
WEBSITE DESIGN AND HOSTING



website design & maintenance
360-876-7900 • wetapple.com



domain & email hosting
360-731-2805 • piperhosting.net

WEBSITE DESIGN PROCESS

One of the great benefits of working with Wet Apple Media on your new site is that we do this every day, so we understand how to help you through the process quickly and painlessly. Here's an idea of how our process works: It takes 1-2 months to complete this process. Any hold up beyond that is almost always the collection of content (*text and images*). We've created a checklist to help you to organize that work. Here is a synopsis of some of the things we'll discuss with you in person, on the phone, or through email about your new website:

WEB CONSULTATION

- What works about your current site? (*if applicable*)
- Improvements to your current site. (*if applicable*)
- Your competitive situation and your competitors' sites – what features do you like?
- Review other sites we've done. Can one be used as a basis for yours in order to save time?
- Review other sites you like, from any industry.
- Opportunities to improve your return on investment – looking at opportunities to use your website as a selling and connection building tool.
- Best practices of small businesses on the web. (*Search engine optimization, load times, simplicity, easy navigation, etc.*)

WEB PROCESS

1. Review our web information and set an appointment for your consultation.
2. We discuss a rough estimate of time to complete your new site as specified. There can be considerable variation in how many hours it takes to build a site, depending upon how efficiently you can supply us with clear feedback, usable text and images, etc. Most complete sites take about 24 man-hours to complete. Some have taken only 10 hours, others over 40.
3. Provide the retainer fee to secure your place in our production queue. (*see rates and terms*)
4. Print the checklist so you can delegate the tasks of collecting information for your new site. (*see web design checklist*)
5. We create a draft look for your home page design based on your preferences.
6. We schedule a "look review" call to get your feedback on look improvements.
7. Submit your content, images, text, links, etc. you've collected using the checklist. (*We can also provide imagery or take photos.*)
8. Your approval of the look allows our designers to build your site, including the content to the approved design.
9. We make any changes you request, until you approve the website.
10. We post your website on the internet, and make it available to all web users, worldwide.

KEEP IT FRESH

The beauty of the web is that future changes are really fast and easy. So, just let us know if there's anything you'd like to change or update. Because we bill in 15 minute blocks, even small changes are easy and affordable.

RATES AND TERMS

OUR RATES

Our website production and design fees are **\$100** per hour, in 15 minute blocks, so our minimum charge is only \$25. We're much less expensive than adding marketing staff, as we require no extra training and you only use the hours necessary to complete the job at hand.

We invoice weekly and kindly ask for payment in 10 days from our invoice date.

When we build complete websites, we ask for a \$1,000 retainer before we begin, to hold your place in our production queue. Once those 10 hours of time are used up, any additional hours will be billed weekly. This way, you'll know exactly where you are on a weekly basis throughout the project.

HOW WE DELIVER VALUE

We offer a unique combination of sales, business, marketing, and technical experience that saves you time and money while ensuring you receive a powerful set of selling tools. The website saves you a lot of time explaining your business to customers. You'll benefit from several things:

- Our Experience
- Technical Knowledge
- Design and Search Engine Optimization Talents (*See some of our website designs under "BUSINESS COLLATERAL" at the wetapple.com website.*)
- Professional Software and Systems
- One-On-One Service and Support

We also offer each client a free banner ad on the Kitsap Peninsula Business Journal website.

WHAT IS BILLABLE?

All work related to your job, including proofing, drafts, revisions, changes, and production is billable. Creating your website is a repetitive process, for refining ideas. We are available for phone or email consultations at no charge.

We understand that cost considerations are important and we are happy to work within any budget you have to find ways to reduce your costs.

HOSTING RATES

Your website will be hosted by PCS Web Hosting LLC for a yearly hosting fee of **\$260** (*billed separately, plus any "extras" fees like over 7 email addresses or MySQL databases*) unless you have a contractual obligation to another hosting firm. One (1) domain name registration is included, additional aliased domain names are **\$12** per year if applicable. Seven (7) email accounts are included, additional email accounts are **\$24** per year if applicable. Unlimited aliases are no-charge. (*see application form on last page*) For a CMS (Content Management System) website such as Wordpress, Drupal, etc, a MySQL database would be needed for an additional **\$99** per year fee.

