



WEB DESIGN SERVICES

Included in all web packages

Website display and readability: I will build your site to display properly in Firefox, Safari and Internet Explorer 7 and Internet Explorer 8. These browsers are, by far, the most commonly used. Your site will most likely display properly in other legacy browsers, but absolute assurance of such requires more hours of coding, and therefore more expense. If you would like an explanation of this, please let me know.

Revisions and modifications: A mockup includes two “reasonable” rounds of revisions. Reasonable = slight changes to the mockup, tweaking if you will, to get it just right as a final design. Additional rounds of revisions are subject to my hourly rate of \$75 per hour. If you anticipate more rounds of revisions than are included, please ask for a custom quote.

Web package options -- Let's talk!

Wireframes: A wireframe is simply a black and white line drawing of the general layout of your homepage. It's a quick and dirty way for me to give you the gist of where your logo is, your navigation buttons are, and how your content flows. It's much faster and more efficient sometimes to start with wireframes rather than jumping right into mockups.

Homepage template mockup design and code: A mockup is the full color version of your homepage. Your homepage is the main page of your site, the page that appears when someone navigates to your web address (www.sitename.com).

Subpage template mockup design and code: If you would like additional pages like About Us, Menu, Contact Us, etc, they are each an additional flat fee listed on your estimate.

Domain name and hosting: I can facilitate the purchase of a domain name and hosting package for your site from my preferred vendor, pair Networks.

Followup maintenance and support: Once the site is live it's considered a completed project. However, I do offer maintenance package options. If you think you will want to make changes to your site later down the line, let me know and I'll provide a quote.

Stuff that's not included

Logo design: I prefer not to design logos, but I am happy to refer you to a professional illustrator that I trust.

Legacy internet browsers: Although I do not include coding support for legacy browsers (such as Internet Explorer 6, circa early 2000s) in my proposal, I can provide that support for an additional fee. The fee will vary depending on your needs. (This is not common.)

Heavy revisions to initial mockups: Our initial discussions about your project are crucial so that I have a clear understanding of your desires. Based on these discussions, I try my best to design as accurately and creatively what you have told me you would like to see. If we decide to change a mockup so much so that it ends up looking like an entirely new mockup, you will be charged for a new mockup, but not before I discuss with you such charges and give you the choice to opt out. I reserve the right to determine this at my discretion.



Stuff that's not included, continued

Site analytics: If you are web-savvy and would like me to include a Google analytics account and code for your site, please let me know. (This is not common.)

Search Engine Optimization (SEO) advice: I read a lot about search engines (particularly Google) and will do my best to code your site to be search engine friendly. However, I am not an SEO specialist and cannot offer specific advice on the particulars of SEO.

So, what happens with search engine rankings?

I will always promise to provide you with clean and optimized code on your pages so that Google and other search engines index your site in the best way possible. In addition, I am happy to work with you to ensure that the content on your site is suitable for good search engine rankings. I can also provide you with some site analytics (for a fee) in case you're wondering how well your site has been ranking over a certain period of time.

That said, Google and other search engines crawl websites on a continual basis, and each one is a little different. If your website and domain name are brand new, it will take some time for your site to start appearing in search results; it is not instantly there once we launch. Additionally, it is almost impossible to control exactly how your site will rank when someone searches because it's a man-versus-machine scenario. I have only one hand in how things result by how I code your site. The other hands involve the actual content on your site, what users will search for, and how the search engines interpret the searches.

I scratch your back, you scratch mine -- The Discount and Exchange Program

Having a website for your business is probably one of the most important choices you can make toward advertising and promoting yourself. There are many different groups within your audience, and undoubtedly there is one that always prefers to get their information online. Well, you want to reach them, of course!

It may feel like you are paying a lot for a website design. It can also be difficult to understand what exactly it is that goes into creating one. During many years of experience, I have observed what people like you are being charged for design services. I believe you are getting a very good rate from me. I keep prices reasonable because I know that starting and continuing a business is expensive.

That said, there is an opportunity for you to lower your cost even more. I offer discounts to small and local businesses who agree to exchange something for the discount. A nicely written testimonial with picture or an article mentioning my company, and a design credit link on the bottom of your site pointing back to mine is what I mean by "exchange". If you would like to discuss the exchange program with me, let me know!

Moving Forward

At some point after your site launches, you may decide to update some text or images. I can do these things for a nominal fee. If your business continues to grow and you choose to add more pages to your site later, or even re-design the site, we can come to a new agreement at that time on pricing.

After your site is live, the site is yours. You own it. However, I reserve the right to take a screenshot of it and display it on my online portfolio in order to promote my business.



Environmental Policy

It is important to me to be a good steward of the Earth both in my personal life and business life. As a result, I use only vendors that show good stewardship as well. Cost-effective web hosting and domain name registration is provided by pair Networks. I use them not only because their services are far superior to any other hosting company I've previously used, but also because they are 100% carbon neutral and provide a healthy, earth-conscious work environment for their employees. Contact me for more information.

