

Mountain Creek Web Design

Website Design Packet

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Website: mountaincreekwebdesign.com

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Mountain Creek Web Design

Contract for Services Agreement

Client _____

Phone _____ Cell _____ Fax _____

Company _____

Address _____

City _____ State _____ Country _____

E-mail _____

Domain Name _____

Hosting Service _____

Username _____ Password _____

My goal is to provide my clients with the best appropriate website/designs that best suits their needs and the best way to accomplish this goal is to make clear our understandings with each other. Below are the terms of our agreement:

1. Authorization. The above-named client is engaging Mountain Creek Web Design, a sole proprietor, located in Maryville, TN, as an independent contractor for the specific project of developing and/or improving a website to be installed on the client's web hosting service. The client hereby authorizes Mountain Creek Web Design to access this account, and authorizes the web hosting service to provide Mountain Creek Web Design with "write permission" for the client's website directory, cgi-bin directory, and any other directories or programs which need to be accessed for this project. The client also authorizes Mountain Creek Web Design to publicize their completed website to search engines, directories, indexes, as well on Mountain Creek Web Design's website.

2. Standard Website Package Elements. Mountain Creek Web Design includes the following elements in their Standard Website Packages:

E-mail/phone consultation (Up to 2 hours total general Internet orientation education, marketing strategy, web design consultation, and helping clients learn to use their own website editor. Telephone long distance charges are in addition to package rates quoted. Additional education and consultation is at our hourly rate.)

Textual Content supplied by the client (500 words per page approximate maximum if not supplied via cd/dvd. Web pages of more than 1,000 words of text may be subject to additional fees, especially if they require a great deal of formatting.)

Links to external pages, up to an average of 10 per page.

Custom Graphics Package. Header graphic on first page (simple custom graphic incorporating company logo). Top-of-page graphic for all other pages in your website. Colorful lines and bullets, and colored and textured background.

Photos and other misc. graphic images supplied by client (up to an average of 5 included per page in standard websites and "regular" online store pages, in addition to header and top-of-page graphic. Color originals larger than 5" x 8" are extra).

Installation of website on the client's web hosting service. (Setup of client's hosting account with Mountain Creek Web Design's preferred hosting company will be free of charge)

Minor updates and changes to existing website for 90 days, subject to the limits outlined below. Additional changes billed at hourly rate. For online stores, this includes only "regular" pages, not product pages or the ordering system pages.

Search Engine Submitted to the major search engines, Google, Yahoo, Live Search, Search, MSN, Excite, AltaVista, MetaCrawler, Lycos, HotBot, and Dogpile will be free of charge.

E-mail link on each webpage to any e-mail address the client designates.

Site Map creation for search engine spiderbots & goolgebot.

3. Standard Website Packages only. The content of the web pages will be supplied by the client and executed as specified by the client in the "Website Planning Worksheet" dated _____. This website includes up to _____ web pages. In case the client desires additional standard web pages beyond the original number of pages specified above, the client agrees to pay Mountain Creek Web Design an additional \$50.00 for each additional webpage. Graphics or photos beyond the allowed average of 5 per webpage shall be billed at an additional \$10.00 each. Where custom graphic work (beyond the scope of the "Custom Graphics Package" detailed above) is requested, it will be billed at the hourly rate specified below. The store size and additional services, and prices of each are detailed on the attached estimate.

4. Online stores only. The text and graphic content of the web pages will be supplied by the client and executed as specified by the client in the "Website Planning Worksheet" dated _____, and the "Store Planning Worksheet" dated _____. It is understood that total prices calculated below are likely to vary from the final amount due to different quantities of products, categories, photos, regular pages, etc. in the final store. An estimate from Mountain Creek Web Design dated _____ is attached to this document and governs the prices for this contract. Notwithstanding any prices listed in literature or on web pages, the client and Mountain Creek Web Design agree that the services described above in this section shall be completed for \$_____ and upon this amount the first payment shall be determined. The final payment shall reflect and include all elements actually completed at the prices attached.

We include e-mail/phone consultation for general internet orientation education, marketing strategy, & web design consultation. Telephone long distance charges are in addition to package rates quoted. Additional education and consultation is at our hourly rate.) Product web pages, products, or photos added after the store is ready for advertising to the search engines will be calculated for actual time spent at the hourly rate specified below.

5. Maintenance and Hourly Rate. This agreement includes basic webpage maintenance to regular web pages (not store product pages) over a 90 day period, including updating links and making minor changes to a sentence or paragraph. It does not include removing nearly all the text from a page and replacing it with new text. If the client or an agent other than Mountain Creek Web Design attempts updating the client's pages, time to repair web pages will be assessed at the hourly rate, and is not included as part of the updating time. The 90 day maintenance period commences upon the date the client signs this contract.

Changes requested by the client beyond those limits will be billed at the hourly rate of \$25.00. This rate shall also govern additional work authorized beyond the maximums specified above for such services as general Internet orientation education, marketing consulting, website design, editing, & modifying product pages in an online store, and art, photo, graphics services, and helping clients learn how to use their own html editor.

