



Website Design Rates

Putting the Pieces Together

Thank you for considering us to provide your company with a website or graphic design. Our mission is to provide the best and most cost effective website and graphic design services for your business. A professionally constructed website or graphic design can promote your products and services, enhance your image, and generate sales.

Current Website Design Rates

- **1-Page Budget Webpage** \$150, Additional Pages \$150 each.
- **Standard Website Package** \$600, for 5-pages, Additional Pages \$75 each.
- **Designer Hourly Rate** \$35.
- **Graphic Design Work to Photos** that Need Adjusted/Prepped \$7. Per Photo.
- **Stock Photos** - \$10 - \$20 per image
- **Photo Scanning** \$1.50 ea.
- **Photo Galleries/Photo Slideshows** - Rates starting at \$100 and up. Rates based on the complexity of the design. If your photo(s) needed prepped include \$7.00 per photo.
- **Streaming Video** - Rates starting at \$200 and up based on the complexity of the project.
- **Administrative Assistance** (Content Typing)-\$20 Per Page, double spaced. (dictation over the phone)
- **Administrative Business Service Assistance** - this list is too long to list so please contact us for a quote.
- **Creative Content Writing** \$35 Per Page, double spaced. (we come up with the website content)
- **Website Assessment** \$18, Custom Assessment \$36.
- **Add Additional Pages to a Current Website** \$75-\$150 Per Page; Based on the Complexity of the Page.
- **Add Additional pdf links** to a Current Website \$35 Per pdf Link; Content Typing is Additional.
- **Flash, Flash Headers and Custom Site Designs** are based on the complexity of the project, contact us for a quote.
- **Logo Design** - Rates starting at \$35 and up.
- **Print and Online Graphic Designs** - Rates are based on the complexity of the project, contact us for a quote.
- **Email Marketing Design** - Rates are based on the complexity of the project, contact us for a quote.
- **Corporate Identity Package** - Rates are based on the complexity of the project, contact us for a quote.
- **Website Hosting** - \$65 annually and a one time \$65 set-up/activation fee
- **Domain Name Redirecting** - one time \$50 fee

- **Domain Registration** - \$15 annually
- **PayPal "Merchant" Credit Card Processing Set Up** - \$100
- **Graphic Design Projects** (Print and Online Marketing Designs) - rates start at \$20 and up, depends on the size and complexity of the project contact us for a better quote.

Our Standard Design Packages Include

- Links from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page. We will provide a smooth navigation throughout your website.
- Your site will include navigation menu; Top, bottom or left-side menus with text links.
- Copyright and trademark information in small print at the bottom of every page.
- Our standard web site packages include an average of 1 to 5 photos/graphics per page. Beyond that we charge an additional fee for placing photos.
- Although we expect you to send us your final draft of your website content, our staff will proofread and spell check your information.
- **FREE SITE SUBMISSION** - We will submit/register your newly designed site to crawler-based search engines such as Google, Yahoo, MSN and some other popular search engine sites. This procedure is completed after the final payment is received.
- We will upload all your files to the hosting service provider of your choice, or we can email them to you.
- Initial site maintenance is included with your standard web package for the first 30 days; thereafter you need to sign up for our website maintenance package.
- Dedicated email addresses - you@yourdomain.com
- Special discounted maintenance rates are available for websites initially created by DiAlo Web Designs.
- All standard website packages come with keywords and meta tag descriptions and are equipped to be SEO friendly; provided that you provide the keywords.
- Navigation and link testing before going "Live".
- Our sites are best used with the Internet Explorer browser, usage with Firefox and other operating systems may be an extra fee.
- Please note we do not include page counters on our standard website packages.
- In our Standard web site packages we include everything the average small business needs for web pages. But be sure to see the limits of what is included in our packages; we charge extra for services required beyond our standard packages.

