
SHIFLET HOUSE WEB DEVELOPMENT

SHIFLET HOUSE WEB DEVELOPMENT NEW CLIENT PACKET

ABOUT ME

Hello, my name is Stephanie Elaine Shiflet. After 7 years, my husband and I finally made our final moving trip to our property in November 2019. We absolutely love this area. The views are spectacular especially sunrises and sunsets. We are members of the American Legion Post 653 in Terlingua. It is my sincere goal to help with the development of the Terlingua/Alpine area through the use of my many talents. I love to help people, bake, and do arts and crafts, among other things. I am a very spiritual person. I love God. I try to live my life giving honor to the Father, in the name of the Son. May people see HIM and not me. I love discussing the Bible and Theology.

In 2002, I began building websites and working with graphics while attending college. I hold an Associate's Degree 2008 (Magnum Cum Laude) in Applied Science (Web Design) and a Bachelors Degree 2009 (Cum Laude) in General Studies (Web Development). My transcripts are available on request.

Most of my experience is from running a small web business from 2005-2016 Shiflet House. My target clients are small businesses. I also did freelance work for Silver Web Solutions from 2004-2011. References are available upon request.

Bitterroot School of Cosmetology <http://bitterrootschoolofcosmetology.com>

Since moving back to our final destination, I have found that there is a great need in the area of internet technology, so I have decided to add Web Development to Shiflet House Services. Check our website for more information Shiflet House <https://shiflethouse.com>.

MY TERMS

Please note that reasonably skilled freelance web designers make about \$75 per hour. This figure can vary though, according to CSS-Tricks. Website Builder Expert estimates that the cost to design a website is \$30 to \$80 per hour and the cost to develop it is \$100 to \$180 per hour.

Hourly Rate: \$25 per hour: I keep a detailed timesheet. When I stop working on your project I log off.

Deposit: \$500: I require a \$500 deposit for starting a new web project. This covers my hourly rate ONLY. It is not the cost of your whole project, domain name or hosting. Unused hours are refundable.

Domain Name: @\$15 Annually If you have not already secured a domain name, I recommend using Rothen <https://rothen.com>. If you don't know what you are doing then I recommend you allowing Shiflet House to take care of this for you.

Hosting & Email: Rates on Rothen website. If you have not already secured a hosting account, I recommend using Rothen <https://rothen.com>. Hosting with Rothen gives you a custom unlimited email space to match your domain name so you look professional. If you don't know what you are doing then I recommend allowing Shiflet House to take care of this for you.

SHIFLET HOUSE WEB DEVELOPMENT

After 14 years with Godaddy I had to say goodbye because Godaddy does not support Joomla nor the needed version of PHP to run Joomla. Also, they no longer offer free email with hosting therefore, Godaddy is NOT Recommended at this time

Domain & Hosting Renewal: If you don't renew on time your website will go down along with your email. After renewal is completed I will have to rebuild your site at a rate of \$25 per hour. We will use the last available back up as a starting point. This is why doing monthly maintenance is so important even when there are no website changes on the front end.

Monthly Backend Maintenance: \$5 monthly (optional) Billed Annually. Monthly Maintenance does not start until AFTER your site is LIVE. I check the backend for updates once a week. This does not include any frontend updates or website upgrades. All updates and upgrades, other than backend updates for software are billed at \$25 hourly.

I use Joomla, a content management system. This makes development go more smoothly and you get lots of function out of it. It has a user friendly frontend admin section on it that can be used to update content. I can train someone on how to use it so that your monthly maintenance on the system and backend are more cost effective. If you choose not to update your site at all on the frontend, I will maintain it for you at my standard hourly rate.

I require one person be designated to make decisions that will be available for me to contact when needed. This could also be the person I am training on how to use the front end of the website. It is very easy and does not require any special software that doesn't already come standard on a computer.

