



New Concept Media “Business Website” Package

Pricing:

We give personalized estimates for all projects. We base our pricing on \$50 per hour. Unless you’re requesting a very small, simple site, it’s usually not practical for us to create a fully functional, professional website in less than 12 hours. Most sites take between 20 and 40 hours to design. eCommerce websites with many products will take longer.

There are ways for you – the client – to make the project less time-consuming on our end, and less expensive on your end. Ways to do this:

- Provide us content (About, News, Services, Products, etc.) The more content you can provide us, the less we will have to write.
- Provide us with a logo. EPS (vector) or high-quality JPEG or PNG preferred. We’re happy to design you a logo, but if you already have one that you like, this will save you money.
- Current website. If you have a current website, even if it’s outdated, this will help us create your new site.
- Example websites. Many times, clients will give us examples of competitor website’s they like. If you do this, it will help us design your site. NOTE, we never plagiarize or copy others’ work.

All that being said, here is a breakdown of website costs.

- **Site Design.** See above.
- **Maintenance / Management Fees** (billed quarterly or biannually). Following the debut of your site, we offer a base rate of \$40 per month to manage your site. This includes content updates, photo posting, news article posts, general updates and management of the site to keep it secure from malware and hackers (plugins and template updates, WordPress version updates, etc).

This is not mandatory, but recommended. If you choose not to take advantage, we essentially hand the keys of the site to you, and you will be responsible for upkeep and management.

- **Updates.** If at any time you request updates to your site that will entail more than one hour of work, we charge \$50 per hour. The \$40 per month fee will be waived for whichever month the work is done.
- **Hosting costs.** We recommend GoDaddy hosting. Most clients’ hosting plans run around \$5.99 per month (\$72 per year).
- **Domain costs.** Generally between \$10 and \$20 per year. Usually GoDaddy offers a free domain with the purchase of a hosting account.
- **SSL Certificate.** Security for eCommerce sites. Starts at approximately \$75 (one-time fee).



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websites, press releases, designs

Our “Business Website” design packages can include the following pages or modules, depending on the size of your website.

- Home
- About
- Services and/or Products (with sub-menu pages)
- Portfolio
- Quote Request
- Latest News

- Photo Gallery
- Video
- Contact
- FAQ
- Testimonials
- eCommerce Store pages
- Employment Opportunities
- User Login

Here’s a rundown of what we can offer included in a top-of-the-line New Concept Media “Business Website” package.

- Clean, professional custom design
- Logo (provide your own or let us design)
- Mobile-friendly
- Search Engine Optimization via WordPress SEO plugin.
- eCommerce via WordPress “WooCommerce” plugin.
- Homepage slider (slides may link to pages)
- SEO-savvy content writing

- Contact form(s)
- Employment opportunity form
- Icons
- Google map
- Create an Account and User Login pages
- Password-protected pages (e.g., for only client or salesperson viewing)
- Customer testimonials
- Email List signup

- Photo galleries
- Video
- Tag cloud
- Partners / sponsor logos (linked to their website)
- Social media links
- Twitter and/or Facebook feeds
- Search box
- Sitemap