



Garson Web Services
239 Concord Avenue
Fairfield, CA 94533

707.428.1743/p • 707 428-3652/f
mail@garsondesign.com • www.garsondesign.com

Grayland Hilt
ChildStart
439 Devlin Road
Napa, CA 94558

Web Design Cost Estimate

GDS populates all pages.

• Samples: websites.garsondesign.com

Customer Directions: Please read all information carefully. A line item that is blank is To Be Determined (TBD) and may also have a high-low range cost depending on project and client's requirements. As this a cost estimate, final price may vary. Please circle any and all printing options desired. Then fax back this cost estimate with signature to go ahead with project. Please call if any further questions.

Date: 03/11/11

Inv #:

Page 1 of 5

Phone: 707-252-8931 ext 2849

Fax: 707-252-2301 ghilt@childstartinc.com

Job #: 4955.03.11ChldStrt-Web

Web: www.childstartinc.org

Description

• Provide **Client** with a multi-page website. **Total Pages: 35**

HOME	Title?	Title?	Title?	Title?	Title?	Title?
<input type="checkbox"/> 0101 Home	<input type="checkbox"/> 0201	<input type="checkbox"/> 0301	<input type="checkbox"/> 0401	<input type="checkbox"/> 0501	<input type="checkbox"/> 0601	<input type="checkbox"/> 0701
<input type="checkbox"/> 0102	<input type="checkbox"/> 0202	<input type="checkbox"/> 0302	<input type="checkbox"/> 0402	<input type="checkbox"/> 0502	<input type="checkbox"/> 0602	<input type="checkbox"/> 0702
<input type="checkbox"/> 0103	<input type="checkbox"/> 0203	<input type="checkbox"/> 0303	<input type="checkbox"/> 0403	<input type="checkbox"/> 0503	<input type="checkbox"/> 0603	<input type="checkbox"/> 0703
<input type="checkbox"/> 0104	<input type="checkbox"/> 0204	<input type="checkbox"/> 0304	<input type="checkbox"/> 0404	<input type="checkbox"/> 0504	<input type="checkbox"/> 0604	<input type="checkbox"/> 0704
<input type="checkbox"/> 0105	<input type="checkbox"/> 0205	<input type="checkbox"/> 0305	<input type="checkbox"/> 0405	<input type="checkbox"/> 0505	<input type="checkbox"/> 0605	<input type="checkbox"/> 0705
<input type="checkbox"/> 0106	<input type="checkbox"/> 0206	<input type="checkbox"/> 0306	<input type="checkbox"/> 0406	<input type="checkbox"/> 0506	<input type="checkbox"/> 0606	<input type="checkbox"/> 0706
Pages: ?	Pages: ?	Pages: ?	Pages: ?	Pages: ?	Pages: ?	Pages: ?

NOTE: Times are an estimate, final time to be based on your site needs. Additional work can be done at \$30/hr or the page rate for (additional) pages. Page rate varies depending on complexity of the design, client needs and alterations, CGI form needs, enhanced photography, etc.

