



## Website Price Schedule

Fresh Start Creative builds interactive websites with a built-in blog component using the WordPress blogging platform. WordPress is a robust, open-source application supported by a large community of developers and designers. It has been ranked by Technorati as the most widely used blogging platform.

A site built on top of Wordpress has all the capability of a traditional website, as well as the community-building benefits a blog can provide to connect a business with their customers. Wordpress stores all the websites content in a database. Search engines love databases because the content is cleaner and more accessible. So it's easier to catalog, and provides better search results.

Perhaps the most important benefit of the WordPress platform is that it breaks the traditional bottleneck model of web-owner and web-master. The back end of WordPress works like a familiar word-processor, making content entry and editing easy for anyone who can use a computer. [Read more here.](#)

### WEBSITE BASICS

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**Website Planning/Consulting Services** .....\$250-\$750  
*(depending on level of complexity)*

This includes research, usability analysis, the creative web brief, strategy development, recommendations, and information architecture/site mapping for a 6-12 page site (more extensive sites are prorated)

- Strategic planning & development of web purpose brief (to assure we understand your needs)
- Research on web materials/details provided and review of audience and competitive situation
- Working with you to develop a web creative brief (to assure we agree on creative approach and components)
- Site mapping

**Installation & Technical Basics** .....\$1,250

- Set up hosting account, installation/configuration of WordPress platform
- Establishing basic site structure in preparation to accept content
- Customize design of site
- Installation and configuration of plugins and external services (Google Analytics, Technorati, etc.)
- Search Engine registration
- Social Networking Integration
- Custom site design (Two draft rounds; see notes below)

*[NOTE: Separate and additional fees apply for third-party services, e.g., URL registration, web hosting, shopping cart, and subscription management.]*

Using your content (existing logo, branding & copy), we will do the blogsite installation with additional plug-ins and tools that will improve the overall effectiveness of your online presence. If you have an existing site, we will work with you or your current webmaster to affect a smooth transfer from one live site to the other.

Additional or new graphic development—beyond two rounds—will be billed separately at an hourly rate of \$75/hour. A conversation to clarify what graphic direction you have in mind will help us to hit closer to the mark right from the beginning and to manage costs.

We will also create a number of additional “static” pages for you: About page; an initial Products/Services page; a Press/Media page; a Contact page; a Testimonials page; and/or a Links page or blogroll (or alternate pages as appropriate).

As part of the Basic setup, we will be installing a selection of plugins to the site that will provide a range of added functionality and enhancements. For example:

- All-In-One SEO Pack** ..... Streamlines the process of building additional Search Engine Optimization into the site and on a post-by-post basis.
- Feedburner Feedsmith** .....Publicize your content and make it easy for people to be notified of updates to your blog using RSS feeds. Also helps measure site traffic.
- Recommended Tags**.....Makes it easier to add consistent searchable tags to every entry on the site.
- Related Posts** .....Adds a short list of related posts at the bottom of each post.
- Share This** .....Adds a small “Share This” icon at the bottom of every page and post, making it easy for a visitor to: email a link to the item, or link to it on one of their social network pages.
- WordPress Contact Form** .....Creates an easy-to-use email contact form that also helps protect you from “spambots” collecting your email address and flooding your inbox.

**Extra Plugins as needed** ..... Additional fees may be applied. Please inquire.

Beyond the basic plugin set we include as part of every installation, there are hundreds of other plugins that can add very specific functionality to your site. Here are just a few that we recommend—and can install for a moderate additional fee—if they match with your needs.

- Google Analytics** .....Collects and organizes data about traffic to your site (how much, when, where it’s coming from, how long visitors stay, and more).
- Amazon Reloaded** .....Adds simple inclusion of Amazon items and links to your Amazon Associate account to create passive income from book recommendations.
- Cforms** .....Helps create a variety of interactive forms to collect user information.
- NexGen Gallery** .....Helps build and organize galleries of photos, and provides an attractive photo enlargement and and gallery navigation effect.
- Stray Random Quotes** .....Place random quotes from a collection of your choosing into your sidebar. We can also combine quotes with a random set of background images.

