

## Custom Web Design Services



[Professional Web Design](#)

[Managed Hosting and Email Services](#)

[Search Engine Friendly Websites](#)

CMEwebsites has completed over 100 web design projects for a variety of clients, big and small, in both the Pittsburgh region and across the country.

Our depth of experience and technical expertise has allowed CME to complete web projects starting at as little as \$1,000 and ranging to well over \$10,000, including ecommerce and database driven web projects.

### Company Strengths

- All projects include Keyword Research – determining what your customers actually search for online.
- **Content Development:** CMEwebsites develops optimized, marketing savvy web copy – what your website says to the world. *Many developers rely on you to supply all content.*
- Our web development is Search Engine Friendly – not all web technologies allow search engines such as Google, Yahoo, and MSN to even “see” your website, let alone catalog it to their online searches.
- Graphic designs that match the character and marketing focus of your business.
- Experienced logo development as needed.
- Advice on the value of online marketing, such as Pay-Per-Click, Link Building, and Banner Advertising.
- Professional domain name management, managed hosting, and email services. Advanced web statistics.
- Technologies that allow anyone to use updateable web areas with ease – announce your specials and edit important messages on your website with ease.
- Webmaster friendly websites – so that any web-skilled individual can make changes using standard Microsoft technologies, such as FrontPage and the new Expression Web.
- Exceptional customer service and responsive web maintenance – we make changes when you need them.

### The Process

See the following page to choose a basic budget range. **Make an advance payment** to start the design/quote process, and we will lead you through every step of the project, in plain English, from start to finish.

## Web Development Project Ranges

Everyone wants to know “how much will it cost?” In truth, your web project is as individual as you are. Once we understand your project completely, CME will provide a firm quote based on a specific design developed to meet your needs.

In the meantime, we’ve divided our projects into 4 basic price ranges, with a brief description of each. By choosing a price range, you are committing neither to the low nor high end of the range, nor to all of the capabilities described. This exercise simply helps provide an understanding of the project scope.

Alternately, once you provide an advance payment to allow for a detailed design and quote, we can work with you to make adjustments as need. *Hosting and email packages* are discussed on the last page of the document.

<b>CME-Business Basic Web: \$1,000 to \$2,500</b>	<b>CME-Business Web Optimized: \$2,500 to \$4,000</b>
<p><b>Pages:</b> 4-8.  <b>Design:</b> Basic Design or CME Template.  <b>Keyword Research:</b> 1 hour.  <b>Web Copy Development:</b> Yes.  <b>Web Ready Images:</b> Up to 10 images (digitizing your available photos, photo touchup, and/or 1 onsite photo session).  <b>Download files from website:</b> Adobe PDFs.  <b>Online Marketing Advice:</b> 1 hour phone conference available.</p> <p><b>Design/Quote Advance:</b>            Design/Quote Deliverable, Business Basic: \$250.00            Design/Quote Deliverable, All Others: \$500.00</p>	<p><b>Pages:</b> 8-15.  <b>Design:</b> Full Custom Design (option for different first page design).  <b>Keyword Research:</b> 2 hours.  <b>Web Copy Development:</b> Includes competitive marketing approach research and development.  <b>Web Ready Images:</b> 10 to 20 images. (digitizing your available photos, photo touchup, and/or 1 onsite photo session). <b>Photo Gallery:</b> Up to 20 additional images.  <b>Download files from website:</b> Adobe PDFs and Multi-Media.  <b>Online Marketing Advice:</b> 1 hour phone conference available.  <b>User Friendly Web Editor:</b> Available as needed.  <b>E-Commerce:</b> Integration of PayPal buttons and cart.</p>
<b>CME-Enterprise B Class Web: \$4,000 to \$8,000</b>	<b>CME-Enterprise A Class Web: \$8,000 to \$10,000+</b>
<p><b>Pages:</b> 15-30  <b>Design:</b> Full Custom Design (option for multiple and seasonal page designs).  <b>Keyword Research:</b> 3 hours.  <b>Web Copy Development:</b> Includes competitive marketing approach research and development.  <b>Web Ready Images:</b> 20 to 50 images. (digitizing your available photos, photo touchup, and/or 1 onsite photo session). <b>Photo Gallery:</b> Up to 50 additional images.  <b>Download files from website:</b> Adobe PDFs and Multi-Media.  <b>Online Marketing Advice:</b> 1 hour phone conference available and written report geared to your business.  <b>User Friendly Web Editor:</b> Available as needed.  <b>E-Commerce:</b> PayPal or custom cart integration.  <b>Dynamic Pages:</b> Database driven custom web solutions.</p>	<p><b>Pages:</b> 30-100+  <b>Design:</b> Full Custom Design (option for multiple and seasonal page designs).  <b>Keyword Research:</b> 4 hours.  <b>Web Copy Development:</b> Includes competitive marketing approach research and development.  <b>Web Ready Images:</b> 20 to 50 images. (digitizing your available photos, photo touchup, and/or 1 onsite photo session). <b>Photo Gallery:</b> 50+ additional images.  <b>Download files from website:</b> Adobe PDFs and Multi-Media.  <b>Online Marketing Advice:</b> 1 hour phone conference available and written report geared to your business.  <b>User Friendly Web Editor:</b> Available as needed.  <b>E-Commerce:</b> PayPal or custom cart integration.  <b>Dynamic Pages:</b> Database driven custom web solutions.  <b>Custom Web Applications:</b> Any type, from dealer locator to calendar of events.</p>

