



Domain Name

Your unique **www** address - should be short, specific, and easy to say/spell. You can have one or multiple depending on your needs. Typically renews yearly. *Note: Your domain needs a valid SSL security certificate to comply with search engine requirements.*

Typical Cost: \$10-\$20/year

Recommended: WordPress.com domain hosting with SSL & e-mail forwarding (**\$18/year**)



Hosting

The space you lease on the internet to store your website & files. Most hosting plans renew yearly and include **additional services** such as drag-and-drop website builders, email accounts, file management systems, or plugins to connect your site with merchants or social media. Hosting plans typically renew yearly.

Note: Self-hosted plans require more advanced maintenance & security. Cheap or free plans usually post lots of ads as a tradeoff.

Typical Cost: Free-\$150/year

Recommended: WordPress.com hosting for security, compatibility, and ease of use (**\$48/year**)

Includes editor dashboard, security-checked custom themes, full media suite, email forwarding, SSL domain registration, & GDPR compliance.



Website Design

One-time fee for a custom-designed website with tailored content, photos, and graphics; basic navigation; mobile-friendly layout; one custom form; social media integration; SEO-optimized; user-editing dashboard; and blog (optional). *Hosted on Wordpress.com secure servers.*

Landing Page: \$125

Website: \$350



Graphic Design

- Business card design
- Custom forms & applications
- Sign/banner/billboard design
- Flyers & Brochures
- Ad layouts & mail pieces
- Branding

Rate: \$45/hour



MEDIA KIT

A “toolbox” of essentials to use anywhere!

- Logo design/rebuild
- Brand graphics for social media
- Starter image archive
- Narrative for short & long profiles
- Access sheet to help keep track of your accounts

Recommended:

Basic media kit includes the top 3 graphic & organizational tools needed to help launch your business brand.

Basic Cost: \$125



Social Media

Social media gives your business high visibility & makes it easier to connect with others. Keeping your online presence **simple & professional** is the key to an efficient, manageable brand.

Stay in control of your information and privacy by verifying unclaimed listings and choosing your level of visibility online.

Google listings are **critical** for brick-and-mortar businesses, otherwise you risk being invisible to most of your audience.

Facebook pages offer a huge audience & are the fastest way to build your brand online, if you have a simple plan to maintain it.

- Business pages for Google, Facebook, & Instagram
- Social media account assessment
- Social media planning guide
- Training & instruction

Recommended: Start your social media launch with a Media Kit. Ask for a custom quote for your project (**Starting at \$125**)



Email Options

Popular **third-party email hosts** (Gmail, Yahoo, Microsoft Live) are typically free and use their own domains for your email address.

Many website & domain providers offer **paid email plans** through a Microsoft Office 365 subscription, or via their own webmail servers. This gets you a webmail login account & a more professional custom address using your domain (e.g., **sam@mybusiness.org** instead of **samsbusiness@gmail.com**).

Some hosts (such as WordPress) include free email forwarding so you can receive mail at a custom “vanity” address. If you have a pre-existing domain used for email on a different server than your website, you can continue using it with a simple change to the DNS records.

Typical cost: Free-\$150/year

Recommended: *Ultimately, you should continue using the email solution that is most practical for you.* If security & data privacy are a priority, **ProtonMail** offers FREE encrypted email plans via webmail & app, as a Gmail alternative. The paid version offers up to 5 custom email addresses using your domain on a secure server for a low price (**\$48/year**).



Other Services: **Ask for a custom quote**

Advanced Web Design:

*Domain transfers
Content development
Payment gateways
Website rebuilds & data migration
Backups & contingency plans
Scheduled maintenance*

Training & consultation

Mailchimp newsletters
Typing & content writing
Business photography

QUESTIONS? **Looking for something else? Just ask!**

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