
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 at the wetapple.com website.*)
- Professional Software and Systems
- One-On-One Service and Support

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 (*billed separately*) of **\$130/year**(*standard/static*) or **\$260/year**(*premium/WordPress*) unless you have a contractual obligation to another hosting firm. One (1) domain name registration is included, additional aliased domain names are **\$16** per year if applicable. Fourteen (14) email accounts are included, additional email accounts are **\$24** per year if applicable. Unlimited email aliases are no-charge. (*see application form on last page*)

WEBSITE DESIGN AND HOSTING QUESTIONNAIRE

Do you have a domain name, or will you need a new one? *(We'll email you with available options if you don't currently have one)* _____

What is the name of your business or organization? _____

Please list an email address and phone number where we can currently reach you. _____

Do you currently have a website? _____

Do you have a logo, business cards, or a brochure with which we can match your website? _____

What colors or design elements would you like to have on your website? _____

Do you have any photos you wish to use in the content or in a gallery on your website? _____

Do you wish to have your own Blog on your website? _____

Do you have specific content you would like to see on your website? _____

How many pages do you wish to have for your website, and what would they contain?
(Examples: Home Page, Contact Page, Photo Gallery, Employee Bios, Blog, Testimonials, Products & Services, FAQ, etc.) _____

Do you have a list of products or services that you wish listed or written about on your site? _____

Do you have any documents you wish to make available for people to download and print out from your website? _____

Can you supply us a list of about 20 phrases, such as "kitsap restaurants" or "silverdale bicycles," that are relevant to your business or organization which you would like people searching the internet to find you by? *(this is part of Search Engine Optimization)* _____

Do you have a Facebook, Twitter, or Google+ page for your business or organization we can link your website pages to? _____

WEBSITE DESIGN EXAMPLES

Here is a list of some of some websites we have 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.

- akitchenthatworks.com *(mobile enhanced)*
- autoreviewers.com *(wordpress, mobile enhanced)*
- casequick.com *(mobile enhanced)*
- corlisspainting.com *(mobile enhanced)*
- coultageneralcontracting.com
- creeksidecabinet.com
- creativecounters.com *(mobile enhanced)*
- eaglecrestconstruction.com
- fatcatgallery.com
- harborfitllc.com *(wordpress, mobile enhanced)*
- map-limited.com *(mobile enhanced)*
- nilsensappliance.com
- nkbaolyws.org *(mobile enhanced)*
- pioneerbuildersonline.com *(mobile enhanced)*
- piperhosting.net *(mobile enhanced)*
- portofallyn.com *(wordpress, mobile enhanced)*
- portofdewatto.com *(wordpress, mobile enhanced)*
- portorchardautobody.com *(wordpress, mobile enhanced)*
- sakilasponsorship.org *(mobile enhanced)*
- sidneybaybuilders.net *(mobile enhanced)*
- theloggersdaughter.com *(mobile enhanced)*
- wshg.net *(wordpress, mobile enhanced)*
- wslandscapesupplies.com

IDEAS FOR WEBSITE CONTENT AND PAGES

CONTENT TYPES AND WEBSITE PAGES

Generally, a website consists of a few basic pages, and a few “elective” pages. The basics include a *Home* page, an *About Us* page, and a *Contact Us* page. If you are under a very tight budget, these pages *could* be combined into one page if needed, but it is not recommended because search engine optimization will be compromised. If you like, you may **circle items on this page** that you want to have included in your new website. Just include this page with the pages you fax or send to us. If you like to update your own pages, you might choose to purchase a WordPress site with a custom or standard theme design. (see *Rates And Terms on page 2*)

Here is a list of the most popular website pages and possible content they might have:

- **Home page** (*required*)
A few pictures, possibly a photo of the location and/or the owner, a welcome statement and a synopsis of what the business or organization is all about. A couple paragraphs answering questions such as “*what do you do?*”, “*what do you provide?*” and “*what makes your company or organization different?*”
- **About Us page** (*recommended*)
Showcases a few more photos, possibly of the history of the company or current products. A fairly detailed set of paragraphs about the history of the business, when it was started, plans for the future, etc. This page could have employee bios with or without photos, or descriptions of various departments and aspects of your business in more detail.
- **Contact Us page** (*recommended*)
This page should have your business’ or organization’s contact information. It should contain the *business name, address, phone, fax* if applicable, and *email address*. It can also contain a link with an interactive Google Map and *driving directions* to the location of your business or organization. Also residing on this page would be a secure contact form with various fields such as *name, address, phone, and email address*, as well as a *comments or questions* section for the visitor to fill out and submit. Upon submittal, a form’s data gets emailed to any email address desired. The form can have a number of relevant questions your may want to ask potential customers as well.
- **Testimonial page** (*recommended*)
A page of positive testimonials from previous customers could be listed, possibly with photos of the completed products the testimonials are about. This is the place to name-drop. When your business or organization has served famous or popular people, or has created publicly recognizable accomplishments, listing them on the website can be important in distinguishing your business from your competition. It is always a good idea to ask permission from previous customers before placing their testimonials on the website.
- **Photo Gallery and/or Video Gallery page(s)** (*optional*)
We have a special way of designing video gallery pages that allow you to update your videos as you wish without needing to have us do it (unless you wish us to). For videos we create a Google YouTube login for you, using an email address alias for your domain. Then, you can upload or remove videos to your YouTube account. On the website, the videos will be displayed as a Video Gallery on your page page, automatically. Photo Galleries are done via FTP access to your website. We have instructions available for you upon request for photos. *These pages take a minimum of 2 hours to build.*
- **Blog page** (*optional*)
If you want to include a blog page that you can update on your site, we recommend getting our Premium Web Hosting package and implementing a WordPress website.
- **FAQ page** (*optional*)
If your business or organization deals with a complicated field of work, or if your customers have a lot of the same questions that need answering over and over, a Frequently Asked Questions (FAQ) page can be a good thing to have online. This can help answer many questions that your online visitors may not wish to call you directly about. Answering customer questions, or educating the customers on the proper “lingo” of the business, can help streamline the process of helping a customer understand the products or services you provide.
- **Online Shopping page** (*optional*)
If your business has an easily manageable (*usually around 20 or fewer*) number of products that you wish to sell online, a small commerce page may be in order. If you can set up your own PayPal Business account, we can create PayPal payment buttons and a PayPal cart for the product selection you wish to have on your website. (Details here: <http://bit.ly/pcs-paypal>) *This page takes a minimum of 3 hours to build, and can only be built if you have, or can create, your own PayPal Business account — see www.paypal.com. Other outsourced e-commerce integrations available case-by-case.*

Google Analytics

If you wish to have your website analytics tracked, we can add Google Analytics code to the website to enable the data tracking feature in your Google account. Analytics is a term for the data gathered when visitors come to a website. It consists mainly of visitor hit counts, page views, and some demographics of the website visitors. This can include the kind of device they used to visit the website, and even the visitor’s location, in some cases.

Commenting

If desired, we can incorporate Facebook-style commenting on a page-by-page basis for your website. A Facebook account is required so a Facebook user can be assigned to moderate the comments for your website. (*Moderating comments is choosing what comments are allowed to be shown on your website. This is necessary to keep “bad” comments out.*)

Social Network Connections

Your website can include links to popular social networks in the design. The most popular we often incorporate is a Facebook “Like” button that can connect your website to an existing Facebook page, or provide a button for people to “Like” your website on Facebook even if a Facebook page is not available or desired. A universal “Share” button that can link your site to all major Social Networks is also available.

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. All connections to the server use SSL (HTTPS) to encrypt all traffic to and from the server. (*Secure website certificates are FREE and always-on with our service!*) Your cgi-bin is monitored, 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:

- Fully Secure and fast CentOS (Linux) 6.8 Apache/NGINX server. (*SSL Certificates Included Free*)
- Secure Perl web form processor pre-installed. (*custom contact form designed with every site design*)
- Custom CGI and SSI capability, with Perl, C+, and PHP 7.x.x support. (*Including your own private cgi-bin*)
- 14 email accounts standard and unlimited aliases — additional email addresses available.
- MySQL 5.1 databases available by request. (*premium account required*)
- 300 MB of website storage space with 24/7 private secure FTP access (*expandable*)
- Unlimited secure 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 (300 MB) and up to 300 email recipients allowed per outgoing email. (*No unsolicited bulk email allowed!*)
- SpamAssassin 3.3.x email spam filtering with latest spam email identification rules updated daily. (*user-configurable*)

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* (*this is your email address*)
- 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.) See our email settings instructions on our FAQ page found here: www.piperhosting.net/faq

You can also access your email through a web interface! Just go to <https://webmail.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. All FTP connections must use secure TLS/SSL connections (*if you get a server certificate warning, please accept the certificate and continue to connect*). To connect to your web server space for posting web pages, configure your FTP client software using the information provided to you:

- Username: *ftpusername*
- Password: *ftppassword* (*case sensitive*)
- FTP Host: *yourdomainname.com*

Put your home page in the */httpdocs/* directory of your server space and name it *index.html* for web browsing access, or *index.shtml* for SSI (*server-side includes*) enabled pages. To inquire about the proper syntax for enabling your own web contact form, please contact us.

OTHER INFORMATION

Answers to other relevant questions can be found online at: www.piperhosting.net/faq

WEBSITE DESIGN AND HOSTING APPLICATION FORM

Name of Website Owner: _____
Name of Business or Organization: _____
(If Applicable)
Address of Website Owner: _____
(Street)

(City) (State) (Zip)
Phone Number: _____ Fax Number: _____ Text 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 \$16./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. Up to 14 email accounts are included, a fee of \$24/year for each additional email address over 14 will be billed.)

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

DOMAIN HOSTING PAYMENT FORM

Domain Hosting Fee (CHECK ONE): \$130/yr (STANDARD) \$260/yr (PREMIUM) *(HOSTING FEE ONLY. WEBSITE DESIGN WILL BE BILLED SEPARATELY)*
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 send readable images of pages 3,4,6 • fax: 360-895-2495 • text: 360-731-4040 • email: production@wetapple.com