Billing is Monthly. The monthly maintenance fee and any unpaid hours will be EMAILED as a detailed invoice before the 3rd of each month. Ways to pay. I accept Cash, Check or PayPal. I have used PayPal since 2003. They accept checks and all major credit cards. Your invoice will include a link to PayPal for fast easy convenient payment. My PayPal payment email is: ses@shiflethouse.com. Please make checks payable to Shiflet House. Return check fee is \$30. Invoices are Net30. Unpaid invoices over 30 days old will be charged a late fee \$25 per month.

I RESERVE THE RIGHT TO REFUSE SERVICE TO ANYONE FOR ANY REASON.

WHAT TO EXPECT

1. This form is the first step.
2. After I review this document, I will prepare you a proposal that will need to be signed and dated. The \$500 deposit is required to begin work. Also, at this meeting we will need to set up your domain name and hosting environment if you don't already have one set up. I can help you with this process. I will also need any pictures and colors you wish to use.
3. Design process commences. Page layout, Look Feel and Favicon are created; branding. Once approved we move to the development process.
4. Development commences. Once completed we move to the testing phase.
5. SEO, Search Engine Optimization is started through tags
6. Social Media accounts need to be opened.
7. Testing phase. You will be given login and password information. We will note any and all changes that need to be made and the site will be tested until it is satisfactory to the client.
8. Go Live! Congratulations your site is now live.
9. SEO, Search Engine Optimization. The site will be submitted to the search engines.
10. Announce to your Social Media accounts.
11. You're now ready to start advertising your new website!

SHIFLET HOUSE WEB DEVELOPMENT

WHAT IS THE PURPOSE OF THIS SITE?

This section should include an overview of what the general purpose and goal of the web site is. Please put an X next to the ones that apply to you.

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients

DO YOU HAVE A TIME FRAME OR DEADLINE TO GET THIS SITE ONLINE?

(If you have a specific deadline, please state why.)

HOW MUCH ARE YOU WILLING TO SPEND? (If you don't have a budget please provide a range that you are willing to invest, or more importantly how much money you want to make from the site in the first year. Please keep in mind that most custom sites for small business will run in the mid four figures.)

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TARGET MARKET

Who will visit this site? Describe your potential clients. Young, old, demographics etc.

Why do you believe site visitors should do business with you rather than with a competitor? What problem are you solving for them?

What action(s) should the user perform when visiting your site? Please put an X next to the ones that apply to you.

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)
- Other (Please Specify)

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Testimonials
Quotes
Map
Search
Newsletter
Upcoming Events
Online Payment
Uploads
Downloads

DATABASE SOLUTIONS

Visit <http://extensions.joomla.org/> for a complete listing of features for the Joomla Content Management System. Some are free and some are not free. The paid ones you will be billed for.

Calendar
Articles Database
Archive Database
Create Account
Login
Shop (ecommerce)
Products
Store
Shopping Cart
Forum
Blog
RSS Feed
Membership
Custom Database

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Do you have the written content and images/photographs prepared for these pages?

If not, will you need copywriting and photography services? (Please note that before any real design work or site construction can begin, an outline of the content and preferably all of the content will be needed.)

Are you willing to commit time/effort into learning how to use Joomla and edit your site?

DESIGN

Is this a site re-design?

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If yes, can you please explain what is working and not working on your current site?

People are coming to your new site for the first time. How do you want them to feel about your company?

Are there corporate colors, logo, fonts etc. that should be incorporated?

Please tell me about colors you like. Which colors don't you like?

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WEBSITES OF YOUR CLOSEST COMPETITION

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

Business or Organization Name	URL (we address)
Likes	Dislikes

Business or Organization Name	URL (we address)
Likes	Dislikes

Business or Organization Name	URL (we address)
Likes	Dislikes

WEBSITES THAT WE LIKE

Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.

Business or Organization Name	URL (we address)
Comments	

SHIFLET HOUSE WEB DEVELOPMENT

Business or Organization Name	URL (we address)
Comments	

Business or Organization Name	URL (we address)
Comments	

MARKETING THE SITE

How do people find out about your business right now?

Have you thought about how you're going to market this site?

