

Garson Design Services
239 Concord Avenue
Fairfield, CA 94533

Ph: 707 428-1743 • Fax: 707 428-3652
mail@garsondesign.com • www.garsondesign.com

Andy Gagnon
Andy Gagnon Landscapes
P.O. Box 544
Woodland, CA 95776

Web Search Engine Cost Est.

Multi-Page Website

Physical Address:
Andy Gagnon Landscapes
515 Kentucky Ave.
Woodland, CA 95695-2779

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: 02/16/07

Inv #:

Page 1 of 1

Phone: 530-666-0668

Fax: 530-753-4212

Email: aglndscp@aol.com

Job #: 4809.06.04Gagnon-Web

Web: www.GagnonLandandPools.com

Description

- Provide Client with a multi-page website. **Total Pages: 6**

HOME	LANDSCAPE	POOL	PROCESS	ABOUT US	CONTACT	Title?
☐ 0101 Home	☐ 0201 landscape.htm	☐ 0301 pools.htm	☐ 0401 process.htm	☐ 0501 about.htm	☐ 0601 contact.htm	☐ 0701
☐ 0102	☐ 0202	☐ 0302	☐ 0402	☐ 0502	☐ 0602	☐ 0702
☐ 0103	☐ 0203	☐ 0303	☐ 0403	☐ 0503	☐ 0603	☐ 0703
☐ 0104	☐ 0204	☐ 0304	☐ 0404	☐ 0504	☐ 0604	☐ 0704
☐ 0105	☐ 0205	☐ 0305	☐ 0405	☐ 0505	☐ 0605	☐ 0705
☐ 0106	☐ 0206	☐ 0306	☐ 0406	☐ 0506	☐ 0606	☐ 0706
Pages: <u>1</u>	Pages: <u>1</u>	Pages: <u>1</u>	Pages: <u>1</u>	Pages: <u>1</u>	Pages: <u>1</u>	Pages: <u> </u>

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 ☐ 1-9Pages:	Pages x \$	(Range: \$240.00 - \$420.00/page) =	\$	n/a
WEBSITE PACKAGE ☐ 10 Pgs & up:	Pages x \$	(Range: \$120.00 - \$330.00/page) =	\$	n/a
DISCOUNT FOR GDS PROMOTIONAL LINK (minus 5%! \$9 - \$13.50/page)			\$	n/a
Subtotal			\$	n/a
COPYWRITING/EDITING ☐ Provided by client on disk ☐ GDS provide at \$30/hr			\$	n/a
PHOTOGRAPHY: ☐ Provided by client ☐ GDS provide photograph(y)(er) ☐ GDS stock photos \$25/ea ☐ Stock Photos			\$	n/a
☐ Scans: ☐ Reflective (prints) & 35mm: \$15 each x = \$ and/or ☐ Scans larger than 35mm: \$40 each x = \$			\$	n/a
☐ Proofs: Color PDFs or Lasers from GDS \$5ea x pages= \$			\$	n/a
WEB TECHNICAL: Ask for Web Info Sheet for a complete description.				
☐ DOMAIN NAME REGIST. • www.yourcompanyname.com \$25/year x 2 years = \$50.00/year (/ / to / /)			\$	n/a
☐ DOMAIN NAME FORWARDING			\$	Free
☐ EMAIL ADDRESS(ES) and SETUP 1e: mail@companyname.com - \$5.00 each email name x names = \$ x year(s) =			\$	n/a
☐ EMAIL FORWARDING FREE to your existing email address. Your address:			\$	Free
☐ WEB HOSTING - We host your website from our server space - \$5/mo x 12 months = \$60.00/year (/ / to / /)			\$	n/a
☐ MONTHLY MAINTENANCE - Updates - \$5 - \$10Page per month x Page(s) x 12 months = \$ /year.			\$	n/a
☐ CLIENT EDITABLE - ☐ \$175/Contribute SW + 1pg/\$200, 2-5pgs/\$300, +6pgs/\$50/pg, +10pgs/\$45/pg, +15pgs/\$40/pgx Page(s) =			\$	n/a
☐ SEARCH ENGINE - ☐ OPTIMIZATION ☐ GDS provide: \$90 - \$180 ☐ Client provide info: \$60 - \$150			TBD	\$ 90.00
☐ SEARCH ENGINE - ☐ SUBMISSION to Google, Yahoo, Ask Jeeves, Spiders, etc. (Paid extra): \$90 - \$180			TBD	\$ 90.00
Grand Total			TBD	\$ 180.00
DEPOSIT (approx. 1/2 due to start. Date Paid: Thankyou)			\$	n/a
REMAINDER DUE (On final digital upload)			TBD	\$ 180.00

