

# Business Websites



**Your clients expect you to have a website.** Gagnon Consulting will create and maintain a website for your business, taking care of all the details. Your site will be custom designed to uniquely showcase your company, providing you with an invaluable tool to show off your products and/or services.

Choose from the entry level Starter Site, the economical Business-Pro Site or have us Custom design a website to your specs. Just contact us to get started and you will be online in no time.

## Starter Site - \$359

The Starter site is a good tool for getting your company online without spending a lot of money. This is an entry level site, and many companies find that it helps lay the groundwork for a more comprehensive site in the future. It is a good mechanism to get your business domain name registered and have an e-mail addresses at your domain. It is designed with your company name and logo, and will be consistent with your color scheme. **The content is roughly equal to a single side of paper.** Includes up to 5 e-mail addresses.

## Custom Site - Quoted to Spec

A custom site can be developed for you to have any feature that you could ever need. From Flash movies to dynamic, interactive database driven content, the sky is the limit. E-commerce with a shopping cart and payment gateway integration are just some of the available features. If you need a custom gallery to showcase your services or catalog of your products, this is the site for you. And if you want to be able to update the content yourself, we can develop your site to work with Adobe Contribute or create a custom administrative control for a true Content Management System. We will work with you to refine your requirements and then produce a quote to develop your website.

## Business-Pro Site - \$999

The Business-Pro Site is designed for businesses that want a more comprehensive web presence, and want to provide their customers with more details about their products or services. A Business-Pro Site is always developed using templates so that additional pages can be easily added as the site grows.

The site content is up to 8 pages with a consistent header with your company name and logo and colors. Navigation buttons are on all pages to provide simple, easy navigation from page to page.

Content typically includes: (page content may be substituted for similar pages - see Additional Content Ideas on back)

1. Welcome page
2. About page (History, Mission, Owner info, etc.)
3. Service or Product Info page (up to 8 pictures)
4. Testimonials page
5. Samples page (gallery of up to 12 pictures)
6. Links page (associates, organizations, etc.)
7. Contact & Location Info with Interactive Google Map page
8. Info Request Form (sent via e-mail)

	<b>be online fast!</b>	<b>best deal!</b>	<b>à la carte!</b>
	<b>Starter Site</b>	<b>Business-Pro Site</b>	<b>Custom Site</b>
Package Price*	\$359	\$999	n/a - quoted to spec
Hosting Fee (billed quarterly)	\$24.99 / month	\$29.99 / month	\$34.99 / month
Number of Initial Web Pages	1	8	Unlimited**
Additional Web Pages	No	Available	
Hourly Labor Fee for Additional Development*	\$135	\$135	\$135
Domain Name Registration	Included (2 years)	Included (2 years)	\$35 / year
E-mail Accounts	5	10 ( add \$5 / month / each 5 additional)	
Web e-mail access	Yes	Yes	Yes
E-mail Server Anti-Spam	No	No	Yes
E-mail Forwarding	No	Yes	Yes
Images	3	up to 8 plus up to 12 in gallery	Unlimited**
Navigation buttons	Not needed	Yes	Yes
Custom Design	Yes	Yes	Yes
Search Engine Optimization	Yes	Yes	Yes
Flash content	No	Available	Available
Dynamic / Interactive Pages	No	Info Request Form & Map only	Available
Database support	No	No	Available (\$20 / month)
FTP Server	No	Available (\$20 / month)	Available (\$20 / month)
PDF File Download Content	No	Available	Available
PayPal Integration / E-commerce	No	Available	Available
Content Updates by User	No	No	Available

## Additional Content Ideas

The following are some additional content pages and options that may be added to the Business-Pro & Custom sites:

- Frequently Asked Questions (and answers)
- Additional Photo pages of samples of your work or products
- Interactive photo gallery/slide show
- Documents, forms and other info for download and viewing/printing (i.e. handouts and flyers)
- Calendar of Events
- Employment Opportunities and interactive Application form
- Animated (Flash) introduction page or Flash content within page
- Short Video in player within page (not streaming)
- RSS feed (content from news feeds, blogs, etc.)
- Interactive calculators (amortization, loan payments, etc.)
- Advertising banners (static and rotating)
- Newsletter sign-up form (i.e. Constant Contact, etc.)
- Integration with CRM services (i.e. Salesforce.com, etc.)
- Custom, interactive forms to order service or products.
- Integration to PayPal or other Payment Gateways
- and more... Please ask us about other needs.

## Custom Site Enhanced Options

In addition to the content ideas listed to the left, the following enhancements can be added to your site. Some of these options will require database and/or FTP support, or integration with third-party software, depending on the application.

- Shopping Cart - custom or prepackaged (i.e. Miva Merchant®)
- Payment Gateway integration (for accepting Credit Cards)
- SSL Certificates integration for secure, encrypted transactions
- Interactive web tool to upload and administer products or items in database
- Content Managed areas for non-web designer to create and administer web content (i.e. news stories, calendar items, etc.)
- Private online area for clients (with login) for custom data and service info (i.e. pictures and documents relating to their project.)
- FTP Site and administration pages to upload/download transferring large files between you and your clients
- Web logging (BLOG) authoring, publication and administration application.
- Interactive Web Forum/Discussion Groups application.
- and more... Please ask us about other needs.

## Additional Web Services

These services do not require a domain name/website or hosting plan. They are useful business tools that can help you communicate with both potential new customers and with current clients and/or co-workers:

- Interactive PDF forms that can be filled in online or by hand and sent via e-mail
- Constant Contact E-mail layout & design and mailing
- Take, process and post high quality digital photos to online services
- Digital Audio/Video production for YouTube® type posting
- Newsletter layout & design and preparation for PDF e-mail or printing and mailing
- Configuration and maintenance of On-Line group calendars and business collaboration service.
- Google AdWords® and other paid search engine setup and administration.
- EBay and Yahoo Stores setup and configuration.

## Digital Graphics, Photography & Copy Writing

If you need help defining your brand image, or are not sure how to word your message, Gagnon Consulting can help. If you already have a brand image, we can provide digital graphics layout and design that will be consistent with your look and style. If you have not developed your logo and image yet, we will work with you on the design, and incorporate this into the website design, We also can provide web copy writing to help you get your message to your audience in a clear and concise manner.

## More Information & To Get Started

For further information or to discuss your website needs, please visit our website or call the office. We look forward to hearing from you.

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\*The package prices for the Starter and Business-Pro Sites assume 3 and 8 hours development time, respectively. Additional labor beyond this time, typically required for brand and/or logo design and/or copy writing efforts, etc., will be charged at the indicated hourly labor rate. Custom sites are designed at the hourly rate. \*\*Total site data, including images, not to exceed 50MB. Additional space available by quote. Prices/specs are effective Jan 1, 2008 and are subject to change without notice.