

Existing WebSite Upgrade Services

(For non-TotalWeb Partner managed sites)

Package Inclusions	Specifications	Cost*
New Page (Client provided content)	Custom Html page. The header & footer will be consistent with site design, but the layout will be customized. Cost is based upon client providing text and images, and use of the public domain image library. The page may be a form, or product, service, or informational based. <i>The completed page code will be uploaded to the client for self-implementation or TotalWeb can integrate (cross link) within the site if access is provided for an additional \$50 charge per page.</i>	\$225
New Page (Includes copywriting)	Custom Html page. The header & footer will be consistent with site design, but the layout will be customized. Cost is based upon TotalWeb providing copywriting services for the text and use of up to 3 images from the premium image library. The page may be a form, or product, service, or informational based. <i>The completed page code will be uploaded to the client for implementation or TotalWeb can integrate (cross link) within the site if access is provided at no additional charge.</i>	\$450
Search Term Driven Landing Page	Unique content landing page created to serve as the entry point for search engine visitors entering specific search terms. The page will focus on unique content, deep linking into the body of the WebSite, and promoting calls to action. Header & footer will be consistent with site design, but the layout will be customized. Cost is based upon TotalWeb providing copywriting services for the text and use of up to 3 images from the premium image library. The page may be product, service, or informational based. <i>The completed page code will be uploaded to the client for implementation or TotalWeb can integrate within the site if access is provided at no additional charge.</i>	\$650
SEO Page	Custom Html page focusing on 2 client selected keyword phrases. The code will be optimized including page titles, image titles, meta data (source based keywords and descriptions), and keyword dense content. The header & footer will be consistent with the site design, but the layout will be customized. Cost is based upon TotalWeb providing copywriting services for the text and use of up to 3 images from the premium image library. The page may be product, service, or informational based. <i>The completed page code will be uploaded to the client for implementation or TotalWeb can integrate within the site if access is provided at no additional charge.</i>	\$650
Hourly Maintenance	Client directed changes for modification of any existing content, navigation, or layout as needed. New pages may be designed and added through this offer or the new page add on. <i>Services include graphic design, report analysis, & layout editing.</i>	\$80 / hr
Blog or Forum w/ RSS Feed	Integration of a Wordpress blog Including RSS Feed (Real Simple Syndication allowing users to subscribe to receive new posts). Includes blog page creation,. Integration to other site pages, and the loading of up to 20 Social Media posts and/or published press releases. Includes client tools for post publishing. <i>Ongoing post creation not included although it is available in SEO & SMO packages. The completed code will be uploaded to the client for implementation or TotalWeb can integrate (cross link) within the site if access is provided at no additional charge.</i>	\$1,000
Customer Service Module	Installation of Google Translator, Customer Service Chat Module, and creation of an FAQ page. <i>FAQ page will be loaded with available data including tools for subsequent updating by the client. Server and FTP access is required for implementation, and as testing is required, this cannot be installed by the client.</i>	\$700
Search Term Based Landing Page	Update existing content to improve the site's aesthetics and user experience. The re-design will focus on serving the customer's target market based on a best practices site audit identifying key factors. Includes new navigation, layout redesign, customer provided images or basic picture library access (premium pics available for an additional charge), new home page, and new custom header or logo. Multiple theme recommendations with up to 5 proofs and revisions. Customer must provide site access. <i>Copywriting services available at an additional cost. See Web Add on Offers</i>	\$1,400/20 page site +\$50 per extra page

Mobile	<p>Mobile functionality will be added to a html site based on the existing desktop design. The client will have their choice between: Mobile (Strategically designed pages adjusting content and layout for maximizing a mobile user experience.) or Responsive Web Design (RWD) (<i>Pages with identical content as the primary site with automatic adjustment to all screen sizes on smartphones, tablets, laptops, and desktops.</i>)</p>	<p>\$1,000/20 page site +\$40 per extra page</p>
Video Production	<p>1 Video will be produced presenting key company or product info. 30 -60 seconds in length dependent upon available data. Slide or animated formatting including custom graphics, text bullets, and background sound or narration. <i>Videos will be hosted on Youtube and can be self-integrated into the client's site, or TotalWeb will integrate it if access is granted.</i></p>	<p>\$600</p>
Gallery; Image, Photo, or Video	<p>Image, Photo, or Video Gallery - Includes generation of a database with dynamic interactive functionality to display pictures, images, & videos (videos embedded via YouTube) and segregated by category.</p> <ul style="list-style-type: none"> • Thumbnail, standard, and expanded views • Upload tools for client self-service; Up to 3,000 files 	<p>\$750</p>
Press Room Page	<p>Includes generation of a database with dynamic interactive functionality to display press releases and segregated by category. <i>Press Release writing is not included although it is in SEO & SMO packages.</i></p> <ul style="list-style-type: none"> • Publishing & categorization up to 20 existing press releases • RSS feed • Upload tools for client self-service; Up to 3,000 files 	<p>\$750</p>
Store or Distributor Locator	<p>Includes generation of a database with dynamic interactive functionality to display store or locations based on geography and integrated with Google maps.</p> <ul style="list-style-type: none"> • Map & text display • Upload tools for client self-service; Up to 500 locations 	<p>\$750</p>
E-Commerce; On-line Catalog (Includes setup & the first 100 sku's)	<p>Includes 100 sku entry into a secure catalog platform including:</p> <ul style="list-style-type: none"> • Client editing, import & reporting tools • Selectable layout & display formats; title, text, attributes, & images • Family tree index style • Keyword and custom search • Variable price calculator based on quantity or order total • Shipping calculator • Cross selling features • Advanced search functionality; keyword attribute, or part number • Inventory level • Unique customer pricing, group or individual • Multiple virtual stores; single database with individual designs (Ideal for dealer syndication) <p><i>The completed E-commerce module will be housed on a secure server with a set of integration links provide to the client for self- implementation or TotalWeb can provide deep integration (search, product, and cart) within the site, home & secondary pages, if access is provided for an additional \$200 charge per page.</i></p>	<p>\$1,500 Setup</p> <p><i>Additional Sku's</i> 1,000 - \$1.75 each 2,500 - \$1.40 each 5,000 - \$1.10 each 10,000 - \$.85 each Over 10,000 - Quote</p>
E-Commerce Hosting	<p>Hosting Hosting Plus 2 hours e-commerce editing or data entry per month</p>	<p>\$40/mth \$120/mth</p>

No long term commitment
* 50% Deposit – 50% due upon publishing

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