

## “TotalWeb Partners” WebSite Offer Details:

Package Inclusions	Specifications	Bronze	Silver	Gold
<b>Site Face Lift</b>	<p>Update existing content to improve the site’s aesthetics and user experience for the targeted customer profiles using a best practices site audit to identify key improvement factors. Includes:</p> <ul style="list-style-type: none"> <li>• Custom Site with SEO responsive architecture</li> <li>• New navigation</li> <li>• Re-designed page layout with search functionality</li> <li>• Customer provided images or basic picture library access (premium pics available for an additional charge)</li> <li>• New home page, New custom header, logo, &amp; Favicon</li> </ul> <p>A best practices site audit will be used to identify key improvement factors. Multiple theme recommendations with up to 10 proofs and revisions. <i>Copywriting services are available at an additional cost. See Web Add on Offers</i></p>	<b>10 Pages Total</b>	<b>15 Pages Total</b>	<b>20 Pages Total</b>
<b>Copy-writing</b>	<i>Copy-writing pages are available at an additional cost.</i>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Detailed Tracking, Reporting, Helpdesk, &amp; CMS Access</b>	<p><b>Measurement</b> - Google analytics will be installed on all pages providing real time reporting on usage and search trends.</p> <p><b>CMS Access</b> – Clients will be able to edit all content, images, and layouts 24/7. <i>TotalWeb will provide 1 Hour of report analysis and CMS tool training &amp; consultation at launch and quarterly.</i></p>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Site hosting (optional)</b>	Option Url registration is included and sites can be hosted by TotalWeb server partners (E-mail not included) or any server as directed. <i>Access to the hosting server is required to load the site and provide periodic changes.</i>	<b>X</b>	<b>X</b>	<b>X</b>
<b>RWD; Mobile Compatibility</b>	<p><b>Mobile</b> (Strategically designed pages adjusting content and layout for maximizing a mobile user experience.) <b>or</b></p> <p><b>Responsive Web Design (RWD)</b> (Pages with identical content as the primary site with automatic adjustment to all screen sizes on smartphones, tablets, laptops, and desktops.)</p>		<b>RWD</b>	
<b>Customer Service Module</b>	Installation of Google Translator, Customer Service Chat Module, and creation of an FAQ page. <i>FAQ page will be loaded with available data and can be updated by the client, or by TWP as directed within the periodic site updating parameters.</i>	<b>RWD</b>	<b>+ Catalog</b>	<b>RWD</b>
<b>Blog w/ RSS Feed</b>	Integration of a Wordpress blog Including RSS Feed (Real Simple Syndication allowing users to subscribe to receive new posts), blog page creation & loading of up to 20 Social Media posts and/or published press releases. Includes tools for posting. <i>Ongoing post creation not included but in SEO &amp; SMO packages.</i>	<b>+ Any One</b>	<b>+ Any One</b>	<b>+ Catalog</b>
<b>Interactive Pages</b>	<ul style="list-style-type: none"> <li>• <b>Image, Photo, or Video Gallery</b> - Generation of a database with dynamic interactive functionality to display pictures, images, &amp; videos (embedded via YouTube) and segregated by category. <ul style="list-style-type: none"> <li>• Thumbnail, standard, and expanded views</li> <li>• Upload tools for client self-service; Up to 3,000 files</li> </ul> </li> <li>• <b>Press Room</b> - Includes generation of a database with dynamic interactive functionality to display press releases and segregated by category. <i>Press Release writing is not included although it is in SEO &amp; SMO packages.</i> <ul style="list-style-type: none"> <li>• Publishing &amp; categorization of up to 20 existing releases</li> <li>• RSS feed</li> </ul> </li> </ul>	↓	↓	↓

