

Starter Web Package - \$800 (\$1,000 Optimized)**	
Everything you need to establish a web presence!	
Transition of web hosting and/or domain name registration	Sometimes it is more of a hassle to move your existing web hosting plan so you just stick with it year after year even though you aren't happy. I will help you through each step of the transition if you choose to change web hosting companies.
Build-out of up to five web pages	For example, Home, About, Services, Contact, Privacy Policy, etc.
HTML or Flash Template	You will have your choice from among thousands of templates. We will customize the template to suit your taste (please see note about additional fees below**)
Establishing a web presence	We will take care of registering your domain name, setting up e-mail accounts, submitting to search engines that require manual submission, such as dmoz.org, Google Local, Yahoo Business, etc.
Feedback form	We will program a customized feedback form with up to 15 fields. Includes free Thank You response page. (Please note, your ISP must allow CGI scripts or else feedback form will not work.)
5 graphic elements	We will add customized graphics on select pages in addition to the stock photos. <i>NOTE - this may cost extra if images need to be scanned, re-touched, etc.</i>

Deluxe Web Package - \$1,150 (\$1,550 Optimized)**	
For those who need a little more...	
Transition of web hosting and/or domain name registration	Sometimes it is more of a hassle to move your existing web hosting plan so you just stick with it year after year even though you aren't happy. I will help you through each step of the transition if you choose to change web hosting companies.
HTML or Flash Template	You will have your choice from among thousands of templates. We will also customize the template to suit your taste (please see note about additional fees below**)
Establishing a web presence	We will take care of registering your domain name, setting up initial e-mail accounts, submitting to search engines that require manual submission, such as dmoz.org, Google Local, Yahoo Business, etc.
Build-out of up to ten web pages	For example, Home, About, Services, Contact, Privacy Policy, etc.
Feedback form	We will program a customized feedback form with up to 15 fields. Includes free Thank You response page. (Please note, your ISP must allow CGI scripts or else feedback form will not work.)
Up to 10 graphic elements	We will add customized graphics on select pages in addition to the stock photos. <i>NOTE - this may cost extra if images need to be scanned, re-touched, etc.</i>
Up to 5 Acrobat PDF Fill-in Forms or Conversions	We will convert existing documents to PDF forms, add security, create fill-in fields, etc.

Please note that all web sites created by Coast2Coast include proofing only - no copywriting, ghostwriting, or editing - just proofing for common mistakes, grammar, and typographical errors. We will also provide ONE FREE HOUR of updates once your site is live. You can use this free hour to add e-mail accounts, add a new page, add more pictures - whatever you need!

A 50% deposit shall be due upon contract signing. Remaining balance is due just prior to site going live.

***Optimized web pages include the following:**

- title tags
- meta keyword and description tags
- keyword-rich header
- alt tags for anchor links and images
- Google site map

This hypothetical page will repeat the keyword whenever it is natural and relevant to do so, no more and no less. There will be no repeating of keywords in any of the above-mentioned components, no invisible text or text that is too small for the naked eye to perceive (all “black hat” tactics). This page may also contain the keyword somewhere in either the URL or the filename (e.g., www.mydomain.com/keyword.html)

****Additional Fees**

Additional fees as agreed upon to include:

- Extensive editing of Flash components (should chosen template contain Flash elements) will be charged at \$50/per hour.
- Additional submission/feedback forms will be charged \$20 per form.
- Color changes other than changing the background and primary colors (this is included in price). Changing extraneous color components such as color of buttons, borders, arrows, and other graphic elements will be charged at \$50/hour.
- Integrating e-commerce, such as shopping cart, payment processor, newsletter and/or autoresponder codes within website will be charged at \$50/hour.
- Conversion of documents to and/or editing PDF forms (add security, create fill-in fields, etc.) will be charged at \$50/hour.

Please note that package price does not include any other services other than the purchase of template, domain, hosting account, and website build-out. It is Client's responsibility to obtain third-party products and services such as shopping cart, payment processor, virtual terminal, newsletter service, autoresponder, etc.

Revised December 2008