**Additional Graphic Design/Branding** ..... \$75/hour

- Logos/Branding
- Custom templates (social network pages/profiles, letterhead, other collateral)
- Information product or publication formatting

**Specific Extra Functionality** .....varies per project

- Photo galleries — from simple gallery display, to product catalog (with image to product-post linking)
- Product upload
- eCommerce integration (1ShoppingCart, PayPal)

## COPYWRITING

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Content maps and writing detailed optimized marketing content in page layout formats. Fees are broken down by web page/usage type. A clear message/intent blurb will be created for each page assigned to FSC for copywriting.

### **Comprehensive Interview & Transcription** ..... \$250

Initial in-depth interview is the starting place and required to gain insight and specific information about products/services and goals for various copy types. It is also the most efficient means for collecting sufficient and helpful reference to assist writing in the client's "voice."

*[As part of the Comprehensive Interview, Fresh Start Creative will produce five blog posts to get you started; see below.]*

### **Home Page Content** ..... \$350

This is the single most important page on your entire site. It's the #1 factor in whether or not your visitors find your site and then stay and buy, or leave.

### **Additional Pages Content** ..... \$250 per page

Known as category pages or secondary pages, these are important and can work hard to drive inquiries and leads. These include pages that correspond to major navigation categories as well as the nested pages related to major categories. A great deal of thought and planning is required to determine the best way to optimize each one.

### **Landing Page (Sales page) Content** ..... \$450-\$5,000

Landing pages directly sell a product or service and are often the main conversion page for specific promotions or audiences. They range from short product description pages to a full-drawn sales letter.

1 page: \$450

2-4 pages: \$1,200-\$1,500

6-20 pages: \$3,000-\$5,000

Information Page \$250

An information page contains good, relevant content e.g., "how to" articles, product reviews, and other information your prospect might need as part of the decision process. It doesn't sell anything directly, but works to move the sales process forward in some way.

### **Re-writing/Editing and SEO Copywriting Fees**

Re-writing your current web copy, so it will be found by search engines for a desired keyword or key phrase.

Single page: \$100-\$400 per page

Small web site (506 pages): \$1,500-\$3,500

SEO strategy and Training: \$150/hour

Copy Critiques \$200-\$1,000

You may want a professional review of your copy (developed by you or staff) to make sure it's strong enough to post on your web site and represent you and your business to advantage. FSC will review copy submission and send back with thorough comments and suggestions for improvement.

**Autoresponders** ..... \$150 per each

A powerful way to build trust and credibility with new and/or potential customer, autoresponders are targeted (and pre-programmed) messages sent over a period of time that showcase you, your products/services, and special offers. They are typically information-dense — helpful to the reader without selling anything directly — but also move the client or potential client through your sales cycle, leading them to the next logical step. Well-written autoresponders, like all well-written email, tell stories and build relationships.

**Email Marketing** ..... \$150-\$500 per each

*[Range is dependent on whether personal "keep in touch" or sales-focused]*

Broadcasts are similar to autoresponders and intended to close the deal on a specific offer. Rather than being pre-programmed (though they can be) they are sent based on the client editorial and marketing calendars.

**Ezines/Newsletter** ..... \$250-\$750

From planning content through writing, to formatting copy with images and links, and testing.

**Press Releases** ..... \$125-\$250 per each

*[Range is dependent on whether FSC post to various online services]*

Useful for announcing developments in your business, tracking before-during-past event activities, and hooking into current events to snag your share of the limelight.

**Blogs** ..... \$50-\$100 per post

Blogs are a great method for generating fresh and relevant content on a site. The search engines are hungry for new content and reward in rankings accordingly. To be cost effective, blogs should be updated at a minimum of three times per week. After starting one, many business owners get caught up in their day-to-day life and business/business and find frequent posting to be difficult. You can contract with FSC to post regularly (set number of posts per month) or on an "as needed" basis.