6. Changes to Submitted Text. Please send us your final text as you want on each webpage. Time required to make substantial changes to client-submitted text after the web pages have been constructed will be additional, billed at the hourly rate. (Do Not send a draft of your text, send a completed and final version)

7. Web Hosting. The client understands that any web hosting services require a separate contract with a web hosting service. The client agrees to select a web hosting service which allows Mountain Creek Web Design full access to the website and directory via FTP. The client further understands that if the web hosting service's operating system is not a windows system, standard html software may not work, and

providing a substitute may incur additional charges. My preferred hosting company is Godaddy. There will be no charge for setting up your hosting account with Godaddy.

8. Completion Date. Mountain Creek Web Design and the client must work together to complete the website in a timely manner. We agree to work within the timeframe set forth in this contract to complete the website no later than _____.

If the client does not supply Mountain Creek Web Design complete text and graphics content for all web pages contracted for within six weeks of the date this contract was signed, the entire amount of the contract becomes due and payable. If the client has not submitted complete text and graphics content within two months after signing of this contract, an additional continuation fee of 10% of the total contract price will also be assessed each month until the website is launched. Furthermore, if the client does not provide continual communication or content of the contracted website/pages within 90 days of signing this contract, then the contract will be voided, the design/layout of the website/web pages will be owned and copyrighted by Mountain Creek Web Design, and the \$100 Kill fee be due in full within 10 days.

9. Payment of Fees. Fees to Mountain Creek Web Design are due and payable on the following schedule:

- 50% Deposit upfront to start smaller websites up to 10 web pages.
- 50% Balance paid before launch of smaller websites up to 10 web pages.
- 30% Deposit upfront to start larger websites over 10 web pages.
- 30% Deposit paid after client's approval of website design/layout and before continuation of approved website design.
- 40% Balance paid before launch of website as well as any other agreed upon add-ons and fees.
- \$50 per additional webpage added after said agreement.
- \$25 per hour for website promotional blogs, directory listings, etc, based off website content for search engine optimization & publicity.
- \$25 per hour for shopping cart/catalog setup.
- \$100 Kill fee if not paid in timely manner.

If the total amount of this contract is less than \$300, the total amount shall be paid upon signing this contract. In case the client has not secured a web hosting service by the time the website is completed, the website may be delivered to the client on cd/dvd or attached to an e-mail message. Submitting the website to search engines and updating occur only after the final payment is made. All payments will be made in US funds.

10. Assignment of Project. Mountain Creek Web Design reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

11. Legalities. Mountain Creek Web Design does not warrant that the functions contained in the website or the internet website will meet the client's requirements or that the operation of the website will be uninterrupted or error-free. The entire risk as to the quality and performance of the web pages and website is with client. In no event will Mountain Creek Web Design be liable to the client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate these web pages or website, even if Mountain Creek Web Design has been advised of the possibility of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

12. Copyrights and Trademarks. The client represents to Mountain Creek Web Design and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Mountain Creek Web Design for inclusion in web pages are owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Mountain Creek Web Design and its subcontractors for preferred hosting company from any claim or suit arising from the use of such elements furnished by the client.

13. Laws Affecting Electronic Commerce. From time to time governments enact laws and levy taxes and tariffs affecting internet electronic commerce. The client agrees that the client is solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend Mountain Creek Web Design and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the client's exercise of Internet electronic commerce.

14. Copyright to Web Pages. Copyright to the finished assembled work of web pages produced by Mountain Creek Web Design is owned by Mountain Creek Web Design. Upon final payment of this contract, the client is assigned rights to use as a website the design, graphics, and text contained in the finished assembled website. Rights to photos, graphics, source code, work-up files, and computer programs are specifically not transferred to the client, and remain the property of their respective owners. Mountain Creek Web Design and its subcontractors retain the right to display graphics and other web design elements as examples of their work in their respective portfolios.

Mountain Creek Web Design reserves the right to place our copyrighted logos and statement of web design on each webpage designed and created by Mountain Creek Web Design on each of the client's web pages.

15. Payment of fees. In order for Mountain Creek Web Design to remain in business, payments must be made promptly. Delinquent bills will be assessed a \$15 charge if payment is not received within 10 days of the due date. If an amount remains delinquent 30 days after its due date, an additional 10% penalty will be added for each month of delinquency up to 90 days, at which time Mountain Creek Web Design reserves the

right to void the contract. Mountain Creek Web Design reserves the right to remove web pages from viewing on the Internet until final payment is made. In case collection proves necessary, the client agrees to pay all fees incurred by that process, including attorney fees, court cost, and collection agency fees. This agreement becomes effective only when signed by Mountain Creek Web Design. Regardless of the place of signing of this agreement, the client agrees that for purposes of venue, this contract was entered into in Blount County, Tennessee, and any dispute will be litigated or arbitrated in Blount County, Tennessee.

16. Sole Agreement. The agreement contained in this "Contract For Services Agreement" constitutes the sole agreement between Mountain Creek Web Design and the client regarding this website. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored for six (6) months after both parties sign this contract. Continued services after that time will require a new agreement. If client is not local (within 25 miles of Maryville, Tennessee), this contract agreement may be mailed or emailed to client and back to Mountain Creek Web Design with the stipulation that the contract must be signed and witnessed before a notary public at the client's choosing.

