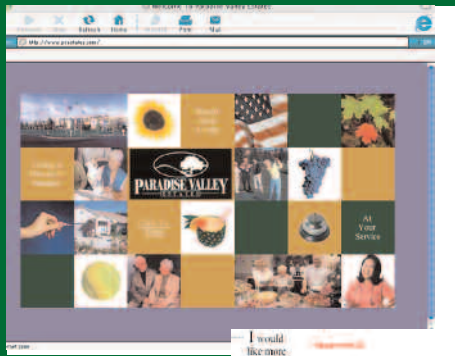


239 Concord Avenue  
Fairfield, CA 94533  
707.428.1743/ph  
707.428.3652/fax  
mail@garsondesign.com  
www.garsondesign.com

The need to get your business online, or your current website's look updated, has never been more important. More and more customers are resorting to accessing companies websites to obtain critical information day or night.

Potential customers can make purchases online, find and see details about your product line or services and email inquiries - all information which is easily updatable without the expense of reprinting a brochure.

- 36oaks.com
- aanko.com - w/FLASH
- bigassbeer.net - w/FLASH
- bigjimsprinkle.com
- engelhartgourmet.com - w/FLASH
- fairfielddowntown.com
- favelasmexicangrill.com
- gagnonlandandpools.com
- gawvanmale.com - w/FLASH
- gowerschool.com
- lesslergroup.com
- mitchellwoodworks.net
- pacalrealty.com
- phillipsonsite.com
- pvestates.com
- rangebrothers.com
- santacruzpizzacompany.com
- taguaart.com
- turningoveranewbelief.com
- garsondesign.com
- garsondesign.com/amwoodworks
- garsondesign.com/coregym
- garsondesign.com/cwsc
- garsondesign.com/drmkessler
- garsondesign.com/holiday
- garsondesign.com/joesbuffet
- garsondesign.com/NewYear2001
- garsondesign.com/powersteam
- garsondesign.com/seymoor
- garsondesign.com/theblindbutler
- garsondesign.com/woodenvalley



[www.pvestates.com](http://www.pvestates.com)  
*Hidden in the north of Fairfield is a premium resort style community for retired officers and their spouses. Starting from an original 5 pages that served them for 5 years, we created a 35 page site that brought out their personality as a fun, active, friendly and service oriented place to retire. Detailed tourism info, contact form, and hidden goodies keep the viewer entertained and informed.*  
4753Pvestates-Web

# Web Design



[www.taguaart.com](http://www.taguaart.com)  
*Think the rain forests of Panama, natives carving intricate and life-like original pieces of art. Uzelle Williams imports these gems and gives customers a chance to display a bit of exoticness. Our mission was bring some of that flavor to the viewer - think "Marine World" and you're almost there. We designed the logo also. 9 pages. 4773Wlms-Web*

[www.garsondesign.com/coregym](http://www.garsondesign.com/coregym)  
*Get up off that couch and get the blood pumping! Team CoreGym will get you going with the fast, fun and functional fitness center. We were getting health conscious just working on this project. The web site is a cornucopia of info about their equipment, 30-minute program and specialized physical therapy. 12 pages.*  
4785CoreGym-Web





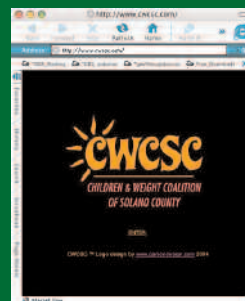
239 Concord Avenue  
 Fairfield, CA 94533  
 707.428.1743/ph  
 707.428.3652/fax  
 mail@garsondesign.com  
 www.garsondesign.com

Our design method is to research our client's company, industry, competition and target market. Our aim is to create a web site that is as good if not better than the best competition.

We bring years of graphic design experience to create a variety of potential looks and a practical philosophy of limiting viewer navigation frustration. Form follows function.

Working with clients of all types and industries large and small, we listen. Our aim is to make the client feel that the final product surpasses their goals.

