



The Gray Knight!

Package Details

- **Pre-Website Design**—Consultation time needed to assist client in selecting appropriate colors, fonts, theme, and more
- **Website Template**— Using [Allwebco Templates](#), you will select the website template of your choice. If undecided, we will assist with your selection.

*Tip: To keep your costs down, select a template whose **colors** and **menu navigation** are agreeable; almost everything else in the template can/will be changed without an extra fee.*

- **SEO Website Content Writing**—Engaging website content that accurately reflects your industry and incorporates your personal thumbprint will be created, formatted, and integrated onto each website page. As we are much more qualified to write your Home page at the end of the project—when we have learned as much as possible about your products, services, philosophy, and more—pages are written from the inside out. Typically the FAQ page is written first, then About Us, Product and Services next, other interior pages, followed by the Home page at the end of the project.
- **Website Content Keyword Inclusion**—Comprehensive research will be done on Google, from which an extensive report will be created, and consultation services offered. Prior to writing any content, the client will know exactly which keywords to use for each page and how the menu navigation should flow.
- **Website Layout and Design**—Pages are laid out on your website with visual appeal and ease of use in mind. Content is arranged with the right amount of white space, including bulleted items, photos, active links, and much more, all with the intention of maximizing optimization and visitor conversion. Font colors are picked based on industry type and eye strain considerations.



- **Website Links**—Two external links are included on your main keyword phrase to help with search engine optimization.
- **Website Slogan**—A catchy phrase is written to help with company branding.
- **Website Functionality**—Websites are fully tested before project completion, including forms, Contact pages, links, and more.
- **Website Publishing**—Your website will be published at the beginning of the project (while it is under construction) to give you a head start on search engine optimization. You can view the progress on your website at any time. If your new website replaces an existing website, the design will reside on a WebSiteText testing server until completed.
- **Search Engine Registration with Google and Yahoo!**—Unless the search engines have already discovered your domain, once published, your website will be registered with Google and Yahoo!, to speed up the time it takes for their “spiders” to crawl your pages.
- **Package Limitations**—This website comes with the following limitations:
 - Total page count not to exceed 25
 - Word counts on individual pages not to exceed 700; recommended word counts are between 450 and 700
 - Total project hours not to exceed 100
 - Website maintenance is good for one year after completion date. Additional time is sold separately.
- **Exclusions—Available under separate agreement:**
 - Custom Flash elements
 - Template color changes
 - Menu navigation placement
 - Additional pages that exceed package limitations (see below)
 - CAPTCHA code—prevents SPAM on Contact page
 - Member Login functionality
 - Content Management System
 - Major website modifications—above and beyond package description
 - Custom website design
 - Foreign language content and/or translation



- **10 Hours of Research**—This includes manual and Internet research needed to augment or complete your website pages.
- **Additional Hours**—At the end of the project, if time has exceeded the maximum allowed by this package, you will be given an invoice for the overage, with charges calculated based on our current hourly rate, as defined on our website: <http://www.websitetext.com/pricing.htm>

Cost

The cost of this website package is USD 6,800.

Payments

Payments can be in the form of check, cash, money order, wire transfer, credit card, or PayPal. Online payments can be made using this link: <http://www.websitetext.com/payments.htm> and adhere to the following schedule:

- At the start of the project, 1/3rd is due.
- Once the project is 50% complete, the second 1/3rd is due.
- At project completion, the final 1/3rd is due.

Post-Publication Services

- **Website Management:** Once completed, your website will need a certain amount of management to keep it running smoothly. Unless requested otherwise, your website will automatically be managed by our staff to insure the following items are properly handled:
 - Domain name renewal
 - Hosting renewal
 - ICAAN certification
 - Credit card processing and updates

Annual management of your website is billed in advance during the month of January. Costs range from \$250 and \$350.

- **Website Maintenance:** Changes to your website pages, new pages, content updates, and other website maintenance issues are performed upon request and billed according to our hourly rate or a website maintenance plan sold separately. For more information about website maintenance plans, please refer to this page: <http://www.websitetext.com/maintenance.htm>