WEBSITE PACKAGE <input type="checkbox"/> 1-9 Pages: Pages x \$ (Range: \$240.00 - \$420.00/page) =	\$	n/a
WEBSITE PACKAGE <input type="checkbox"/> 10 Pgs & 19: Pages x \$ (Range: \$120.00 - \$330.00/page) =	\$	n/a
WEBSITE PACKAGE <input type="checkbox"/> 20 Pgs & up: 35 Pages x \$180.00 (Range: \$90.00 - \$270.00/page) =	TBD	\$ 6,300.00
DISCOUNT FOR GDS PROMOTIONAL LINK <input type="checkbox"/> minus 5%! (Range: \$6.00 - \$21.00/page) =	TBD	\$ - 315.00
Subtotal = \$171.00 per page x 35 pages =	TBD	\$ 5,985.00
COPYWRITING/EDITING <input type="checkbox"/> Provided by client on disk <input type="checkbox"/> GDS provide at \$30.00/hr.	TBD	\$ client
PHOTOGRAPHY: <input type="checkbox"/> Provided by client <input type="checkbox"/> GDS provide photograph(y)(er) <input type="checkbox"/> GDS stock photos \$25.00/ea <input type="checkbox"/> Stock Photos	TBD	\$ client
WEB TECHNICAL: See Web Info Sheet for a complete description.		
<input type="checkbox"/> DOMAIN NAME REGIST. • www.yourcompanyname.com: \$25.00/year x 2 years = \$50.00 from (/ / to / /).	TBD	\$ client
<input type="checkbox"/> DOMAIN NAME FORWARDING • From your Registrar to www.yourcompanyname.com = \$90.00	TBD	\$ client
<input type="checkbox"/> EMAIL ADDRESS(ES) and SETUP • Mail@companyname.com: \$15.00/each email name x names =	TBD	\$ client
<input type="checkbox"/> WEB HOSTING • We host your website from our server space: \$7.50/month x 12 months = \$90.00/year from (/ / to / /).	TBD	\$ 90.00
<input type="checkbox"/> WEB HOSTING • Setup for GDS access on client registration and/or hosting: \$90.00 - \$150.00 =	TBD	\$ n/a
<input type="checkbox"/> CLIENT EDITABLE • <input type="checkbox"/> Client buys \$175/Contribute Software <input type="checkbox"/> 1pg/\$200, 2-5pgs/\$300, 6+pgs/\$50/pg, 10+pgs/\$45/pg, +15pgs/\$40/pg x page(s) =	TBD	\$ 420.00
Grand Total	TBD	\$ 6,495.00
DEPOSIT (approx. 1/2 due to start. Date Paid: Thank you)	TBD	\$ 3,237.50
REMAINDER DUE (On final digital upload)	TBD	\$

<input type="checkbox"/> GDS will also provide these extras to enhance your website traffic and potential sales for FREE	VALUE:
<input type="checkbox"/> TRAFFIC WEBSTATS • Automatic monthly emailed PDF website traffic report: Setup \$90.00 + \$7.50 x 10 page(s) =	\$ 70.50
<input type="checkbox"/> SEARCH ENGINE • <input type="checkbox"/> OPTIMIZATION <input type="checkbox"/> GDS provides info: \$90.00 - \$180.00 <input type="checkbox"/> Client provides info: \$60.00 - \$150.00	\$ 120.00
<input type="checkbox"/> SEARCH ENGINE • <input type="checkbox"/> SUBMISSION to Google, Yahoo, MSN, Ask Jeeves, Spiders, etc. (Paid extra): \$90.00 - \$180.00	\$ 120.00
<input type="checkbox"/> EXPAND YOUR WEB PRESENCE & OPTIMIZE LINKS to your website with Professional Social Media sites such as:	
<input type="checkbox"/> Facebook <input type="checkbox"/> MerchantCircle <input type="checkbox"/> Google Maps/Places <input type="checkbox"/> LinkedIn <input type="checkbox"/> YouTube (Range: \$120.00ea - \$240.00ea) <input type="checkbox"/> \$180.00ea x 5 =	\$ 900.00
Grand Total FREE extras	FREE! \$ 1,210.50

Contract Approval:

Acceptance.....Title.....Date.....

You may pay by credit card or pay by check. Please check off one: Check Visa Mastercard American Express Your signature authorizes GDS to charge your credit card and/or receive a check for noted deposit and all charges incurred for job completion. In the event of litigation, to enforce the terms of this contract, or set forth within, the prevailing party shall be entitled to reimbursement of all attorney fees and costs. Final digital art property of GDS, release requires additional pricing except for logo design. 07/08/03

If credit card payment, please see next page

DIGITAL & PROFESSIONAL: • ADVERTISING • BROCHURES • BUTTONS • BZ CARDS • CATALOGS • DIRECT MAIL • DISPLAY BOOTHS • FLYERS • ILLUSTRATION • LABELS • LOGOS • NEWSLETTERS • POSTCARDS • POSTERS • SIGNAGE • SLIDES • T-SHIRTS • WEBSITES • ZO MUCH MORE!



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TERMS: Remainder Due at Final Digital Upload

Grayland Hilt
ChildStart
439 Devlin Road
Napa, CA 94558

Date: 03/11/11 Inv #: Page 2 of 5
Phone: 707-252-8931 ext 2849 Fax: 707-252-2301 ghilt@childstartinc.com
Job #: 4955.03.11ChldStrt-Web Web: www.childstartinc.org

Description

NOTE: Please fill in required (arrowed) info and mail or fax back.

