



# ASHWEBSTUDIO

Creative Web Design & Development

[www.ashwebstudio.com](http://www.ashwebstudio.com)

## General Price Sheet

*2012*

Note: This document is being provided to give you a general starting point of website pricing from AshWebStudio. We quote each project individually based on it's unique requirements. Please [contact us](#) to get an accurate cost estimate for your specific project.

## Web Design

Every website we build now comes with a Content Management System (CMS). We have provided our very own AshWebCMS (which we feel is perfect for about 75% of our clients). For those needing a more complex, customized website we also use WordPress when the basics won't quite cut it.

### Website with AshWebCMS

**\$3,000**

Custom website design (no design templates used) with unlimited number of design revisions – we work on the design until Client gives final approval.

[Learn more about AshWebCMS »](#)

### Website with WordPress

**Starting at \$4,000**

- Custom website design (no design templates used) with unlimited number of design revisions – we work on the design until Client gives final approval.
- Installation and customization of WordPress and basic plugins

[View our WordPress portfolio gallery »](#)

# E-commerce Websites

With e-commerce there are many different options. Based on our experience with our clients and running our own e-commerce store, we have several recommended platforms. We will take the time to discuss your project in detail to find out which solution will meet your current and future needs to ensure your store is setup just for you. We are here to provide not only a custom design, but also be your e-commerce advisor to make sure you are maximizing your sales and help walk you through every aspect of running an e-commerce store.

## Shopify or CoreCommerce

Both of these options are “hosted” e-commerce platforms. This means these companies have developed the e-commerce software and also host it on their servers. You can have a working website with each platform in about 5 minutes. The major advantage to a hosted e-commerce platform is any new features are immediately added to your store without any upgrade process and are more secure than “installed” e-commerce packages.

### Basic Project Package: \$3,500

- Custom website design (no design templates used) with unlimited number of design revisions – we work on the design until Client gives final approval.
- Integrate design as Shopify/CoreCommerce Theme
- Client is responsible for all store setup, product data entry and other configurations required to get store up and functional.

### Complete Project Package: \$4,500

- Basic Package, plus...
- Setup of Shopify/CoreCommerce store
- Input first 5 products
- Up to 5 web pages of content placed into content management system
- Configure domain name, taxes, shipping options and payment processor
- Integration of Google Analytics to view visitor statistics
- Setup custom email accounts for [you@yourdomain.com](mailto:you@yourdomain.com) using Google Apps
- Provide training on how to use administration

You can learn more about Shopify and CoreCommerce and their monthly fees\* by visiting their respective websites at [www.shopify.com](http://www.shopify.com) and [www.corecommerce.com](http://www.corecommerce.com)

\* Shopify and CoreCommerce do have separate monthly fees, but these costs cover the monthly web hosting and SSL certificate fees you need for any e-commerce website

## **WordPress + E-commerce**

Starting at \$5,500

We love WordPress and there are several e-commerce plugins which can be added to turn a standard WordPress site to also include an e-commerce store. Get all the advantages of WordPress with a store built on top and it

## **Customized E-commerce**

Starting at \$10,000

There is not one single e-commerce solution that works for everyone. If your e-commerce store has unique requirements which are not possible in the base features of our hosted e-commerce platforms or WordPress + E-commerce platforms, we have the experience and expertise to extend these or any other e-commerce platform to do exactly as you need. We try to find the right, pre-built system that meets as many of your requirements as possible and can then extend it to match your specific needs. Using a pre-built system as a foundation helps drastically reduce the overall cost of your project because that is a lot less coding we need to do.

## **Web Marketing**

### **Search Engine Optimization (SEO)**

\$850 per month for local campaigns

SEO is working to get your website ranked at the top of the search engines for targeted keyword phrases. It can be a fantastic way to reach more people and gain a larger customer base. We handle all aspects of SEO including both on-page (content on your website, code quality, and more) and off-page factors (link building) which together make a comprehensive SEO strategy.

A local campaign consists of targeting up to 10 keywords such as “san diego landscaper” or “san diego landscape design”. National strategies, such as targeting keyword phrases like “auto repair quote” require a custom proposal.

### **Pay Per Click (PPC) Management**

\$650/month

PPC advertising can be a great supplement to an SEO campaign to help get your site visible for more competitive keyword phrases immediately. We help manage every aspect of your account

from ad creation, monthly/daily spend recommendation, and ongoing ad optimization to ensure we are putting out the most effective ads which convert visitors.

## **Email Marketing**

### **\$550 custom email template design**

We recommend our email marketing platform, [AshWebMail](#). This fee includes a custom designed template and integration into the AshWebMail system. We test your email template in the most common email programs such as Outlook, Mail, Gmail, Yahoo, Hotmail and others to ensure it will display as best as possible regardless of where it is viewed.

## **Graphic Design**

### **Logo Design**

**\$750**

Up to 4-6 initial design comps, 2 rounds of revisions

### **Print Design**

**\$75/hr**

We can also design other marketing materials such as business cards, envelopes, letterhead, flyers, brochures, postcards and other print services.

# Web Hosting

## Standard Web Hosting

\$250 per year

- Unix server with PHP/MySQL
- Unlimited disk space and bandwidth
- Unlimited email accounts
- Automatic nightly database backups
- Domain name for 1 year (if you don't have one already registered)

## E-commerce Hosting [optional]

\$500 per year

Standard web hosting features plus...

- SSL certificate purchase and setup

## WordPress Hosting [optional]

\$500 per year

Standard web hosting features plus...

- Providing additional security measures to protect WordPress installation
- Quarterly upgrades to WordPress installation and all used plugins
- Quarterly review of website to ensure CMS is being used properly and provide recommendations as necessary

Web hosting is not required to AshWebCMS projects – the monthly fee as outlined at the end of this document covers the cost of web hosting.

