

Why do I need a professional web designer to create, update or maintain my web site?

If you are serious about your Internet presence and you are utilizing your web site as a marketing or e-commerce tool, you want your web site to be **optimized** to reach your target audience. A professional developer/designer goes beyond the visual aspects of the web site, and assures that the site functions properly, and provides "behind the scenes" enhancements and development that may not be known or seen by nonprofessional users. This includes, but not limited to, optimization for search engine readiness, meta tag development, and graphics optimization.

Can you "guarantee" top ranking on the Search Engines?

Guaranteeing a top ranking in the search engines is nearly impossible. There are over 25 billion web sites on the Internet and thousands more submitted every day. **DustyRoads web&print** will optimize your web site to be search engine ready **for key words and phrases that you believe your target audience will use to find you.** The web sites developed by **DustyRoads web&print** are search engine ready for key word strings associated with your business type, product, services and location, as well as registered with Google and other top search engines.

How will clients find my web site?

You do not want to rely solely on the search engines for getting traffic to your site. The search engines can take weeks even months to list your site unless you are willing to pay for submission. For your web site to get noticed and used, you need to have a marketing strategy. **Make sure that your web site address is on all of your current marketing tools**, such as your brochures, newsletters, business cards, e-mail correspondence, business letterhead, and other media advertising such as newspaper or radio. Include your web site address in your phone mail message. Make sure that all of your current clients know your web site address. Send them an e-mail or a post card announcing your site. I also recommend listing your site with all appropriate indexing or link services, such as local or national business listing sites. There are many sites that offer links to web sites within business or interest categories.

How do I choose a domain name?

Your domain name can be what ever you choose as long as it is available for purchase. It is recommended that you try to match your business name to your domain name as closely as possible. Many people searching for your business on the web will try typing in www.yourbusinessname.com to find you before attempting a search. Domain names cannot be longer than 63 characters and your domain name must be registered and an annual fee paid. (New domain name registration and annual renewal is included as part of the package provided by DustyRoads web&print.) You can check availability of domain names by doing a search. Search for a Domain Name <[domainnamesearch.htm](#)>.

I am on a MAC operating system. Can you help me as well?

Mac owners need not worry. We work on both Mac and Windows, so we try to help everyone we can!

Q&A

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BASIC ENTRY PACKAGE

\$500.00 | includes NEW DOMAIN NAME **Free for 1st year!***

Basic Entry Package - professional looking starter pages.

Our "**Presence Only**" websites are ideal for a **small business or organization** with a low budget who just needs a web presence, and plans to generate most leads through print or word-of-mouth advertising. Please note that due to the low cost of the Basic Entry Package, these specific websites do not contain **all** Search Engine Optimization processes which attract searches through search engines such as Google. Their purpose is to have a "presence only" website to which the client can drive their existing and new clients through other means. Some of these may include print newsletter advertising, business cards, flyers, or even through trade shows, videos or electronic presentation, etc.

The **DustyRoads Web&Print** Basic Entry Package is also ideal for a **community group or non profit organization** who has a limited budget but a wide-spread audience. Having even a small website is an absolute necessity, and this is a great choice for you! Although this design is not as extensive as a larger custom designed websites, **the 4-page website design** is professional looking and can assure you of a very good presence! Put your domain name on all of your printed material and signs and direct your intended audience to your website.

We also maintain and update the information on your website as requested. This helps to keep your website current on the internet. Please be aware that **updates and changes do incur a nominal charge (see below)** but with well timed and well planned updates, charges are kept to a minimum. We can help you with that. Remember there is no charge for consultation... just design and labour hours.

The extra maintenance charges for all changes, updates and adjustments apply to both the Entry Level and the Corporate Level sites, and are based on our hourly rate of \$80.00 per hour. Note that we do not charge a standard monthly carrying rate. **We only charge for the actual time it takes to perform the requested changes and republish only the altered pages. For example:**

1 hour production time	\$80.00
30 minutes production time	\$40.00
15 minutes production time	\$20.00

Q&A

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BASIC ENTRY PACKAGE

what | who | how

WHAT is included??

