

Description of Services for Business Essentials, Standard, and Advanced Website Packages

We provide this document to define services covered in our WordPress packages. It is very important you understand exactly what you are purchasing. Not all packages contain all services, so please check each service to see if it is part of the package you have selected. If you don't see a feature that you wanted included in the package you have chosen, please let us know. We are happy to accommodate you when we can.

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Website Services

WordPress is the largest CMS (Content Management System) in the world, used on millions of sites and seen by tens of millions of people every day. WordPress started as just a blogging system, but has evolved to be used as full CMS and so much more through the thousands of plug-ins, widgets, and themes. WordPress provides you with an administration control panel to manage your website content and functionality. Working with WordPress can be challenging for the first time user, but WordPress has a large community of volunteers who post self-help documentation. It is important you understand the inherent limitations when building a site in a program like WordPress.

Because WordPress is an established program (as opposed to a custom application) we must work within the parameters of the program. This means you will not have total freedom of design or functionality. We do not suggest the customization of the WordPress program or Theme files because it will make future program updates extremely difficult and expensive. For security and browser compatibility reasons, the program should be updated regularly. This can be done by the WordPress Administrator by simply by clicking a button in the administrative control panel. If you customize the program or theme; you will destroy this functionality. But don't worry. WordPress gives us plenty of freedom so we will still create a stunning website that reflects your professional image.

Responsive design

(All Packages)

Responsive design is a web design approach aimed at building a website that works well (a pleasant viewing experience, easy to read, and navigate) across a wide range of devices (from mobile phones to desktop computers). This does not mean the site will look the same on different devices; just the opposite. A responsive design will adjust for the type/size of display. Our goal with a responsive design is for the design to allow a viewer to enjoy the site regardless of the device they are using.

Page entry effects

(All Packages)

We will add a little spice to your web pages by adding code that will load your page content with animation. Our designer will coordinate this effect to keep the site design professional with interesting, eye-catching movement.

Website pages included

(Each Package is different)

Essentials --- 5 pages

Standard --- 12 pages

Advanced --- 20 pages

We will build the number of pages included in the package you selected. The home page is included in this page count. You do not have to use all pages, but if you want more than the number allotted, the cost will increase. Once the project is complete, you may add as many pages as you want through the administrative control panel without additional cost.

Unless it is otherwise specified, it is assumed that page content will be no greater than 300 words, 10 links, and 3 images per page. Pages with tables, forms, or lots of images are considered to be more complex and will increase the cost.

Website search function

(All Packages)

We install a search box on your site. It can be on a single page or integrated into your site design so it is on all pages.

Website Text

(All Packages)

These packages are priced considering that you will provide all copy writing services. (Contact us if you prefer to purchase copy writing services.) You must provide text in digital format (e.g. word processor document, text document, or email) for every page on your site. **Do not send us your text in "draft" form!** Once the content is formatted into your page, you are allotted one round of revisions (text tweaks and/or changes in page layout). After the project is complete and the website is live, you can edit the page as often as you wish through the administrative control panel

Image slide-show with text

(Each Package is different)

Essentials --- Not offered

Standard --- Essentials

Advanced --- Advanced

We create a single slide-show on the page of your choice. You provide the images, or we help you select images that we add to the slide-show. We can add a text message on each slide. The Essentials slide-show includes 5 images with up to 3 words on each slide. The Advanced slide-show includes 8 images with up to 4 lines of text (10 words) on each slide.

Stock photography

(Each Package is different)

Essentials --- \$10

Standard --- \$25

Advanced --- \$50

This project includes the cost of stock photography that we purchase on your behalf for your new website. A stock photography budget limit is set by the package you selected.

Assistance with image selection

(All Packages)

Each of your web pages should have a textual message and a visual message. These images do not need to always be your products. Sometimes you simply want to convey a feeling. We help you with this image selection, up to one (1) image per page. You will need to provide images of your products, your facilities, your staff, etc.

Embedded videos

(All Packages)

You create (or purchase) a video and post the video on YouTube or Vimeo. We embed it in your web page. This proposal is for up to 3 videos.

Gallery or portfolio

(Advanced Package)

Displaying photos or portfolio items can be a great selling feature. We create the appropriate layout (either Gallery or Portfolio) for your business, and add up to twenty (20) individual items. Each item can have a single photo (thumbnail and large sizes) with accompanying text (up to 30 words). Once the project is complete, you may add as many items as you want through the administrative control panel without additional cost.

Side panel

(Advanced Package)

A side panel is a sidebar that remains closed until a visitor clicks on a certain link. The panel can be accessed from a tab on the side of the screen that is always visible. On click, the side panel slides open into the page. The side panel is a great method for offering important information (e.g. contact information or a form) that is readily available to the visitor no matter where the visitor is on a website.