WEBSITE DESIGN AND HOSTING CHECKLIST

- Complete the Domain and FTP Information sheet and send it to PCS Web Hosting LLC. (*see domain & email hosting*)
- Provide copies of your current corporate promotional material to Wet Apple Media so we can coordinate your new site with your current branding and message.
- Send Wet Apple Media the largest electronic file you have of your full color logo, ideally in the native Illustrator, or other format, but eps, pdf, gif, or jpg files are OK too.
- Send historical photos of your company if you have any. These help to show, not just tell, that your company is reliable and solid.
- Take portraits and working digital pictures of your staff and send us the jpg files from your camera. The quality of your pictures will make a huge difference to the quality of your site; OR
- To get really good results, hire a local freelance photographer. Tell them that you want to own all the images they take, that it will be portrait and candid work, and that it may take 2-3 hours. Wet Apple Media can do this by request.
- Let us know if there is any current content (*text and images*) from a website or brochure that we should or should not use.
- Let Wet Apple Media know if there's any special twist you'd like to add to the text on your site before we write it. We usually write the first draft – saving you the time but giving you the final edit to be sure we've got your message just right.
- Decide what email address you want website originated inquiries to be directed to. Usually, a generic address such as *service@yoursite.com* works well for inquiries – it can be forwarded to anybody's email address in your company and changed if they go on vacation, etc. with no customer disruption.
- Collect text and images for any additional pages that we might need. This is often sped up by finding a competitor's site that you admire and giving us the chance to re-write the content found there.

WEBSITE DESIGN EXAMPLES

Here is a list of some of the websites Wet Apple Media has designed. We can design your website with a completely new look. To save you time and money, we could use one of these websites as a "starting point" in designing your website — changing the images, colors, and content to suit your needs. Please let us know if there are any designs you like enough to use as a template for your own.

- casequick.com
- corlisspainting.com
- coultageneralcontracting.com
- creeksidecabinet.com
- ctwsound.com
- eaglecrestconstruction.com
- ehtenterprises.com
- electlary.com
- fatcatgallery.com
- getyourcabinets.com
- joegates.com
- kensautobody.com
- kpbj.com (*mobile enhanced*)
- nilsensappliance.com
- nkbaolyws.org
- olympicsurgical.com
- peninsulaprosthodontics.com
- pioneerbuildersonline.com
- sakilasponsorship.org (*mobile enhanced*)
- theloggersdaughter.com (*mobile enhanced*)
- wolfelawoffices.com
- wshomeandgarden.com
- wslandscapesupplies.com

HOSTING SETUP AND INFORMATION

GENERAL HOSTING INFORMATION SUMMARY

You'll receive a free domain name registration (.com, .net, .org, .us, .biz, .info) for your domain name, every year. To activate your domain name hosting, and begin the process of setting up email accounts and getting your domain name online, please fill out the last page of this packet, and send it to PCS Web Hosting LLC. The domain will be registered *IN YOUR NAME*.

Our servers are set up with security and reliability as the highest priority. For this reason, we do not allow Microsoft Front Page Extensions to be installed on the server. If you have MS Front Page, you can still build your website and upload it via FTP instead of the built-in uploading client. Your cgi-bin is monitored personally, and any cgi programs you wish to install may be sent to our administrators to be installed for you, to your specifications. This ensures that no insecure cgi programs can infect your website, computer, or email from the server. Here are some of the features your server incorporates:

- Secure and fast Unix FreeBSD 6.4/Apache 2.2.x server.
- Perl web form processor, visit/hit counter, and photo gallery pre-installed.
- Custom CGI and SSI capability, with Perl, C, and APC accelerated PHP 5.2.x support. (Including your own private cgi-bin)
- 7 email accounts standard and unlimited aliases. (**\$2/mo ea. for additional email accts over the first 7**)
- MySQL 5.5 databases available by request. (**\$9/mo or \$99/yr each, over and above the regular hosting fee**)
- 300 MB of website storage space with 24/7 private FTP access (expandable)
- Full site statistics reporting via Analog 6 (password protected for your privacy)
- Unlimited transfer of all internet data to and from your website.
- 100% free, complete, and timely website file restoration from weekly (Sunday) incremental backups at your request.
- Large quotas per email account (100 MB) and up to 300 email recipients allowed per outgoing email. (No unsolicited bulk email allowed!)
- SpamAssassin 3.3.x email spam filtering (opt-out by request for non-filtered email) with latest spam email identification rules updated daily.

SITE STATISTICS REPORTING

To view your site statistics, go to <http://yourdomainname.com/analog> and use these access codes to enter your own private directory:

- Login: *statistics*
- Password: *statistics*

The statistics are updated twice per day, and they are rotated once per month. If you access your site through FTP, please leave the */analog/* directory where it is, as it stores your ongoing statistics data.

