

Web Design Packages Matrix

Service	Copper	Silver	Gold	Gold-Ecommerce
Approximate Cost	\$595	\$1,400	\$2,500	\$5,200
	Fundamentals			
Domain name registration (\$15/year)	✓	✓	✓	✓
HostGator Hosting (\$107/year)	✓	✓	✓	✓
24/7 Monitoring of your web site uptime and status .	✓	✓	✓	✓
Site Backups – Number of site versions we keep on reserve. (New backups are only generated when your web site data changes)	3	7	14	14
WordPress Setup	✓	✓	✓	✓
Google Analytics Setup (web site statistics which tell you about the traffic)		✓	✓	✓
	Graphics and Interface Design			
Custom Mobile-Ready Layout (includes a one column, two column and specialized front page layout which can be selected within WordPress when creating pages)	✓	✓	✓	✓
Customizable Menu Navigation (you can reorganize the items in your menu using drag-and-drop)	✓	✓	✓	✓
Content Slider (Banner Containing customizable sliding images and content).			✓	✓
Use of a Premium WordPress Theme (costs vary)		✓	✓	✓
	Content Setup			
Pages of Content Page types and content ideas	\$45/page	\$45/page	\$25/page	\$25/page

Contact Page w/ Google Map	✓	✓	✓	✓
Contact Form	Basic	Basic	Customized	Customized
	Social Media Connection & Coaching			
Twitter, Facebook, Google+ & LinkedIn Links (Blog posts are automatically posted to your social media accounts)			✓	✓
Google Local business listing setup			✓	✓
Blog Post Creation and Syndication Video Training and Phone Support			✓	✓
	Coaching & Support			
A copy of all our E-Books	✓	✓	✓	✓
Access to our WordPress self-directed training videos	✓	✓	✓	✓
	E-Commerce			
Set up and standard configuration of Woo-Commerce				✓
Configuration of Applicable Taxes				✓
Configuration of Shipping Cost Calculation (Flat Rate, Based on Country or Zone, Local Pickup, Free Shipping included. Automatic calculation using Purolator, Fedex, or UPS is available @ \$150/per shipper)				✓
Payment Gateway with Paypal Other payment gateways integrations (Moneris, Beanstream, Stripe etc) are available. Cost vary but average \$50-\$150 per integration.				✓
Access to Woo-Commerce Training Videos				✓
Included Support Time (in the first year) (Additional hours are billed at \$60/hour)	0	0	5	15

	Web Site Security			
All In One WP Security, install and configure	✓	✓	✓	✓
	Search Engine Optimization			
Installation of SEO Ultimate	✓	✓	✓	✓
Approximate Cost	\$595	\$1400	\$2500	\$5200