Credit Card Information VISA / Mastercard:

IMPRINTED DATA ONLY ABOVE THIS LINE DO NOT CIRCLE EXPIRATION DATE

EXPIRATION AND VALID DATES CHECKED <input checked="" type="checkbox"/>	AUTHORIZATION NUMBER			DATE		
	CASHIER			MONTH	DAY	YEAR
	DEPT.	DESCRIPTION	AMOUNT			
	4955	ChldStrt - Web	3,237.50			
	Inv.	3_____ (deposit)				
	DATE		SUB TOTAL	3,237.50		
	Ran CCard: _____		TAX			
	In Quicken: _____		TOTAL	3,237.50		
	On Statement: _____					



Credit Card # _____

Cardholder's exact name on card _____ **Exp.** _____ **Date** _____
 Garson Design Services
 239 Concord Ave
 Fairfield, CA 94533
 4492-1500-0002-0545

CARDMEMBER SIGN HERE
 Cardmember acknowledges receipt of goods and/or services in the amount of the TOTAL shown hereon and agrees to perform the obligations set forth in the Cardmember's agreement with the Issuer.

PRESS FIRMLY-USE BALLPOINT PEN SALES SLIP

Credit Card Information AmEx:



DATE
 Ran CCard: _____
 In Quicken: _____
 On Statement: _____

Credit Card # _____	EXPIRATION DATE CHECKED	APPROVAL CODE
Cardholder's exact name on card _____ Exp _____	DESCRIPTION	
Date of Charge _____	4955ChldStrt-Web	
Service Establishment	Inv: 3_____ (deposit)	

Garson Design Services	_____	

239 Concord Ave		
Fairfield, CA 94533		
504-226-664-5		
Cardmember Signature		
<input checked="" type="checkbox"/>		
Merchandise and/or service purchased on this card shall not be resold or returned for cash refund. Establishment agrees to transmit to American Express Travel Related Services Co., Inc or authorized representative for payment		
		\$3,237.50
	Dollars	Cents



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• Samples: websites.garsondesign.com

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Phone: 707-252-8931 ext 2849 Fax: 707-252-2301 ghilt@childstartinc.com
Job #: 4955.03.11ChldStrt-Web Web: www.childstartinc.org

Description

• Provide **Client** with a multi-page website. **Total Pages: 45**

HOME	Title?	Title?	Title?	Title?	Title?	Title?
<input type="checkbox"/> 0101 Home	<input type="checkbox"/> 0201	<input type="checkbox"/> 0301	<input type="checkbox"/> 0401	<input type="checkbox"/> 0501	<input type="checkbox"/> 0601	<input type="checkbox"/> 0701
<input type="checkbox"/> 0102	<input type="checkbox"/> 0202	<input type="checkbox"/> 0302	<input type="checkbox"/> 0402	<input type="checkbox"/> 0502	<input type="checkbox"/> 0602	<input type="checkbox"/> 0702
<input type="checkbox"/> 0103	<input type="checkbox"/> 0203	<input type="checkbox"/> 0303	<input type="checkbox"/> 0403	<input type="checkbox"/> 0503	<input type="checkbox"/> 0603	<input type="checkbox"/> 0703
<input type="checkbox"/> 0104	<input type="checkbox"/> 0204	<input type="checkbox"/> 0304	<input type="checkbox"/> 0404	<input type="checkbox"/> 0504	<input type="checkbox"/> 0604	<input type="checkbox"/> 0704
<input type="checkbox"/> 0105	<input type="checkbox"/> 0205	<input type="checkbox"/> 0305	<input type="checkbox"/> 0405	<input type="checkbox"/> 0505	<input type="checkbox"/> 0605	<input type="checkbox"/> 0705
<input type="checkbox"/> 0106	<input type="checkbox"/> 0206	<input type="checkbox"/> 0306	<input type="checkbox"/> 0406	<input type="checkbox"/> 0506	<input type="checkbox"/> 0606	<input type="checkbox"/> 0706
Pages: ?	Pages: ?	Pages: ?	Pages: ?	Pages: ?	Pages: ?	Pages: ?