17. Initial Payment and Refund Policy. The total amount of this contract is \$_____. This agreement begins with an initial payment of \$_____. If the client halts work and applies by registered letter for a refund within 30 days, to Mountain Creek Web Design, 469 Butler Mill Road, Maryville, Tennessee, 37803, work completed shall be billed at the hourly rate as stated above, and deducted from the initial payment, the balance of which shall be returned to the client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

18. Signatures of Agreement. The undersigned agrees to the terms of this agreement on behalf of his/her organization or business.

Client : _____ **Date** _____

MCWD: _____ **Date** _____

Mountain Creek Web Design

Website Planning Worksheet

Purpose of website: To help us have a better understanding of the functionality of your website, rate the below items by scoring them 1 – 5, with 1 being the most important, and 5 being the least important. Leave blank the items that do not interest you at all.

_____ To make a favorable impression of your company or organization.

_____ To develop a qualified list of prospects.

_____ To sell products online via an online shopping cart/catalog.

_____ To encourage customers to contact you by phone/email about products/services

_____ To make product/service information and price list available to customers

_____ To strengthen your brand identification with an online presence

_____ Other _____

Site Organization: Label the pages you desire and cross out the pages you don't want. You can list other pages that you'll need on a separate sheet if needed for larger sites.

_____ Total pages needed

Home

Products	Services	About Us	FAQ	News	Contact	Email
----------	----------	----------	-----	------	---------	-------

--	--	--	--	--	--	--

Site and Domain Names:

Site Name on header _____

Domain Name: It must be registered through your web hosting company and approved by a domain registration service before you can use it. You may check the availability of your domain name for free through Godaddy.com, (my preferred hosting company).

Domain Name _____

Header Graphic: It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, business cards, etc. so we can better see how to present your company image.

_____ Company logo incorporated into the header graphic?

_____ Photos of products?

_____ Font preference _____

_____ Color Scheme _____

_____ Other _____

Navigation System: The navigation system of all my Standard Website Packages includes: Circle your desired navigation system.

- ◆ **Links** from the index page to every page within your website. I can also include a site map at the bottom of each page if desired for larger sites, this enables easier access for spiderbots while crawling your website.
- ◆ **Left-Side Menus** with text links are especially useful on larger sites more than 10 pages. This allows your visitors to better find what they're looking for than adding sub-menus.
- ◆ **Left-Side Buttons** can be used, but I do not recommend them, since they are more expensive and time consuming to maintain a site and updating a site by adding more content. Also, it takes longer for your page load time.
- ◆ **Frames System** where a typically scrolling menu remains on the left side to provide navigation. I highly recommend staying away from using frames since they are a design disaster and not at all search engine friendly. They can't be bookmarked and they make websites appear tacky.
- ◆ **Search Engine** is useful for larger sites of 50 pages or more to help visitors find what they're looking for. This is an additional charge.

Your website navigation system can be place most anywhere, the top, left-side, center, or the right-side, depending on your website's functionality.

Basic Page Elements: These are important items which appear on nearly every web page of your website.

- ◆ **Page Titles** which show at the top of your visitors web browsers only.
- ◆ **Optional** top of page graphic if different from home page header graphic.
- ◆ **Page Title** in larger font. _____ (recommend Arial Bold)
- ◆ **Text** body style font _____
(recommend Arial, Tahoma, Verdana, Times New Roman)
- ◆ **Image Map** by image map bar/buttons (recommend text links, more search engine friendly)
- ◆ **Standard Company ID** near bottom of page
- ◆ **Copyright and Trademark** information in small print at the bottom of every page. Do you have any registered trademarks or certifications to include here?
- ◆ **Disclaimers** at the bottom of every page if needed.
- ◆ **Website Design Credits** will be listed at the bottom of each page in small print stating "Website designed and created by Mountain Creek Web Design" and Copyright © 2010 Mountain Creek Web Design. All rights reserved.

Photos, Graphics, Animations: My contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos, graphics, and animations you send.

- ◆ Clipart tends to look a little tacky on websites. (recommend photos)
- ◆ Photos you supply either by sending the actual photos for scanning or by sending digital images on a cd/dvd or email.
- ◆ Stock photos can be obtained from Clipart.com, BigStockPhoto.com, or iStockPhoto.com for a fee.

Web Hosting Service: There are hundreds of web hosting services available and you should pick one that best suits your needs. I've worked with several hosting companies and the best service I've found is Godaddy. They are the biggest and best with the best uptime service and 24/7 support. Godaddy also has a lot of extra services available, some of which is free of charge. They also have the lowest prices. Regardless of who you choose to host your website, I will have to have full access to your account for uploading your website and maintaining your website if you choose via ftp client.

Check below your preference:

_____ I will setup my own hosting service and upload the website myself.

_____ I want MCWD to setup my hosting service and upload the website:

Web Hosting Service _____

Log In/User Name _____

Password _____

Phone _____

Support Email _____

Preparing for your website design will take a considerable amount of time. The raw materials you supply will be assembled into a graphically pleasing, easy to read web pages. Be sure to not exceed the packages limits so there won't be any additional charges for your package.