- 36oaks.com
- aanko.com - w/FLASH
- bigassbeer.net - w/FLASH
- bigjimsprinkle.com
- engelhartgourmet.com - w/FLASH
- fairfielddowntown.com
- favelasmexicangrill.com
- gagnonlandandpools.com
- gawvanmale.com - w/FLASH
- gomersschool.com
- lesslergroup.com
- mitchellwoodworks.net
- pacalrealty.com
- phillipsonsite.com
- pvestates.com
- rangebrothers.com
- santacruzpizza.com
- taguaari.com
- turningoveranewbelief.com
- garsondesign.com
- garsondesign.com/amwoodworks
- garsondesign.com/coregym
- garsondesign.com/cwsc
- garsondesign.com/drmkessler
- garsondesign.com/holiday
- garsondesign.com/joesbuffet
- garsondesign.com/NewYear2001
- garsondesign.com/powerteam
- garsondesign.com/seymoor
- garsondesign.com/theblindbutler
- garsondesign.com/woodenvalley



www.garsondesign.com/cwsc  
 Childhood overweight and physical inactivity has become a serious national issue. Our job was to make it fun and "pull" the kids in (maybe without them even knowing) to eat healthy and be more active. 7 pages.  
 4778CWC-Web



www.garsondesign.com/drmkessler  
 Dr. Kessler specializes in hard to treat cases. If others couldn't help you, he most likely can. We built a special "slide show" to walk the viewer through a sample treatment case. It allows potential patients to be more comfortable and familiar with the process, while demonstrating Dr. Kessler's experience and friendly care. 17 pages. 4740Kessler-Web



www.garsondesign.com/fairfielddowntown  
 This large site has a lot to accomplish, to engage viewers and bring them into downtown Fairfield. Whether introducing people to the numerous quality events throughout the year, vacancy lists to keep buildings occupied, and excitement over the Solano County Admin. building...this web site is contributing to the rebirth of downtown Fairfield. 40 -60 pages. 4642FDA-Web



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Fairfield, CA 94533

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mail@garsondesign.com • www.garsondesign.com

# Web Design Cost Estimate

## Multi-Page Website

• Samples: [websites.garsondesign.com](http://websites.garsondesign.com)

*Customer Directions: Please read all information carefully. A line item that is blank is To Be Determined (TBD) and may also have a high-low range cost depending on project and client's requirements. As this a cost estimate, final price may vary. Please circle any and all printing options desired. Then fax back this cost estimate with signature to go ahead with project. Please call if any further questions.*

Date: \_\_\_\_\_ Inv #: \_\_\_\_\_ Page 1 of 2  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_ @ \_\_\_\_\_ .com  
Job #: \_\_\_\_\_ Web: \_\_\_\_\_

### Description

• Provide **Client** with a multi-page website. **Total Pages:** \_\_\_\_\_

HOME	Title?	Title?	Title?	Title?	Title?	Title?
<input type="checkbox"/> 0101 Home	<input type="checkbox"/> 0201	<input type="checkbox"/> 0301	<input type="checkbox"/> 0401	<input type="checkbox"/> 0501	<input type="checkbox"/> 0601	<input type="checkbox"/> 0701
<input type="checkbox"/> 0102	<input type="checkbox"/> 0202	<input type="checkbox"/> 0302	<input type="checkbox"/> 0402	<input type="checkbox"/> 0502	<input type="checkbox"/> 0602	<input type="checkbox"/> 0702
<input type="checkbox"/> 0103	<input type="checkbox"/> 0203	<input type="checkbox"/> 0303	<input type="checkbox"/> 0403	<input type="checkbox"/> 0503	<input type="checkbox"/> 0603	<input type="checkbox"/> 0703
<input type="checkbox"/> 0104	<input type="checkbox"/> 0204	<input type="checkbox"/> 0304	<input type="checkbox"/> 0404	<input type="checkbox"/> 0504	<input type="checkbox"/> 0604	<input type="checkbox"/> 0704
<input type="checkbox"/> 0105	<input type="checkbox"/> 0205	<input type="checkbox"/> 0305	<input type="checkbox"/> 0405	<input type="checkbox"/> 0505	<input type="checkbox"/> 0605	<input type="checkbox"/> 0705
Pages: _____	Pages: _____	Pages: _____	Pages: _____	Pages: _____	Pages: _____	Pages: _____

**NOTE:** Times are an estimate, final time to be based on your site needs. Additional work can be done at \$30/hr or the page rate for (additional) pages. Page rate varies depending on complexity of the design, client needs and alterations, CGI form needs, enhanced photography, etc.

