

Planning, organizing, designing and programming professional, creative websites that are consistent with your image and marketing efforts is our business.

## Design

We create, manipulate and optimize graphics specifically for the web. We design professional graphics that are small in size and download fast. We also have a number of resources for photography to use on your site, as well as a digital camera for custom web photography.

## Domain Names and Hosting

We help determine the best domain name for your company, search for its availability, and register it for you. Cost for a domain name is under \$9.00 a year. We secure hosting for your site and you pay the hosting company directly. Hosting plans are determined on how big your site is, how much media you plan to have on your site, and how many visitors you expect to have.

## Testing and Compatibility

We work with the latest equipment to ensure quality and success. This includes both PC and Mac platforms for successful testing and compatibility. We are equipped with a variety of software and versions so we can open and use almost any file sent to us. We employ "usability testers" to make sure your site is easy to use.

## Search Engine Ranking and Optimization

We design and format your webpages with search engine optimization in mind. We focus on the things that increase the opportunity of being listed in the top ten search results.

1. We script your pages using key words repetitively that your audience would use to find you and we create careful metatags with similar information.
2. We lay the pages out and code them in a way that increases the best results with the search engines.
3. We manually register your site with a number of top search engines and directories to give each the most specific information about your site.
4. We recommend other sites to get listed on to increase your site's popularity and page rank.

# Development Process

## Initial Consultation

After meeting, we provide an estimate with specific details, projected timelines, and cost information. At this point, we require a 1/3 down payment and the signed estimate as a contract of services to initiate your web project. After our meeting, we can more accurately determine the costs for your project and provide you with an official estimate. The estimate is not to be exceeded as long as the project stays within the scope of what is outlined in the estimate. If it looks as if the project is heading beyond what was originally agreed upon, we will contact you for prior approval before moving forward.

## Design Proofs

During this phase, we are conceptualizing, designing, and testing possible implementations for your web project. We are creating the concept (look, feel, and tone) and will provide you with visual proofs to choose from. We will use your logo, appropriate photos and graphics, your company colors and fonts to design these proofs.

## Production, Testing, Editing

Upon approval of the chosen proof and receipt of a second 1/3 payment, we start building the actual html pages and website structure. This is where we execute the proof and actually build the web site. This stage includes the graphics creation and optimization, html coding, and other programming and scripting that is necessary to add the functionality to your site. During this stage, you will have a working site to proof.

## Delivery

Upon approval of the site and receipt of a final 1/3 payment, we upload your website to your url address and provide you with a CD of the code and artwork.

## Estimate

After the initial consultation, you will receive an estimate with project details, projected timelines, and payment information. This estimate needs to be signed and returned as a service contract with your 1/3 down payment to begin your project.

## Billing and Payment

1/3 down payment with the signed estimate to initiate your project

1/3 payment after first proofs and approval

Final 1/3 payment due prior to uploading and delivery