	<ul style="list-style-type: none"> <li>• Upload tools for client self-service; Up to 3,000 files</li> <li>• <b>Locator</b> - Includes generation of a database with dynamic interactive functionality to display store or distributor locations based on geography and integrated with Google maps. <ul style="list-style-type: none"> <li>• Map &amp; text display</li> <li>• Upload tools for client self-service; Up to 500 locations</li> </ul> </li> </ul>			
<b>Video Production</b>	1 Video will be produced annually presenting key company or product info. 30 -60 seconds in length dependent upon available data. Formatted as slide presentations including custom graphics, text bullets, and background sound or narration. <i>Videos will be hosted on Youtube &amp; integrated in the client's site.</i>			
<b>E-commerce; On-line Catalog with 100 sku's</b>	Includes 100 sku entry into a secure catalog platform including: <ul style="list-style-type: none"> <li>• Client editing, import &amp; reporting tools</li> <li>• Selectable layout formats; title, text, attributes, &amp; images</li> <li>• Family tree index style with keyword and custom search</li> <li>• Variable price calculator based on quantity or order total</li> <li>• Shipping calculator, cross selling, and advanced features.</li> <li>• Includes 2 hrs per quarter of e-commerce entry or edits</li> </ul> <i>See E-commerce packages for details &amp; additional Sku cost.</i>	N/A	100 Sku Catalog Included	100 Sku Catalog Included
<b>Client directed changes</b>	Client can submit required changes to TotalWeb for modification of any existing content, navigation, or layout as needed. 2 hrs per session of consultation or design. <i>As this function is intended to maintain an updated site, unused service hours can only be saved for one month to pass forward.</i>	Monthly	Mthly	Mthly
<b>Site Analysis &amp; Update</b>	Periodic Review of Google Analytics & SEO reports by TotalWeb's analytics team. Usability and functional changes will be recommended to the client and implemented upon approval.	Qtrly	Qtrly	Qtrly
<b>New or upgraded content pages</b>	New specific content rich pages will be created or existing product, service offerings, or case study pages will be overhauled in conjunction with the periodic site analysis.	4 / Yr	4 / Yr	4 / Yr
<b>SEO</b>	5 Keyword SEO program including keyword research, a link campaign, and quarterly adjustment. <i>See SEO offers for details.</i>			X
<b>Setup</b>	NO SETUP CHARGE	\$0	\$0	\$0
<b>Monthly Cost</b>	<b>10 Page Site --- "10% Discount if bundled with any other offer"</b>	<b>\$250</b>	<b>\$425</b>	<b>\$725</b>
<b>Additional Page</b>	Additional Html page with client provided content	\$10	\$10	\$10
<b>Page + Content</b>	Additional Html page including copywriting	\$25	\$25	\$25

12 Month minimum commitment

Contact TotalWeb Partners for ordering details  
Email: [sales@TotalWebPartners.com](mailto:sales@TotalWebPartners.com) ~ Phone: 216-264-3573