- *your logo*
- *your company or organization heading*
- *your contact Information*
- *photo gallery with captions as per the design of the style you choose*
- *text that is relevant to your business or activity.*
- *a total of 4 pages with changeable colours and styles*
- *A direct link to your Email address is also included so people can contact you directly.*

WHO could use a Basic Entry Package??

- *Political campaigns*
- *Small business owners*
- *Private family events or photo gallery*
- *Public Events and time-limited or seasonal campaigns*
- *Non profit organizations and associations*
- *Sports groups*
- *Religious organizations*
- *Music and art organizations*
- *many more*

WHO really benefits from the basic entry package??

Two very important groups:

- ***You the small business owner*** – who has neither the time nor expertise to produce this type of marketing aid in order to get your name and story out there, and;
- ***Your potential customers and members, neighbours and friends*** – all of whom are more and more, turning to browsing the Internet for information on WHERE to find what they want and WHO is able to provide it.

I am interested but HOW do I get more information about the Basic Entry Package?

Simply send us an email request from our [Contact Page](#), then submit it to us. We'll be in touch with you and arrange a meeting at your convenience. We will try and answer all your questions and hopefully lay the groundwork to produce your very own website!

Q&A

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CORPORATE LEVEL PACKAGE

Starting at \$1280.00 | Publish your site and domain name for an extended timeframe

Custom Corporate Package... Custom design for the medium sized company

Our web sites start at **\$1280.00** (based on 16 hours of keyboard design and research time, at \$80.00 per hour). Depending upon **what the client (you) provides** for us and **how complete it is** always affects the final cost, as well as the **volume of material and pages**, of course. We will consult with you during our set up meetings in detail... and **don't worry! we don't charge for any meetings we have with you from the initial meeting to our final proofing meeting before publication. We charge strictly for design and production.**

The "Corporate Package" is based initially on 16 hours and calculations are based upon the following:

- *Approximately 10 pages (averaging 2-3 images each and having the same professional looking banner layout and images on all pages)*
- *A clearly defined layout, including such information as the exact text to go on each page, and the names of each of the pages requested (example: This goes on the "Home" page, this goes on the "About Us" page, this goes on the "Services" page, etc.)*
- *Receiving all content electronically (through email, or on a memory stick or CD/DVD) in a web ready format. This means text at least in RTF (rich text format) or one of the commonly used text software i.e. Word, Pages, etc. and photos or images with good resolution i.e. 200-300 ppi to allow for enlargement or retouching if necessary.*
- *Receiving all images, with a clear indication of which image goes on which page or with which block of text..*
- *This timeframe also includes the incorporation of the important search engine parameters in order to help you be found through Internet searches. We can work to help the client choose the most important keywords they feel relates to their specific business or activities.*

Other factors which can lengthen production time in producing a web site:

1. *Handwritten notes and photos which need to be scanned.*
2. *Searching for and obtaining information from other websites, or obtaining images from Internet sources.*
3. *The client being unsure as to what to put on each page and needing help.*
4. *The more the research time, or the more time it takes to organize your information into a logical, easy to navigate website, the more the probability of exceeding the originally estimated 16 hour timeframe.*
5. *Requiring us to do the content writing, either partial or for the entire website.*

If your requirements cause us to exceed the 16 hours, don't panic- the extra time is just billed at our normal hourly fee. We can do a heck of a lot in an hour... so sometimes the hourly fee might be very misleading when comparing quotes out there! Pre planning and coordination is the key. We can only work with what we get from you. Creating art right from scratch can be expensive time-wise, but, if need be we can do it.



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CORPORATE LEVEL PACKAGE

Additional Content & Services

Content Writing

It is true that it's YOUR business, but we at DustyRoads Web&Print understand that many business owners are simply not comfortable having to write out all the content for the individual web pages, either because of time constraints, or writing just isn't their forte. Fair enough- we can help!*

In the case where the client submits all their content, we will "proof read" for spelling mistakes and grammatical errors. In situations where the client gives us content but it is not complete, even if you give it to us in point form, as long as the information that you want to impart to your audience is complete, we will put it all into prose format for you. We will let you know what appears to be missing, and will guide you with regards to what still needs to be submitted. There are times when this could take quite a bit of time not planned for, so if it looks like the copy production may take an unusual length of time to prepare we will warn you in plenty of time.