Contract Approval:

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

You may pay by credit card or pay by check. Please check off one: ☐ Check ☐ Visa ☐ Mastercard ☐ American Express Your signature authorizes GDS to charge your credit card and/or receive a check 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!

www.aanko.com - w/FLASH
www.bigjimsprinkle.com
www.cwsc.com
www.drmmessler.com

www.engelhartgourmet.com - w/FLASH
www.fairfielddowntown.com
www.favelasmexicangrill.com
www.ganonlandandpools.com

www.gawvanmale.com - w/FLASH
www.gomerschool.com
www.lesslergroup.com
www.pocccarealty.com

www.phillipsonsite.com
www.pvestates.com
www.ranchmarketing.com
www.seymoor.com

www.theblindbutler.com
www.woodenvalley.com
www.garsondesign.com
www.garsondesign.com/coregym.com

www.garsondesign.com/holiday
www.garsondesign.com/joesbuffet
www.garsondesign.com/NewYear2001
www.garsondesign.com/powersteam
rev:082306

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If credit card payment, please see next page ➡



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Web Info/Worksheet

Steps to get your
business on the web!

1 Register your web address.

First you will need to register a **domain name**: www.yourcompanyname.com This is the name/address that people will use to access your internet site. This address should be short, memorable and should easily fit on your business card. We can handle getting this for you or you can do yourself. **This involves:** **A** Finding *availability* of addresses you'd like. **B** Reserve and/or purchase your address from a company (sanctioned by the government) that handles addresses. **C** GDS offers domain registration at www.garsondesign.com/register.html. You are billed \$25 per year (or \$20/yr for 5 years = \$100).

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 domain name. _____ ☐ Charge: **\$FREE** (normally \$50.00)
GDS Domain Registration Service. _____ ☐ Charge: **\$50.00/2 years (\$25/yr)**
- 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 registry where (what drive) your website is actually located.

- 1.3 ☐ DOMAIN NAME FORWARDING. Free _____ ☐ Charge: **\$FREE**
- 1.4 ☐ DOMAIN NAME FORWARDING. Use my ISP: _____

2 Get email service.

A GDS offers email service, you can get up to 10 different email address for \$25 per year. Ie: mail@yourcompanyname.com This is not webmail, you can access your email directly from your computers email program Ie: Outlook. **B** Or you can use your own ISP or webmail, ie: ?@sbcglobal.net, ?@yahoo.com. **C** Again keep the address short yourfirstname@yourcompanyname.com For a large company you may want individual names or separate departments ie: sales@your companyname.com For a smaller company it may be more efficient for all email to come in on one address to lessen chance of being missed. ie: mail@yourcompanyname.com Also a note that most ISPs require that the letters before the @ symbol in the email address be spelled exactly with the same caps and lower case letters.

- 2.1 ☐ GDS Email Service. Up to 10 diff. email addresses. First email addresses: _____ ☐ Charge: **\$25.00/yr x ___ yrs = \$ _____**
List email address(s) you desire (or attach a list): _____
- 2.2 ☐ Use my present ISP email address. We will forward, for free, ?@yourcompanyname.com to your email address, Ie: ?@sbcglobal.net
Please forward to: _____

3 Storage/hosting of your website.

Then you need a place to have your site "hosted"... that is a space on a computer disk that your digital web site will physically be 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 2mb, while complicated sites with numerous pages and heavy graphics will be more. Who provides this service? We can or an Internet Service Provider (ISP). 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: **\$5/month** _____ ☐ Charge: **\$60.00/yr x ___ yrs = \$ _____**
This is a very cost effective alternative and also perfect if you already have free email service thru MSN, yahoo.com, register.com, or AOL. You/we can have the domain registering company forward your web address to our server.
YOU/CLIENT HANDLES THE BELOW:
- 3.2 ☐ **ISP in Fairfield, CA: \$25 - \$35/month.** jcomp.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 neighborhood: \$25 - \$35/month.** You may be more comfortable with a ISP close to you, that you can visit if when something goes wrong.
- 3.4 ☐ **Regional or national ISP: \$10 - \$35/month.** ie: earthlink.com or sbcglobal.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 fit it in your present look. Once you approve the design of your site, we upload for customers to access it via the internet from any computer browser (AOL, Explorer, MSN, Netscape, etc.). See main cost estimate for pricing.