Text:

- ◆ You must set up a separate word processor file for each web page. Use this worksheet to indicate which file names correspond to which web page.
- ◆ I prefer Microsoft Word, though I can convert a variety of file formats.
- ◆ Do Not send a draft, send your final version of the text you want to include on your website. I may expect to make some minor changes here and there after the web pages are prepared. Most word processors allow you to count the approximate number of words or characters you've used.

Graphics:

- ◆ The quality of your website's appearance has a lot to do based on the photos and graphics you choose for your web pages. Clipart can be used, but tends to make the web pages appear amateurish. Photos are the best.
- ◆ You may send graphics in either a digital format or hard copies for scanning.
- ◆ Prepare captions for each photo. You may affix a post-it note to the photos.
- ◆ If you need to prepare specialized graphics elements in addition to my standard site graphics package, please explain clearly and possibly include a sketch. This will incur an additional charge based on my hourly rate.

Web Page	Text File Name	Approximate # of Words	Photos/Graphics
Home			
About Us			
Contact			
Products			
Services			
News			
FAQ			

List the page titles you want and cross out the ones you don't. List any additional web pages on separate sheet if needed.

Site Promotion:

Considerations:

- ◆ Advertising your website to search engines that index the web.
- ◆ Giving customers/visitors a good reason to visit by offering them something.

- ◆ Finding related websites and negotiating reciprocal links.
- ◆ Purchasing web advertisements.
- ◆ Becoming active in social clubs, news groups, and mailing list.
- ◆ Develop a signature ad attached to your email campaigns.
- ◆ Joining one or more related web malls or web-rings.
- ◆ Including your website and email address on all literature.
- ◆ Email newsletter campaigns.

Information about the number of site visitors can be obtained from your hosting service or Google Analytics. There's usually an additional charge for these services. I do not use page counters on websites.

I submit your information to the major search engines to register your website after final payment is received.

Maintenance: A standard website package includes minor updating for the first 90 days after your website is launched. A fee will be charged for any major updates including shopping carts/catalogs and will be billed at my hourly rate.

Check below your preference:

_____ I will maintain my website myself.

_____ I want MCWD to maintain my website until a mutual agreed upon time.

Client: _____ Date: _____

Mountain Creek Web Design

Store Planning Worksheet

Store Name: _____

Building an online store can be very time consuming and requires many different factors beyond website designing. To start with, you must create a product catalog, a spreadsheet listing all your product information, photos of each one of your products and each option available for each product, the layout of product placement on your web pages, a shopping cart for each individual item, and shipping rates, taxes, and payment methods.

Our preferred (and most secure) method of setting up your shopping cart, shipping rates, tax calculations, and payment methods is through PayPal. For a small % fee they will process all the information for you, including invoicing, and email notification of purchases. To accept credit cards of any kind you have to setup a merchants account through a bank in which will charge you 3-5% just for processing your credit card payments, not shipping rates, tax calculations, or invoicing. PayPal is a win-win choice for you and your customers.

Store Size

- Smaller Stores 1 to 100 products
- Medium Stores 101 to 500 products
- Larger Stores 501 to 1,000+ products
- Other

Type of Sale

- Retail
- Wholesale, B2B
- Both

Type of Products _____

_____ Quantity of products (individual items with separate sku's)

Do these sku numbers represent different colors/sizes for the same product?

Yes _____ No _____

Options: Do you want to list your options in a drop down menu? Yes _____ No _____

Color _____ Size _____ Other _____

_____ Total # of products with _____ Total # of options.

Did you count each of the options as a different product above? Yes ___ No _____

Product Photos

One of the most important factors in developing a store is preparing the product photos, which itself can be very time consuming. Moreover, it's often the photos are what motivates your customers to purchase your products. The higher quality your photos are the better they'll look online in your store.

_____ Total number of product photos.

Format: _____ Prints _____ Digital (jpeg or gif)

Product Information Format

Normal product information such as sku, product name, product description, part/item #, weight, price, photo file name, category, subcategory, and color/size option per sku, should be listed in a spreadsheet format.

Categories and Sub-Categories

The more products within your catalog, the more categories and sub-categories you'll need. Your website navigation system and search engines will use these categories to group your products together so your customers can find them quickly and easily. You'll need to list your products on your spreadsheet accordingly as to how you want them broken down on your website by category and sub-category.

_____ Total # of Categories _____ Total number of sub-categories

Preferred Product Layout

You need to sketch out on a separate sheet of paper how you want your product displayed. You'll need to show your preferred product placement of product photos, product names, product sku's, product descriptions, prices, add to cart buttons, and any other pertinent information you want displayed.

