



ABOUT YOU

..... 917-846-7303 jim@squaredealdesign.com

Contact information:

Name _____

Email _____

Company _____

Phone _____

Mobile _____

How should I reach you? Email Phone

Square Deal Design values your privacy and never sells or gives away your email address or any other information.

Company information

Business name: _____

What does your business do? _____

Who is your audience? _____

Why do you want a website?

Educate & inform (in what way?) _____

Sell, promote or advertise (what) _____

Establish a web "business card," or other? _____

What type of site will this be?

Informational / Brochure

Ecommerce / Shopping Cart

Blog / Message Board / Forum

Marketing Other: _____

Is this a new site or a redesign?

New site Redesign of current site

If a redesign, what is your URL? _____

What other sites do you especially like and why (look, design, functionality)? Please list URL's:

What are your competitors' site URLs? _____

Is there anything else you'd like to tell me about your project? _____

Some more details:

Have you registered your domain name?

Yes No

Do you need help registering a domain name?

Yes No

Do you need web hosting?

Yes No

Will you need help maintaining your site?

Yes No

When do you want to start this job?

Is it a rush job? Yes No

Approximate budget _____



SITE CONTENT

the most important thing!

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Do you have any of the following?

- A logo or existing corporate identity, fonts, colors, patterns, images, style sheets, etc.
- Artwork: illustrations, photos, digital or otherwise,
- Video: Is it already hosted on a service such as Vimeo or YouTube?
- Text already written for the various site pages, or a trusted writer to get it done
- Promotional/informational materials from which text can be pulled

With which of the above do you wish help?

What pages or features would you like/need?

- | | |
|---|---|
| <input type="checkbox"/> Home Page | <input type="checkbox"/> Downloads |
| <input type="checkbox"/> News | <input type="checkbox"/> Music |
| <input type="checkbox"/> Events | <input type="checkbox"/> Video / Performance |
| <input type="checkbox"/> Links | <input type="checkbox"/> Photo / Art Gallery |
| <input type="checkbox"/> About Us / Bio | <input type="checkbox"/> Online Store |
| <input type="checkbox"/> Calendar | <input type="checkbox"/> CD image & track listing |
| <input type="checkbox"/> Contact Page | <input type="checkbox"/> Catalog |
| <input type="checkbox"/> Press / Reviews / Testimonials | |
| <input type="checkbox"/> Other | |

Additional services possibly needed:

- Logo design
- Illustration
- Web graphics / icons/buttons
- Photo slideshow
- Photo galleries
- Flash Banners
- Audio services
- Video services
- Copywriting
- Complex form(s)
- Simple form(s)
- Search engine optimization
- Search engine submissions
- Stationery design
- Print design—Please specify: _____

Other: _____

Additional Information: Have I missed anything?



PRICING AND OPTIONS

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Right Up Front:

I aim at making the biggest impression possible with the simplest, most lightweight, streamlined and reliable means available.

Every site is different, so what follows is for very general, ballpark purposes. The more material you have prepared in advance, the less it will cost and the quicker it will go.

Typical Packages

Digital Business Card:

A single-page website that functions like a business card or brochure will give you a basic web presence. These small sites communicate your message concisely, with few bells and whistles. From \$600.

Individual Musician or Artist Site

Six-page site includes: Home (About), Music or Gallery, Gigs/Events, Links, Reviews, Contact. Includes Image placement and contact form design. From \$1400.

Simple Small Business Site

Six-page site includes: Home, About Us, Products, Testimonials, Links, and Contact. E-commerce and order forms vary with complexity. From \$1800.

Custom Site Design:

Site could include 4-15+ pages with lots of options; see "Content" page for ideas. \$850- \$2,500+

Extra Website Features

Extras: such as discussion forums, blogs, shopping carts, mailing lists, favicons & avatars, members-only areas, etc.

Music: Stream tunes on your website.

Shopping Carts: Many possibilities in this area run the gamut from cheap to expensive. The easiest is a simple PayPal plugin on a WordPress site.

Other Services:

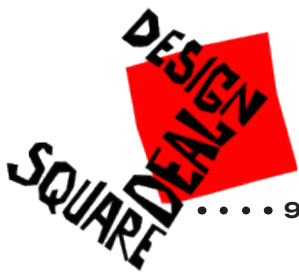
Updating: Web Page Maintenance and updating are billed at \$50 an hour, in quarter-hour increments. Recommended for periodic edits, site security and performance, and to keep features current as technology advances.

Copywriting & Editing: I was raised by a grammarian, and my first degree was a B.A. In English. I can write, or edit your existing text for grammar, punctuation, style, and for short web attention spans. A certain amount of this undoubtedly will be included with your site anyhow—generally fixing the easy stuff. \$50 an hour.

Digital Photo Retouching: Photo repair, correction and other magic. Complexity varies, as does cost. Based on my hourly rate.

Scanning Images: If yours aren't in digital format yet I'll scan them into your choice of digital formats for \$5 per image or an hourly rate, whichever is less, plus return postage. If it's too big for a scanner it can be photographed, but that's more elaborate.

Promotional Items: Stickers, buttons, guitar picks, flyers, t-shirts, business cards, stationery, signage and more. What do you have in mind?



THE NOT-SO-FINE PRINT:

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Rates: My estimates are based upon how long I judge a job will take at my hourly rate of \$50. I'll work out as detailed an estimate as possible before starting, so we're both clear about expectations.

Every site is different in size, features, complexity and time required. A website is an organic thing which grows and evolves. It often helps to think in stages, beginning with the most important, then moving on to secondary or optional elements. Additional pages and features can be added "à la carte" to a site at any time, if you wish, and billed at an hourly rate or by agreement.

Not all rush jobs can be realized, as much as one may wish it.

Estimates are based on your site's needs. If you prioritize your "wish list" it will be easier to arrive at an affordable bottom line, so we can begin work sooner.

Payment: Generally, a 33% deposit begins work, then 33% upon approval of design, with the balance due at site launch. Minimum deposit is \$150.

For website updates and other hourly work, payment is due upon receipt of invoice.

Registering domain names, purchasing hosting or other products (themes, fonts, etc.) necessary for your project requires payment in advance. In fact, it's best to put your hosting and domain name on your own credit card, so it's easily renewed by you. I'm happy to help guide you through it if you wish.

Workflow: I'm a collaborator. When you confirm that I'll be executing your project, and your deposit's paid, I'll set aside a chunk of time just for you.

You'll need to help keep the job moving along. If you know some content will be late in arriving, or there's another reason for delay, let me know as soon as possible. I'll work with you the best I can.

If progress of a project comes to a dead stop for client reasons, and without advanced notice, that project might lose its place in my workflow. In which case I'll do my best to finish it as soon as possible. But I may not be able to just pick up where we left off—if it's *too* long, it will take time for me to remember where the project was left off.

Any jobs dropped or abandoned without warning or reason, remain the property of Square Deal Design, and all work to date will be invoiced, and must be paid for promptly.

Footnote: Client agrees that Square Deal Design may put a small, discreet byline at the bottom of their site, establishing design & development credit, with a link to its website.

If anyone other than Square Deal, after the fact, tries to update one of our sites, and damages or impairs its ability to display or function properly, time to repair web pages will be billed at my hourly rate. There is a one hour minimum applied to these corrections.