WEBSITE PACKAGE <input type="checkbox"/> 1-9Pages:	Pages x \$	(Range: \$240.00 - \$420.00/page) =	TBD \$
WEBSITE PACKAGE <input type="checkbox"/> 10 Pgs & up: 19 Pages x \$		(Range: \$120.00 - \$330.00/page) =	TBD \$
DISCOUNT FOR GDS PROMOTIONAL LINK <input type="checkbox"/> minus 5%!		(Range: \$6.00 - \$21.00/page) =	TBD \$ -TBD
Subtotal.....			TBD = \$
COPYWRITING/EDITING <input type="checkbox"/> Provided by client on disk <input type="checkbox"/> GDS provide at \$30.00/hr.....			TBD \$
PHOTOGRAPHY: <input type="checkbox"/> Provided by client <input type="checkbox"/> GDS provide photograph(y)er <input type="checkbox"/> GDS stock photos \$25.00/ea <input type="checkbox"/> Stock Photos			TBD \$
<input type="checkbox"/> Scans: <input type="checkbox"/> Reflective (prints) & 35mm: \$15 each x = \$ and/or <input type="checkbox"/> Scans larger than 35mm: \$40 each x = \$			TBD \$
<input type="checkbox"/> Proofs: Color PDFs or Lasers from GDS \$5ea x pages= \$			TBD \$
<b>WEB TECHNICAL: See Web Info Sheet for a complete description.</b>			
<input type="checkbox"/> DOMAIN NAME REGIST. • <a href="http://www.yourcompanyname.com">www.yourcompanyname.com</a> : \$25.00/year x 2 years = \$50.00 from ( / / to / / ).....			TBD \$
<input type="checkbox"/> DOMAIN NAME FORWARDING • From your Registrar to <a href="http://www.yourcompanyname.com">www.yourcompanyname.com</a> = \$90.00.....			TBD \$
<input type="checkbox"/> EMAIL ADDRESS(ES) and SETUP • Mail@companyname.com: \$15.00/each email name x names =			TBD \$
<input type="checkbox"/> EMAIL FORWARDING FREE • From your new email address to your existing email address at:			Free
<input type="checkbox"/> WEB HOSTING • We host your website from our server space: \$7.50/month x 12 months = \$90.00/year from ( / / to / / )..			TBD \$
<input type="checkbox"/> WEB HOSTING • Setup for GDS access on client registration and/or hosting: \$90.00 - \$150.00 =			TBD \$
<input type="checkbox"/> MONTHLY MAINTENANCE • Website updates: \$5.00 - \$10.00 a page per month x page(s) x 12 months = \$ /year ..			TBD \$
<input type="checkbox"/> CLIENT EDITABLE • <input type="checkbox"/> \$175/Contribute Software + 1pg/\$200, 2-5pgs/\$300, 6+pgs/\$50/pg, 10+pgs/\$45/pg, +15pgs/\$40/pg x page(s) =			TBD \$
<input type="checkbox"/> TRAFFIC WEBSTATS • Automatic monthly emailed PDF website traffic report: Setup \$90.00 + \$7.50 x page(s) =			TBD \$
<input type="checkbox"/> SEARCH ENGINE • <input type="checkbox"/> OPTIMIZATION <input type="checkbox"/> GDS provides info: \$90.00 - \$180.00 <input type="checkbox"/> Client provides info: \$60.00 - \$150.00			TBD \$
<input type="checkbox"/> SEARCH ENGINE • <input type="checkbox"/> SUBMISSION to Google, Yahoo, MSN, Ask Jeeves, Spiders, etc. (Paid extra): \$90.00 - \$180.00			TBD \$
Grand Total .....			TBD \$
DEPOSIT (approx. 1/2 due to start. Date Paid: _____ Thankyou).....			TBD \$
REMAINDER DUE (On final digital upload) .....			TBD \$

### Contract Approval:

➡ Acceptance..... Title..... Date.....