## The Process

Developing a web project can be a series of confusing steps. At CMEwebsites, we make every effort to walk you through the process in plain English and to keep you aware of your project's status at all times.

### I. Design & Quote Deliverable.

- a. Your advance of \$250 or \$500 – depending on project scope-- allows for the creation of a graphic design along with a detailed, firm quote for your approval.
  - i. In the event our design/quote process proves unsatisfactory –even after requested changes-- **your advance payment will be refunded in full** and the project cancelled.
  - ii. (If cancelled, any design or other materials prepared are unavailable for your use, unless you wish to make a separate purchase.)

### II. Project Payments.

- a. Upon your approval of the quote and design, you will be invoiced for ½ of the remaining project balance. The final outstanding balance is paid upon final approval of the website and its successful launch to a live hosting server.
- b. Other arrangements are available for larger projects.

### III. Contracts.

- a. Contracts and/or detailed proposal documents are available for larger projects.

### IV. Content Development.

- a. After arranging a phone or on-site interview and acquiring your existing marketing materials, the web copy of your site will be developed and submitted for your approval.

### V. Technical Development.

- a. The approved design is implemented in a live “Development” area on the web, integrating artwork, images, and web copy, along with any specialized design aspects of your project.
- b. Domain name acquisition and/or transfers and final hosting solutions are determined.

### VI. Live Review

- a. The site is live in a development hosting area, incorporating all previously approved materials, awaiting final review.

### VII. Publication

- a. The site is live at its final hosting location and available to the public.
- b. Your site is manually submitted to the major search engines, including Google, MSN, Yahoo, and DMOZ.

## Maintenance and Changes

Computers Made Easy, Inc. charges \$45 to \$60 per hour for maintenance, including updates and changes, depending on the required priority and project complexity. There is no minimum charge, and –for regular customers—no invoice is prepared until at least one hour of project time is accumulated, even if that hour is accumulated over a number of months.

## Timetable

At CMEwebsites, we are honest from the start about anticipated development timetables. It is not uncommon for CME to be overwhelmed with work requests, and we have turned down projects when unable to meet a potential client's deadline. Average project completion is 60 to 90 days for small projects and 90-120 days for large projects.

## Hosting

At CMEwebsites, we offer several hosting packages ranging from \$99.95 per year to \$419.40 per year. As with all our services, we offer high value for your dollar. You will find many sources of less expensive, less reliable, low customer-service hosting. But you will not find such at CMEwebsites.