NOTE: Times are an estimate, final time to be based on your site needs. Additional work can be done at \$30/hr or the page rate for (additional) pages. Page rate varies depending on complexity of the design, client needs and alterations, CGI form needs, enhanced photography, etc.

WEBSITE PACKAGE <input type="checkbox"/> 1-9 Pages:	Pages x \$	(Range: \$240.00 - \$420.00/page) =	\$	n/a
WEBSITE PACKAGE <input type="checkbox"/> 10 Pgs - 19 Pgs:	15 Pages x \$ 240.00	(Range: \$120.00 - \$330.00/page) =	\$	3,600.00
WEBSITE PACKAGE <input type="checkbox"/> 20 Pgs & up:	Pages x \$	(Range: \$90.00 - \$270.00/page) =	TBD	n/a
DISCOUNT FOR GDS PROMOTIONAL LINK <input type="checkbox"/> minus 5%!	(Range: \$6.00 - \$21.00/page) =	TBD	\$	- 180.00
Subtotal = \$171.00 per page x 35 pages =		TBD	\$	3,420.00
COPYWRITING/EDITING <input type="checkbox"/> Provided by client on disk <input type="checkbox"/> GDS provide at \$30.00/hr.		TBD	\$	client
PHOTOGRAPHY: <input type="checkbox"/> Provided by client <input type="checkbox"/> GDS provide photograph(y)(er) <input type="checkbox"/> GDS stock photos \$25.00/ea <input type="checkbox"/> Stock Photos		TBD	\$	client
WEB TECHNICAL: See Web Info Sheet for a complete description.				
<input type="checkbox"/> DOMAIN NAME REGIST. • www.yourcompanyname.com: \$25.00/year x 2 years = \$50.00 from (/ / to / /).		TBD	\$	client
<input type="checkbox"/> DOMAIN NAME FORWARDING • From your Registrar to www.yourcompanyname.com = \$90.00		TBD	\$	client
<input type="checkbox"/> EMAIL ADDRESS(ES) and SETUP • Mail@companyname.com: \$15.00/each email name x names =		TBD	\$	client
<input type="checkbox"/> WEB HOSTING • We host your website from our server space: \$7.50/month x 12 months = \$90.00/year from (/ / to / /).		TBD	\$	90.00
<input type="checkbox"/> WEB HOSTING • Setup for GDS access on client registration and/or hosting: \$90.00 - \$150.00 =		TBD	\$	n/a
<input type="checkbox"/> CLIENT EDITABLE • <input type="checkbox"/> Client buys \$175/Contribute Software <input type="checkbox"/> 1pg/\$200, 2-5pgs/\$300, 6+pgs/\$50/pg, 10+pgs/\$45/pg, +15pgs/\$40/pg x page(s) =		TBD	\$	420.00
Grand Total		TBD	\$	3,930.00
DEPOSIT (approx. 1/2 due to start. Date Paid: Thank you)		TBD	\$	1,965.00
REMAINDER DUE (On final digital upload)		TBD	\$	

<input type="checkbox"/> GDS will also provide these extras to enhance your website traffic and potential sales for FREE	VALUE:
<input type="checkbox"/> TRAFFIC WEBSTATS • Automatic monthly emailed PDF website traffic report: Setup \$90.00 + \$7.50 x 10 page(s) =	\$ 70.50
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<input type="checkbox"/> EXPAND YOUR WEB PRESENCE & OPTIMIZE LINKS to your website with Professional Social Media sites such as:	
<input type="checkbox"/> Facebook <input type="checkbox"/> MerchantCircle <input type="checkbox"/> Google Maps/Places <input type="checkbox"/> LinkedIn <input type="checkbox"/> YouTube (Range: \$120.00ea - \$240.00ea) <input type="checkbox"/> \$180.00ea x 5 =	\$ 900.00
Grand Total FREE extras	FREE! \$ 1,210.50

Contract Approval:

Acceptance.....Title.....Date.....

You may pay by credit card or pay by check. Please check off one: Check Visa Mastercard American Express Your signature authorizes GDS to charge your credit card and/or receive a check for noted deposit and all charges incurred for job completion. In the event of litigation, to enforce the terms of this contract, or set forth within, the prevailing party shall be entitled to reimbursement of all attorney fees and costs. Final digital art property of GDS, release requires additional pricing except for logo design. 07/08/03

If credit card payment, please see next page

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 Phone: 707-252-8931 ext 2849 Fax: 707-252-2301 ghilt@childstartinc.com
 Job #: 4955.03.11ChldStrt-Web Web: www.childstartinc.org

Description

NOTE: Please fill in required (arrowed ➡) info and mail or fax back.