Your signature authorizes GDS to charge your CTE account (and credit card or check for noted cash/tax amounts) for noted deposit and all charges incurred for job completion. In the event of litigation, to enforce the terms of this contract, or set forth within, the prevailing party shall be entitled to reimbursement of all attorney fees and costs. Final digital art property of GDS, release requires additional pricing except for logo design..\_07/08/03

### See some of our websites:

- |  |  |  |  |  |  |
|--|--|--|--|--|--|
| <a href="http://aboutfacevacaville.com">aboutfacevacaville.com</a> | <a href="http://childstartinc.org">childstartinc.org</a>             | <a href="http://mitchellwoodworks.net">mitchellwoodworks.net</a>         | <a href="http://tobaccofreesolano.org">tobaccofreesolano.org</a>                   | <a href="http://garsondesign.com/coregym.com">garsondesign.com/coregym.com</a> | <a href="http://garsondesign.com/seymoor">garsondesign.com/seymoor</a>         |
| <a href="http://back2lifecomputers.com">back2lifecomputers.com</a> | <a href="http://engelhartgourmet.com">engelhartgourmet.com</a>       | <a href="http://rangebrothers.com">rangebrothers.com</a>                 | <a href="http://turningoveranewbelief.com">turningoveranewbelief.com</a>           | <a href="http://garsondesign.com/cwsc">garsondesign.com/cwsc</a>               | <a href="http://garsondesign.com/taguartaart">garsondesign.com/taguartaart</a> |
| <a href="http://bigasbeer.net">bigasbeer.net</a>                   | <a href="http://favelasmexicangrill.com">favelasmexicangrill.com</a> | <a href="http://santacruzpizzacompany.com">santacruzpizzacompany.com</a> | <a href="http://wickensconstructionandmths.com">wickensconstructionandmths.com</a> | <a href="http://garsondesign.com/gawanmale">garsondesign.com/gawanmale</a>     | <a href="http://garsondesign.com/wordstowear">garsondesign.com/wordstowear</a> |
| <a href="http://bigjimspunkle.com">bigjimspunkle.com</a>           | <a href="http://gomerschool.com">gomerschool.com</a>                 | <a href="http://solanobar.org">solanobar.org</a>                         | <a href="http://garsondesign.com/aanko">garsondesign.com/aanko</a>                 | <a href="http://garsondesign.com/pvestates">garsondesign.com/pvestates</a>     | rev121613  |

### If credit card payment, please see next page ➡

DIGITAL & PROFESSIONAL: • ADVERTISING • BROCHURES • BUTTONS • BZ CARDS • CATALOGS • DIRECT MAIL • DISPLAY BOOTHS • FLYERS • ILLUSTRATION • LABELS • LOGOS • NEWSLETTERS • POSTCARDS • POSTERS • SIGNAGE • SLIDES • T-SHIRTS • WEBSITES • ZO MUCH MORE!



Garson Web Services  
239 Concord Avenue  
Fairfield, CA 94533

# Web Design Cost Estimate

TERMS: Remainder Due at Final Digital Upload

707.439.5323/c  
mail@garsondesign.com • www.garsondesign.com

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_ Inv #: \_\_\_\_\_ Page 2 of 2  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_ @ \_\_\_\_\_ .com  
Job #: \_\_\_\_\_ Web: \_\_\_\_\_

## Description

**NOTE: Please fill in required (arrowed) info and mail or fax back.**

### Credit Card Information VISA / Mastercard:

IMPRINTED DATA ONLY ABOVE THIS LINE \_\_\_\_\_ DO NOT CIRCLE EXPIRATION DATE

➔ \_\_\_\_\_  
➔ **Credit Card #** \_\_\_\_\_

**Cardholder's exact name on card**    **Exp.**    **Date**

Garson Design Services  
239 Concord Ave  
Fairfield, CA 94533  
4492-1500-0002-0545

➔ **CARDMEMBER SIGN HERE**

Cardmember acknowledges receipt of goods and/or services in the amount of the TOTAL shown hereon and agrees to perform the obligations set forth in the Cardmember's agreement with the Issuer.