## “TotalWeb Partners” WebSite Add Ons

*(For TotalWeb Partner managed sites)*

Package Inclusions	Specifications	One Time Cost*	Monthly Cost
<b>New Page (Client provided content)</b>	Custom Html page. The header & footer will be consistent with site design, but the layout will be customized. Cost is based upon client providing text and images, and use of the public domain image library. The page may be a form, or product, service, or informational based. <i>The completed page will be also be integrated (cross linked) with the other site pages.</i>	<b>\$125</b>	<b>\$10</b>
<b>New Page (Includes copywriting)</b>	Custom Html page. The header & footer will be consistent with site design, but the layout will be customized. Cost is based upon TotalWeb providing copywriting services for the text and use of up to 3 images from the premium image library. The page may be a form, or product, service, or informational based. <i>The completed page will be also be integrated (cross linked) with the other site pages.</i>	<b>\$300</b>	<b>\$25</b>
<b>Blog or Forum w/ RSS Feed</b>	Integration of a Wordpress blog Including RSS Feed (Real Simple Syndication allowing users to subscribe to receive new posts). Includes blog page creation, . Integration to other site pages, and the loading of up to 20 Social Media posts and/or published press releases. Includes client tools for post publishing. <i>Ongoing post creation not included although it is available in SEO &amp; SMO packages.</i>	<b>\$350</b>	<b>\$25</b>
<b>Custom Animated Header</b>	Creation of a 2-3 frame animated header to be included on the top of the home and client designated pages throughout the site. <i>Includes creative graphic design and copywriting. Annual updating</i>	<b>\$350</b>	<b>\$25</b>
<b>Search Term Based Landing Page</b>	Unique content landing page created to serve as the entry point for search engine visitors entering specific search terms. The page will focus on unique content, deep linking into the body of the WebSite, and promoting calls to action. Header & footer will be consistent with site design, but the layout will be customized. Cost is based upon TotalWeb providing copywriting services for the text and use of up to 3 images from the premium image library. The page may be product, service, or informational based.	<b>\$350</b>	<b>\$25</b>
<b>Mobile</b>	<b>Mobile</b> (Strategically designed pages adjusting content and layout for maximizing a mobile user experience.) <b>or</b> <b>Responsive Web Design (RWD)</b> (Pages with identical content as the primary site with automatic adjustment to all screen sizes on smartphones, tablets, laptops, and desktops.)	<b>\$350</b>	<b>\$25</b>
<b>Video Production</b>	1 Video will be produced presenting key company or product info. 30 - 60 seconds in length dependent upon available data. Slide or animated formatting including custom graphics, text bullets, and background sound or narration. <i>Videos will be hosted on Youtube and will be integrated into the client’s site.</i>	<b>\$350</b>	<b>n/a</b>
<b>Gallery; Image, Photo, or Video</b>	<b>Image, Photo, or Video Gallery</b> - Includes generation of a database with dynamic interactive functionality to display pictures, images, & videos (videos embedded via YouTube) and segregated by category. <ul style="list-style-type: none"> <li>• Thumbnail, standard, and expanded views</li> <li>• Upload tools for client self-service; Up to 3,000 files</li> </ul>	<b>\$350</b>	<b>\$25</b>

<b>Press Room Page</b>	Includes generation of a database with dynamic interactive functionality to display press releases and segregated by category. <i>Press Release writing is not included although it is in SEO &amp; SMO packages.</i> <ul style="list-style-type: none"> <li>• Publishing &amp; categorization up to 20 existing press releases</li> <li>• RSS feed</li> <li>• Upload tools for client self-service; Up to 3,000 files</li> </ul>	<b>\$350</b>	<b>\$25</b>
<b>Store or Distributor Locator</b>	Includes generation of a database with dynamic interactive functionality to display store or distributor locations based on geography and integrated with Google maps. <ul style="list-style-type: none"> <li>• Map &amp; text display</li> <li>• Upload tools for client self-service; Up to 500 locations</li> </ul>	<b>\$350</b>	<b>\$25</b>
<b>Hourly Maintenance</b>	Client directed changes for modification of any existing content, navigation, or layout as needed. New pages may be designed and added through this offer or the new page add on. <i>Services include graphic design, report analysis, or general layout editing.</i>	<b>\$60 / hr</b>	<b>n/a</b>
<b>E-Commerce or Spec Database; On-line Catalog (Includes setup &amp; the first 100 sku's)</b>  <i>Does not include product configurators.</i>	Includes 100 sku entry into a secure catalog platform including: <ul style="list-style-type: none"> <li>• Client editing, import &amp; reporting tools</li> <li>• Selectable layout &amp; display formats; title, text, attributes, &amp; images</li> <li>• Family tree index style</li> <li>• Keyword and custom search</li> <li>• Variable price calculator based on quantity or order total</li> <li>• Shipping calculator</li> <li>• Cross selling features</li> <li>• Catalog Hosting</li> <li>• Advanced search functionality; keyword attribute, or part number</li> <li>• Inventory level</li> <li>• Unique customer pricing, group or individual</li> <li>• Multiple virtual stores; single database with individual designs (Ideal for dealer syndication)</li> <li>• 3 Hours per quarter e-commerce product data entry/editing</li> </ul>	<b>\$1,000</b> <i>Setup + \$20/mth hosting</i>	<b>\$80 Per mth Total</b>
		<i>Additional Sku's</i> 1,000 - \$1.50 each 2,500 – 1.00 each 5,000 - \$.75 each 10,000 - \$.50 each Over 10,000 - Quote	

No long term commitment  
\* 50% Deposit – 50% due upon publishing

Contact TotalWeb Partners for ordering details  
Email: [sales@TotalWebPartners.com](mailto:sales@TotalWebPartners.com) ~ Phone: 216-264-3573