

## Website Design

Why Do I Need a Web site? A Web site can be an inexpensive way to provide customer service, keep in touch with customers and even help enhance sales. One of the things to keep in mind is that the World Wide Web is an international network, so the reach of potential customers is far greater than local advertising exposure. Also keep an eye on your competition - if they have a web site that may be enough of an argument for you to invest in a web site.

How long does it take to create a Web site?

Every project is different and can take anywhere from 2 weeks to 2 months. It all depends on the specification of what will need to be done in the Development process.

Please contact us to discover how reasonable it is to get the site you want.

NOLAGraphics has designed sites of all sizes. If a client can provide a well organized plan including detailed information on the site design as well as the quantity and format of content to be included, NOLAGraphics is happy to provide a quote for the cost of implementation of the plan.

When a client does not have such a plan, we are happy to work with them on a consulting basis to develop the necessary plan. Once the plan is created, we can provide a quote for the cost of its implementation. A client may also opt to proceed with the implementation of the plan by means of contracting at an hourly rate.

Payment for quoted projects is 50% up front, 50% upon completion.

Some clients may prefer the flexibility of developing their site on a "pay as you go" basis. In this case we are happy to provide website design and consultation services at an hourly rate.

### Contract Services at an Hourly Rate

Depending on the size of the project, a small deposit is required up front, and is credited toward the initial work. Unless otherwise negotiated, the client will be invoiced on a bi-weekly basis.

### Contract Services Provided:

Internet consulting, internet research, website design, site management, site promotion, copy writing, OCR, flatbed scanning, image touch up, image optimization, HTML coding, forms, javascript, multimedia content preparation, php application installation and maintenance, MySQL application and maintenance.

\$100.00/hour

(minimum 1/2 hour charge)

### Custom Logo and Artwork Design:

Creation of custom logos or artwork for purpose of branding a product or service.

\$100.00/hour

(minimum 1/2 hour charge)

### Phone Consultation or "one on one" on-location tutorials:

Phone consultations providing any of the services discussed above.

\$75.00/hour

(minimum 1/2 hour charge)

### Other Services:

NOLAGraphics also provides a variety of general computer consultation services. Services include repairs, upgrades, troubleshooting, data archiving.

### How does the Development process work?

NOLAGraphics and "Client" agree to work together the project specification detail. Most of this information will be gained from the client spec sheet e-mailed upon start of project. Gain of Domain Name Registration and hosting. Site interface creation - Interactivity, Special Effects(flash animation, Video, etc) creation of several layouts that are based upon discussions between both parties and the result of the client spec sheet. Any marketing materials, logos, pamphlets, etc. will be sent within one week to NOLAGraphics. Cancellation - all deposits are forfeited in the event of cancellation. If there are additional expenses incurred by NOLAGraphics at the behest of the client, a final invoice will be issued to the client that is due and payable upon receipt. At this point the client should review the site layout to ensure that the project is moving in a manner consistent with their vision. Once the page layout is approved the site structure will be created along with navigation, banners and any additional graphics. Upon approval of these elements your site content will be implemented. Content consists of text, external links, dynamic applications, interactive forms, pictures if provided, etc. If this content is not provided in a timely manner (within 1.5 weeks of signing of contract) the project will be

put on hold until materials are provided and may result in a delay in the launch of your site.

Once the final design layout, site structure, page content, and dynamic applications are approved, all balances must be paid in full.

Upon receipt of final payment, the entire site will be uploaded to the web host.

#### Promote

There is a school of thought that holds the "if you build it they will come" attitude. This is simply not the case. A web site must be promoted in order to be effective. There are many ways in which you can promote your own website, and with little expense.

- Chamber websites - usually links to company web sites are a part of your membership fee
- Trade Memberships - usually links to company web sites are a part of your membership fee
- Business cards, Print ads, brochures, pamphlets
- T-shirts, Magnets, Stickers, Car Logos