



appleEYEdesign PRICING

Get a FREE Quote ... anytime

Base Hourly Rate (for either print, graphics or website design) Price: \$40

As a rule of thumb, for basic HTML/CSS websites, I'm currently estimating 3 hours per page (\$120) all told, that is including communicating, redos, etc. But this assumes that you will provide all image/text content and art direction of site colors, page layout, architecture & navigation.

Here's some estimated costs of various website components:

Design Concept Price: template cost + \$40/hour

Providing the art direction for your website may be as simple as using one of [appleEYE's templates](#), or [appleEYE affiliate's templates](#). AppleEYE will then do the work of adapting the prototype design of your choice at the base hourly rate.

Custom Design Concept Price: \$400.00

If you do not wish to use any of the above concepts, you may opt to have one unique web page design built to your specifications. This fixed design price includes up to three original concepts, then up to three sets of minor modifications to the selected concept.

Web Logo Design Price: \$200.00

Your logo is the foundation of your business identity. It needs to represent you at a glance and extend the invitation for many happy returns. A strong mark leaves a lasting impression. Includes up to 3 variants of the initial design and 3 re-dos of the finished art.

Web and Print Capable Logo Price: \$240.00

Same as above, plus print capability. This means that your logo is formatted for printing media materials such as brochures, flyers, etc.

Image Suggestion Price: 5 images/\$60.00

It is not always easy to find appropriate images, and as the adage says, an image is worth ... well, you know. AppleEYE can help in locating images that match the unique look and feel of your site.

Image Editing Price: 5 images/\$60.00

Includes sizing, color/tone adjustments and proportion optimization. It can also include collaging, special effects and text insertions.

Color Scheme Change Price: \$60.00

Visual Element Adjustment Price: \$40.00

For instance, redesign of a navigation menu, changing shape or color of a button, etc

Text Editing Price: \$60.00 per page

Your typical business documentation is not suitable for Internet use. AppleEYE can help rewrite your rough text especially for the Internet. Up to 3 re-writes with this service

Content Writing Price: \$120.00 per page

Writing for the internet is not like writing for any other medium. People read 30% slower from computer screens than from the printed page - with a very short attention span. Sloppy copy loses interest. Conversely, good clear writing will make the reader want to continue, and explore the site.

AppleEYE can write fresh copy for your website or rewrite using the content you already have according to established usability and search engine optimization standards.

FormMail Price: \$80.00 for up to 20 fields
FormMail allows you to collect information on your site (your customer fills out the fields) and have it submitted to you via email. This service is frequently used by businesses to gather information from a client.

Basic Flash Intro Price: \$200.00
A Flash intro is a powerful way to add lively visual interest to your site. Includes one image representation, special effects and animated text.

Advanced Flash Intros Price: \$450.00
The advanced Flash intro provides 3 separate image representations, and the ability to add audio.

Animated Banner Price: \$60.00
Animated banners are used for marketing. You may have a banner created for your own site, or for use in advertising elsewhere.

Banner Pack Price: \$120.00
Includes 3 related animated banners created with your art direction. Banner packs are a more cost effective choice for advertising and marketing campaigns.

Search Engine Optimization Pack Price \$240.00
SEO Pack gives you all the necessary basics for "built in" search engine ranking optimization. The package Includes:

- Adding of "ALT & Title Tags" to all the site images
- Web Standards coding
- Text Review and Re-write based on pertinent Keywords
- Meta Tag Setup
- Submit to search engines

Adding "ALT & Title Tags" to all the site images Price: \$80.00
Alt & Title tags are recognized in search engines and may carry words important to search engine bots. Adding these tags also allows you to describe services or other important information without cluttering up your web page. Alt & Title tags enable and enhance accessibility for people with various disabilities and provide much-needed information for people who surf the Web with graphics turned off.

Meta Tags Setup Price: \$80.00
Meta Tags are an important part of having your site recognized by a search engine. These tags are invisible on your web page but help the search engines rank you according to the relevance of the request on the search. Title, Description and Keyword Tags are especially important as they can be used to influence the ranking of your site (to a certain extent) and the way it appears in some search results.

Submit to Search Engines Price: \$40.00
Your site is submitted to multiple search engines so they can begin to recognize your web address. Search engines, such as Google do an exhaustive "crawl" of the web once a month, though you may not see results for as much as a year. They'll find you anyway, but it doesn't hurt to give early notice of your new website. Search engines submissions may include Google, Yahoo, Live (was MSN) and many more, as well as the most comprehensive human-reviewed directory of the web, DMOZ.

Final Test and Launch

Price: \$300.00

This final review/changes/approval is included in every website launch. Every new change in your site structure or content can generate a lot of changes in your web site links, titles, ALT and META tags, filenames and even the width of the pages. That's why the final site version must be tested carefully in order to meet the best performance standards.

To launch, I'll also need access to your hosting admin. If you don't have a registered domain name or hosting company already, appleEYE can help with that.

Website Maintenance

Price: Base Hourly Rate

After your site is launched, you may periodically want to make updates or minor changes to the images, text, navigational links or other aspects of your site. AppleEYE can handle these for you on an hourly basis.

Maintenance Retainer

Price: \$100 to start

If you are going to be consistently making updates to your site, it's most cost-effective and efficient to have these scheduled to be done in batches on a regular basis. A Maintenance Retainer will assure that all work is done in a timely manner. After the first month, the Retainer Fee is paid in advance as an average of previous months' workload.

Billing Hourly Rates

by the quarter hour

All hourly rate work is billed to the quarter hour. The minimum time billed for a task is 15 minutes. Unless otherwise specified in our Agreement, all phone & correspondence time relative to the project are considered billable hours.

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