

Web Design Options – Design Package or Pay-as-You-Go!

Option 1 – Design Package

(best option for wanting a site up quickly – for motivated and prepared folks!)

For a Design Package web site, I generally charge a base price of **\$450** to create a site with up to **six (6)** distinct pages, a blog, some customization of a theme (or layout), including graphics and pictures that the customer provides *in digital format*, and plugging in any look and feel customizations that would be needed with a few custom plug-ins. *Some sites may cost more if I need to edit lots of photos, search for or buy stock photos, create movies, add additional pages, or do a lot more custom programming. If so, we can adjust the package price, or add a Pay-as-You-Go option at the end for additional customization.*

*If you do not have a domain name or a web hosting company, **I charge NO SETUP FEES if you agree to be hosted by TigerTech.net**. I have worked with them for years and have RARELY had any problems. Plus, they make the process of hosting and domain management an easy experience for even people who are not technologically minded! You are however responsible for your own ongoing hosting fees through TigerTech.net of about \$7.95 per month. *If you already have a domain name and are hosting your site with another hosting company, I do charge an hourly rate of \$40 per hour to set up email addresses, create databases, troubleshoot server side issues, or any other activities or support that require me to interact with your host.*

Of the base price of \$450, **I ask for \$150 to start the project**, and then I like to do a weekly billing of the remaining balance to go along with the "phases" of the design like this:

Web Design Project Phases

\$150 to start the project – When contracts are signed and quotes are accepted.

End of the first week - Design concept exploration and tweaking - we conference by email or phone, and I present two "layout themes" and look and feel concepts, and we talk about design elements of color, text, etc - **1/3 of remaining cost due (\$100)**

End of the 2nd week - Final design and your content begins to fit into the site, we conference on content elements and how they can better fit into the design and site. - **2nd 1/3 of remaining cost due (\$100)**

End of the 3rd week - All of the content is in place, and we're ready for the "final edits" of the site as a whole. You can tell me the changes as we conference, or take time to look them over and email them to me. - **Last 1/3 of remaining cost due (\$100)**

End of 4th week - All final changes are made according to your edits, and the project is finalized! - Further edits after the fourth week are charged at \$40/hour or a discounted block of 4 hours of editing time can be purchased **in advance**.

Each of the four phases includes a one-hour phone or in person conference at no additional cost.

What a customer needs to gather before starting the Design Package process:

- 1) Have a domain name (www.yourdomain.com, etc) picked out, as well as any email addresses you'd like created to go along with your site (yourname@yourdomain.com)
- 2) Have a rough outline of the Pages you wish to have on your site. (Home, About, Services, Photos, Testimonials, Contact, etc..)
- 3) Gather any digital art that you wish to include (photos, videos, logos, mp3 recordings, etc), **and have them in digital format**.
- 4) Collect your "text" content that you wish to have on your site. Mission Statements, Biographies, Testimonials, Description of Services, etc.
- 5) Think about "main content" and "sidebar content" as well. What information would you like on all pages? Will you want to have ads on your site? What sidebar content would you want on some pages, but not on all pages? Do you want one or two sidebars? What content do you want to feature "above the fold" as they say on the front page to catch attention without having to scroll down?
- 6) How do you want photos and digital media (sound or video) displayed or featured?
- 7) What colors, textures, or even feelings would you use to describe the look or feel to a site?

As a general rule, the more you plan and prepare for your site, the better I can come up with a site that conveys what you want it to convey. It's also been my experience that when people don't take the time to do these things, they end up with a site that they may not be satisfied with, and one that may take more time and money to develop from a designer's standpoint.

Option 2 – Pay-as-You-Go

Maybe you have a concept in mind, or ideas, but you aren't quite sure how to go about it, and want to see how it all unfolds. Or maybe you're still getting all of your digital content together, and you know it may take some time, but you want a web site up sooner (and know that you'll edit it down the road). Maybe you like a more casual approach to working with a designer and don't want a set contract. I offer an easy Pay-as-You-Go plan where you can pre-pay for chunks of time to develop a web site.

Each **pre-paid** four-hour block of time is only **\$165**
(discounted to **\$125** for sole-proprietors and non-profits without employees)

Pay in blocks of four hours weekly, monthly, or as you go! When you refill your time, I will do more of the work for your site, and will keep a running time log on a web page for you to see as well.

**Setup of domain name registration, hosting, and email addresses through TigerTech.net is STILL*

FREE under this plan!

Ongoing Maintenance

After your site is finished, or if you have an existing site, you may want some additional edits or tweaks down the road. Or, maybe you have a site already, and you just want someone to make changes and additions on a regular basis.

I have two options for Maintenance and Edits

- 1) Customer is **billed at \$50 per hour (or \$40 per hour sole proprietors and non-profits without employees)** for requested edits after they are completed (1 hour minimum).
- 2) Customer can **pre-pay** for a discounted 4-hour time block at **\$165 (or \$125 sole proprietors and non-profits without employees - same rates as Pay-as-you-go)** – maintenance is tracked on a web page.

Pre-Paid Maintenance Tracking

I will create a page on your site that will track the ongoing edits I've made, detailing what I did, and how much time it took me. Your time block of 4 hours has no expiration period, so you can give me edits casually or all at once. When I've reached 4 hours I let you know (and you will see this with your maintenance tracking page), then you can choose to purchase another time block, or be billed at the hourly rate again.

Things I often do on an hourly or pre-paid basis:

- * Editing or extraction of audio files, or avi/quicktime movies for placement on the web
- * Digital photography, image manipulation, logo creation
- * Document conversion (.doc to .pdf, linking of pdf files), or digital document creation or typing
- * Creating web content on or for social networking sites, YouTube, Facebook, LinkedIn, etc.
- * Light to Moderate graphic design and layout for web, print, business cards, brochures
- * Many other web and internet-related tasks – ask me and I may be able to accommodate!

Stock Photo Fees

If your site needs photos, and you wish to have me purchase stock photos, I charge a **\$60 flat fee for five photos, or \$15 per photo for less than 5**. This covers my costs and time in purchasing, editing, and incorporating the photo for use in your site. I use iStockphoto.com for stock photography. I can select photos, or guide you on how to find photos on their website for integration into your site.

Things I don't do – and whom I recommend

My passion and talent lie in the creation of web sites and web media. I occasionally am asked computer-related or program-related support questions. I'm almost exclusively a Macintosh computer user, and I'm not qualified to troubleshoot problems with PCs, laptops, or specific computer hardware or software. Sometimes I'm asked questions that fall out of my realm and expertise, and I don't want to lead anyone astray, or provide a service that does not come from my strength.

If you live in the Twin Cities metro area, and you need phone support (or even want to drop off a troublesome computer) - for problems with your home or office PC or Mac, I recommend Lisa

Hendrickson of *Call That Girl!* Visit her website at www.callthatgirl.biz for more information on her services, and tell her I sent you!