Elegant, Functional, Creative, Simply E-Commerce Websites

VM Designs

Getting Started

This document will give you a good idea of what it takes to create your website. Read it over, and then let us set up a time to discuss your site in detail. Think about what you want your site to look like and how you would like it to be structured. If you have any specific colors or design elements in mind, give us that information, as it is a good jumping off point. We will gladly integrate your ideas. Please take a look at our other designs for some inspiration and to get an idea of how our designs tend to function.

www.vmdesigns.com

Materials: We use Dropbox to transfer files. It is a free, cloud storage service that provides shared access to any files you put in your Dropbox folder. We will send you an invite to a shared folder set up specifically for you. All of your photos and media that you would like included on the site should be put in that folder.

Structure: Your site can have as many pages as you like, so think about how you would like it organized. A list of pages you may want on your site includes: welcome/splash page, latest news, news/updates, biography, media, photos (single gallery, or multiple galleries of different types of photos), video, audio, contact, press, reviews, links, blog, etc.

Our basic e-commerce site pricing schedule is $960 for 5 pages and up to 15 products. Additional products and/or pages can be added for $50 per product or page.

Our basic non e-commerce site (regular html site) pricing schedule is $600 for 5 page and $50 for each additional page.

Photos: Many successful sites integrate photography into the framework, so that everything about the site is designed uniquely to your identity and brand. The best way to achieve this is to take website specific shots, preferably with a horizontal frame and a large background area. If you are interested in some new photos, we will be happy to suggest a few photographers or reasonably priced stock photography sites. We also can take photos for an additional charge.

Additionally, if you recently had photos taken of your products or services, some of the photos could be great for your site. Send us all of the photos you would consider using, and we'll create the best design for your needs. We can retouch any photos you need for $30 per image. Please send us the highest quality/resolution photos available.

Content: All of your content should be organized according to where it appears on the site. Content can either be saved as word documents in the Dropbox folder or sent to us via email.

For your news/updates page, please provide the exact wording that you would like to appear on your site, any links you would like attached to the update, and also any logos or photos you would like featured there. For your biography, please note any links you would like included.

If you have a brochure, online catalog, price sheet or other documents that you would like available for download, list the page you would like it available on. Please send us a version of your document in both .pdf format and Word .doc format. Also, include links to the original articles if you would like them to appear on your site.

Products or services for sale or download should be organized by way of listing on site and include the necessary bylines, inventory, dimensions, options and other significant information. We will provide a spreadsheet with all the information and

catagories that can be included for each product. This process takes the longest to put together and we want to make it as easy as possible for you.

Video files should be uploaded to Youtube or Vimeo. Just send us the link to the file, and include any caption or title information you would like associated with the video. Video files can also be included on product pages.

Audio files should be sent to us in .mp3 format via the shared Dropbox folder. Please send us an ordered list of your audio files, as well as the information you would like included with each piece of media. This could include title, caption, product name, date, location, or any additional pertinent information.

For your contact page, decide what personal contact information you would like available on the internet. We can create an email address of [yourname]@[yourdomainname].com. This can be set to forward to the email address of your choice. In addition, consider whether you would like any social media pages included as links.

Photo Galleries: These can be broken into separate pages of lifestyle photos, product photos, installation photos, portfolio photos, and also everyday life photos. Please send us an ordered list of highest quality/resolution images and any captions you would like associated with them.

Setting up your domain: If you already own your domain name, we'll need your username and password for the site from which it was purchased in order to have access to your domain.

If you don't own it yet, it will need to be purchased. We can provide this service for you, at an additional charge of $20/year for most domain names.

Web Hosting: We provide secure e-commerce web hosting on our devoted server for $275 annually. E-commerce hosting includes payment set-up, billing information, return policy, and other backend set-up for secure payment for both you and your customer. For basic non-e-commerce web site hosting, price ranges between $10 - $20 per month depending on features you choose to add to your site. If you may prefer to host your site through another hosting service, we will gladly help arrange that. However, continuing to host your site with us means that we'll be able to provide all the maintenance necessary to keep your site running smoothly.

If you will be hosting your site elsewhere, please let us know the login information for your hosting service.

Rates: After we have had a chance to talk about the look for your website, a $300 non-refundable deposit is required to begin work. When your site is completed, you will be billed the remaining balance. All website include free Google Analytic set-up for all pages.

Basic E-Commerce site design: $960 (includes 5 pages and 15 products)
Additional pages: $50/page
Additional products: $250/5 products
Future updates: $30/hour
Hosting: starting at $25/month or $275/year
     (price is based on products and data use)

Basic Non E-Commerce site design: $600 (includes 5 pages)
Additional pages: $50/page
Future updates: $30/hour
Hosting: starting at $10/month or $100/year
     (price is based on products and data use)

Additional services we can offer are product photography, photo retouching, logo design, business card design, poster/flyer design, and social media coordination. Let us know if we can help you with any of these services!

We are looking forward to working with you!

-Melissa

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