

For many businesses, your website is the main line of communication between your customers and your company. Even if you do not conduct all of your business through your website, it may be just what the customer needs to see to choose you over a competitor, or step 2 in the relationship-building process for a prospect. Your web site can be a big part of your professional image, helping drive customers to pick up the phone and write you a check for your products and services.

Natural Marketing Services is here to help you launch a new site or increase the effectiveness of your current site.

### **When you're ready to begin:**

You can either choose one of three website packages to start. If you select one of the Basic or Pro options, the steps are as follows:

1. Choose your package and add-on features and request a statement of work.
2. Sign your agreement
3. Choose your starter layout
4. Send us your logo, navigation and heading choices so we can customize your site. Then, we will send you your home page proof to review.
5. Send us your stock image choices, keyword list, login information and text if you are providing it.
6. We have your site up and running within 3 weeks.

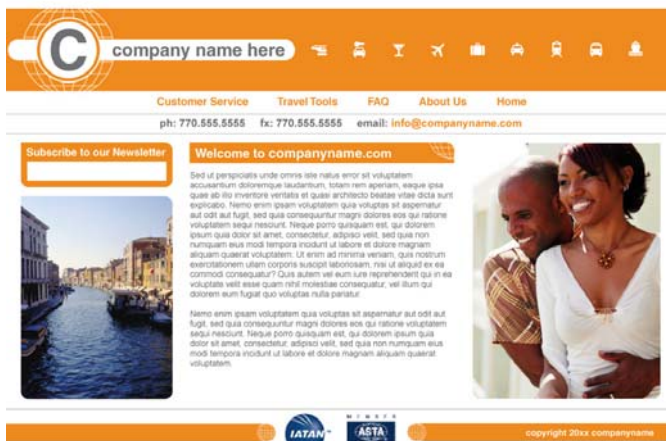
If you choose the Custom web package, our first step is to schedule the web requirements and strategy session. From there, we will create the statement of work and get started on your site. Custom sites require 4-6 weeks depending on add-ons requested.

### **All web design packages include:**

- Customized design and build
- Option to add flash, e-commerce, custom-designed pages, copywriting, content management training and more

Once your website is built, we can help with the process of driving quality, targeted traffic to your site through online and offline marketing programs. This includes paid search (Google Adwords, etc.) and ongoing search engine optimization.

WEB DESIGN PACKAGES	Basic	Pro	Custom
Number of Pages	5	10	15+
Customized Site from Choice of Starter Layouts	●	●	●
Custom Design			●
Revisions of Initial Design	2	2	3
Web Strategy			●
Reporting from Google Analytics	●	●	●
Search Engine Optimized	●	●	●
Keyword Development for Optimization			●
Links to PDF Documents	●	●	●
Image Search			●
Stock Images	5	10	15
Visitor Email Capture	●	●	●
Sitemap		●	●
<b>PRICE</b>	<b>\$1495</b>	<b>\$2495</b>	<b>\$3495+</b>



Choice of starter layouts with colors tailored to your logo



## ADDITIONAL OPTIONS

Additional Design Revisions	\$85/Hr.
Additional Pages from Primary Design	\$85 Each
Additional Custom Pages	\$250 Each
Additional Stock Images	\$25
Basic Flash Animations	From \$600
Flash Navigation	\$600
e-Commerce	From \$700
Copywriting (Research/Interviews/Writing)	\$85/Hr. (Minimum \$400)
Copy Editing	\$85/Hr. (Minimum \$300)
Online Form	\$170
Gallery - Simple Integrated or Adobe Gallery	\$85 per category
Gallery - Popup/Integrated or Custom	\$170 per category
E-Commerce	\$255 per category
<i>*Each Category is 12 items</i>	
Full E-Commerce or Database Back-End	\$1,800
Adobe Contribute Web Maintenance Training	\$375
Logo Converted to Vector	\$170 and up
Basic Hosting	\$15/month
Hosting with Edit Plan	\$35/mo.

## OTHER CREATIVE SERVICES

Custom Photo Shoots (head shots, staged shots, products, facilities, etc.)	\$125/hr.
Audio/Video (on location or in studio)	\$125/hr.