

Building your website

For many, developing a web site is an overwhelming process. It need not be. When you work with us, we guide you through all the choices.

We will provide you with a site development document that will help organize your thinking so that we understand what you need and want. It is imperative that you carefully plan your website's goals and purpose.

Charleston PR & Design, LLC offers you three options:

Fully Developed Solution: A website that includes

- Custom graphic site design supportive of your brand identity
- Professionally written search engine keyword rich site copy specifically written for your site
- Professionally produced photography to illustrate your site
- Registration or listing in all major search engines
- Content management system

A Fully Developed Solution is what you need if you are in need of a high-quality website and don't have the time to allocate to anything other than planning and review.

Collaboratively Developed Solution: A website that includes

- Custom graphic site design supportive of your brand identity
- Client supplied copy
- Professional stock images to illustrate your site
- Registration or listing in all major search engines
- Content management system

A Collaboratively Developed Solution may work for your business if you begin several of months in advance of your launch date. You will be spending a good amount of your time getting copy together and reviewing edits.

Basic Solution: A website that includes

- Semi-custom graphic design built WordPress's default theme; the template colors are coded to support your brand and your logo is added to the theme.
- Client provided website copy
- Client supplied photography
- Registration or listing in all major search engines
- Content management system

A Basic Solution is not for you if you have limited time. Depending on your site's size, you may spend as many as 40 hours on your responsibilities.

Charleston Public Relations & DESIGN

Charleston PR & Design, LLC is different from many small site designers and developers.

We have many years' experience managing large and small digital projects and have consistently exceeded client expectations. Our marketing insight and code development set us apart. We offer far more to make your site function well. Simply said, this is "stuff that works."

Pricing

Service	Rate	Notes
Website Design (completely custom)	\$1,800.00	Full custom site designed to fit brand / image.
Website Coding/Functionality	\$500-\$3,000	Depending on complexity; all include blog
Ecommerce (fewer than 10 products)	\$500.00	Add + client's subscription to ecommerce system which is usually approx. \$20 per month
Simple site using WordPress's Standard Theme	\$1,000-up	Includes custom graphic design for the header for site; includes blog set up as well; Actual price will be based on the size of the site. \$1,000 would be for a 5 page site.
Hosting	\$180.00	Per year/may pay either for 6 or 12 months; "Green Hosting", Also provides nightly back-ups of the site. Full C Panel access; Secure install of WordPress to prevent vulnerabilities; Client has access to set up e-mail addresses on their domain; We can also set up 2 e-mail addresses per domain and have them forward to any other e-mail address.
Hosting Set up	\$50.00	One time at the inception of hosting
Website software updates	\$200.00	Per year/may pay either for 6 or 12 months; covers repair or correction to most "breaks" to functionality in the case of "breaking changes" instituted by WordPress.

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Content Updates	\$50.00	per hour; billed in 1/4 hr. increments
All sites include		Google Analytics; Submission of XML site map to all major search engines; WordPress SEO Plugin Configuration; Blog
Ongoing Content Development	\$400.00 per mo	Develop a custom strategy for client's site to help achieve SEO goals. Includes the writing, publication and distribution of one blog post per month on client's self-hosted WordPress blog and distribution through client's social media accounts. Includes the research to help identify key target phrases and key search terms that will help achieve higher search engine ranking and increased website traffic.
Domain Name Purchase/Registration	\$20.00	per domain name

Charleston PR & Design, LLC provides:

- For Fully Developed and Collaboratively Developed Solutions Custom graphic design of your website's look and feel based on your company's goals and brand. We do not use pre-designed templates unless you request one.
- Suggested keywords based on Google keyword tools and analysis of competitors
- Suggested meta data (site description and keywords) based on Google keyword tools
- XML Site Maps
- Submission to all major search engines
- Google analytics reports to help you track your site's traffic
- Testing in current version of all major web browsers
- All sites are built in compliance with current industry standards

Charleston PR & Design, LLC's Policies:

We will gladly explain any of these in detail to you.

- All sites will be hosted by Charleston PR & Design, LLC.
- All sites to use Charleston PR & Design to maintain software that supports the content managed site.
- All clients must complete a [site development questionnaire](#).
- All projects will be billed in 1/3 increments. With 1/3 due at acceptance of the Scope of Work, 1/3 due at the presentation of the website's look and feel and 1/3 due when the defined Scope of Work is completed, but prior to the site's going live.
- The first 1/3 payment and the second 1/3 payment are non-refundable.
- All sites must be completely paid for prior to "going live" to the world.
- Fully Developed Solutions include two rounds of copy changes during copy development phase.
- All sites include two rounds of changes to site design, navigation or look and feel.
- Any changes beyond the two rounds specified above are billed at our standard rate.
- Delays on the client's part will cause the project to lose priority, causing other projects in line to gain precedence.