Shipping Options Offered _____ Ground _____ Next Day _____ Overnight

Carrier _____ UPS _____ FedEx _____ Postal Service

Shipping Calculation Method

_____ Disable shipping calculation

_____ Link to UPS/Fedex/USPS shipping cost calculator

_____ Flat rate for all items

_____ Shipping ranges (flat rate for orders between certain price ranges)

_____ Shipping weight ranges (flat rate for orders weighing between certain pounds)

_____ Shipping price specified per individual items

Shipping Areas _____ Continental US only _____ International _____ Other

Sales Tax _____ based on your local state's tax table calculated by PayPal

Payment Methods _____ Visa _____ MasterCard _____ American Express _____

Discover _____ PayPal Account _____ External Merchant's Account

Special Order Form Instructions

_____ Gift wrapping _____ Shipping instructions _____ Other

Client: _____ Date _____

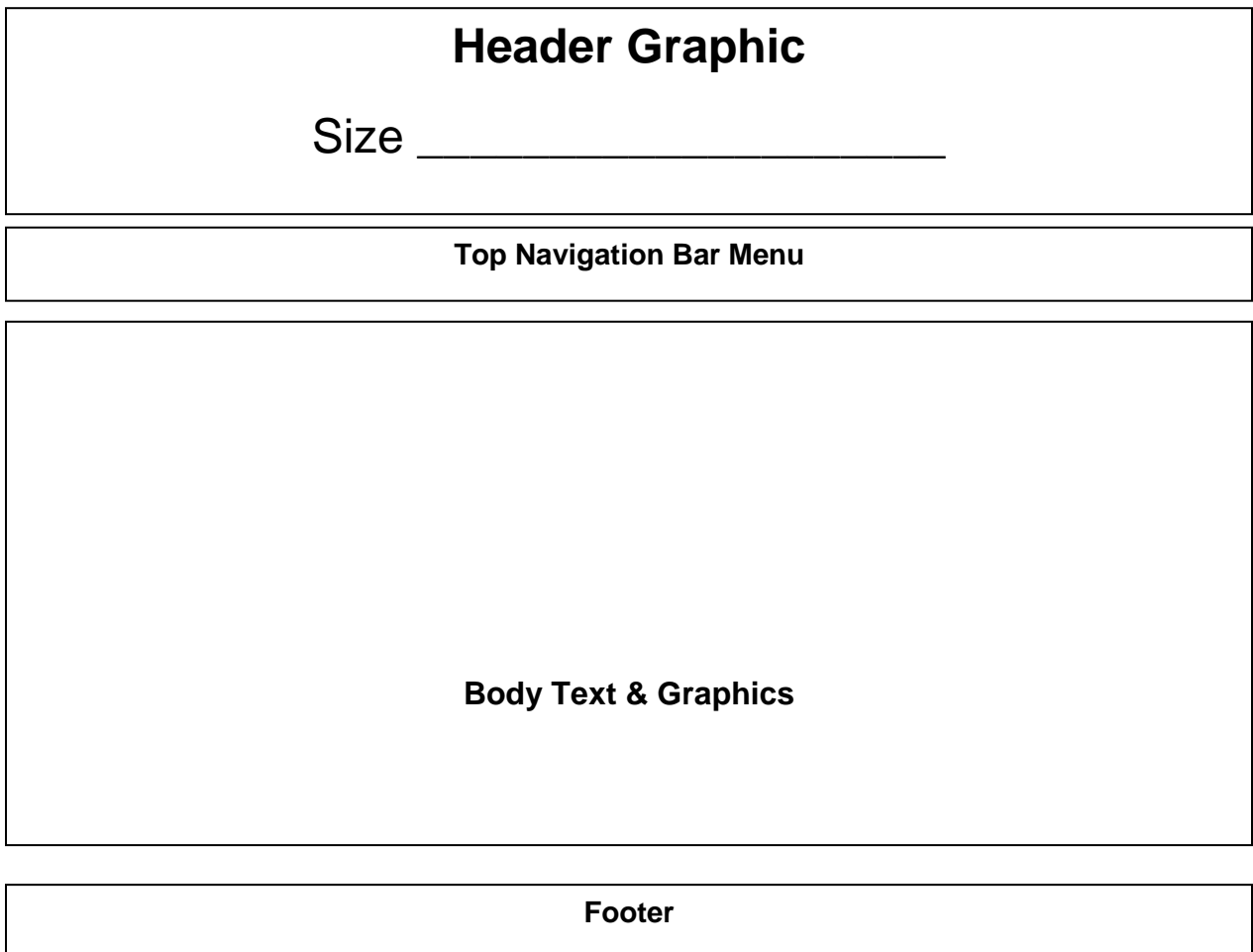
This form is to be used in conjunction with the Website Planning Worksheet

Mountain Creek Web Design

Website Layout Worksheet

Below you will find several examples of website layouts with key components. You can choose one of these examples or pick and choose the components you want for your website. You can also draw your own diagram on these worksheets or plain paper. The last example is blank for drawing your own layout or filling in components. The possibilities are practically endless.

