

Rate Sheet for Digital Design Services

<http://www.colormanifestation.com>

WEB DESIGN

3 Page Website \$299

- Home
- About
- Contact

5 Page Site \$499

- Home
- About
- Page of your choice
- Gallery (Consisting of 20 or less thumbnails in Lightbox format)
- Contact

Additional Pages - \$100 (Including additional product/gallery pages).

- **Custom Website Design Only**, no two websites will look alike. Designer does not work from pre-formatted/templated designs.
- Websites are **non-flash** for **Search Engine Optimization**.
- Website is **SEO** ready upon design completion. Please see below for **SEO** requirements.
- Client will need to provide copy content in a .doc format. Designer does not write copy for the client, but may modify copy if noticeable errors are encountered. Home page must consist of 300 words or more for **SEO**.
- Client will need to provide images in web-ready format. If the designer has to scan images to manipulate them to be web ready, a design charge will be applied. Acceptable formats are .jpg , .gif , .bmp , .pdf (.pdf for linkable content only, design charge will be applied if designer has to take content or text off .pdf).
- Music and/or videos may be embedded on the website for additional design charges. **Content may not be copyrighted, and client must have rights to all content on the site.**
- Client will need to purchase a domain name with **FTP** access, and will be responsible for domain name renewal and payment upkeep/hosting.
- Designer will upload entire site to **FTP** and make sure everything is ready for browsing upon website completion.
- Client will be responsible for self upkeep unless they opt for the **Monthly Upkeep Plan**.
- If the client elects for **E-Commerce**, they must have a ProStores account (Business Class or above) for the designer to match site design with store design. Designer will not work with any other **E-Commerce** option.
- A store link can be put on the website design regardless if the store is a ProStores account or not (this will not count as an additional page), but if a re-

design is needed in the future to add such a link in the navigation, custom upkeep charges will be applied.

- Designer will not be responsible for **E-Commerce** content and upkeep.
- Clients are encouraged to buy Adobe Contribute or Dreamweaver for self modifications. However, **Custom Upkeep** charges will be applied if designer has to restore website after the client has encountered an error resulting in his/her own fault.

E-commerce - Prices as shown on the ProStores website <http://www.prostores.com> . Customer must start out at a "ProStores Business" plan for custom website matching. **Designer will not be responsible for uploading products, managing payments, or anything other than design matching.*

Monthly Upkeep Plan - \$25 per 30 minutes. Includes updating text/image content and **SEO** (if needed).

Custom Upkeep – For services outside text/image content and SEO updating, a custom upkeep fee of \$90 an hour (with an hour minimum) will be applied. This includes services such as; site redesign, color changes, navigation additions, music, and video. Services outside the mentioned can be discussed between the client and the designer.

SEO (Search Engine Optimization) – Website will be **SEO** ready upon completion. This includes 12-20 client selected keywords, site description, and site title. **SEO** reads off the Home Page, and the Home Page will need to be written with client's 12-20 keywords in mind. Clients will need to wait 3-4 months before updating their **SEO** after design is completed to allow for search engine ranking. A Google analytics code will be applied to the site to allow the client to track daily web activity. **Please note - Designer will not be responsible for SEO ranking, but will do their best to assist with ranking capabilities. Professional SEO assistance may be needed if the client is not satisfied with their ranking after a few months time.**

GRAPHIC DESIGN SERVICES

Logo Creation - \$100 flat fee. Logo will be created to be either print or web ready depending on the client's needs. Logo may not use more than 5 colors. Project must not exceed 10 hours due to excessive changes. Client will have full rights to logo after completed to use on business/personal products.

Image Manipulation - \$90 per hour (One hour minimum). This includes but is not limited to; scanning, cropping, color correction, and restoration.

Print Ready Fliers/Brochures - \$150 flat fee for a tri-fold or a postcard. Client will be responsible for taking designed file to print studio.

Custom Graphic Time - For services not mentioned, client will need to discuss options with the designer.

PHOTOGRAPHY SERVICES

Photography services are available upon request, rates are negotiable between the client and the designer depending on services rendered.