# Additional Services

## Content

These prices assumes Client will provide all content for the website. However, we do have professional writers available at \$75/hr to create the website content if needed.

## Support & Maintenance

We provide support and maintenance at the rate of \$75/hr. Phone/email support on how to use your CMS or e-commerce administration will always be free.

## Notes

### Timeline

The typical timeline for projects is 4 to 6 weeks. This assumes all materials needed from Client are provided at the very beginning of the project.

Note: 98% of our projects go over the estimated timeline because our clients do not provide content in a timely manner.

### Stock Photos

Each project includes the use of up to 10 credits worth of stock photos from [www.istockphoto.com](http://www.istockphoto.com).

# AshWebCMS Features

AshWebCMS was introduced to meet the needs of about 75% of our clients for a simple website content management system. It is a hosted content management system meaning the software that powers it is already setup on a server – the monthly fee covers the web hosting costs and automatic software updates and maintenance. AshWebCMS is geared to the most common usage of a blog, calendar system, simple product selling and more.



**Software as a Service:** The future of web development: the platform. Full HTML/CSS access, elegant software tools, premium cloud hosting, and free updates deployed every week.



**Free Updates:** New updates are developed frequently at no additional cost to you. On the AshWebCMS, you're running the latest software version every day!



**Cloud Hosting:** Rock solid hosting with advanced architecture included. Enterprise level hosting in a premier datacenter, with multiple levels of security and redundancy.



**Drafts & Versioning:** All rich text content on the site auto-saves every 5 minutes for backup drafts. Save drafts and rollback to previous versions if needed.



**Media Management:** Manage flash, video, audio, and embed popular social networking services.



**Statistics:** Included stats in the software for number of visitors, popular pages, and referring sites. Or, easily add Google Analytics for advanced stat reporting.



**Blog & News:** Add unlimited blogs posts or articles. Support for attachments allows for podcasts and syndicated XML RSS feeds helps share your content with other sites.



**Photo Gallery:** Quickly add photos for display. Multiple views as a gallery or as an automated slideshow.



**Easy-to-use Tools:** Content tools for anyone. On page editing, drag & drop, add any element anywhere, and built in help for every feature. Spend time running your business, not your website.



**Service & Support:** Online how-to guides and quick e-mail and phone responses.



**Text Element:** Add and edit rich text content with photos and graphics using an easy-to-use Microsoft Word based editor.



**User/Role Manager:** The user manager allows for multiple users and the ability to add access permissions for those users on an individual or group basis.



**Document Manager:** Easily upload and link to your Word, Office, or PDF documents.



**Form Builder:** Quickly and easily add web forms to any page on your website. Results can be sent via e-mail as well as downloaded via CSV for easy import into Excel.



**Calendar:** Display events in list form or calendar view. Integrated iCal support allows for linking from any standards based web calendar like Google Calendar.



**Evite:** Web visitors can send rich text e-mails to associates, friends, or family from the website. Create viral marketing with E-cards or Event Invitations.



**Product Listing & Catalog:** Manage products and create multiple product variants. Add your products to a product listing and list on any page.



**Shopping Cart:** Add products to a shopping cart for secure checkout. Configurable shipping, tax, and integration into the Authorize.net payment gateway.



**Inventory & Order Management:** Track product inventory in real-time. Manage and control all customers and orders placed through your online store.



**Online Payments:** Attach payments to your forms. Perfect for donations, event registrations, or a simple product order form.



**Search Engine Optimization:** Friendly URL's, a dynamic XML Sitemap, and 301 redirects provide a strong basis for Search Engine Optimization.



**FTP:** Quickly upload large batches of files, make backups of your site, or edit your site design with a FTP client or software like Adobe Dreamweaver.

<b>Basic, \$60/mo</b> 10 Pages, 1 Users, 1 GB 200 SKUs, 2% Trans. Fee*	<b>Plus, \$90/mo</b> 25 Pages, 2 Users, 2 GB 500 SKUs, 1% Trans. Fee*	<b>Advanced, \$120/mo</b> 50 Pages, 5 Users, 6 GB 2500 SKUs, 1% Trans. Fee*
<b>Pro, \$150/mo</b> Unlimited Pages, 10 Users, 12 GB 10000 SKUs, 1% Trans. Fee*	<b>Premier, \$180/mo</b> Unlimited Pages & Users, 50 GB Unlimited SKUs, No Trans. Fee	

\* Transaction fees are for e-commerce purchases made through your website. If you do not sell products online, there is no transaction fees. This fee covers necessary costs for accepting secure transactions online and is on top of any merchant account fees you may already have.

Note: All monthly prices above include web hosting, but not email hosting. For email, we recommend:

[Rackspace.com](http://Rackspace.com) – Rackspace is the largest email hosting provider in the world. Their foundation is their customer support, so much that their tagline is “fanatical support.” It costs \$2 per month per account, i.e. 10 accounts X \$2/mo. x 12 months in a year = \$240 a year.

The reason we recommend Rackspace is because email has become a mission critical system in many organizations. If our email goes down, it’s not a slight problem, it’s a SIGNIFICANT problem. In that moment, you want to talk to someone on the phone who can fix the problem and would gladly pay \$15 a year to get your email back up.

[Google Apps \(Gmail\)](http://Google Apps (Gmail)) – This is the “free” option. We can set up your private domain using gmail at no cost. Remember though, you get what you pay for. In this case you pay nothing. It’s free. If/when there’s a problem the solution is self-support, or contacting us to attempt to help which we bill at our normal hourly rate.