Basic Example 1:



Basic Example 2:

Header Graphic

Size _____

<p>Left</p> <p>N</p> <p>A</p> <p>V</p> <p>I</p> <p>G</p> <p>A</p> <p>T</p> <p>I</p> <p>O</p> <p>N</p> <p>Menu</p>	<p>Body Text & Graphics</p>
---	--

Site Map

Footer

Basic Example 3:

Header Graphic

Size _____

Body Text & Graphics

**Right
N
A
V
I
G
A
T
I
O
N
Menu**

Site Map

Footer

Basic Example 4:

Header Graphic

Size _____

Top Navigation Bar Menu

- Ads**
- Links**
- Site Info**
- News**
- Etc.**

Body Text & Graphics

Site Map

Footer

Basic Example 5:

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Mountain Creek Web Design

Website Design Services & Fees

Free Domain Name Registration: Mountain Creek Web Design will register your domain name either with our preferred hosting company or yours. Your domain name is your unique web address that should reflect what your website is all about. (www.yourcompany.com)

Website Design: I will design and build your website based on what you envision for your site and what your site will be used for. This will require some research on both of our parts in order to make your site both unique and effective. I do not use website templates unless requested. If you have a template you would prefer to use then I can accommodate you with this style of website. Be aware that website templates are so called "cookie cutter" websites and take away from the creativity of designing your own website while losing your uniqueness in your online web presence.

Website Re-designs: Re-designing a current website can be even trickier and time consuming than starting from scratch. Your current site will have to be taken down prior to uploading the new one which will require access to your current hosting company. A re-designed site will give your web presence a more refreshed look and help keep your visitors coming back for more.

Free Hosting Setup: Setting up a hosting account can be tricky in itself. Choosing the right hosting company can be even trickier since there are so many to choose from. When searching for your hosting company, it's important to choose one with the best guaranteed uptime and 24/7 support while being affordable at the same time. My preferred hosting company is Godaddy, which I have been using for years without any problems, and they have great rates too.

Free Website Email Account Setup: If you're going to have a website, you don't want to use a webmail service such as hotmail, gmail, yahoo, or msn. You would stand out more professionally by using a dedicated email service incorporating your website and domain name. Depending on your hosting account type and the size of the email accounts you need, you may be able to have multiple email accounts. I do not charge for setting up your email accounts through Godaddy hosting service for up to 10 email accounts.

Free SEO: Search engine optimization is critical if you want visitors to find your website. This involves using the right keywords, meta-tags, site/page description, and search engine submission. As a free service, I will research the criteria of your website field to

find the best information possible and submit your website to all the major search engines. When designing a website, this is one of the first things I do in order to utilize these tools for better search options. It may still take awhile before you see the results of this effect. Most of the major search engines crawl the world wide web with spiderbots, looking for new or changed content. This normally takes about 30-60 days since the web is so big. While no one can guarantee a high ranking website, I will do my best to provide you with the best options to accomplish this.

When writing your text for your web pages, consider using the right keywords inside your text throughout your website for higher ranking possibilities. "Content is King" when it comes to achieving a high ranking website. Research similar sites for possible content phrasing and keyword analysis. Use your web browsers view page source tool to see what keywords and meta-tags they are using.

Keywords can be on every page of your website, starting at the top in the header, in the links, page titles, and text content. It's best to not overuse these keywords because search engines will dismiss your site from it's rankings. Your keywords should be used in normal sentences and phrases throughout your website, and should be related to the type of website you are designing, the products you are selling, or the services you are offering on your site.

Meta-tags are pieces of information in the head of your web page, not visible to visitors browsing your website. Meta information is used to communicate information that visitors may not be concerned with, such as communicating with your web browser what character set to use or what kind of content it may have, such as adult content.

Title Tags aren't really a meta tag, but a tag that appears at the top of your web browser when you're viewing a web page. The title tag is also used to describe a website when someone adds it to their bookmarks.

Meta Description allows you to describe your web page in the crawlers that support the tag. This is no guarantee for search engine rankings.

Meta Keyword Tags provide additional text for crawler-based search engines to index along with your body copy. Not many search engines these days use this type of tags anymore, but they can still be helpful with synonyms when people are searching for similar websites. When using meta keyword tags, try not to use just one word tags, use keyword phrases from two keyword phrases up to four keyword phrases.

Back Links coming from well-established websites is one of the major variables in attaining high search engine rankings and is essential to your website's success. Links can be provided from a variety of sources, such as links from directories, other related sites, reciprocal link exchange, and fee based services. You can also write blogs, articles, and use social media for link exchanges to optimize your website. Keep this in mind when performing link exchanges, it's not the quantity of back links you have that

count, but more the quality of back links you have. Having a lot of back links for poorly rated sites will not accomplish much, while having back links from higher rated sites will.

Site Promotion is a major part of achieving a higher page rank. Create as many blogs as possible for promoting your website. Use social network sites like Facebook, MySpace, Linked In, etc., for site promotion. Use social bookmarking sites like Digg, Stumble Upon, Delicious for promoting your site as well. Create E-Zine articles on related sites and forums. Utilize flyers, brochures, business cards, social clubs, etc., to promote your site locally too.

Search engine submission can be a very time consuming process. There are literally thousands of search engines and directories on the internet today, and still growing. There are online services that will submit your website for you for a substantial fee, though this is not necessary. A website can be submitted to most search engines manually 1 by 1 or you can use software to do this for you. Once a website is submitted, it will be scheduled to be crawled by their spider bots to rate the content of your website. This can take up to 30 - 60 days for completion. Once this is done, it will be listed in their directories and searched by other search engines and directories and then start over again searching for new or changed content.

