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There's a Little Genius behind website design.

Offering an affordable, custom website for the budget-conscious small to medium size business.



Barry Lee

FIVE BASIC STEPS TO HAVING A WEBSITE

AND HOW MUCH YOU CAN EXPECT TO PAY



1. Purchase & Register Your Domain Name. You can do it on your own, or I'll do it for you as a free service when you ask me to build your site. ***Expect to pay in the neighborhood of under \$15 for the name and registration.*** You supply Siteenstein with your name choice and I'll do the search, purchase and registration on your behalf. Prices may vary depending on whether you purchase a .com, a .net, or a .org, etc. The only extras you must pay are those that you create yourself.

2. Decide How Many Pages You Will Need. ***I give you an ample site for \$450 a page. We'll discuss how many pages you want, but the page price will always remain the same no matter how many pages you order. That's because \$450 a page is a super bargain price.*** I'll consult with you to find out what you want to accomplish and design it accordingly. I'll write all your copy and design your look, tweaking it until you're satisfied. You can consult with me for free as many times as you find necessary until you are satisfied that your planning is finalized. I offer you Google Maps, Statcounter, and add Photos and Videos you supply, all without extra charge. The only extras you must pay are those that you create for yourself. They may include \$250 additional if you want a logo designed, which you can do without in most cases, or you require special photography or artwork beyond what I supply. If I have to create or do a search for something of that nature, I will give you a quote in advance subject to your approval. In most scenarios, there will be no extra charges.

3. Let's Talk Mobile-Friendly Site. Since Google started expanding the use of "mobile friendliness" for the ranking of websites, (late April 2015) it created a significant impact on those sites who depend on search results executed on smartphones. Although it won't affect how your site is viewed on tablets and other larger screen devices, you won't be able to show mobile friendliness on a smartphone unless your site is specifically designed for that purpose. That requires your mobile site be built with different criteria (easier to read text, more interactive spacing to accommodate links activated with a thumb, and smaller overall page width, etc.) in order to be more easily utilized on the smaller phone venue. That's basically what goes into the building of a mobile site and how it differs graphically from a regular website. Google a large store presence on your cell phone to see the differences. ***I will make you a mobile version of your site or a stand alone version for an additional \$300 a page overall, but understand that it has a different size and general parameters that differ greatly from the building of a general website.*** I will explain when we speak. Also, ask me how to avoid this altogether with a free, one page mobile representation I include with a minimum 3-pg. website.

4. Hosting Your Site. There are companies all over the internet offering to host your site, all having differing pros and cons. Since 2008, I have been relying on one hosting company that has never let me down. They are a reliable entity that maintains several locations each featuring triple redundancy, meaning that there are 3 separate geographical connections to the internet and 3 diesel generators at each to provide power in the event of an outage. The web and email servers are not hosted in the same city. which means that no one event is likely to effect all three simultaneously. You're guaranteed 99.9% service! There are a host of other features (pun intended) that I'll let you know about before you plunk down one nickel. **For most sites, you can have this kind of reliable hosting for as little as \$29.95 a YEAR and a one time sign up fee of just \$15.** Note: If you want a privacy-constructed site (recommended), or an email account, there are additional fees (\$29.95 for each) that we can discuss beforehand to see if they will benefit you.

5. Maintaining Your Site. Once your site has been proofed, tweaked, and scrutinized to the point of reasonable perfection, the day will come when it's time to put it up and have it start to pay you back by bringing in some business. That's when I have fulfilled my original obligation to you and both our obligations have been met to one another. So what happens next when you need just a "teensy weensy" change, or you have to replace your phone number, or that item is no longer in stock, or any scenario that has me reopen the files, make a change, and relaunch the alteration? If we're on good terms I'm happy to accommodate you at no additional charge. In fact, I'm always here if you need me. But, although I do work cheaply, I have to make a living if your changes are excessive (determined solely by me) or there are several changes that you make after the fact. **Once I am working on one, I can work on several. So we can discuss the charges at the time. But rest assured that if it doesn't mean a redo but it's merely changes to the content that will only involve an hour or so, the charge will range from between \$50 to \$100 depending on the degree of difficulty. But if it's something we both missed that's my fault, you'll pay me nothing to fix it of course.**

NOTE: I'm one of those individuals who feel strongly that a picture is worth a thousand words. That's the way I approach all the sites that tout what I can do for you. So I don't just toot my horn, I show you what you can expect with a substantial amount of samples that illustrate that I'm beyond a Jack of all trades. It's what I have been doing for an entire career in advertising, so you can expect to rely on my experience and out-of-the-box thinking to truly be **Your One Man Advertising Department.** When I build you a website you can expect me to be there when you need anything more. A mailing piece, a video, a sales idea, a Social Media presence, an Email Blast, a brochure, postcard, product package, TV commercial, someone to run an idea by, anything at all. My prices are cheap because of my general philosophy, which I will explain to you if you ask, but for the time being, knowing that you have an entire agency that you can rely on and afford, and as close to you as your computer, makes my prices seem cheaper and your life a whole lot easier. Have a great day. Barry

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Why leave me a message if I don't answer? Because I might be on the phone, out on an appointment, or "indisposed". I will definitely get back to you. Don't miss an opportunity that will surely benefit us both.