We reserve the right to charge additional fees for any of the following

- Converting hard copy information to electronic format
- Advanced scripting
- Digital certificates
- Guest Books - A online guestbook is a an electronic means for a visitor to acknowledge their visitation to a site, physical or web-based, and leave their name, postal or electronic address (if desired), and a comment or note, if desired. Such paper-based ledgers or books are traditional in churches, at weddings, funerals, B&Bs, museums and other private facilities open to the public.
- Website Sound: Music and or Your Voice - You can spice up your web pages by adding background music or sound.
- Message boards
- Numerous graphics and photos
- Photo Slideshows / Photo Galleries
- Hover buttons

- Streaming video
- Flash - Animation
- Virtual tours, etc.
- Working with third parties in the design of the site
- Submission to basic search engines
- Domain name registration
- Visitor Counters - A Visitor Counter is used to maintain a count of the number of people who have accessed your website
- Online (order) Forms used to securely collect information from your clients.
- Order forms such as Guestbook for visitors to record comments, request for information, and survey of customer preferences
- Online Credit Card Acceptance (Merchant account) set up through PayPal – to allow your company to accept all major credit card payment.
- Auto Responders - An auto responder is a computer program that automatically answers e-mail sent to it. Auto responders are often used as e-mail marketing tools, to immediately provide information to their prospective customers and then follow-up with them at preset time intervals.
- Web Statistics - Web analytics (statistics) is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.
- Custom Website Designs
- Graphic Design Services: Brochures, Business Cards, Flyers, Catalogs, CD Replication, CD Sleeves
- Website content writing and or typing - text and images
- Digital Photography Services

"Roll Out" Installment Payment Plan

We offer this plan to help make owning a website more economical. ***Eligible only when you purchase a min 5 page basic website with a min 1 year "Plus Plan" maintenance service.*** See rates above

Monthly Payment Options: Have your website now and make monthly payments until its paid in full. No interest whatsoever!

1. **2 months:** Have your payments (total bill amount) carried out over 2 months. And save 50% off the maintenance plan
2. **3 months:** Have your payments (total bill amount) carried out over 3 months. And save 40% off the maintenance plan
3. **4 months:** Have your payments (total bill amount) carried out over 4 months. And save 30% off the maintenance plan
4. **5 months:** Have your payments (total bill amount) carried out over 5 months. And save 20% off the maintenance
5. **6 months:** Have your payments (total bill amount) carried out over 6 months. And save 10% off the maintenance plan
6. **12 months:** Have your payments (total bill amount) carried out over 12 months. And save 15% off the maintenance plan

Current Maintenance Plan Rates

From small changes to major renovations, we can help you with the maintaining and updating of your website to maximize your site. Choose the level of website maintenance service that best fits your needs. Maintenance includes changing page text and/or photos. Maintenance does not include layout changes or page additions.

At an absolute minimum, you should try to update your website every three months.

SIMPLE PLAN: \$19.99 / MONTHLY
1 change per month.
Invoiced: QUARTERLY OR YEARLY
prepay amount \$59.97

BASIC PLAN: \$39.95 / MONTHLY
2 changes per month.
Invoiced: QUARTERLY OR YEARLY
prepay amount \$119.85

PLUS PLAN: \$49.95 / MONTHLY
3 changes per month.
Invoiced: QUARTERLY OR YEARLY
prepay amount \$149.85

A+ PLAN: \$59.95 / MONTHLY
4 changes per month.

Invoiced: MONTHLY, QUARTERLY OR YEARLY
prepay amount \$179.85

PREMIUM PLAN: \$69.95 / MONTHLY
5 changes per month.
Invoiced: MONTHLY, QUARTERLY OR YEARLY
prepay amount \$209.85

PLATINUM PLAN: \$125.95 / MONTHLY
Unlimited Maintenance
Invoiced: MONTHLY, QUARTERLY OR YEARLY
prepay amount \$377.85

AS NEEDED: \$65 PER OCCURRENCE
up to 3 changes
Invoiced: PREPAY ONLY
prepay amount \$65

Maintenance is Prepaid to begin, then invoiced thereafter. Never Pay Hourly Fees.
No Long Term Contracts. No Hidden Fees EVER!