To accomplish these goals, even though it can still be time consuming, I use a search engine optimization program for performing this type of service. I can accomplish all of it at once while seeing what meta-tags, keywords, and descriptions related sites are using for optimal effect, plus I submit new websites to the major search engines and directories immediately after launch.

Free Site Map: Having a site map is critical for search engines to follow your index page to your other linked pages. One of the tools I use when you use my preferred hosting company, Godaddy, is to create a site map indexing all of your web pages and submitting it to Google. This is done directly from your hosting account as an additional free service.

Site Maintenance: Maintaining and updating a site's content can be time consuming. Unless you are capable of doing this yourself, it's best to let the site builder do this for you. If you have some basic knowledge of using an html editor then you can do this yourself and save some money. If you plan on uploading the site yourself to your own hosting company, then you'll need to know how to use an ftp client. You'll need the original files on your computer to do this and understand the file structure within your website. If requested, I can provide you with a copy of your website on a cd/dvd for such purposes. Keep in mind the "Contract For Services Agreement" in which you agreed to and signed and all copyright materials regarding the contract.

Website Banners & Buttons: I will create a link exchange banner for you based on your website. This is important for link exchange to related sites. The more quality back links you have, the higher you will rank in search engine optimization.

Free Link exchange banner 468 x 60 Free Link exchange button 125 x 125

Forms, Letterheads, Business Card Design: Website promotion only begins with a web presence and search engine submission. You need to promote your site locally as well using all the available tools in your arsenal starting with family, friends, and business associates. I can design these tools for you based on your website content. Wouldn't it be nice to have these tools that coincide with the look and feel of your website?

Fees & Service Payments

Designing a website can encounter many variables. Each site should be unique in design and layout. The fee schedule below is for basic static web design only without encountering any of those variables. Should you have certain request, I will do my best to accommodate you and bring your web presence online with the upmost creativity and optimization. If you preview some of the sites I have designed, you will see that they are unique in their own ways. Below are some average estimates, all contracts are negotiable per uniqueness of site designs.

\$300.00	1 – 5 Page Website
\$300-\$500	5 – 10 Page Website
\$500-\$750	10 – 15 Page Website
\$750-\$1000	15 – 20 Page Website
\$1000-\$1500	20 – 30 Page Website
\$1500-\$2000	30 – 40 Page Website
\$2000-\$2500	40 – 50 Page Website
\$50.00	Per Additional Page
\$25.00	Per Hour Shopping Cart/Catalog
\$25.00	Per Hour Site Maintenance
\$25.00	Per Hour For Extra Request

Service Payments: Fees to Mountain Creek Web Design are due and payable on the following schedule:

- ♦ 50% Deposit upfront to start smaller websites up to 10 web pages
- ♦ 50% Balance paid before launch of smaller websites up to 10 web pages

- ♦ 30% Deposit upfront to start larger websites over 10 web pages
- ♦ 30% Deposit paid after client's approval of website design/layout and before continuation of approved website design.
- ♦ 40% Balance paid before launch of website as well as any other agreed upon add-ons and fees
- ♦ \$50 per additional webpage added after said agreement.
- ♦ \$25 per hour for website promotional blogs, directory listings, etc, based off website content for search engine optimization & publicity.
- ♦ \$100 Kill fee if not paid in timely manner

If the total amount of this contract is less than \$300, the total amount shall be paid upon signing this contract. In case the client has not secured a web hosting service by the time the website is completed, the website may be delivered to the client on cd/dvd or attached to an e-mail message. Submitting the website to search engines and updating occur only after the final payment is made. All payments will be made in US funds.

Website maintenance fees are billable for every hour or half hour required to maintain and update your site. If special request are needed, please contact me a head of time for discussion.

All website designs, re-designs, and site building are subject to contract negotiations and terms of agreement between Mountain Creek Web Design and stated clients.

Mountain Creek Web Design

Website Design Tips

When designing your website, there are a lot of variables that should be taken into consideration. For example, the questions I have posted on my website's contact page.

- ◆ What is the purpose of your website?
- ◆ What do you envision for your website?
- ◆ What kind of design & layout do you want?
- ◆ What color scheme do you want?
- ◆ Do you have a company/website logo?
- ◆ How many pages will you need for your website?
- ◆ Are you wanting or needing a flash intro/splash screen?
- ◆ What domain name do you want to use?
- ◆ What hosting company do you want to use?
- ◆ Will you need merchant's accounts for payments, credit cards, paypal, etc?
- ◆ If your selling products, how big of a catalog/shopping cart will you need?
- ◆ How many email accounts will you need?
- ◆ Will you be performing your own site maintenance or paying someone for it?
- ◆ Will you be doing your own SEO and site promotion?
- ◆ What kind of timeframe do you need to have your website online?
- ◆ Is this something you can do for yourself and still be unique and effective?

Below, I will list some design tips for you to keep in mind for your website. Some of which you've probably never given any thought to.

Target Market: You need to know who your target market is, who your audience is, and design your website with them in mind. Don't just choose colors, graphics, and layout based on what you like, but instead think about your site visitors will want and like.

