

Price and Policy Statement 2011

October 8, 2011 to December 31, 2011

(prices and policies subject to change without notice)

Services:

We service local businesses looking for local customers.

Packages

Fees are easily broken down for client's convenience, similar to lay-a-way. Please contact us for details. Building and maintenance fees are for my time, skill and effort. The hosting and domain are tangible fees I incur to build and host the site.

Turn around time to completion is variable according to the package, client involvement, picture load and number of e-commerce buttons, if any.

Bronze	Silver	Gold
Informational / Micro e-Commerce Up to 50 Products!	Small e-Commerce Up to 250 Products!	Large e-Commerce Up to 850 Products!!
\$450 Building Fee	\$925 Building Fee	\$1495 Building Fee
\$15 Domain annual	\$15 Domain annual	\$15 Domain annual
\$5 per PayPal® button up to 50	\$5 per PayPal® button up to 250	\$1.75 per PayPal® button up to 850
\$35 hosting/maintenance per month Can be nearly 125 pages	\$65 hosting/maintenance per month Can be nearly 525 pages	\$175 hosting/maintenance per month Can be nearly 1700 pages
Upgrading later is possible.		

Photography Services:

\$75 for 0-2 hour session. \$35 per additional ½ hour. Digital only. PWD retains all copyright rights. Service areas are limited. Ask for details. **iPhone® camera only.**

Get Started List:

A list of phone numbers for business name availability plus information on tax and license requirements when starting a business in Ascension Parish. Once you contact these offices, you'll be directed where to go next, if needed.

Bookkeeping Services:

\$75 to \$300 monthly bookkeeping services. Notice: I am a self-taught bookkeeper and not a CPA. I'll keep your company financial information in order, but you must seek out a CPA, if desired, to interpret and advise on the numbers. Service areas are limited. Ask for details.

Front Page Copy:

I will write your front page text with an aim for achieving better search results. I offer this valuable service to my clients for no charge.

Shopping Cart:

I use PayPal® shopping carts.

Policies:

Vendors:

We only use Hostgator® to host and purchase domains. If you're using someone else now, that's ok. It can all be moved.

Payments and fees:

Payment Methods accepted:

Money orders, cash and checks. Also, credit cards via PayPal®.
Made payable to Susan Alise.

Invoicing:

Invoices are sent via the United State Postal Service. If the client prefers to pay via PayPal® that can be arranged.

Hosting / Maintenance (H/M):

Hosting is the storage of your site, much like a car garage or storage shed. Maintenance is for PWD being on call to keep a watch on the site, do updating of photos, text, pricing, etc on the site. This must be paid monthly or annually. Save 2 months by paying annually.

Building Fees:

This fee is one-time only. Only the h/m is continual.

PayPal® Buttons:

My fee is \$5 a button (\$1.75 for Gold Package) to connect to the shopping cart. You will need your own PayPal® account for this.

Domain:

Domains are the address of your site, such as www.yourname.com
Registrars set domains to renew each year. I pay the domain for one year and pass the amount onto you via your next monthly bill. If you pay h/m annually, an invoice with the domain renewal amount due will be sent to you when needed.

If there are no payments or contact from clients for months and months, the domain will not be renewed the next time it comes up. This is a last resort, but one that has been necessary from time to time.

I do all the work, but the client retains ownership of the domain. This is a very important point.

Non-Payment / Contact:

After 60 days of non-payment of h/m fees or domain renewal fees, the site will be taken down until the past due balance is paid. This client account will then move to annual payment only of h/m fees.

If there is no response from the client regarding a communication attempt about the site, after a reasonable time it will be left as is until the client contacts us.

Client Hands On:

We build customized websites. It's what we do. So we *need*, enthusiastically invite and are grateful for customer interaction in the building process, but things sometimes get out of hand. We have found that a limit of time is appreciated by the client and helpful to us. Therefore, we will give about a month for the site design to be approved. This seems to be the usual time needed.

After this time, if the client is still unable to decide on the design, we will use our discretion to finish the design, taking into consideration the personality of the company to the best of our ability.

Search Engine Optimization:

The client must advertise the site. That said however, we do what we can in the building of the site to assist in achieving better search engine ranking. The use of appropriate text for the front page of the site can help with higher ranking on search engines as well.

We're here:

We have come to realize after years of doing this work that clients sometimes get shy about their site. The site is built, the bills are paid but that's it. We want you to know we're here. Let's talk via phone or in person if distance and time permit. Even email would do.

We want to make sure our clients are aware that we are still here and ready to update the site with a new product, or change some text or add a picture, etc. As I often say, if I don't hear from you, I assume everything is ok.

Site Problems:

Things happen. If you see something not working on your site find me, contact me. I'll be on it immediately! Please don't let time go by and not tell me. I may not know it for so many reasons. Not the least of which are software issues, internet provider differences, hackers and so on.

But, sometimes I may just forget. Think I did it and didn't. I'm just human, but have the best intentions. If something slips by me, please don't hesitate to contact me!

It is not unusual to not hear from clients for months or years,
once the site is built and running smoothly.

I just kind of hang around taking care of things in the background
until I'm needed up front.

If I don't hear from you, I assume everything is ok.