Each Maintenance Plan Include

- Content proofreading.
- Editing and updating of web page coding.
- Image retouching, optimizing and digital improving of the graphics.
- Link checking.
- File structure organization.
- Site navigation optimization.
- Providing recommendations on making the site user friendly and optimized for search engines.
- Conduct periodic testing.
- Changes on the unlimited plan are for existing pages only and exclude design/layout and new pages.
- All of our invoices are emailed and or faxed. Payments are net 30.
- Maintenance subscriptions are monthly, quarterly and 6-months.
- No website updates will be honored with accounts having past due balances. We do apologize for any inconvenience this may cause.

Our Platinum Maintenance Plan Include

All of the above and a detailed analysis of your website (hosting has to be provided through us in order to receive this feature). We will monitor the page (s) to keep track of how many people have visited your web site, and show where

people go, or do not go.

Based on these findings, we make suggestions for any updates we feel may enhance your edge over your competitors. These server statistics reports are offered on a monthly or quarterly basis.

Frequently Asked Maintenance Questions

- **WEBSITE MAINTENANCE** - Our definition of "Maintenance" is defined as keeping the web site updated. Our maintenance is not intended to be a website redesign. We reserve the right to distinguish between "updates" and "redesigns". Redesign work is charged at our website design rate. No website updates will be honored with accounts having past due balances. We do apologize for any inconvenience this may cause.
- **WEBSITE UPDATES** - Website updates are completed within 24 hours of the time they are received, excluding weekends and holidays. Updates received after 6:00PM Eastern Time may not be completed until the next business day unless prior arrangements are made.
- **MAINTENANCE FLAT RATES** - Our maintenance plans are flat rates; we do not charge by the hour. Service are prepaid to begin, then invoiced thereafter. Our invoices are e-mailed or faxed on the 1st of every month. If no updates or changes have been requested, you still are responsible for your monthly maintenance plan fee and the allowed updates DO CARRY OVER.
- **ELECTRONIC FORMAT** - All new website content and website updates should be provided electronically (by email). Attachments should be in .txt or .doc (Word) format. Pictures need to be .jpeg, gif, bitmap or png. We do not encourage new website content and or website updates to be sent by postal mail or by fax. This method requires us to retype your data or scanning photos and this service will be BILLED EXTRA at our administrative assistant rates.
- **WEBSITE MAINTENANCE BILLING TERMS** - Maintenance is Prepaid to begin, then invoiced thereafter. Our invoices are due net 30. All of our invoices are emailed and or faxed. Prompt payments are expected and appreciated. Accounts not paid in full by the due date are charge a \$20.00 late charge. No website updates will be honored with accounts having past due balances. We do apologize for any inconvenience this may cause.
- **DO I HAVE TO SIGN A MAINTENANCE SERVICE CONTRACT** - No. We offer an "as needed" maintenance option that does not required a contract. All other website maintenance packages are set for a min of 3 to 6 months. This is paid up front and sets your price for 3 to 6 months. If there are any price increases you are unaffected by this for the duration of your subscription period. After the subscription period ends you will be automatically renewed unless you wish to discontinue the service or switch over to a different plan.
- **HERE'S WHAT WE'LL NEED, IN ORDER FOR US TO PROVIDE MAINTENANCE TO YOUR WEBSITE** - To perform updates and or maintenance to a site we need access to your host via File Transfer Protocol (FTP) or Hyper Text Transfer Protocol (http). We also need your ID and password to login. All updates and maintenance information has to be in the form of an email. We will take reasonable steps to insure this information is kept in the strictest confidence. No information shall be given to any third party. Or we can email you the new files and you can upload them yourself.

Why Call Us for Maintenance?

We offer the lowest website maintenance rates available and if you find a lower price we will go even lower. Having us maintain your website frees you up to run your business instead of spending numerous hours learning how to maintain your site.

Accuracy is important to us. We know that your site and the information on it are important to you. We do our best to get it right the first time! Quick turnaround - Updates are usually done within 24 -72 hours (except holidays and weekends). Emergency update service is always available.

Thank You

For considering
DiAlo Website and Graphic Designs