

Standard Rate:

\$80.00/hour

effective: April, 2013

Standard Rate Services:

● Web Site Project Services

Web Site Design, Coding, and Implementation:

Due to the unique nature of each business, all Web site projects are individually estimated to provide the most cost-effective solutions for your specific project goals.

- Server/Hosting setup & configuration; Domain names; Security certificates, email accounts, mailing lists, etc.*
- Site Planning/Information architecture; Semantic document structure for search-engine optimization.
- Original graphic design, or Flexible & adaptive use of existing design assets & provided artwork.
- Handcoded, standards-compliant xHTML, CSS, PHP, Java/AJAX for cross-browser/platform stability.
- Custom "Theme" development for WordPress and other content management systems.

eCommerce + Shopping Carts:

- Installation and configuration of shopping cart systems; payment gateway solutions.
- Integration of Carts or PayPal/GoogleCheckout with content management systems.

● Content Development

Copywriting, Messaging, Public Relations:

In addition to a code-level understanding of search-engine optimization, I draw upon a journalism degree and career-experience as a staff editor and freelance writer for newspapers, magazines, and trade-journals to craft content for marketing campaigns and Web sites.

- Keyword-optimized copywriting for business services & products; messaging for multimedia campaigns.
- Articles, case-studies, content for E-mail lists, blogs; social network profile management.
- Non-profit outreach publications, press releases, fundraising mailers, crowdfunding campaigns.

● Print Design Services

Graphic Design for print marketing:

- Logo Design + Messaging; specializing in branding assets applicable to both digital and real-world application.
- Innovative approaches to Sustainable/Green printing options and resource-use reduction.
- Business cards, letterhead, brochures, mailers; Unique outreach materials and leave-behinds.
- Design & deployment of Acrobat PDF Form systems and/or Printed Forms.

Fees & Bundled Services:

● openTicket Support: Quarterly maintenance program; includes 2 hrs of site services.

\$95.00

- Enrollment in the openloop Support Ticket system, can be used for any site support requests.
- Covers quarterly database backups, CMS-software upgrades, security updates or other site updates.

● Domain Names - Renewal & Registration...

\$15.00 ea/yr

● Domain Names - Transfers (includes 1-year renewal)...

\$30.00 ea.

* Standard Rate only applies to management/configuration of these services; actual costs of Hosting, Domain names, Security certificates, software, and other services/products provided by third-parties are not included, and will vary depending on your project. Estimates and recommended providers/solutions are included in each Project Estimate.