EXPIRATION AND VALID DATES CHECKED <input checked="" type="checkbox"/>	AUTHORIZATION NUMBER				DATE		
	CASHIER		DEPT.	DESCRIPTION	MONTH	DAY	YEAR
   	49	Client-Web				???.??	
	Inv.	4____ (deposit)					
						???.??	
						???.??	
						???.??	

**PRESS FIRMLY-USE BALLPOINT PEN    SALES SLIP**

### Credit Card Information AmEx:

➔ \_\_\_\_\_  
➔ \_\_\_\_\_

**Cardmember** \_\_\_\_\_  
**Cardholder's exact name on card** \_\_\_\_\_ **Exp** \_\_\_\_\_  
**Date of Charge** \_\_\_\_\_

**Service Establishment**  
Garson Design Services  
239 Concord Ave  
Fairfield, CA 94533  
504-226-664-5

**Cardmember Signature**

Merchandise and/or service purchased on this card shall not be resold or returned for cash refund. Establishment agrees to transmit to American Express Travel Related Services Co., Inc or authorized representative for payment

**Cards**

EXPIRATION DATE CHECKED	APPROVAL CODE
DESCRIPTION	
49 Client-Web	
Inv: 4____ (deposit)	
	???.??
Dollars	Cents



## 1 Register your web address.

First you'll need registered **domain name**: www.yourcompanyname.com. This is the address that people will use to access your internet site. This address should be short, memorable, and easily fit on a business card. We can handle getting this for you or you can do this yourself. *This involves:* **A** Finding *availability* of addresses you'd like. **B** Reserve and/or purchase your address from a registrar (sanctioned by the government) that handles addresses. **C** GDS also offers domain registration at [www.garsondesign.com/register.html](http://www.garsondesign.com/register.html).

Please list web names you desire (or attach a list): \_\_\_\_\_



### Web Address Registration Options

PLEASE CHECK ONE OF THE OPTIONS BELOW:

- 1.1 Have GDS find and register your name:** FREE (Usually \$50.00) ..... Charge: \$ **FREE**  
**GDS Domain Registration Service:** \$25.00 per year x 2 years = \$50.00 OR \$20.00 per year x 5 years = \$100.00 ..... Charge: \$ \_\_\_\_\_
- 1.2 I (client) will register our own domain name. It is clients responsibility to re-register annually so you don't lose your domain name!**

### Web Address Forwarding Options - PLEASE CHECK ONE OF THE OPTIONS BELOW:

This tells the domain registrar where (what server) your website is actually located.

- 1.3 DOMAIN NAME FORWARDING. FREE** From GDS Domain Registration to www.yourcompanyname.com ..... Charge: \$ **FREE**
- 1.4 DOMAIN NAME FORWARDING.** From your Registrar to www.yourcompanyname.com = \$90.00 ..... Charge: \$ \_\_\_\_\_

## 2 Get email service.

**A** GDS offers email service and we can setup your email(s) for you. Ie: mail@companyname.com. This email can be accessed directly from an email program such as Outlook or Mac Mail and it includes Webmail, which can be accessed from any web browser like Explorer, Firefox, or Safari. **B** Or we can forward the email to your email account with comcast.net, msn.com, aol.com, etc. **C** Again keep the address short, me@companyname.com. For a large company you may want individual names or separate departments, ie: sales@companyname.com. For a smaller company it may be more efficient for all email to come in on one address to lessen the chance of it being missed, ie: mail@companyname.com.

- 2.1 GDS email service with up to 10 email addresses:** Mail@companyname.com: \$15.00/each email name x \_\_\_\_\_ names ..... Charge: \$ \_\_\_\_\_  
 List email address(s) you desire (or attach a list): \_\_\_\_\_
- 2.2 Use my present email address. We will forward for free,** ?@yourcompanyname.com to your email address, Ie: ?@yourisp.net  
 Please forward to this email address: \_\_\_\_\_

## 3 Storage/hosting of your website.

Then you need a place to have your site "hosted"... that is a space on a computer server hard disk where your digital web site files will be physically located. The space can range from a couple of megabytes to over 100mb. It depends on your needs/pages/graphics/photos. A typical site with 1 to 5 pages will be less than 5mb, while complicated sites with numerous pages and heavy graphics will be more. Who provides this service? We can, or an Internet Service Provider (ISP) can. What are the options? What are the costs?