Credit Card Information VISA / Mastercard:

IMPRINTED DATA ONLY ABOVE THIS LINE _____ DO NOT CIRCLE EXPIRATION DATE

➡ _____
Credit Card #

➡ _____
Cardholder's exact name on card **Exp.** **Date**

Garson Design Services
 239 Concord Ave
 Fairfield, CA 94533
 4492-1500-0002-0545

➡ **CARDMEMBER SIGN HERE**
Cardmember acknowledges receipt of goods and/or services in the amount of the TOTAL shown hereon and agrees to perform the obligations set forth in the Cardmember's agreement with the Issuer.

EXPIRATION AND VALID DATES CHECKED <input checked="" type="checkbox"/>	AUTHORIZATION NUMBER			DATE		
CASHIER	DEPT.	DESCRIPTION	MONTH	DAY	YEAR	AMOUNT
	4955	ChldStrt - Web				3,237.50
	Inv.	3____ (deposit)				
					DATE	SUB TOTAL
					Ran CCard: _____	3,237.50
					In Quicken: _____	TAX
					On Statement: _____	TOTAL
						3,237.50

PRESS FIRMLY-USE BALLPOINT PEN SALES SLIP

Credit Card Information AmEx:

	Credit Card # _____ _____ _____ Cardholder's exact name on card Exp Date of Charge _____ _____ Service Establishment Garson Design Services 239 Concord Ave Fairfield, CA 94533 504-226-664-5 Cardmember Signature X _____	EXPIRATION DATE CHECKED APPROVAL CODE _____ DESCRIPTION 4955ChldStrt-Web Inv: 3____ (deposit) _____ _____ _____ _____ \$3,237.50 Dollars Cents
DATE Ran CCard: _____ In Quicken: _____ On Statement: _____		

Merchandise and/or service purchased on this card shall not be resold or returned for cash refund. Establishment agrees to transmit to American Express Travel Related Services Co., Inc or authorized representative for payment

Cards

1 Register your web address.

First you'll need registered **domain name**: www.yourcompanyname.com. This is the address that people will use to access your internet site. This address should be short, memorable, and easily fit on a business card. We can handle getting this for you or you can do this yourself. **This involves:** **A** Finding *availability* of addresses you'd like. **B** Reserve and/or purchase your address from a registrar (sanctioned by the government) that handles addresses. **C** GDS also offers domain registration at www.garsondesign.com/register.html.

Please list web names you desire (or attach a list): _____



Web Address Registration Options

PLEASE CHECK ONE OF THE OPTIONS BELOW:

- 1.1 Have GDS find and register your name:** FREE (Usually \$50.00)

Charge: \$ **FREE**

GDS Domain Registration Service: \$25.00 per year x 2 years = \$50.00 OR \$20.00 per year x 5 years = \$100.00 Charge: \$ _____

- 1.2 I (client) will register our own domain name. It is clients responsibility to re-register annually so you don't lose your domain name!**

Web Address Forwarding Options - PLEASE CHECK ONE OF THE OPTIONS BELOW:

This tells the domain registrar where (what server) your website is actually located.

- 1.3 DOMAIN NAME FORWARDING. FREE** From GDS Domain Registration to www.yourcompanyname.com Charge: \$ **FREE**

- 1.4 DOMAIN NAME FORWARDING.** From your Registrar to www.yourcompanyname.com = \$90.00 Charge: \$ _____

2 Get email service.

A GDS offers email service and we can setup your email(s) for you. Ie: mail@companyname.com. This email can be accessed directly from an email program such as Outlook or Mac Mail and it includes Webmail, which can be accessed from any web browser like Explorer, Firefox, or Safari. **B** Or we can forward the email to your email account with comcast.net, msn.com, aol.com, etc. **C** Again keep the address short, me@companyname.com. For a large company you may want individual names or separate departments, ie: sales@companyname.com. For a smaller company it may be more efficient for all email to come in on one address to lessen the chance of it being missed, ie: mail@companyname.com.

