

YOU DON'T HAVE TO CHOOSE...

Give a phone AND a website!



RATE SHEET
WEB DESIGN SERVICES

RATE SHEET

WEB SERVICES

WHAT'S THIS GOING TO COST ME?

A LOT LESS THAN YOU'D THINK

WE'D RATHER DISAGREE OVER TYPE THAN ARGUE OVER MONEY.

We're old Skool that way. The discussion of money can make people uncomfortable. We get it, It's not ok our top ten favorite things list. Arguing over money isn't great for us either. It's a distraction from what we love to do.

THAT'S WHY WE DEVELOPED OUR FLAT RATE SYSTEM. Just like you, heck, like any small business, we don't have a ton of disposable income for "perks"...and we're in the "perks" business! It's why we feel great branding, design and marketing doesn't have to be expensive to be amazing! Quality is in the eye not the pocketbook.

FLAT RATES ARE GOOD FOR YOU AND THEY'RE GREAT FOR US! We can do what we love to do and you know it's not going to cost a million dollars. But...

your still not using comic sans on anything...

unless you're an elementary school, then go for it!

PROCESS

ASSESSMENT

We work with you on where you are currently with your website and where you want to go. What your goals are, what you hope to accomplish.

After our initial meeting we will write up a basic assessment of what we can do and how we can help you get to where you want to go.

PROPOSAL

The second phase in getting you the site you deserve, is to develop a proposal, based on your assessment outcome. We will outline any and all fees and services. Our proposal will outline billing and payment requirements, instructions for any recurring monthly services and/or instructions for any DIY elements.

DEPOSIT

Once you've found the proposal acceptable, we will issue an invoice for a third of total billing. You may pay your deposit on line with a credit card, PayPal, or send us a business check.

ROUGH TIMELINE

Once your deposit is received we will send you a timeline and check-list for the project. Our timeline will allow for generous reviews and turn-around.

AVERAGE TURN-AROUND

On average we will launch your site within 6-8 wks of project start. We will provide a timeline of expectations and dates after our initial deposit has been received.

STATUS REPORTS | MEETINGS

Every MON, throughout the project, we will email you a status report. If you prefer to speak in person, we can arrange weekly face to face meetings, skype sessions or conference calls. The status report will outline where we are, what's needed for the coming week and what can be expected to be accomplished by the weeks end.

We don't accept personal checks.

GET STARTED NOW!

ALL RATES ARE VALID THROUGH JAN 2018

RATE SHEET

WEB SERVICES

WHAT YOU NEED

Domain Name	variable
Hosting Services	\$10.00 – \$2,000.00
Monthly Maintenance*	starting at \$25.00
Content Creation <i>(Design - flat)</i>	\$150.00
Copywriting <i>per page</i>	\$35.00
Logo Branding	\$125.00 - \$1,000.00
Brand Assessment Strategy	FREE!
Marketing Assessment Strategy	\$100.00

- We can procure a domain name for you. The charge for your domain will vary dependent on a number of circumstances, up to and including,
- We offer hosting services through HostGator. We can offer you a basic hosting package. If you currently have a hosting plan, we can work with any provider.
- We offer a variety of monthly maintenance packages that fit every budget.
- Complete details can be found on our website at web.socona.us.

*Visit our site at maintain.socona.us for full details

DIY RATES

\$25/hr. or \$125/mo.

DESIGNED FOR HOME BUSINESSES, FREELANCERS, CONSULTANTS

You don't need us for everything, just the important stuff! It's a constant refrain here in the office. That couldn't be more true when it comes to websites. There are many excellent do it yourself packages available for small business. It's great to do it yourself, but occasionally you need some assistance.

Our DIY Rates were designed with the true entrepreneur in mind. You're an expert in your field and we're an expert in ours. We can help you resolve an issue, challenge or problem, give you some feedback on design, you name it, we can help with it!

With rates that fit any and every budget, what are you waiting for? Get the website your business deserves, TODAY!

WHAT YOU GET:

You design your website with any over the counter template, we help you with the process and getting it done right.

We assist you with:

- Design assistance
- Copy writing assistance
- Confirm all links valid and working
- Free brand assessment and strategy
- SEO and web search improvement

BASIC RATES

DESIGNED FOR SMALL BUSINESS, RETAIL, CONTRACTORS,

\$2,000 - \$5,000

Our basic rates are designed for small business. Flat rates get you the site you deserve, the one that you were born to have, quickly and easily. We make you look better than you thought possible!

WHAT YOU GET:

- One Splash/Main page as well as 05 subpages*.
(Desktop, tablet and phone versions of site)
- 03 months of maintenance after project launch.
- Free Brand Assessment and Brand Strategy
- SEO and web search improvement
- Keyword assessment and generation

ADVANCED RATES

DESIGNED FOR REALTORS, NETWORK MARKETERS, LAWYERS

\$5,000 - \$10,000

Our advanced rates are designed for medium business. We get you the site you deserve, and more... quickly, easily and best of all, looking great!

WHAT YOU GET:

- One Splash/Main page as well as 08 subpages*.
Desktop, tablet and phone versions of site)
- 06 months of maintenance after project launch.
- Free Brand Assessment and Brand Strategy
- SEO and web search improvement
- Keyword assessment and generation

*Additional subpages billed at \$125.00/per page flat

ALL RATES ARE VALID THROUGH JAN 2018

AT A GLANCE

COMPANY EST.

2005

BACKGROUND

Every business exists to succeed. No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" and closing up for good. It's a constant challenge even when the economy is robust, but it's a nightmare when the economy is a rollercoaster.

Stop selling. start branding! is a philosophical change in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like you're on a marketing treadmill, barely keeping up. We put you in the driver's seat. We put you in control of your business. You run your business, not the other way around...

We help businesses reach their full potential.

A FEW OF THE PEOPLE WE WORK WITH

Artists, Designers + Freelancers
Consultants
Dry Cleaners
Home Based Businesses
Real Estate Agents
Retailers & Single Person Storefronts
Sales People
Small Businesses
Switching Careers

WHO KNOWS US

AIGA
BNI
Anaheim Chamber of Commerce
Golden West College Digital Arts Dept.
LeTip International

The **FACTS** JUST THE FACTS

75%

OF NEW BUSINESS FAIL
IN THE FIRST YEAR

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

20%

OF THOSE
WON'T SURVIVE

Are you sitting down? If not, sit down, right now. Of that quarter of business' that survive their first year, less than a quarter of those survivors make it to five years.

If you're doing the math...let us know the numbers, math isn't our thing. A brand will help you survive when times are hard.

That's a fact!

04%

WILL CELEBRATE
TEN YEARS

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any and every storm

That's a fact!

 **The Design Office**

stop selling. start branding!

SOCONA.US