

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.

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