Parallax effect

(Advanced Package)

Parallax effect is a special scrolling technique where background images move by the viewer slower than foreground images, creating an illusion of depth. This effect is available in the Advanced package only. The designer will use this effect only on the home page of the website. Parallax can be added to other pages for an additional cost.

MegaMenu with contact form & map

(Standard & Advanced Packages)

A Mega Menu is a navigation menu item that is more than just links. The menu item can be split into columns and we can add images, videos, contact forms, and maps, along with text and links! It works well in all modern browsers. It does not work well in devices with small screens but we will create alternative navigation for those devices. A mega menu can take the place of a web page, such as the contact page.

Interactive Google map

(All Packages)

We embed a Google map with a marker for your location into your web page. A visitor can zoom in and out of the map to get the level of detail needed.

Blog

(Standard & Advanced Packages)

WordPress started out as blogging software and is still the best blogging software available. We create your first post page. You can later post as often as you wish.

RSS feed for blog

(Standard & Advanced Packages)

To encourage your website visitors to keep up with your posts, we add a subscribe button. This uses the RSS protocol to send your subscribers email alerts when you post a new blog entry.

Contact form

(All Packages)

One form will be created for the "Contact Us" page so visitors can submit the form for general questions. The form will contain no greater than 15 elements. Results will be emailed to you. If you request, the form can contain those funny looking letters you have to type at the end of the form. This is called CAPTCHA, and it protects your form against automated, non-human submissions. Secured forms, forms with advanced form programming (e.g. in-form calculations) are not included. Please let us know if you have any special form programming needs.

Backup plug-in with off-site storage

(Standard & Advanced Packages)

WordPress is a wonderful tool for websites and blogging, but to keep your website safe, it is important to keep your site software up-to-date and to do periodic backups. We install a backup plug-in and schedule a monthly backup. You are responsible to create an account with Dropbox, an S3 Service, Microsoft Azure (Blob), Rackspace Cloud Files, SugarSync or an off-site FTP account.. If you prefer, we can set it to email you a link so you can download and save the backup file on your computer. You are responsible for monitoring the backup program to ensure it continues to create backups on schedule.

Social Media Services

Social media is an important part of having a web presence. We offer services that incorporate social media into your new website and help you with your social media efforts.

Social media links

(All Packages)

We add links on your website that send visitors to your social media accounts (Facebook, Twitter, LinkedIn, Pinterest, and others).

Social media sharing widget

(All Packages)

We add a widget from AddThis.com. This widget allows visitors to share your website on their social media accounts. It also includes an email link that allows your visitors to email someone with a link to your site.

Facebook feed

(Standard & Advanced Packages)

We add a window on your site that shows the latest activity on your Facebook page.

Twitter feed

(Standard & Advanced Packages)

We add a window on your site that shows your most recent tweets.

Newsletter sign-up form

(All Packages)

If you want to build and maintain a great customer list, we encourage you to develop a newsletter. A newsletter keeps people interested in your business. The easiest way to manage an online newsletter is to use a service like MailChimp.com or ConstantContact.com. We integrate a small form on your website that allows your website visitor to sign up for your newsletter. This form connects directly to your newsletter service.

Newsletter design

(Advanced Package)

We work with you to create a newsletter account for your business. We suggest that most companies start with the free MailChimp.com account. Our designer will create a design for your newsletter that complements your website.

Social media design

(Advanced Package)

We work with you to create a Facebook and/or Twitter account for your business. Our designer will create a design for your social media pages that complements your website.

Search Engine Services

Before you spend thousands of dollars on SEO (Search Engine Optimization), you should understand how search engines work. Natural search engine results primarily come from two factors:

1. Having a site that is rich in text that contains your target search terms. You will have problems with search engine performance if your site has limited text, has text that does not contain your target search terms, or relies solely on images to communicate your message. By adding text that is rich with your targeted search phrase, in the right amounts and in the right places, you may increase your visibility in the search engines.
2. Having a site that is popular with people who are looking for your search terms. Links coming IN to your site from other sites that are related to what you do increase your popularity. This is how social networking can help you. You may want to get your site listed in online directories of businesses in your industry. Search engines may also rank your site higher in popularity if people stay on your site longer or if your website has existed for a long period of time.

Conversion: Getting people to your site is not very helpful if they don't buy from you once they get there. Your site has to have a professional appearance and offer engaging content if you want to convert your visitors to customers.

The real truth: No one can guarantee a certain ranking in the search engines (although many will tell you differently). Within some industries, we have learned that working for top ranking in the natural results (ranking without paying for placement) is a waste of time because some industries are too competitive (realtors, for example). We will always give you our honest opinion about the value of implementing SEO strategies on your site.

What you can do: We recommend you become familiar with the tools available to track your web site traffic and sales. We offer integration of Google Analytics.