EMAIL SETUP INFORMATION

To setup your email software to receive and send email through your new website, setup a new mailbox in your email client using these settings:

- Username: *emailusername* (not your email address, just the username — the part before the “@” sign)
- Password: *emailpassword* (case sensitive)
- SMTP (Outgoing) Server: *mail.yourdomainname.com*
- POP (Incoming) Server: *mail.yourdomainname.com*

Set your email software to **delete email from server** when it is collected by your computer. Your email server uses authentication on the inbound (POP) server and the outbound (SMTP) server separately, you will need to configure the settings in your email software to use your Username and Password to retrieve or send email. (In Outlook, in the SMTP server Advanced settings, have the “Use same settings as POP server” checked.)

You can also access your email through a web interface! Just go to <http://mail.yourdomainname.com> using any browser and enter your email address and password to receive or send your email. This is an excellent way to retrieve and send email while you are away on a trip. Any computer with a web browser can be used to access your email securely in this way. Remember to quit and exit any browser to log off from your web email account when finished! If you are accessing from home, this isn't a big deal. However, if you are using a public or work computer, failure to quit or exit the browser completely will enable other people to gain access to your email if they begin using the browser after you are finished.

For instructions on how to send/receive your email from an iPhone, please contact us via phone or email.

FTP ACCESS INFORMATION

For FTP access to your web storage space, you must request a free FTP account from your server administrator. To connect to your web server space for posting web pages, configure your FTP client software using this information:

- Username: *emailusername* (not your email address, just the username — the part before the “@” sign)
- Password: *emailpassword*
- FTP Host: *yourdomainname.com*

Put your home page in the */htdocs/* directory of your server space and name it *index.html* for web browsing access, or *index.shtml* for SSI (server-side includes) enabled pages. Please don't delete the */htdocs/analog/* or */logs/* directories – they store your server logs and statistics page securely. To find out how to access your own personal web page hit counter, or to inquire about the proper syntax for enabling your own web contact form, please contact us.

HOSTING TECHNICAL SPECIFICATIONS

WEB SERVER: APACHE WEB SERVER 2.2.x

Apache is known for its flexibility, stability, reliability, security, and power. Your web pages and scripts will load quickly and efficiently with the proven track record of Apache Web Servers run on the UNIX FreeBSD 6.4 platform.

FTP SERVER: PROFTPD 1.3.3

Our servers include 24-hour, unlimited FTP access. FTP is a standardized method of transferring files between computers, regardless of the platform or operating system each computer is running. FTP services can be accessed through an FTP client program.

EMAIL SERVER: SENDMAIL 8.14.x

Each website comes with up to 7 POP email accounts through your own domain name. Additional email accts can be purchased for an additional \$2.00/month each.

Unlimited E-mail Aliases & Forwarding are included. An alias account is a type of e-mail "pointer" that receives e-mail at a specified address and redirects it to another mailbox. For example, you can create a "sales" alias that redirects all e-mail addressed to sales@yourdomain.com to one or more valid e-mail addresses, even if they are not located on your server. You can add or update alias accounts by contacting us.

Anti-Spam Relay Protection is enabled on all accounts. Our servers include spam relay protection to protect you from having unwanted or bulk e-mail sent through your domain. Standard anti-relay and anti-spam includes a default configuration, which prevents others from using your server as a mail relay unless they first authenticate via SMTP. (verifying that they are a valid user)

The server does filter spam email by default, but the ability can be disabled for you by request.

BACKUPS AND SECURITY

Your server, and all of your website files, are backed up to an off-site DVD storage unit once per week. Even if you have overwritten or deleted your own website files by accident, we can restore your website up to the last Sunday's state.

To increase security, we don't enable FTP access for any account unless specifically requested, so your website files are safe from server attacks and from social engineering attempts.

BANDWIDTH & STORAGE

Data transfer, or bandwidth, refers to the amount of electronic data sent over the network each month. Such data includes a visitor's request for a page, the page sent in response to the request, and any updates you publish to your site. The amount of data transferred is also affected by the size of the Web pages and the number of visitors to the site. Your domain hosting service includes unlimited data transfer.

LOG FILE ACCESS

An access log is a list of all requests for individual files from a Web site. The access log can be analyzed and summarized by another program. This information helps you as a site owner know where people are looking, when they are looking, and how long they are staying, thus allowing you to better focus the content and approach of your Web site. We allow you access to your raw log files, which reside in your root directory.

