



Website Design & Development Firm

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About Alnisa Designs™ Web Site Services

Which Services do we offer?

- At Alnisa Designs™ we provide our clients with a range of services from Graphic Design to Web Services which include:
 1. **Web Site Planning** – which includes research, strategy and finding a concept
 2. **Web Site Design** – which includes architecture, navigation and layout
 3. **Graphic and Logo Design** - creation of original logos, or amending a current company logo, business cards, flyers, letterhead and logo branding packages
 4. **Domain Name and Web Hosting** – we help you choose and register a smart domain name, we also help you select an appropriate web hosting package.
 5. **Web Site Maintenance** – we keep your website current, i.e. updating information, adding/deleting links, checking for dead links, etc. We will also update a current website that needs a new look.
 6. **Web Site Marketing** – Optimizing your website so that search engines and directories can properly index your pages so you can be located on the Web.
 7. **Web Site Applications** – We implement Shopping Cart Technology and E-Commerce solutions into websites developed for selling products online

About Alnisa Designs™ Web Site Process

How do we begin to design your website?

- We interview the client to determine which kind of website they will need. We then compose an itemized quote for their review.
- Upon approval, we draft up a working contract to specify detailed information which must be signed and dated. We have to keep signed contracts on file.
- Upon approval of the proposal, a contractual agreement and website agreement will be drawn up. We have to obtain a signature on these documents before proceeding to the next phase.
- When signature(s) have been obtained, a **down payment of 50%** (depending on the project's size) will be required to begin work on any web project. We will send a Paypal.com deposit link VIA email for payment or request payment by credit card or e-check. We accept Visa, MasterCard, Discover, American Express, Debit Cards and E-checks. **Print Ad and Billboard packages require 100% of payment to initiate work.
- After the deposit has been paid, the client has the option of choosing a payment arrangement for the remaining balance. This option can include weekly, bi-weekly or monthly payments.

- After we receive the required down payment along with website content, image files, etc., then we will begin the design process.
- We can discuss the specifications of your website by phone or email. During this process we will further discuss your ideas and needs to develop the overall site design which you prefer.
- We will create a rough draft (site mock-up) consisting of a few pages and display them on the Alnisa Designs web server. A link will be emailed to client to see the website as it is being constructed and will be available from project initiation to completion. Completed webpage files will not be uploaded onto the client's server which will host the final website until payment has been received in full. Your site will be viewable from initiation to completion to ensure that all your ideas have been implemented.
- We will await your comments or feedback to finish editing the site.
- We will communicate back and forth VIA email or phone until we get the general look and layout of your website. In-person consultations for website editing are only available to local clients.
- Next, we will take your company logo, image files, photos, and text (web copy), and create the needed images and content for your site.
- Upon approval of website, and a full payment status, we will transfer your web pages to a permanent hosting site, and make sure the site is fully functional, i.e. links work, images load
- With your feedback, we make final corrections to make sure your website meets your satisfaction.

Search Engine Submission Process

How does the Search Engine Process work?

- Alnisa Designs™ will develop a 25-word description of your business, using many important key words as possible from a list of specific terms relating to your business. This text is only seen by the search engines and is embedded into each of your web pages.
- We will add Meta Tag Formatting to each web page in your website. Most search engines read what is in the head of each page in a website. In this area of a web page lies very important information that will generate high rankings in search engines.
- Alnisa Designs™ will submit your site to the two of the most popular search engines for a small fee of \$45. These Search engines include Google and Microsoft's Bing. Depending on the search engine, it may take from a few days to a few months for your site to be indexed. Because of this process, you may find that you are not getting as many customers, views or hits as you would like. It takes time to get noticed on the World Wide Web and so you must be patient. You could also try offline marketing and advertising in the Yellow Pages because yes, people still use these directories.
- We do offer a more comprehensive marketing plan for your website which has a yearly fee. We offer this under our Web Marketing Services which includes Site Analysis, Traffic Reports, Keyword Optimization, Verification Reports, Ranking Reports and submission to over 200 popular Search Engines such as Yahoo!, MSN, AOL, Lycos and many more.

About Alnisa Designs™ Website Policies

What happens if my website is ever taken offline due to non-payment?

In the case that your website has to be removed due to non-payment of hosting fees, a fee of \$65 plus any past-due monies that are due (i.e. hosting renewal fees, etc.) must be paid BEFORE the website can be restored.

Can I request changes and updates to my website once it has been published?

After your website has been published and is now live on the web, any changes and updates you request will be charged a maintenance fee. The website has now moved into the maintenance mode. You have the option of having corrections and updates performed before your site is published at no additional charge because the site is still in the pre-production mode.

Important Notes about Web Fees

What should I know about Domain Names and Web Site Hosting?

- Please be advised that fees for Domain Registration and Web Hosting are separate from the Web Package prices. You must renew these services on a yearly basis. 1-year domain registration is \$24.00 and 1-year of web hosting is \$135.00 (\$11.25 a month).
- Domain Names – Your domain name (website address) should never be more than 67 characters long. At best, when choosing a domain name it should be kept short. Your web address should say something about your company, resemble your company's name or be descriptive.
- Web site Hosting – You need to purchase storage space that will hold your web pages which will appear at the domain you have chosen, i.e. www.mynewsite.com. Web hosting fees increase for websites that have a large product inventory or are 30 pages or more.

About Alnisa Designs™ Payment Options

Which forms of Payment does Alnisa Designs™ accept?

- We accept payments in the forms of Visa, Mastercard, Discover, American Express, Debit Cards with Visa logo, Postal Money Orders, Certified Bank Checks and Electronic Check Process. Through the use of Paypal.com, Alnisa Designs™ can invoice clients for payment through email and the payment will post immediately.



About Alnisa Designs™ CD Services to our Clients

- CD Burning – Alnisa Designs™ will burn one copy of the client's web site onto a CD at the client's request upon completion of the site for \$20.00 each. Additional copies of the CD are available for \$25.00 each. (Original source files will not be included on this CD.)

About Alnisa Designs™ Hours of Operation

- Our Business Hours are:
Monday – Friday, 10am – 7pm EST
Saturday - By Appointment Only
Sunday – No office hours
- We do observe Major Calendar holidays, which include:
New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving & Christmas Day

By the way, thank you for considering Alnisa Designs & Co. for your next project.