5 Maintenance of your website.

Your website may need updates periodically to keep it current and fresh to keep viewers coming back. Events, product info, photos, etc.

- 5.1 ☐ **WEBSITE MAINTENANCE** - Updates - approx. \$5 - \$10/per page per month x ___ Page(s) x 12 months = . ☐ Charge: **\$ _____/year**
If you wish to edit your own website, we can set that up via Macromedia Contribute. You should be well-versed in computer and html work.
- 5.2 ☐ **CLIENT EDITABLE** - \$175/Contribute SW + 1pg/\$150, 2-5pgs/\$200, +6pgs/\$40/pg, +10pgs/\$35/pg x ___ Page(s) = . ☐ Charge: **\$ _____/year**

6 Search Engine Submission and Optimization

You now have a website, your next concern may be viewership.

- 6.1 ☐ **Search Engine Optimization** Meta Tags: 1. Title Tags 2. Meta Name "Desc." 3. Meta Name "Keyw." . . . ☐ Charge: **\$90 - \$180 = \$ 90.00**
- 6.2 ☐ **Search Engine Submission** Submission, testing. Google, Yahoo, Ask Jeeves, Spiders, Paid, etc. ☐ Charge: **\$90 - \$180 = \$ 90.00**
- 6.3 ☐ **Other Promotion** List your website on all print and advertising materials! We can help. A Press Release is a first step.

7 TOTAL CHARGES

This is a worksheet. Total prices to be shown on your cost estimate. . . ☐ Charge: **\$ 180.00**

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Web Info-Search Engine

*Website Optimization and
Search Engine Submission*

6 Search Engine Submission and Optimization

You now have a website, your next concern may be viewership.

6.1 ☐ Search Engine Optimization Meta Names: 1. Title Tags 2. Desc. Tags 3. Keyword/Phrase Tags ☐ Charge: \$90 - \$180 = \$ 90.00

6.2 ☐ Search Engine Submission Submission, testing. Google, Yahoo, Ask Jeeves, Spiders, Paid, etc. ☐ Charge: \$90 - \$180 = \$ 90.00

6.3 ☐ Other Promotion List your website on all print and advertising materials! We can help. A Press Release is a first step.

Costing

We charge based on time at \$30/hr, so the range is a guesstimate range of time it will take based on:

1. We can do everything for you...

Optimization: Research your industry, look at coding of competitors, come up with info on our Meta 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 and number of factors to include: 1. That there is Meta Tag info - most professional sites do but you'd be amazed how many don't! 2. The number of times the same keyword or phrase is in all the sperate Meta Tag areas 3. How popular your web page(s) is - based on number of hits and links from other sites (very important). There is very important criteria for each search engine that we adhere to - most also look for Meta Tag trickery (like hiding a list of keywords in the same color as the background at the bottom of the website) that will void your website - not good!

Submission: This is not totally necessary because all search engine's "robots" will find your web page(s) eventually - after all that's their job! Submissions directly to the search engines just speeds up the process by days or months depending on the search engine. Again not necessary but your choice depending how urgent your needs are.

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

1. Filling out our MetaNameWorksheet.doc

We then verify / double check the information and input it into the coding of your webpage. The form is in MS Word for it's character count capabilities. You can get as detailed as customizing each different page's Meta Names/Tags.

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 -- pretend to be someone looking for your product or service.

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 yourself. Basically write a list of the various search engines and go to their sites and find how / where to submit. Some are easier, 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 sometimes pay a fee.

3. Remember...

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 address on everything! - ads, bz cards, letterhead and envelopes, banners, booth, promo items - your forehead - OK there are limits but you can be creative to get the word. Maybe do a promotion, direct mail postcard or Press Release just about the new website.

2. Trade Links

Find other non-competing, complimentary website to trade links with or even banner ads. Remember the more links to your website, the more popular it will be on the search engines.