

Rara Avis Design Services

PORTFOLIO

To review my portfolio, please visit: <http://it.raraavisherb.com>

OVERVIEW

I build all my sites "from the ground up", including original artwork/design, a unique and distinct "look & feel" and hand-coding. This work may include shopping carts, donation buttons, subscription services (using PayPal) and any forms, JavaScript, CGI, etc. I do not produce Flash sites at this time.

PRICING

I charge \$100/page. A page is basically any time you "click" on the website to navigate around on it (not including links that navigate you off of the website). For small/mini pages (enlarged images, pop-up windows, etc.) I charge \$50/each.

PAYMENT

The price per page pricing includes 14 days of a running "live" time period for your new site, where you can make minor changes and to make sure you find it satisfactory. You pay for the site only after the site is completed and after the 14 days running time where you can make minor edits/changes. Essentially, I want you to be satisfied with the site before you pay me.

I prefer payments via PayPal. I will send you an invoice via email once the website is completed.

UPDATES

After the initial site we agreed upon is fully completed and you are satisfied with it, subsequent updates to the site are charged at an hourly rate of \$150/hour, by increments of 5 minutes. Most updates are small and I work fast - so they aren't more than 10-15 minutes.

RENOVATIONS/ADDITIONS

If your site requires substantial changes, additions or overhauls, the price per page pricing will go into effect.

BEFORE WEB DESIGN: THE SITE'S FOUNDATION

There are a few steps you will need to do before we start work on the actual website. I have outlined them below.

DOMAIN NAME

First, you will need to choose and purchase a domain name from Network Solutions (<http://netsol.com/>). It is a good idea to select a domain name that is easy for people to type and to remember - shorter is always better. I do not recommend buying from any other registrars. Network Solutions is the original registrar and still the only one I trust. I have had too many clients come to me with horror stories and irretrievable domain names they bought through a web hosting company or discount registrar. It's just not worth the risk for something so important. When you buy the domain name, they will try and sell you all sorts of add-on features such as email addresses, websites, hosting, etc. - you should decline everything and just buy the domain name - that's it - that's all you need from Network Solutions. I recommend the 3-year rate for \$75.

WEB HOSTING

Second, you will need to buy a web hosting contract with a website hosting company. I have found that Total Choice Hosting (<http://totalchoicehosting.com/>) has a great service, excellent technical support, is a great value and offers a fantastic up time of 99.99%. In the three years I have used them and referred them to others, I have never had any complaints. They have some very affordable options, too. I like the Silver Hosting Package for most sites - it costs \$55.00/year. Anything else might be a waste of money, unless you were planning on having a

ton of data (say, streaming movies, lots of big images or big documents to download) and/or a very high traffic rate (lots of visitors). Generally, the Silver Hosting package is a good place to start - if you need to upgrade, you can. Use the domain name you bought from Network Solutions when you purchase the hosting contract from Total Choice Hosting.

When you get confirmation emails from Network Solutions and Total Choice Hosting, you will forward them to me for your file and so that I can work on the servers while designing your site. For example, I will need to login to your Network Solutions account to change the DNS servers for your domain and I will need to FTP in to the Total Choice Hosting server to upload your site and set-up your email account(s).

ABOUT THE DESIGN PHASE

Now we're ready for the "Nitty Gritty" and fun part of creating the site!

After the preliminary work of getting the critical technical details up and running (see above) we get started on the site itself. At this point, we will sit down (or talk on the phone) for 30 minutes-1 hour and discuss what you want/need in a website. It is a good idea to bring me a list of other sites out there you like so I can get an idea of what you might want on your website and what look & feel you like.

Creating a website is a lot like decorating a home or planning a garden's landscape; you want to think about colors, textures and images you want to incorporate, the functionality and look & feel of the layout, and the overall style and image you want to present to the world.

From here, we will come up with a basic design layout for the site - the "site map" and what pages you will need/want. With the site map, I can provide you with a quote and expected delivery date.

After this initial meeting, I get to work and come up with a few ideas for you to choose from. Once we come up with a design you love, I can complete the site and upload it to your server.

SERVICE INCLUDES

I also set-up your email addresses (up to 5) using your new domain and show you how to login and see your site's statistics and such.

I include meta tags in your HTML (which helps people find you on the web), and register your site with google and yahoo search engines. Registering doesn't necessarily mean your site will come up when you type it into their search engine right away, it can take up to 9 months before your site starts to come up in the search engines. The most efficient way to get your site to show up in search engines is to have other sites link to your site. If you know of other people or companies who have websites, you can ask for them to link to your site in order to get your site to show up in search engine searches. Your site will be added to my online design portfolio with a link to get you started! ☺

LOGOS, BUSINESS CARDS, LABELS, ETC.

If you do not have a logo, I can design one for you for an additional \$100. If you have one already, I will use that design as a basis for the site's look & feel.

If you would like to have business cards, labels or other items designed either separate from a website or in addition to a website, I do offer these design services. Please see pricing below:

Business Cards	\$150
Double-sided Cards	\$200
Brochures (8.5x11)	\$250
Labels	\$150-350 (depends on size & complexity)
Other (tee-shirts, etc)	please request a quote

Pricing does not include printing or paper. I recommend that you have designs printed professionally. VistaPrint.com offers good quality at a good price with a fast turn-around for most business print jobs.

CONTENT AND EXTRAS

The only thing I charge more for is actual content for your pages. If you do not have the content to put up on the site already (the text, the words, the "writing" for each page), then I charge another \$25-50 per page (this depends on how extensive the text content is for each page) to write the content for the pages. I only charge this extra price on the pages that need for me to provide content, obviously.

I do not edit content that you provide. It is the client's responsibility to provide me with the precise content they want to include on their site.

If you have any questions, or to set-up a meeting, please contact me! I look forward to working with you.

Rara Avis

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