



seanalan

Website Pricing Guide

Website Packages

seanalan

- XHTML/CSS Coding to Implement Design
- 5-10 Content Pages
- Basic Contact Form

bare bones
\$999

- Wordpress Installation*
- Custom Wordpress Theme
- 5-10 Content Pages
- Contact Form

essentials
\$1,999

Everything in the essentials package plus:

- 5 Additional Content Pages
- Training Wheels SEM Package
- 2 Hour Basic Training Boot Camp

royale
\$2,499

Everything in the royale package plus:

- Up to 25 Content Pages
- Advanced Contact Form
- 1 Hour Introduction to Google Analytics & Basic SEM

royale with cheese
\$3,499

Additional Services

PACKAGE PRICING DOES NOT INCLUDE WEBSITE DESIGN.

All package pricing includes up to three rounds of changes. Additional client requested changes will be billed at our hourly rate. Depending on your current needs and overall strategy, additional fees may apply for the following services:

- Migrate an existing site and content to new hosting
- Migrate existing content to new site
- Setting up email accounts
- SSL Certificates (if your site requires https)
- Technical Support
- Additional content pages
- Alterations in project scope

*Standard Wordpress Installation

Wordpress is a widely used content management system (CMS) with over 32 million downloads to date. Powerful features and free add-ons make it a robust yet cost effective platform.

Our standard Wordpress installation comes with everything you need to start growing your business online! We get the database ready to go, install and configure Wordpress as well as the following plugins: Contact Form 7, CryptX (encrypts email addresses to prevent spam), Custom Sidebars, Google Analytics, TinyMCE (visual editor similar to Word), Wordpress SEO, BWS Captcha, Really Simple Captcha (Captcha prevents spam bots from submitting junk forms and blog comments) and Spam Free Wordpress (comment and trackback spam prevention).

Advanced Features

Can be added to provide additional functionality to your site. Engage with your audience through social media and videos. Cultivate leads with opt-in newsletter subscriptions, landing pages and free content downloads.

Shopping Carts & E-Commerce

From simple PayPal buttons to fully branded storefronts we can help you start selling online! Most of our customers have found these popular third-party shopping carts to have the best combination of features, usability and price: 3D Cart, OS Commerce, PrestaShop, Google Checkout, Cart 66 and PayPal Payments Pro. Pricing varies and depends mainly on the number of products, the level of customization and other requirements (such as shipping) that are influenced by your business operations. Whether you have three products or three hundred, we'll find a solution that fits your needs!

\$199 and up - PayPal buttons

\$1,999 and up - Shopping Cart branded with your logo, choose template for design and layout, minimal customization.

\$2,999 and up - Online Storefront branded with your logo, color scheme and fonts. Custom theme for front and back end screens.

Advanced Forms & Lead Generation

Go beyond a basic contact form that just emails you and start building lists of customers for future marketing efforts. Break your form into sections to increase completion rates, use conditional logic to make your form respond to user input, schedule an expiration date or limit the number of entries.. the possibilities are endless! Form entries are stored and can be imported to a mailing list. When people subscribe or sign up for something, sending a friendly follow up several days later is a nice touch.

\$199 - Install and configure Advanced Forms, create one custom form to your specs, set up auto-responses with your content and test to make sure it works in Outlook, Gmail, Yahoo! and SmarterMail.

Event Calendar

Fully customizable layout with tons of options. Standard installation includes Calendar setup, a customized widget added to the site, a customized events listing page, Google maps and unlimited events, categories and tags. Advanced features include recurring events and an advanced booking/ticketing module. We'll get you started by entering up to five events and show you how to manage the calendar with one hour of training.

Bronze \$399 - Standard installation.

Silver \$599 - Standard installation plus recurring events.

Gold \$999 - Standard installation plus recurring events and the ticketing and booking module.

Social Media Sharing/Bookmarking

Add a widget to your pages that allows visitors to share your content with their friends on Facebook, Twitter, Google+, LinkedIn as well as social bookmarking sites such as Stumble Upon, Reddit and Digg.

\$79

Newsletter Subscriptions

Users sign up to receive periodic email marketing from you. Includes

setup, import existing contact list with client provided Excel or CSV file, and a custom sign up form to match the look and feel of your site.

\$199

Email Marketing

Once you have a mailing list, you'll want to send out messages to subscribers. We'll create a custom, branded template that you can use to send special offers and discounts, upcoming events or your most recent blog posts. A simple drag and drop interface allows you to create your layout, titles and content areas. Add images, links and lists using a simple editor. Then preview, test and send! Requires the Newsletter Subscriptions feature.

FREE - Use one of the pre-existing templates and start creating your own newsletter in minutes!

\$129 - Custom template.

\$99 - Give us your content and we'll create a newsletter, send a preview for approval then mail it to your subscribers. Custom template required.