The following content and services take more time to produce and install, and although we are more than happy to help, we would be remiss if we didn't advise you that there are extra time charges for the following items.

Custom Graphics

An additional service offered by DustyRoads Web&Print is the creation of custom graphics. Should you require a logo for your website or for print needs, or need some minor illustrations and photo retouching for your project or campaign, we can design and provide complete printing for your business cards, rack cards, flyers, brochures, reports, posters and any other print material through our affiliate printers. Our charges for this service are highly competitive, and we have over 40 years experience in the field.

Video

There are many occasions when our clients wish to incorporate video into their website. Since file sizes an important factor in being able to quickly open up a page to view it, we can help with editing. Contact us for more information on incorporating videos into your website.

QR Codes

Having a QR (Quick Response) Code on your printed material will send potential clients directly to your website when they scan the code with Smart Phones and other mobile devices. It is basically a direct link to your web site from the many social network systems.

What is a QR code and how does it work?

A QR code (which stands for "Quick Response Code") is a specific matrix barcode, or two-dimensional code, that is readable by dedicated QR barcode readers and camera telephones. The code consists of modules arranged in a square pattern on a white background. Although they are usually black on a white background, many QR code-generating programs also give the possibility of creating a QR code in different colours.

Since most Smart Phones today have "reader" technology already included, you can use your phone camera to "read" a QR code on a business card, a brochure or even a website.

What can I have in a QR code?

QR codes can be links to specific pages on your website, or can be specific text such as giving the reader a phone number, or any other information. We can generate a QR code for you which contains information you request, which can be used in many places such as a website or any printed material.

Q&A

DustyRoads *web&print*

CORPORATE LEVEL PACKAGE Website Redesign | Social Media

REDESIGN OF EXISTING WEB SITES

This service does not occur too often but we are sometimes contacted by potential clients who complain that their current website is not satisfying their needs.... **So what is involved in a redesign?**

Redesigns of existing websites can take very little, or a lot. Redesigning an existing website sometimes takes more time than if we just started from scratch. Send your details to us and we will assess what will work best for you!

First of all, if you don't find your current website effective, it can be for a variety of reasons, from the general looks of each of the web pages, to the background coding, to the lack of proper search engine optimization. When even one of those things is "off" you are probably better off having us simply redo the whole site from scratch.

If your current design has been created using a "pre-made" template, trying to work with that existing coding and page structure will in all likelihood take a whole lot longer than just redesigning the whole structure from scratch. Also **we may not carry the particular software** (of which there are many) **your original website was produced in.** Templates *usually* have very specific coding which usually doesn't allow major design changes to be made.

Even if your old website wasn't created using a template design, images from old sites are sized according to the content of that old site. Images cannot be made larger without having the original image on file, so the chances are that these images will not be reusable in a remake.

This is why we urge caution when asking someone to alter a website they didn't create. In most cases, you will find that you will end up with a better end result if you just start over from scratch, just keeping the elements that you like from your old website, such as colours, photos, or general look, etc.

SOCIAL MEDIA and NEW PRODUCTS

While designing for social media is not our primary focus, it is becoming more important and accepted as another avenue of doing business. **What is it and how can it help your business?** Even the major search engine like Google have recently acknowledged the importance of social media by announcing that they are changing their algorithms to affect the way they have been "ranking" websites for people doing searches.

Facebook, Twitter, Linked In, Blogs, You Tube... these are just a few of the available **social media** sites where people gather to interact in one way or another. New and powerful products have exploded on to the market like **Tablets and phones** with much improved Internet capabilities!

