



web design & development

Custom Web Site Pricing

Design Fee **\$ 1050.**

Includes two original Photoshop mockups of a Home page and one inner page with unlimited revisions until satisfied. This will establish the look-and-feel. Additional pages start at \$100 depending on complexity.

One original mockup of a Home page and Inner page. **\$ 750.**

Content Management System (CMS) **\$ 1000.**

A CMS allows you to add, modify and delete pages via an online, administrative backend. Little or no HTML knowledge is required. All content is dynamically created using table-less markup. Fee includes markup of one template based on Photoshop/ Illustrator mock-up.

Search Engine Optimization (SEO) included.

Adding Pages to a CMS **\$ 45. and up**

Each page added to a CMS will vary based on the complexity of page. The number of images and/or graphics involved will increase the price. A rough estimate for a page with text only is \$45/page.

An individual quote will be required. All content will need to be provided in a Word document, or a similar text editor.

Static HTML Web Site (first page) **\$ 200.**

This includes complete table-less XHTML/CSS3 markup of the first page. All pages include:

- Compliant to current W3C standards
- All modern browser support (FireFox, IE7, IE6, Safari)
- Proper implementation of content into XHTML, with the use of CSS, to create an accessible web site for people with certain disabilities. Cascading Style Sheet (CSS) provide several advantages including:
 - Quick global changes to any layout
 - Provides for faster page view (web browsing)
 - Search Engine Friendly

Static HTML Web Site (each additional page) **\$ 75 and up.**

Each additional html page will vary based on the complexity of page. The number of images and/or graphics involved will increase the price. A rough estimate for a page with text only is \$75/page.

An individual quote will be required. All content will need to be provided in a Word document, or a similar text editor.

Image Surcharge (CMS or HTML pages) \$ 15 - \$ 30+.

If a web page is to include images or graphics, each additional image added to the page will be billed at \$15/ea if the image has been prepared for the web, and \$30+ if the image needs resizing, sharpening, air brush or any Photoshop work.

Dynamic Web Calendar \$ 750.

Event dates and details are added via an online administrative backend. A web page displays a calendar with event titles. Clicking on an event title brings up details about the event.

E-Commerce start at \$1500.

Dynamic e-commerce sites start at \$1000. . An individual quote will be required.
An e-commerce site will allow you to add/delete/modify product via an administrative back-end.

E-Commerce w/CMS (content management system) start at \$2000.

Dynamic e-commerce site with basic CMS start at \$2000. An individual quote will be required.
An e-commerce site will allow you to add/delete/modify product via an administrative back-end.

Web Forms \$ 125 and up

Interactive or PDF web forms start at \$125 and are determined based on complexity. An individual quote is required.

Copywriting \$80/hr (minimum \$400)

Copy for the Web is different from print copy. You want to be short, and to the point.

Copy Editing \$60/hr (minimum \$300)

Custom Coding, Database Architecture/Setup (MS SQL, MySQL, Access) \$75/hr

Web Site Maintenance \$ 75/hr

Includes any web updates determined on a case by case basis. Individual quote is required.

Web Hosting Starts at \$40/mo

Web hosting on a dedicated server. Includes database backups and CMS software updates.

Domain Name

I prefer the client handles the domain registration, however exceptions can be made. I use GoDaddy.com for all my domain registration needs. Don't let GoDaddy try to sell you anything on top of the domain name, unless you want the privacy option. No additional feature is needed!