### Website Storage Options - PLEASE CHECK ONE OF THE OPTIONS BELOW:

- 3.1 GDS can offer hosting on our web servers:** \$7.50/month x 12 months = \$90.00/yr x \_\_\_\_\_ yrs = ..... Charge: \$ \_\_\_\_\_

This is the most cost effective option and we do it all for you. Most of clients host with us - about 25 -30 different websites.

Service is solid with 99.95% (usually annual maintenance) uptime with backup redundancy.

### ...or YOU THE CLIENT HANDLES ONE OF THE SERVICE TYPE LISTED BELOW:

- 3.2 ISP in Fairfield, CA:** \$25 - \$35/month. jccomp.com or castles.com are both large enough service providers to be reliable for all your needs. Please reference GDS as your source. See their website for their list of services and pricing.
- 3.3 ISP in your area:** \$25 - \$35/month. Using an ISP that is close to you will give you the option to visit if/when something goes wrong.
- 3.4 Regional or national ISP:** \$10 - \$35/month. ie: earthlink.com Usually good pricing and service.

## 4 Design of your website.

Then you will need your **site designed**. See attached price list for website design. If you are a new or an existing client of GDS, we will incorporate your present look. Once you approve the design of your site we upload it so that visitors can access it via the internet from any computer browser, ie: Explorer, Firefox, Safari, etc. *See main Cost Estimate for pricing.*

## 5 Maintenance of your website.

Your website may need periodic updates to keep it current and fresh so that viewers will return, ie: events, products, news, photos, etc.

- 5.1 WEBSITE MAINTENANCE - Updates - approx.** \$5 - \$10/per page per month x \_\_\_\_\_ Page(s) x 12 months = ..... Charge: \$ \_\_\_\_\_  
 If you wish to edit your own website, we can set it up with Adobe Contribute. You should be well-versed in computer and html work.
- 5.2 CLIENT EDITABLE - \$175/Contribute Software + 1pg/\$200, 2-5pgs/\$300, 6+pgs/\$50/pg, 10+pgs/\$45/pg, +15pgs/\$40/pg** x \_\_\_\_\_ page(s) = ..... Charge: \$ \_\_\_\_\_

**More ways to promote your website —>**



Garson Web Services  
 239 Concord Avenue  
 Fairfield, CA 94533  
 707.439.5323/ph  
 mail@garsondesign.com  
 www.garsondesign.com

# Enhance Your Websites Power **SEO & Link Optimizing**

Steps toward improving quality traffic to your website.

## 6 Search Engine Optimization and Submission

You now have a website, your next concern will be viewership. We can increase qualified and targeted customers with Search Engine Optimization – maximising your websites coding and keyword info so search engines like Google, Yahoo, and Bing will provide relevant results to viewer inquiries. Then we can help you track your viewers by emailing you customized monthly traffic webstats. Professional/Personal Links and Google Ads boost trafic to your website.

- 6.1 Search Engine Optimization:**  GDS provides info: \$90.00 - \$180.00  Client provides info: \$60.00 - \$150.00 ..... **Charge: \$ 120.00**
- 6.2 Search Engine Submission:** to Google, Yahoo, MSN, Ask Jeeves, Spiders, etc. (Paid extra): \$90.00 - \$180.00 ..... **Charge: \$ 135.00**
- 6.3 Traffic Webstats:** Automatic monthly emailed PDF website traffic report: Setup \$90.00 + \$7.50 x \_\_ page(s) ..... **Charge: \$ TBD**
- 6.4 Professional and Social Links:** Provide outside links to your website –  \$120.00 – \$240.00 pers site x \_\_\_\_\_ ..... **Charge: \$ TBD**
- 6.5 GoogleAds (ADSENSE) Setup:** Promote your site on users search results –  \$90.00 – \$180.00 ..... **Charge: \$ TBD**
- 6.6 Self Promotion:** List your website on all print and advertising materials! We can help. A Press Release is a first step.