APPLICATIONS & SCRIPTING

Cron Automation is available. Web based applications such as CGI scripts can be automated using our server's Cron facility. The Cron facility allows you to automate tasks, or scheduled events, to run automatically on a regular basis. Cron allows you to automate such tasks to run at whatever time and frequency you specify. Cron tasks can be added for your website by contacting the system administrator.

Scripting Languages supported on your server include Perl, PHP5.2, C, C++, Java™, Javascript, VBscript, and SSI. When you set up your site on our servers, you'll have your own personal /cgi-bin/ directory where you can store scripts that you've written after they are approved by PCS Web Hosting LLC administration. Additionally, we have several fully secure custom Perl scripts that are available globally. These include a hit/visitor counter and a form-to-email processing script. Server Side Includes (SSI) is also functional on your web server and accepts all SSI commands except the "#cmd" function, which has been disabled for security reasons.

GLOBAL TIER 1 INTERNET BACKBONE CONNECTION

Global Tier One – the superhighway of the Internet. There are only a few Tier 1 providers in the world, and PCS Web Hosting LLC hosts its clients on the Global Tier 1 Backbone. There are significant advantages in speed, throughput and peering for such benefits as alternate rerouting and other factors that improve your Web site's reliability.

All other providers are using this backbone second-hand. As an example, it's the difference between owning your own train and just hauling freight on someone else's. On a good day, it shouldn't matter, but during peak conditions or outages, customers associated with Tier One backbone always win. The traffic gets through no matter what. The throughput is the fastest, retransmits the quickest, and packet transmission is the most accurate.

Because the Internet generally works so well even under adverse conditions, you could say that any carrier offers performance that is "good enough." But when the chips are down, you always want that advantage, especially for "non-stop" mission critical or multimedia applications.

WEBSITE DESIGN AND HOSTING APPLICATION FORM

Name of Website Owner: _____

Name of Business: _____
(If Applicable)

Address of Website Owner: _____
(Street)

(City) (State) (Zip)

Phone Number: _____ Fax Number: _____ Message: _____
(Phone where you may be reached) (Optional) (Optional)

Domain Name(s) Requested: _____ Domain(s) Already Owned
(One domain name is registered free every year, additional are charged at \$10/year)

Registrar Information: _____
(If you purchased your domain name already, please give us the LOGIN and PASSWORD to access it at the registrar where it was purchased)

Current Hosting Company: _____
(If you are currently being hosted somewhere else, please write the name of your current hosting company here)

Current Email Address: _____
(If you have an email address you are currently using, please write it here)

NEW EMAIL ADDRESSES REQUESTED

(Give exact email with Password please – case sensitive. Email address names must be unique for the entire server, so please use more than just a first name. If there is a conflict, you will be informed that a different name must be chosen. All alphanumeric characters, numbers, underscore, period, and dashes may be used. Up to seven email accounts are included, a fee of \$24/year for each additional email address over seven will be billed.)

Email: _____	Password: _____
Email: _____	Password: _____
Email: _____	Password: _____
Email: _____	Password: _____
Email: _____	Password: _____
Email: _____	Password: _____
Email: _____	Password: _____

DOMAIN HOSTING PAYMENT FORM

Domain Hosting Fee: **\$260/yr** (THIS FEE IS FOR HOSTING ONLY. WEBSITE DESIGN WILL BE BILLED SEPARATELY BY WET APPLE MEDIA)

Payment Type: VISA MasterCard Discover American Express Check PayPal

IF PAYING BY CREDIT CARD, PLEASE FILL OUT THIS SECTION BELOW *

Name On Credit Card: _____
(Please give the exact name as it is written on the front of the credit card)

Billing Address: _____
(Street) (Please give the exact address as written on your credit card statement, where the bill is received)

(City) (State) (Zip)

Credit Card Number: _____

Security Extension**: _____ Expiration Date: _____

* If you already have a PayPal.com account, please use that instead of entering your credit card information here – go to www.piperhosting.net and select the desired hosting payment plan.

** The security extension is the last 3 digits on the back of the card unless AmEx, then small 4 digits on the front upper right side.

If you are using a credit card to pay your yearly hosting fee, you can pay online!

To do so, please go to our website at www.piperhosting.net and click on the button that represents your payment selection for hosting.

Then, follow the instructions to pay online! :-)

SIGNATURE OF AUTHORIZATION

Signing here, you agree that all the information entered on this page is correct to your knowledge. This signature authorizes Wet Apple Media and/or PCS Web Hosting LLC to process the domain name and website design work as named above, and to bill you any and all fees associated with the work performed.

WEBSITE OWNER SIGN AND DATE HERE:

X _____ DATE _____

PLEASE FAX THIS TO 360-895-2495