

Web Site Design Packages

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A company Internet website is a necessity for a successful business. It is critical for communicating with customers, partners and associates. Changes in technology and government regulations have increased the challenges of maintaining an informative and comprehensive website. A website must provide a creative, easy-to-use experience for users while presenting content that does not expose the company to online risk or litigation, affect user experience, impact brand equity, or drive up site operational costs. This analysis provides feedback and pricing for designing and publishing an effective website.

Site Goals:

- **Enterprise Standards:** Develop and maintain consistent look and feel to present unified branding image. Company images and language will be integrated into page templates and header information.
- **Relevant Content:** Develop a sense of community. Assure that users are motivated to learn more about the company.
- **Accessibility:** Ensure that site is easy to use and meets requirements of Section 508 (see www.section508.gov) and other statutes mandating access for users with disabilities and to those using different connection devices/speeds.
- **Site Integrity:** Avoid broken links, misspellings, slow or deep pages; Provide successful search capabilities (completed keywords, descriptions, titles, alt attributes, etc.); Verify compatibility with majority of users' browsers. Site quality problems may cause users to abandon their research and move on.
- **Privacy:** Ensure that website maintains privacy of users' information in accordance with the Health Insurance Portability and Accountability Act (HIPAA) and other laws governing personal data.
- **External Content:** Verify that all links to external websites are suitable for the enterprise (no pornography, no negative or sensitive content, no competitor endorsement, etc.)

Web Development Stages

These are the proposed stages for designing and publishing a website. They will be refined as the site audience and goals are established.

1) Definition/Planning

- Client chooses Web Site Design Package
- Client completes **Site Survey** document
- Identify the technical/hosting requirements for development and maintenance
- Create Project Plan/Schedule

Custom Package Options

- Prepare analysis of company, industry and audience
- Complete Technical Specs Worksheet
- Complete Meta-tag Creation Worksheet
- Prepare Competitive Analysis
- Create Maintenance and QA Plan

2) Development/Production

- Establish server for project development and review
- Create Content Delivery Plan (How content will be received and published)
- Outline Content (Brainstorming, MindMapping, Story Boarding, etc.)
- File Management - Specify file naming conventions and site file structure
- Determine navigation system/elements
- Create optimized images
- Develop pages
- Final QA and release

Custom Package Options

- Develop screen representations/mockups
- Create user scenarios and determine how users will interact with site
- Create graphic templates, CSS Style Sheets, Dynamic content (as determined)
- Complete Meta Data coding (Description, Key Words)
- Create Style Guide
- Build Site Map
- Test with multiple users

3) Maintenance/Support

- Obtain client feedback (make any needed changes)
- Inform client about any future site recommendations

Custom Package Options

- Conduct QA testing and produce site reports
- Track and fix any problems
- Train content providers
- Submit site to Search Engines

Web Site Design Packages

Description	Basic	Medium	Advanced	Custom
Number of linked pages (categories)	One or two (1-2)	Up to five (5)	Up to fifteen (15)	To Be Determined
Number of images (company logo, photo, etc.)	Up to three (3)	Up to three (3)	Up to five (5)	To Be Determined
Type of content	<ul style="list-style-type: none"> ▪ Basic text ▪ Basic web image 	<ul style="list-style-type: none"> ▪ Basic text ▪ Optimized web images 	<ul style="list-style-type: none"> ▪ Basic Text ▪ Optimized web images ▪ Meta Data (to enhance Search Engine results- Key Words, Description, etc.) 	Custom Site Options: <ul style="list-style-type: none"> ▪ Cascading Style Sheets for enhanced Text appearance ▪ Meta Data (to enhance Search Engine results and site visibility - Key Words, Description, etc.) ▪ Dynamic Navigation (Rollover Links, Drop Down Menus, etc.) ▪ Optimized web images ▪ Animated GIF images ▪ Flash Animation ▪ Photo Gallery ▪ "Contact Us" form mail ▪ Guest Book ▪ Quality audits and reports for accessibility, usability and security ▪ Page template creation ▪ Site map ▪ Search Engine Optimization
Price	\$700	\$1000	\$1500	Based on design requirements and estimated time
Administration, training/consultation or maintenance				\$30/hour
Design, image creation and optimization, Flash or Animated Gif graphics, custom banners, etc.				\$75/hour
Domain Name Registration				\$30/1 yr; \$50/2 yrs; \$100/5 yrs
Web Site Hosting Service				\$30/mo for up to 50mb (Other plans available)
Email Accounts: Basic email accounts and web access for up to 5 email accounts				\$10/month (paid annually)
Search Engine Solution: Integrated search engine that is re-indexed weekly (or upon major site revisions)				OPTION 1: \$10/month (paid annually) Basic site search with sponsor links and ads OPTION 2: \$25/month (paid annually) Advanced site search with matching site templates for search results and site map pages. Reporting capabilities. No sponsor links or ads.
Other Services: Secure content site folder (password protected); Guestbook, Contact forms, etc.				Based on design requirements and estimated time