- 2.1 GDS email service with up to 10 email addresses:** Mail@companyname.com: \$15.00/each email name x names Charge: \$ _____

List email address(s) you desire (or attach a list): _____

- 2.2 Use my present email address. We will forward for free, ?@yourcompanyname.com** to your email address, Ie: ?@yourisp.net

Please forward to this email address: _____

3 Storage/hosting of your website.

Then you need a place to have your site "hosted"... that is a space on a computer server hard disk where your digital web site files will be physically located. The space can range from a couple of megabytes to over 100mb. It depends on your needs/pages/graphics/photos. A typical site with 1 to 5 pages will be less than 5mb, while complicated sites with numerous pages and heavy graphics will be more. Who provides this service? We can, or an Internet Service Provider (ISP) can. What are the options? What are the costs?

Website Storage Options - PLEASE CHECK ONE OF THE OPTIONS BELOW:

- 3.1 GDS can offer hosting on our webservers:** \$7.50/month x 12 months = \$90.00/yr x yrs = Charge: \$ _____

This is the most cost effective option and we do it all for you. Most of clients host with us - about 25 -30 different websites.

Service is solid with 99.95% (usually annual maintenance) uptime with backup redundancy.

- ...or YOU THE CLIENT HANDLES ONE OF THE SERVICE TYPE LISTED BELOW:**

3.2 ISP in Fairfield, CA: \$25 - \$35/month. jccomp.com or castles.com are both large enough service providers to be reliable for all your needs. Please reference GDS as your source. See their website for their list of services and pricing.

3.3 ISP in your area: \$25 - \$35/month. Using an ISP that is close to you will give you the option to visit if/when something goes wrong.

3.4 Regional or national ISP: \$10 - \$35/month. ie: earthlink.com Usually good pricing and service.

4 Design of your website.

Then you will need your **site designed**. See attached price list for website design. If you are a new or an existing client of GDS, we will incorporate your present look. Once you approve the design of your site we upload it so that visitors can access it via the internet from any computer browser, ie: Explorer, Firefox, Safari, etc. *See main Cost Estimate for pricing.*

5 Maintenance of your website.

Your website may need periodic updates to keep it current and fresh so that viewers will return, ie: events, products, news, photos, etc.

- 5.1 WEBSITE MAINTENANCE - Updates - approx. \$5 - \$10/per page per month x Page(s) x 12 months = Charge: \$ _____**

If you wish to edit your own website, we can set it up with Adobe Contribute. You should be well-versed in computer and html work.

- 5.2 CLIENT EDITABLE - \$175/Contribute Software + 1pg/\$200, 2-5pgs/\$300, 6+pgs/\$50/pg, 10+pgs/\$45/pg, +15pgs/\$40/pg x page(s) = Charge: \$ _____**

More ways to promote your website —>



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 mail@garsondesign.com
 www.garsondesign.com

Enhance Your Websites Power **SEO & Link Optimizing**

Steps toward improving quality traffic to your website.

6 Search Engine Optimization and Submission

You now have a website, your next concern will be viewership. We can increase qualified and targeted customers with Search Engine Optimization – maximising your websites coding and keyword info so search engines like Google, Yahoo, and Bing will provide relevant results to viewer inquiries. Then we can help you track your viewers by emailing you customized monthly traffic webstats. Professional/Personal Links and Google Ads boost traffic to your website.

- 6.1 Search Engine Optimization:** GDS provides info: \$90.00 - \$180.00 Client provides info: \$60.00 - \$150.00 **Charge: \$ 120.00**
- 6.2 Search Engine Submission:** to Google, Yahoo, MSN, Ask Jeeves, Spiders, etc. (Paid extra): \$90.00 - \$180.00 **Charge: \$ 135.00**
- 6.3 Traffic Webstats:** Automatic monthly emailed PDF website traffic report: Setup \$90.00 + \$7.50 x 7 page(s) **Charge: \$ 142.50**
- 6.4 Professional and Social Links:** Provide outside links to your website – \$60.00 – \$90.00 pers site x _____ **Charge: \$ 120.00**
- 6.5 GoogleAds (ADSENSE) Setup:** Promote your site on users search results – \$90.00 – \$180.00 **Charge: \$ TBD**
- 6.6 Self Promotion:** List your website on all print and advertising materials! We can help. A Press Release is a first step.

