SERVICES

I provide services to clients within the Lexington, KY / Bluegrass area, as well as national and international organizations.

My specialties include search engine optimization and web accessibility and usability, striving for standards compliance with Section 508 of the Americans With Disabilities Act. I can help *you* make your website accessible to all.

My services include, but are not limited to:

Web design, re-design, and ongoing maintenance, graphic design, blog creation, online book publishing, PowerPoint presentations, Second Life nonprofit and business setup, outreach services, writing, and much more - just ask!

Services typically rendered within 48 hours, and new website creations can generally be ready within 1-2 weeks.

My rates are as follows:

Nonprofit organizations: $45/hour
Commercial: $55/hour

For additional savings, see my "Package Deals" **below!**

* Training is also available at the above rates.
(Additional expenses may apply for travel and rush jobs)

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Package Deals

🌿 Plan #1: The Basic Website
Commercial price:$700.00
Nonprofit price: $570

* Up to 5 html web pages, customized to your design selection
* Up to 3 images per page
* Includes search engine optimization, metadata creation for enhanced visibility

* Submission to major search engines

[Terms: 40% deposit due upon project initiation, balance due upon completion. Pricing does not include PayPal shopping cart integration]

Plan #2: The Intermediate Website
Commercial price:$950
Nonprofit price: $770

* Up to 12 html web pages, customized to your design selection
* Up to 4 images per page
* Includes search engine optimization, metadata creation for enhanced visibility
* Submission to major search engines
* 50% deposit due upon contract signing and balance due after completion but before site launch

[Terms: 40% deposit due upon project initiation, balance due upon completion. Pricing does not include PayPal shopping cart integration]

Plan #3: The Large Website
Commercial price:$1,400
Nonprofit price: $1,100

* Up to 20 html web pages, customized to your design selection
* Up to 4 images per page
* Includes search engine optimization, metadata creation for enhanced visibility
* Submission to major search engines

[Terms: 40% deposit due upon project initiation, balance due upon completion. Pricing does not include PayPal shopping cart integration]

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The Web Design Checklist:
Services provided by PlanetandPeople.com

Getting Started

Determining the purpose of your site:

Who will come to my site? What will they be looking for?
What do I want my site to accomplish?
How is my web site part of my marketing strategy?

Gathering content for your site:

Determining the purpose of your site helps you determine what content you should put on your site. Now you will need to gather that content.

Here are some questions you should ask:

Is the information I need already written or will I need to create it?
Will information I have need to be edited for presentation on the Internet? (Short and to the point is best for the web)
Do you have logos or photos you want to use in your site?
(Remember: All copyrighted material must have permission of use)

The Development Process

Setting price and schedule:

1. Initial Meeting. I will meet to discuss your plans for your site. During this meeting we will discuss ways to help you achieve your site goals. We will also discuss how your site will look and function. (*free of charge.*)

2. Cost Estimate. Once we have determined the kind of site you need, I will provide you with a cost estimate, a project timeline, and a site outline. (*free of charge.*)

My services include:

• Custom site design
• Creation of the site using content you provide
• Uploading the site to your chosen web host provider

3. Development begins. Once we have determined the requirements for your site, the assembly begins.

I strive to develop sites that are accessible, search-engine friendly, and easy-to-maintain.

Details

- You provide the content.
- Text should be copy ready
- Images and text in digital format

(*Material requiring typing, editing or digitizing can be done at my regular hourly rate.*)

Milestones will provide opportunity for your review and satisfaction assurance.

After you have reviewed and signed off on your site, I will deploy it to the web hosting service of your choice.

After Your Site Is Online

• Planning for site updates. It is important to keep the information on your site current and accurate. Plan to update your site regularly to keep people coming back.
• Marketing your site. It is important to let others know your site is out there. Your site MUST be a part of your overall marketing strategy.

Additional Services

• Domain Name Registration
• Ongoing Maintenance Services
• Hit Rate Monitoring
• Search Engine Registration

Click here to download brochure for a complete listing of my services.

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