Surveys and Polling

Want to know what your customers think of your last eblast, newest product line or this year's big company party? All you have to do is ask! Surveys and polls are a great way to open a direct line of communication with your customers. Gain valuable insight into what they want, what you're doing well and what could be improved. Includes Surveys & Poll installation, a sample 5 question poll or survey, a sample results pages and two hours of training.

\$349

Streaming Video

Video is one of the best ways to engage your audience and can be embedded on your site or imported from services such as YouTube and Vimeo. Create instructional and educational content that is valuable to your audience, promote upcoming sales and events, post existing television spots or create a brief welcome message on your home page.

\$79 - Video player setup (on-site or remote).

\$99 - We'll upload, tag and test five videos for you.

Photo Galleries

Advanced galleries are essential if your site needs to organize and manage a large number of images. Ideal for photographers, designers and architects to showcase their work. Includes Gallery setup, customized gallery page, twenty images uploaded, titled and tagged in up to three distinct galleries. Also includes one hour of training.

\$249

Enhanced Security & Monitoring

In and of itself Wordpress is fairly secure. We also take further preventative measures to fortify your site against spam and other potential online threats. Additional security monitoring software can be added that will alert us of any issues. If you are planning to transmit or store sensitive user data, process credit cards or just want extra peace of mind, you'll want to use HTTPS.

\$79 - Install and configure Website Defender

\$99 / year - SSL Certificate

\$199 - Install SSL Certificate and configure website.

Training is available so you can learn to make updates on your own. Or leave the geek to us with one of our convenient, affordable maintenance packages.

Hourly Rates

Meetings / Consultation
Research / Concept Development
Layout / Design
Graphic Design
Training

XHTML / CSS Coding
Javascript / Ajax Programming
Flash Programming
Database Programming
Testing / Debugging

Search Engine Marketing
Stats, Reporting & Analysis

AdWords Campaigns
Facebook Ad Campaigns

60

Maintenance Plans

Annual and monthly maintenance plans give you more than just a discount on hourly rates. They also provide peace of mind, the ongoing support your site will need to be truly successful and our commitment to an ongoing relationship with you to help your business grow. Each plan is based on the tasks above with a 10% discount applied. If you need updates from time to time but not on a regular basis, new features or content changes will be treated as a work order and billed at the full hourly rate. Unfortunately, at this point the plans do not roll over into the next month or year so you should try to choose the plan that best suits your needs. Of course those needs will change over time and you can change your monthly plan at any time.

Annual Agreements

60 Plan	\$3200
30 Plan	\$1600
15 Plan	\$800

Monthly Agreements

10	\$540
5	\$270
3	\$160

The advantage of an annual plan is primarily *flexibility*. You may use your hours all at once for large projects such as a redesign or new application, or you can spread them out over the year. Annual plans can help you maintain fixed costs while providing plenty of time to implement mid term strategic goals and build new features, along with ample time for any monthly updates.

Monthly plans give you a set number of hours you receive per month and work well for both static and dynamic sites that need to be routinely updated.

As a service provider our ultimate goal is to work with you throughout the process and ensure that you are not just happy with the end product, but thrilled. We feel it is important for the development of a professional relationship that our clients know what to expect. The design process is not intended to be rigid or inflexible and changes can be implemented at any time. However, it is important to understand that any estimate provided to you is based on project requirements at its inception. *Changes requested during any phase of the project may increase overall costs, especially once development has started.* Something that seems simple might be, although depending on your project's complexity can involve intricate database relationships, additional design elements to be created and updates to scripts and stylesheets. It is our commitment to inform you when a request falls outside the project scope as well as how much time it will take. Once you have given the go ahead, the hours needed to make the updates will be tracked and billed at the full hourly rate.

Keep In Mind

- When you receive an invoice, the total amount is due within thirty (30) days of the invoice date
- Invoice dates will always correspond to the day we send them to you via email
- Please make checks payable to Sean D'Addamio and mail to 3118 E Blackledge Dr. Unit 9 Tucson, AZ 85716
- Any amount unpaid after thirty days will accrue interest at a rate of 1.5% per month
- Your bill will arrive depending on whether we are working on a project or hourly basis

Project Basis

When we are working with you on a project basis, you will receive invoices at the points indicated in the Production Outline above. Payments are typically broken into thirds and are paid 1) when the proposal is accepted 2) when the site design has been approved and 3) once the project has been completed. In cases where the site is finished but content has not been provided, the final payment will be billed after thirty (30) days. The project will be completed for the same price although timelines will be reset according to our production schedule at such a time that the content has been finalized.

Hourly Basis

Working together hourly is a little different than on a project basis. Usually we send an invoice every twenty (20) hours or monthly, whichever comes first. If we work for five hours over the course of the month you will receive an invoice for five hours towards the beginning of the following month. In order to keep payments in manageable chunks for larger projects, invoices are sent for every twenty hours of work.