What is SEO?

6.1 Search engine optimization (SEO) is the process of increasing the volume and quality of traffic to a website from potential customers using search engines like Google, Yahoo, and Bing. GDS can help you improve the “rank” of your website in various search engines, therefore ensuring that your website is listed higher in search engine results. GDS considers how search engines work and what people search for and will optimize your website using HTML coding and Meta Tags to increase its relevance to specific search keywords and phrases.



What Garson Design can do for you...

6.1 Optimization: We research your industry, look at coding of competitors, come up with info on our Meta Name Tag Worksheet that contains the keywords, keyphrases, etc. We then put that info into the coding of your web pages for search engines to look at and then store onto their servers. They analyze a number of factors to include: 1. That there is Meta Name Tag info. Most professional websites do, but you'd be amazed how many don't! 2. The number of times the same keyword or phrase is in all the separate Meta Name Tag areas 3. How popular your web page(s) is, based on the number of hits and links from other websites. There are very important criteria for each search engine that we adhere to. Most also look for Meta Name Tag trickery, like hiding a list of keywords in the same color as the background at the bottom of webpages that will void your website, this is not good!

6.2 Submission: Although not completely necessary because all search engine's have “robots” that will find your webpage(s) eventually and index them; after all that is their job! Submissions directly to search engines speed up the process by weeks or even months. This ensures that potential customers can begin searching for your website as soon as possible while allowing your website to immediately begin improving its search engine rankings.

If you have the extra time you can help by...

6.1 1. Filling out our Meta Name Tag Worksheet We verify and double check the information then input it into the coding of your webpage. The form is in MS Word for its' character counting capabilities. You can get as detailed as you like and customize Meta Names/Tags for each of your webpages .

6.1 2. Hints: The easiest way to do this is ask yourself "what would someone trying to find me type in when they search?" Make a list of these. Try them out on the search engines, pretending to be someone looking for your product or service.

6.2 3. Submissions: If you feel the need to submit your website to the different search engines... if you have the time you can figure out how to do this yourself. Basically write a list of the various search engines and go to their sites and find how and where to submit. Some are easier, while some are more complex. There are even special websites that will do it for you in mass, but be ready to get forced onto their mailing list(s) or pay a fee.

More ways to promote your website —>

What are Traffic Webstats?

6.3 Webstats help you learn more about where your visitors come from and how they interact with your website. You will get a monthly PDF emailed to you complete with visual charts that track how many people are visiting your website, where they are coming from, what pages they spend the most time on, and which search keywords they used to find you. GDS can setup this automated service for you on the pages you request using Javascript coding.

Link Optimizing - Increase Professional and Social Networking to Your Website!

6.4 It bears repeating: The more links to your website, the more popular it will be on the search engines. Join as many appropriate professional business networking websites. You'll get a chance to talk about your company and list a clickable link to your website. It takes some time and diligence to do set these up so again we can offer to do this for you or if you have the time you can do yourself.

• **The most popular sites for businesses are:**

1 Facebook.com **2** Google Places **3** Merchantcircle.com **4** LinkedIn.com **5** YouTube **6** Manta.com, etc.



Google Ads - Promote Your Website on Users Google Search Results

6.5 Increases even more traffic to your website with your targeted ads. User Google search inquiries generate gathering of appropriate advertiser's ads to appear in the viewers results page.

Remember...Self Promotion

6.6.1 1. Advertise your website

We do a lot of work to design up your new website but if you don't advertise the web address like crazy, who will know?! Put your website address on everything! - ads, biz cards, letterhead and envelopes, banners, booth, promo items - your forehead - OK there are limits, but you can be creative to get the word out. Maybe do a promotion, direct mail postcard, or a Press Release just about the new website.

6.6.2 2. Trade Links

Find other non-competing, complimentary websites to trade links or banner ads with. Link popularity is a factor that many search engines use when ranking web pages. Most search engines give a ranking boost to sites that have incoming links from quality, related sites. Remember the more links to your website, the more popular it will be on the search engines.

GDS Pricing

We charge based on time at \$30 per hour, so the ranges specified are based on an estimated range of time that it will take to complete each project. Please contact us for more info or to get started!