

INTRODUCTION

As a solopreneur, David Moorhead has designed web sites since 1999, and has designed and broadcasted online newsletters since 2001. His skills are kept current by studying trends in web design and Internet marketing, researching and communicating with other designers of similar artistic education, potential, and sensibilities. David's work can be viewed from this introductory page <http://davidmoorhead.com/webdesign.html>



Because it's the little things that matter, the careful intricacies reflected in your web site's design deepen the identity and trust with those who visit your site. Visitors will recognize their confidence in your qualities and expertise, and will want to expand their partnership with you.

Web design is all about collaboration between an author and designer to create a site that best represents the author's sensibilities, services and products. Your site's design enhances your experience, mission, and talent. With carefully formatted web pages that are tasteful, concise, uncluttered, and easy to navigate, David blends your ideas with design and marketing tips—all to detail an organized and professional layout of your site.

Below are suggested pages for first-time web sites. After initial consultations for clarifying intentions and vision of your business, web pages are generated with supplemental error-free cascading style sheets and java scripts in addition to frequently altered search engine requirements (for example, page descriptions and keywords provided by the web site author).

1 Home / Introduction

2 About

3 Business Explained / Fees

4 Services *Products, Programs*

5 Free Resources

6 Contact

ESTIMATED DOLLAR VALUES

An Easy Estimate to keep in mind for initial development of a new custom web site is \$1450.00, which includes \$150.00 for three layout concepts; \$550.00 for three custom designed banners or logo concepts; plus approximately \$750.00 for suggested six completed pages.

The initial phase includes three page layout concepts with three custom banner or logo concepts, designed for the web site author to mix and match features from the concepts into one final universal layout with banner for the site.

Once the banner/logo and universal layout have been authorized, the web site moves into its secondary phase for page production, site organization, and page by page previews for designer/author collaborations.

- ❖ Production hours each \$75.00 (already included in estimate above): organize text layout and format (pages' texts provided by author), layout of simple navigation bar, install ready-to-go graphics and photos (provided by author); designer suggests placement of texts and graphics with marketing in mind.

Graphic and Web Design Dollar Values

David Moorhead, Graphic Designer

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- ❖ Per generated page, one-half hour production time is waived for text and layout revisions by the author.
- ❖ Creative hours each \$75.00 (already included in estimate above): further insightful suggestions for development and organization of site; for example, installation of custom designed graphics, altering a page's layout, or additional colors stylizing designs and layouts.

If the dollar value estimate for initiating and developing the web site is in excess of \$1000.00, a \$1000.00 retainer as prepayment begins the site's construction.

ADDITIONAL VALUES

- ❖ Installation of specialized navigation bar \$75.00 hourly*
- ❖ Writing or editing page content \$65.00 hourly* (refer text edits to The Chicago Manual of Style, 15th Edition)
- ❖ Graphics' creations and optimizations \$65.00 hourly*
- ❖ Administration; research; technology/software education and training of the client; email/phone communications; documentation, et al, \$45.00 hourly*
- ❖ E-commerce, for example, customize/install a first-rate shopping cart, start \$750.00
- ❖ Flash animations start \$350.00
- ❖ In addition, a Newsletter Archive page may be generated. A routine ezine production is a different design program.

* incremented 1/4 hour; all time absorbed by designer is noted on the time sheet, and is not billed.

NOTES

- ❖ A mutually agreed upon calendar date is required to authorize web site for public view; the date is chosen before web site production begins.
- ❖ David's time sheets, in Excel documents, show itemized purposes of billable activities with their calendar dates and dollar values. A time sheet can be emailed weekly in pdf format, or will be emailed upon web author's request.
- ❖ Many times, an author has recommended an idea after seeing or hearing about a design idea on another's web site. The designer is then able to creatively integrate the newly discovered design idea into a page, and recommend other ideas, too.
- ❖ A five percent finder's fee is remitted to a client who refers three paying clients within a 30-day period. A finder's fee is generated and based on the referred clients' original web sites' completions.