So how can you take advantage of what you know is now so important, yet may be beyond your capability, or even time, to set up and maintain? We can create a blog, or even a page design for your **iPad**, or **iPhone**. Also we can **upload your videos to You Tube** or **link them to your website from You Tube**.

Q&A

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HOSTING & MAINTENANCE

Domain Name | Site Updates

HOSTING SERVICES

You may choose **any hosting service company** to publish your web site with. We will upload all files to any host company of your choice **or we can register your domain name and set up your hosting service at highly competitive rates through our own affiliate server services.**

DOMAIN NAME REGISTRATION

Domain name registration is paid yearly, in advance, and is not refundable. In order to ensure that you do not lose your domain name when it comes time to renewal, we can automatically renew your hosting for you if you wish. **But if you don't want us to renew it for the following year, please ensure that we receive cancellation notice at least one month prior to the expiration date.** We pay out to our third party affiliate on your behalf, so that there is no interruption in service, but if you prefer we can have the hosting company send everything to you direct. That way you see your charges first hand. We require only the user name and password they will issue.

Domain Registration and Configuration Costs:

\$25.00 + tax per year or as per multiple year contract

(General price although some hosting companies may charge lower fees)

SITE MAINTENANCE AND UPDATES

Every site should update now and then or even on a regular basis. We do not charge set monthly fees so you only pay for the time it takes to do updates, whenever you want them. So if an update takes 15 minutes, you only pay for 15 minutes!

We will only update and maintain your site on an "as needed" basis. We charge our normal hourly fee (\$80.00/hr) and again, **will only bill for the time needed, with no monthly minimum charge.** We try to make it as simple as possible for you, getting your changes done and published as quickly as we can, usually within 24 hours during weekdays.

Just e-mail us your changes, specifying where you want them, as well as including any images you want us to exchange or add for you. Please remember that all steps take time in web design so the more images you send, or the more research is required on your behalf, the higher the time factor and thus the cost.

We should note here that we don't offer special programming called a "Content Management System" that allows you to look after your website content yourself. We may offer it in the future but there are a few things to be considered before going this route. Should the client (you) make a mistake during the updates or changes, it may cause your website to react negatively and not function the way you expect it to, if at all. It may be quicker, easier and more cost effective for you to just send us whatever needs to be updated as our sites are not template based (as in Wordpress). (See information on update and maintenance charges earlier in this section)

Q&A

DustyRoads web&print

GRAPHIC DESIGN SERVICES
for all print media

You cannot rush creativity!

Offline print projects include brand identity design and a full range of print promotion (reports, magazines, billboards, advertisements). This is where our knowledge of the printing industry comes into play. Commercial printing is where just one typo or a wrong turn of phrase can instantly cost you thousands of dollars. Offline projects can also be formatted for online use, because a brand is seen across the board, and reports, newsletters, and leaflets can be made available for download from the company website.

Every project is unique to it's own goals, and in order to meet those goals several very different services may be needed. We provide a wide array of graphic services including technical drawing and illustration, photo retouching, corporate electronic presentation with animation, and conversion of print materials to web-friendly documents.

It's not unusual for a client to expect all of the above from just one graphic designer and that requires a lot of expertise. Traditionally, the role of the graphic designer was incredibly specialized, but today, a designer must wear many hats. Our graphic design service, our data input / data base / large document design and management services are charged out at **\$50 per hour**.

Large Document Creation and Management

We produce small or large reports which may include photos, tables, charts, 3D presentation graphics, etc. We are experts in data input with **Excel and Access Database** use with large document management. AND we function in both **Mac OS** and **Windows** as well.

More Services and Products

Our graphic design services can be applied to many products and projects

minor technical illustrations	manuals	media and product campaign
product information sheets	business cards	rack cards
flyers	brochures	reports
Posters	calendars	wide format printing
Trade show display material	catalogues	presentation folders
Programs	booklets	stationery design

In addition we can see your print job through to the finished product. Our affiliate printing company, LA Printing Ltd. will provide a printing estimate and arrange delivery direct to you.

OR

We will provide a color proof for each print project and a print ready PDF file which you may take to a Printing firm of your own choosing.