

Starting a New Website

What do you want your website to do for you?

- Give you credibility to prospective clients
- Bring you new business
- Or, potentially both

b. Website Design and Development

i. We recommend WordPress



- 8,050+ Standard Themes (Free)
- 58,400+ plugins (Free) – *Photo Gallery, Testimonial, SEO, Google Analytics, etc.*
- Countless Advanced (Pro/Premium) Themes
- Numerous Advanced (Pro/Premium) plugins
- WordPress is the most popular CMS in the world. It is estimated that around 35% of all websites use WordPress

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1) . Starting a New Website – 3 Expenses

a. Domain Name

b. Hosting

c. Site Design and Development

a. Domain Name

- i. Ideally, it Includes Your Business Name
- ii. Other Considerations:
 - Its Short, Easy to Remember and to Spell
 - .Com is often preferable
- iii. Who is going to point the DNS records?
- iv. We use Dynadot and can assist if need be.



b. Hosting

- i. Includes Website Files and Any Associated Databases
- ii. Other Considerations:
 - Routine Backups ***
 - SSL Certificate
 - CDN
 - Security – Monthly Checkups
- iii. We use SiteGround & can assist if need be.

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ii. Typical basic items a Home Builder / Design Professional includes in their initial website build.

- **Graphical info:** Logo, (Elevation Renderings and/or PDFs of Floor Plans)

- **Text Info:**

Home page

Portfolio / Gallery page

Design Services / Process page

About Us / BIO page

Contact page

Starting a New Website – 3 Expenses / Samples of our typical fees

a. Domain Name Registration

\$35/yr – Includes making sure that the name is renewed each year.

a. Website Hosting (4 CPUs, 8 GB RAM)

\$150/yr – Includes Routine Backups, SSL Certificate, CDN, and Monthly Security Checkups (email not included in this package)

a. Site Design and Development

- Basic: \$50 - Theme setup / \$90 - per website page / post

- Advanced: \$400 - Pro Custom Theme Setup / \$120 per page / post

If you any have questions please contact us at:

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