### What is SEO?

**6.1** Search engine optimization (SEO) is the process of increasing the volume and quality of traffic to a website from potential customers using search engines like Google, Yahoo, and Bing. GDS can help you improve the “rank” of your website in various search engines, therefore ensuring that your website is listed higher in search engine results. GDS considers how search engines work and what people search for and will optimize your website using HTML coding and Meta Tags to increase its relevance to specific search keywords and phrases.



### What Garson Design can do for you...

**6.1 Optimization:** We research your industry, look at coding of competitors, come up with info on our Meta Name Tag Worksheet that contains the keywords, keyphrases, etc. We then put that info into the coding of your web pages for search engines to look at and then store onto their servers. They analyze a number of factors to include: 1. That there is Meta Name Tag info. Most professional websites do, but you'd be amazed how many don't! 2. The number of times the same keyword or phrase is in all the seperate Meta Name Tag areas 3. How popular your web page(s) is, based on the number of hits and links from other websites. There are very important criteria for each search engine that we adhere to. Most also look for Meta Name Tag trickery, like hiding a list of keywords in the same color as the background at the bottom of webpages that will void your website, this is not good!

**6.2 Submission:** Although not completely necessary because all search engine's have “robots” that will find your webpage(s) eventually and index them; after all that is their job! Submissions directly to search engines speed up the process by weeks or even months. This ensures that potential customers can begin searching for your website as soon as possible while allowing your website to immediately begin improving its search engine rankings.

### If you have the extra time you can help by...

**6.1 1. Filling out our Meta Name Tag Worksheet** We verify and double check the information then input it into the coding of your webpage. The form is in MS Word for its' character counting capabilities. You can get as detailed as you like and customize Meta Names/Tags for each of your webpages .

**6.1 2. Hints:** The easiest way to do this is ask yourself "what would someone trying to find me type in when they search?" Make a list of these. Try them out on the search engines, pretending to be someone looking for your product or service.

**6.2 3. Submissions:** If you feel the need to submit your website to the different search engines... if you have the time you can figure out how to do this yourself. Basically write a list of the various search engines and go to their sites and find how and where to submit. Some are easier, while some are more complex. There are even special websites that will do it for you in mass, but be ready to get forced onto their mailing list(s) or pay a fee.

**More ways to promote your website —>**

## What are Traffic Webstats?

**6.3** Webstats help you learn more about where your visitors come from and how they interact with your website. You will get a monthly PDF emailed to you complete with visual charts that track how many people are visiting your website, where they are coming from, what pages they spend the most time on, and which search keywords they used to find you. GDS can setup this automated service for you on the pages you request using Javascript coding.

## Link Optimizing - Increase Professional and Social Networking to Your Website!

**6.4** It bears repeating: The more links to your website, the more popular it will be on the search engines. Join as many appropriate professional business networking websites. You'll get a chance to talk about your company and list a clickable link to your website. It takes some time and diligence to set these up so again we can offer to do this for you or if you have the time you can do yourself.

• **The most popular sites for businesses are:**

**1** Facebook.com **2** Google Places **3** Merchantcircle.com **4** LinkedIn.com **5** YouTube **6** Manta.com, etc.



## Google Ads - Promote Your Website on Users Google Search Results

**6.5** Increases even more traffic to you website with your targeted ads. User Google search inquiries generate gathering of appropriate advertiser' ads to appear in the viewers results page.

## Remember...Self Promotion

**6.6.1** 1. Advertise your website

We do a lot of work to design up your new website but if you don't advertise the web address like crazy, who will know?! Put your website address on everything! - ads, biz cards, letterhead and envelopes, banners, booth, promo items - your forehead - OK there are limits, but you can be creative to get the word out. Maybe do a promotion, direct mail postcard, or a Press Release just about the new website.

**6.6.2** 2. Trade Links

Find other non-competing, complimentary websites to trade links or banner ads with. Link popularity is a factor that many search engines use when ranking web pages. Most search engines give a ranking boost to sites that have incoming links from quality, related sites. Remember the more links to your website, the more popular it will be on the search engines.

## GDS Pricing

*We charge based on time at \$30 per hour, so the ranges specified are based on an estimated range of time that it will take to complete each project. Please contact us for more info or to get started!*