*[As part of the Comprehensive Interview, FSC will produce five posts to get you started.]*

**Keyword list development** ..... \$500

It is very useful to have a set list of keywords to reference to guide all of your writing tasks. Keeping your website and correspondence focused makes it easier for potential customers to find you and discipline you to build up a deep repository of content in your niche. This information is also helpful in registering your website with the key search engines.

We do the initial research and then create your master keyword list and advise you about how best to make use of it.

**Articles** ..... \$250-\$1500

For online or offline publications, writing can be optimized for keywords and tailored to intended publication outlet. Andrea has been published in online vehicles ranging from blogs, forums and membership sites, and in offline publications such as Investor's Business Daily and Fortune magazine. She has also written feature articles, annual reports, staff profiles, interviews, and newsletter articles for numerous non-profit organizations.

## MARKETING STRATEGY DEVELOPMENT & IMPLEMENTATION

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### **General and Specific Topic Coaching** ..... \$100/hr

*[Multiple session pricing available]*

Through our discovery and intake process, we may identify some areas where you would like support and guidance to work out your specific goals and intentions related to your project and business goals. Topics range from identifying ideal clients, to developing brand and key marketing messages, to time management, to developing a customized marketing strategy. Multiple discounted sessions are available to keep you on track to move through this project—and others!—successfully.

### **Social Networking Set-up**

Working with your resume, the Client Questionnaire and possibly including a more focused personal interview, FSC can create online profiles and additional “group” or “fan” pages on the most popular social networking sites. Includes linking back to main website.

FaceBook – \$25 –\$1000 (dependent on group pages in addition to main profile, and other advanced features)

LinkedIn – \$250–\$1000 (depending on group research and sign-up, and other advanced features)

Twitter – \$250

### **Information Product Development**

*(dependent on supplied content and use of graphics)*

Tip Sheets & One sheets \$250 minimum

Special Reports \$250 – \$750

eBooks \$750 minimum

### **Home Study Courses** ..... (Pricing dependent on product plan)

### **“New & Improved” or “New” Website Announcement Marketing Plan** ..... \$500

To support your efforts to get the word out about your initial launch—or re-launch—of your site

### **Overall Business & Marketing Plans** ..... \$750-\$2000

Involves in-depth interviews about short-and long-term business goals; coaching around preferences, strengths and systems; and strategy and definition regarding operations.

### **Editorial Strategy Development** ..... \$1,000-\$2,000

This includes consulting with you to think through your editorial focus, and to define the ultimate intention of an email program or ezine/newsletter. Editorial strategy development can range from planning out the editorial calendar, to providing input on design and format, to choosing ad email provider for email content dissemination, and possibly setting up the ezine/newsletter format within the service provider’s system.

## ADDITIONAL SERVICES

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**Personal Training: Supported & Recommended Software & Services** ..... \$75 per hour

*[Multiple session pricing available]*

We can provide quick review of key functions of the software that supports your new website or we can provide more comprehensive training to meet your specific needs. We recommend services and systems that are easy to maintain with the support of excellent back-up resources (we recommend several solid texts about using WordPress at <http://freshstartcreative.com/freshtalk/resources/> and suggest selecting and reading one as the project begins).

We can offer per session or package pricing for multiple training sessions:

- WordPress
- AWeber
- PayPal
- 1ShoppingCart
- BlueHost
- ezinearticles.com

**Ongoing Maintenance and Updates** ..... \$200/annually

The WordPress platform and associated plugins are subject to periodic updates which both add new /better functionality, and address new potential security issues. To keep your website functioning at optimal performance it is recommended that the underlying software/platform be kept up to date. We will perform quarterly maintenance updates to your site for an annual fee of \$200.

We also provide more full-service maintenance packages that provide for software maintenance, data backups, and content management, additions and updates. See our website for a menu of packages that best meets your needs.