
Insights Consulting

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**Web site design, creation,
and maintenance (webmastering) services:
Schedule of prices
2010**

Web site design and creation

Each client's need is different when it comes to Internet publishing. A careful initial consultation is essential to clarify one's goals and requirements. The proprietor of *Insights Consulting*, Dr. Thomas Heck, is happy to meet with prospective clients for a *free* initial consultation. If a business relationship seems worth pursuing, here are some examples of typical startup site-creation charges:

- \$500 for a fully functioning home page with up to *three* linked (subsidiary) pages, up to *four* embedded graphics, as many internal navigation links as are necessary, and up to ten external links (to outside sites).
- \$750 for a fully functioning home page with up to *six* linked and related pages, up to *twelve* embedded graphics, as many internal navigation links as needed, and up to twenty external links.

Your site may be created with frames, tables, and a variety of other recent Web technologies (rollovers, animation) depending on your goals for the site and the intended audience. Consultation on such matters is free, included in this price estimate.

Quality measures provided to our clients

Insights Consulting Web sites will meet the following design and technical criteria:

- Consistency in home-page and linked-page design, with all pages governed, if desired, by the same cascading style sheet. The latest Artisteer designs applied to WordPress templates offer unparalleled versatility in conceptual design and layout.
- A navigation bar on the home page (optionally on all pages, if using WordPress), with easy returns to the home page from elsewhere on the site. Alternately we can create a "frame" layout that always keeps a fixed navigation bar in view.
- Carefully selected and sized graphics that are optimized to load quickly, even over 28-56k telephone modems. I can often use your photos, but can also make new digital photos for you if you wish.
- Appropriate use of tables, page and text colors, backgrounds, transparencies, fonts, rollovers, animation, and other design elements.
- Music and audiovisual files can be edited, compressed, and added as needed—within the limits of both the site's capacity and the anticipated capabilities of the intended visitors and viewers.
- Metadata fields are furnished in the invisible home-page "head" to allow Web indexing programs (like Google, Yahoo, etc.) to harvest useful indexing terms from the site, maximizing the chances of the new site being indexed.
- Alternate tags (descriptive tags that pop up when you roll over a graphic, for example) can be embedded in the HTML code to make the site friendly to users with various vision disabilities or browser limitations.

Webmastering

The basic monthly retainer is \$50/mo. (or \$550/yr, a savings of \$50, when paid annually). This guarantees up to two hours a month of careful and thoughtful editorial, layout, and technical work in improving and updating a client's site. It may include any combination of the following activities:

- site oversight, maintenance, and development in consultation with the client,
- phone and e-mail consultations and related editorial, photographic, and graphic design services,
- the testing and uploading of all corrections.

Additional Webmastering, beyond the basic 2 hours per month, is billed at \$25/hour, in increments of quarter-hours (15-minute blocs).

Hardware and software. Included in the above services are the Webmaster's use of his hardware and whatever software is deemed necessary to accomplish the client's goals. Our computers are directly connected to the Internet by a cable modem. We keep current with the latest HTML standards and we purchase the latest software so as to assure satisfactory cross-platform and cross-browser compatibility.

Archiving and backup. Our web clients own their sites and can download the files on those site at any time for various needs, including archiving them, burning them to CD-ROM, or sharing them with friends. If clients wish to have us do regular site backups on CD-ROM for them, this service can begin to be covered by the monthly retainer and, if extra time is required, billed at the hourly rate. There is no extra charge for whatever standard (CD-ROM, CD-R, or DVD-ROM) media are used.

Hosting and E-mail. The Web hosts we currently use (host45.com, GoDaddy) can provide either *automated e-mail forwarding* from a given hosted domain name (i.e. clientname@clientsite.org) to the client's home e-mail address, *or popmail accounts* if they are preferred. Some clients consider the latter to be undesirable, since popmail folders share the site's server space and could overflow the nominal 50MB size limit of the site if a spam attack occurred or if large files attached to e-mail remained stored on the server.

Anticipated Expenses

Typical annual budget for a site managed by *Insights Consulting*:

A. Startup costs

1. Domain name (purchased directly by client)*	approx \$15/yr.
2. Web site design and creation	<u>\$500</u>
TOTAL	\$515

B. Annual costs

	Monthly	Annually
1. Webmastering (up to 1 hr/mo.)	\$50	\$550
2. Web domain name renewal (paid by client directly)*		approx \$ 15 on average
3. Web hosting service (usually paid directly by client)*		<u>\$ 60/yr on average</u>
TOTAL		\$625/yr, or about \$52/mo