

Primary Goal/Research Questions 2010

Question for client: What is your goal on the web?

[Fulfillment Piece...]

Do you have a domain name?

Do you need animation?

What goes on your introduction page?

Should you have an online payment System?

How many email accounts do you need?

Do you want tracking visits?

Do you have copy and images/graphics?

Will you want to send newsletters?

Do you need a personal/staff only page(s)?

Are you interested in Facebook or Twitter?

Do you want a private blog/feedback forum?

Do you need help with emailing contacts, replies, auto responders and, or form letters?

Do you have a timeline in mind?

Standard PAGES:

Company Info/Profile - 1

Specialty/Products/Services - 3

Q & A - 1

Technical services explained - 3 to 5

Projects: Before and After - 3 to 5

Staff Profile, either one page for all or each on own page. -1 or more.

Contact Information / appointment page - 1 or 2

Email address collection/update account page - 1

Typical Costs:

Design and Publish All: **1500.00**, one time

Domain name: **15.00+/- yearly fee**

Website Hosting & General Maintenance: **250.00-295.00** yearly fee. (First year included in publishing contract)

Extra costs:

Newsletter engine - negotiable

Silverlight or Flash animation - negotiable

Secure Payment/Transaction System: 179.00 year.

SSL: Pro 119.00 year

Dedicated IP: 60