Our process

Charleston PR & Design, LLC has designed an efficient process to develop sites that are relatively low in price when compared with other developers and web designers. Our pricing reflects a “bundled” approach and saves substantially. We provide this overview of the process to you to help you understand your role in developing the best site for your business and what to expect from us as we work together.

Our goal is to save you time and money while providing a site that works and exceeds your expectations.

We will provide you with a site development questionnaire which serves as the foundation for all our work together. This document will focus your thinking and prepare for our planning meeting. It is essential during the development phase that you think carefully of exactly what you want from your website. We make every attempt to help you envision what is possible from your website.

After you complete the site development questionnaire, we meet with you to determine your goals for the site. We will discuss with you the following items:

- domain name
- site hosting (We require that we host all sites we develop.)
- site's audience and how you wish them to interact with the site
- your brand and integration with your other marketing materials and brand positioning
- style
- tone
- feeling
- behavior of navigation and type of navigation
- how will the site be updated
- who will keep the site updated
- marketing of the site
- your budget
- your time-frame

We will then develop a site architecture and Scope of Work based on our planning meeting and your answers to our site development questionnaire. This site map will guide us in all the remainder of our development. This is perhaps the most important step in our development. A web site is based on an architectural framework that is created first. Changing architecture late in the site's development is time consuming and can be expensive for you. So, we take as much time as necessary on this step so that we've all thought carefully through how you want visitors to navigate through the site, how information is presented and in what order and how you want your site's visitors to interact with your site and it's content.

Next, no matter which option you choose (Fully Developed, Collaboratively Developed or Basic) you will be asked to provide us with the items that are the building blocks of your site.

- Company logos
- Company marketing materials for use in developing a consistent look and feel for your website
- Photographs of
 - key personnel
 - your location or facilities
 - your products
- Links to other sites important for your industry/area of business

We now request your site text copy if you are supplying it for either a Collaboratively Developed Solution or a Basic Solution. If you have selected a Fully Developed Solution, and we are working with a copy writer on your behalf, we will provide copy to you for your review/approval. It is in your best interest to determine what you want to say, write it, or have our copy writer write it. Website copy, images and corporate identity are the essential building blocks for your website's graphic design or as we sometimes refer to it, the look and feel.

Based on your copy and the photographs made available to us, we determine if you need additional images to illustrate your website.

Site copy (which for a Fully Developed Site will come from the copy writer's interviews with you and your colleagues) Typically includes the following pages. If your firm is specialized or needs e-commerce you will probably need more content than is listed here.)

- Home
- About the company (overview of history, products, services)
- About the owner or key executives
- Products or Services
- Contact Us

If you do not have these materials we can assist you by creating a corporate identity; taking photographs or sourcing stock photos to be used in your site's development.

We will create a graphic design for your site

- look and feel
- navigation concept
- site diagram

You select your preferred concept and authorize us to move forward with this concept to code and build the site. All our "in process" sites include a protected area where you may view your site in development. We ask you not to share the in-development site with others outside your company because we cannot guarantee the state or functionality of the website while it is being developed and it may in no way reflect what the final site will look like at the time they view it.

When we have a working site concept coded, we will ask you to review it before we move forward.

If you have changes you'd like to request for your selected design/layout, we will make those changes at this point in development and bring those back to you for review. We will not proceed to the next steps until we all agree on the site's look and feel.

We include **two rounds of design changes** to all our projects. We are happy to make as many changes as you like to a design, but we ask that you remember that any changes beyond two rounds will incur additional charges for management and design time.

When presented with the next set of design changes, you will be asked to approve them or give more changes which may incur additional design costs.

Next, we develop the correct code framework to support the design.

We will place your website copy and supplied photographs or stock photography into the pages.

We will add links to your site based on those you supply. These should be to trade associations, partners, suppliers, or others whose alliance with your business lends credibility. These should not be to your friend's websites or "traded" links.

Now that we have accomplished all these steps, your website usually is ready to go live. You will be asked to provide the final approval and make your final payments for services as required in our agreements. It is our policy not to take any site live until it is completely paid for.