost. It may vary depending on Host company and Domain Name. Also, there may be other charges depending on your preferences. A Privacy listing is approximately an additonal \$10.00 per year.

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Travel and Meetings

- \$0.45/mile
- Client requested meetings/phone conferences/training - \$35.00/hour

Charges associated with non-Lapeer Web Design hosting and domain registration

- Hourly rate applies for time involved in domain name transfers, uploading files to a foreign host or any additional work generated as a direct result of using a non-Lapeer Web Design hosting site. This is an additional charge to the standard Design rates.

Other type of site, Search Engine Optimization and Maintenance

- Hourly rate applies.

Instruction

- Hourly rate applies for time involved in training on ancillary web related activity. For examples: Instruction on how to use Google Analytics, how to create and link Facebook pages, understanding Google search as it relates to your website, etc. **If you send me an email asking me why** your website is not showing up on Google, you are, in essence, requesting training on the subject of Google searches. While I am more than happy to help out, it does require time to explain and respond to such e-mails. There is a plethora of free information on the web covering just about any subject from Search Engines to Social Networking. There are also resources such as Lynda.com that for a small subscription fee you have unlimited access to excellent on-line tutorials.

Responsibilities

Lapeer Web Design accepts no legal responsibility for the website's content. It is assumed that upon deployment of your web site you have read all content and accept it to be true and accurate.

You also agree that you have obtained the legal rights to use and/or distribute all materials provided to Lapeer Web Design for the design and deployment of your site. Materials include things such as fonts, videos, pictures, brochures, logos, written copy, computer programs/applications or any other intellectual property.

Lapeer Web Design will not deploy any photographs, artwork or other materials copied from another web site without the expressed permission of the material's owner.

PROCESS

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Website Design/Development Process

Step 1)

Initial discussion regarding goals, expectations and scope of website. Decide on hosting arrangement and URL addresses. See attached checklist as an initial guide.

Step 2)

A design is presented. At this point there is an allowance for two sets of changes to an original design. If an existing template is chosen, there are no modifications allowed except for color scheme and background pictures. This is an important process since once the design is approved no further modifications can be made without incurring additional expense. Design changes are things such as Main Links, Side Bar locations, header and footer design. Content is not considered part of the design, while links are. Main links determine the scope and content of the site as well as how many pages are considered part of the website.

Step 3)

Approve design

Step 4)

All information regarding content is gathered, including pictures, text, external links, functionality, database, etc. This may involve an extensive interview and photo shoots and require your time to gather information. I will help as much as I can to collect the elements for your site, but keep in mind that this site is for your company and you know a whole lot more about your business than anyone else.

Step 5)

Build site and upload to a non-public address for viewing.

Step 6)

Two sets of changes to content are allowed. The changes can be as extensive as necessary, but ONLY twice. Further changes will result in additional costs. At this point it is very important for you to open and read every page and click every link for review and proofing. I try my best to correct spelling and grammar but ultimately this is your website for which you are responsible. I accept no responsibility for any content regardless if it was originally written by me or not.

Step 7)

Launch site. By allowing your site to be launched publically you have accepted the work. Payment is due upon launch. No further changes are allowed without incurring additional expense, however if there are any errors due to the design and/or development of site I will correct at no cost.

CUSTOMER CHECKLIST

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Account Information (to set up Hosting and Domain Purchases)	
Company Name	
Primary contact for input and approvals	
Billing Address	
City, State, Zip	
Phone	
FAX	
E-mail	
Credit Card	
Credit Card #	
Expiration Date	
Information that may be used for Website (if you do not want it to appear on site, leave blank)	
Company Name (if different from above)	
Address,	
Phone	
Fax	
E-mail	
Customer contact(s)	
Year established	
Hours of Operation	
Certifications, Awards, Affiliation	
Brands carried	
Major competitors (to review websites and search engine rankings, etc.)	
Primary object and/or purpose for having a website	
Description of business, strengths over your competition, mission statement, philosophy, etc.	
Brands carried	

OTHER STUFF

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Glossary

My goal is to make you comfortable with “web-speak”, and help you understand things enough so that you can make informed decisions about your website without being bored to tears. To that end, here are a few basic terms with which you may want to become familiar. Please feel free to ask questions.

Website

Basically, a website is a file or a bunch of files that are created and linked together and made available to the world via a host server. The difference between web files and, say, Word document, is that web files are created in a format that can be read by any computer through its browser.

Browser

A program installed in nearly all computers that can read website files. (Windows Internet Explorer, Firefox, Macintosh Safari, etc.)

Domain name

This is the *www.SomethingGoesHere.com*. Think of it as a phone number. It’s unique to you and it’s how users on the web can “call” you. ICANN (<http://www.icann.org>) is the entity responsible for managing the assignment of domain names and IP addresses but you can purchase them from many places .

Host (aka Hosting, Host Server)

This is the company with the big computers that store your website files and make them available to the world.

Note regarding domains and hosting:

Lapeer Web Design has preferred domain name and hosting suppliers. There are premiums attached to using a non-preferred supplier as noted in the Rates section.

Static Website

This is a website that can appear to be interactive with hyperlinks. You can click on pictures to enlarge them and add *PDF files* so that users can download detailed information, and can also include a simple e-mail form. What makes a website “static” is that it is not “dynamic”.

Dynamic Web site

This is a web site that can send and receive specific information to individual users of your website. For example: you have an organization with a lot of members to track. It is possible to have an on-line updating system for each member to maintain with a password and login. Dynamic websites are considerably more complicated than Static sites which is why they cost more.

Hyperlink

A little bit of programming that tells the browser to go directly to another file.

PDF file

This is a picture -type document. It comes from a company named *Adobe* and has become the universal format for viewing detailed documents on-line. The difference between a PDF file and, say, your Word® document is that the user can only **read** the information. They can’t **write** on it and then pretend it’s their own.

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SEO (Search Engine Optimization)

SEO refers to how well your website ranks when a key word is typed into Google, Bing or another search engine. It is often assumed that once you have a website you can immediately Google it and your website will pop up first on the list. Unfortunately this is not the case. Search engines decide how “relevant” your website is to the key word based on a number of factors such as content of your website, links to your website from other relevant sites, size of website, pictures, etc. How well you rank also depends on how competitive your business genre is and your geographic coverage area. For example, “car sales, Michigan” garners 14 million results versus “running shoes, Lapeer, mi” which garners about 34 thousand results. Obviously the fewer results in a category means that you have a better chance of coming up in the top results of a key word search. It also takes several days and sometimes weeks before you are “indexed” by the major search engines and your website is recognized.

I use best practices when building website to optimize for search engines and as part of the build price I will submit your site information to the major search engines. Beyond that, I charge my hourly rate for further SEO work; however I never guarantee success because there are too many variables. If your website is not performing on the search engines as you would have expected, we can work together to develop a plan of action.

Browser Compatibility

My website designs are built to work in the most popular browsers and, and in the more recent versions. At this time they are built to work in IE 6 & 8, Firefox, Safari, Chrome and Opera. While I do my best to create website that look the same in each browser the nature of the internet is to allow users to customize their browsing experience which means your website may not look the same to everyone. Some people will not allow scripts or certain functional files to operate on their computers which could affect their experience with your site. Having said that, if your site does not look right after launch and/or a customer complains to you about your site please notify me and I will attempt to uncover the problem.

Viruses

While I make every attempt to protect your website from a virus attack it is impossible to guarantee that it won't happen. I backup files on a regular basis in the event of an attack, but I cannot be held responsible should an attack occur. If you are concerned you may request a copy of all of your files on a disc as an additional safeguard.