Content: Don't over text your website with too much text or graphics. Try to keep your website simple by using bullets points and plenty of white space, or black space. Most visitors will skim a web page first before they decide to read it. Also, content is king in the SEO department of web design. Use the right keywords that best reflect what your website is about in your text, but don't overdo it. Write and re-write your textual content

over and over again until you get right and submit to your website. The better your text content is utilizing the right keywords, the better chance you have of achieving a higher page rank in search engines. I can't repeat this enough of how important this factor is.

Navigation: Try to keep your website easy to navigate and minimize the amount of hyperlinks you have embedded within your paragraphs. This will keep your site more user-friendly and won't frustrate your visitors and turn them away. The cleaner your website is the better it looks and will perform. If you have a lot of pages in your website, then use a sitemap at the bottom of each page for easier navigation.

Downloading: Statistics show that if a website takes more than 7 seconds to download, most visitors will turn away. If you use a lot of graphics, try to keep them to a minimal and as small of file size as possible. This is where thumbnail views play in. Thumbnails are great way to show an example of what you're offering while allowing your visitors to enlarge them to full size for better viewing. Also, try to avoid using too much animated graphics. They may look great, but seriously slow down your page loads. Even in today's world, there are still a lot of internet users that have a dial-up connection.

Resolution: Not everyone online these days have the same monitor size, and there are multiple screen resolutions to consider when designing your website. The most monitor resolution the last few years has been 1024 x 768, with 36% of internet users using this size. Some people still have 800 x 600 monitors while others have larger monitor resolutions. As of January, 2010, 76% of internet users have a larger monitor resolution than the standard 1024 x 768. When I design a website, depending on it's purpose, I will generally use from 960 – 1000 pixels wide. This allows for those visitors that still have smaller resolutions to view the website while still leaving room for future development. Also, try not to go over 2-3 page folds down for optimal effect. People generally do not like to have to scroll too far down a website and certainly don't like to scroll across horizontally.

Web Browsers: There are many different web browsers online today and each one displays a website in different ways. The major browsers are Internet Explorer, Firefox, Opera, Safari, and Chrome, just to name a few. The best way around this is to use strict and correct HTML or XHTML coding.

Plug-Ins: Media files for audio and video require plug-ins in order for them to play. If you're going to place this kind of content on your website, try to use the more common types of files for the most common types of plug-ins, such as Windows Media Player, RealAudio Player, or QuickTime. If possible, place a link next to your file so your visitors can download the plug-ins if they don't already have them.

Color Schemes: Using the right color scheme can make all the difference in the world. Your colors should blend well with the rest of content including text and graphics, and don't overdo it using too many different colors. Be consistent throughout your website.

Layout: When you first start designing your website, start with the top and work your way down, setting up the basics, such as headers, page titles, taglines, navigation links or buttons, and footers. While doing this, you're creating your own website template that you can use for the rest of your website. This will also help you be more consistent throughout your website so it will have the same look and feel to it.

Fonts: Not everyone online has the same operating system or web browsers. If you use an uncommon font on your website, your visitors' web browsers may not be able to display it correctly. Try to use the more common fonts such as Arial, Tahoma, Times New Roman, or Verdana, and try not to mix them up. Be consistent throughout your website. I normally will use Arial on most websites unless someone requests a different font. What a lot of people don't understand is that a particular font and font size may show one way on their web browser, but doesn't show like that at all on other web browsers. The HTML code tells the web browser what to do and how to do it, but if your visitors don't have that particular font installed on their computer, their web browser will display it however it can and it will show up completely different than the way you intended it to. This will throw off your design work and turn away your visitors.

Flash Intros: Depending on what you're designing your website for, having a flash intro or splash screen may be good or bad. A lot of people don't like having to wait before entering your website and it may turn them away, especially if you want to keep them coming back. Search engines do not like flash intros and have problems indexing your website page links. Also, remember what I said about download times.

Before you start looking for someone to design and build your website, ask yourself if you are capable of doing it yourself. It's not that hard, but it can be tedious and time

consuming. If you can do it yourself, then you will know how to perform your own site maintenance and updates. This will save you some money in the long run. All the information your need is available through the links on my resources page. Take the time to do some research first before you begin your website.

Website Designing Steps:

- ◆ Register Domain Name
- ◆ Gather content, graphics, photos, text, etc
- ◆ Decide on color scheme and layout
- ◆ Design website
- ◆ SEO
- ◆ Setup hosting account
- ◆ Point domain name to DNS servers
- ◆ Upload website files to servers via ftp client
- ◆ Search engine submission
- ◆ Website promotion
- ◆ Site maintenance

Before you start looking for someone to design and build your website, ask yourself if you are capable of doing it yourself. It's not that hard, but it can be tedious and time consuming. If you can do it yourself, then you will know how to perform your own site maintenance, search engine optimization, setting up your hosting account, purchasing your domain name, pointing your site to your name servers, uploading your files to your hosting account, and repairing glitches when they occur. This will save you some money in the long run. All the information you need is available through the links on my resources page. Take the time to do some research before you begin your website.

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