Search engine friendly code

(All Packages)

WordPress is very search engine friendly, which means it allows the search engines to read site content and rank the site. We adjust the standard settings in WordPress to make it even more friendly to the search engines. We look for solutions that will not interfere with your site getting the best search engine results.

XML sitemap

(All Packages)

Search engines like Google and Bing look for a page on your site that most people don't even know exists. It is called a sitemap and it is written in a special code (XML) that tells the search engines what pages are included in your website. This won't make your site rank higher, but it will help the search engines read all website pages.

Google Analytics

(All Packages)

We suggest you use Google Analytics to learn which online marketing initiatives are most cost effective and to see how visitors interact with your site. This will help you make informed site design improvements, drive targeted traffic, and increase your conversions and profits. All you have to do is setup a free Google account and we will create your Google Analytics account. We will then add the tracking code into your web pages. You can get more information about this service from the Google Analytics web site.

Submission to search engines

(All Packages)

If your domain is not already listed, we submit your site to Google and Bing. These two search engines supply the databases for almost every other search engine. We add your site to our Google Webmaster tools account and our Bing Webmaster tools account. We continue to monitor your website through these accounts, so we can receive any alerts of broken links or hacker activities.

Add on services

These are services that are not included in any of our packages. We left them out of the packages because we are trying to save you money. We are glad to offer these services if you feel they would help you. These services will increase the cost of the project.

Domain name (one year)

(Not in Packages)

A **domain name (domain)** is a unique name that identifies an internet resource such as a website or email address. You don't own a domain; you register it (by the year). If you fail to renew the registration, the domain goes back into the public pool of domains and anyone can get it. There are many companies that offer domain registration. They all offer the same domains, but they are each different in price and customer service.

We use Panther City Web Source (www.panthercitywebservice.com) as our registrar. We will manage your new domain. We keep track of the expiration and we renew the domain for you. We charge \$20.00 for each year's renewal, which includes the cost of the registration (around \$11/year). If you ever want to manage your domain yourself, we will move your domain into your own account at Panther City. You will have complete control, but we will not be able to monitor or renew the domain for you.

Website hosting

(Not in Packages)

A commercial website calls for comprehensive services from a professional website hosting company that provides security and application platforms. A professional host keeps all server software up-to-date and allows programs to be installed. The measure of a quality hosting company is the reliability of its services and the availability of knowledgeable support staff. Out of Nowhere leases web hosting services from highly-rated, reliable hosting service providers. We charge \$40.00 per month (with software maintenance). If you have any questions about your hosting or email, we are easy to reach by email or telephone.

Meeting

(Not in Packages)

We love to meet with people. We are great listeners and enjoy hearing your ideas. We office out of our home where we have children, pets, and friends. This is why we don't have meetings at our office. We understand your desire to meet. We are glad to come to your office, home, or a local coffee shop and meet with you. Because we charge for our time, we have to charge to meet with you. To keep the meeting efficient (saving you money) we ask that you send us your questions before the meeting. We can prepare for the meeting, giving you the best value. Most of the time, a meeting is not necessary. We can answer any questions over the phone or through email.

Training

(Not in Packages)

Working with WordPress can be challenging for the first time user. WordPress has a large community of volunteers that post self-help documentation. We recommend you use the on-line services to get started. Send us a list of what you want to learn and we will tell you the best way to learn this new skill. Options include training you over the telephone, a personalized training video (you can review a video as often as you require), or on-site training. On-site training can be designed for one individual or a group. Traveling outside of Fort Worth will incur additional fees (travel, meals, etc.).

Copy writing

(Not in Packages)

The most common roadblock to completing a website is the copy writing. All of our website packages require you to write the website copy. We do this because you understand your unique business better than anyone else. But not all of us are great writers or have time to write. In our copy writing service, we start with an outline of the topics to be covered on each page. You create or approve this outline. You provide (in writing or by interview) unique business information. We write the text. We make sure the web pages are clear, readable and contain your target search terms. Our standard proposal is based on writing no more than 300 words per page. Once we have written the text, you may edit the copy once per page. We will help you understand how to be careful you don't edit out the search engine optimization. Editing should be for correctness of the information only.

WordPress software maintenance

(Not in Packages)

WordPress is a wonderful tool for websites and blogging, but to keep your website safe, it is important to keep your website software up-to-date and to do periodic backups. Every month we will: back-up your whole website (including the database), make sure you are running the most recent version of WordPress; and update all plug-ins you are using. There is no long-term contract. You can cancel this service any time prior to 1st of the month. This service is included if you host with us.

Moving site to different host

(Not in Packages)

Our WordPress packages are priced considering we will be hosting your new site. This is important for many reasons. If we have to move the site after building it, it takes more time and it is a rather difficult procedure. If we build the site on a different host (with which we are not familiar), we run the risk of dealing with a very slow server, making the time to perform tasks much longer. This means your website becomes more expensive to build.