



## General Business Practices & Website Development

All projects developed for you by DirectionWorks are created to represent your company in a unique and consistent manner: We combine expertise in marketing, user friendliness and information flow with look, feel, and functionality. DirectionWorks is a marketing firm so when we work on your project it's not just pretty; it does what it's supposed to do when opportunities meet. Our motto is "We're not the dreamer; we're the sellers of the dream" so your objectives and input help us accomplish your vision for your company.

### **General Business Practice:**

Because each client is unique and each project requests and content requirements vary, all of our services are billed at \$53.00 per hour. As we work through your project/s we bill at the end of each month for any hours worked; we are *very* concerned and careful for the time spent on your project clock, so if you have any questions our employee time sheets are available for audit at any time. All time worked and submitted by DirectionWorks, Inc. employees on your project is billable and non-refundable. Monthly invoices unpaid by the next month's billing cycle will halt all work until paid: We ask that invoice payments be made *net upon receipt*.

### **A Website Developed with DirectionWorks offers:**

- Website Hosting Plan / URL Registration/s (+cost of hosting fee and additional URL registrations)
- Research to find a choice of pre-designed templates that we customize into *your* site (at +cost).
- Organization and editing of site content you submit.
- Photo and art retouching.
- Basic SEO (or Search Engine Optimization) features built in.
- Temporary site hosting to view and edit your website during development.
- Site Hosting Setup, Site Testing and Launch.
- Google Analytics reports each week on website traffic.

If it is your intention to sell, educate, and / or just have a presence on the internet, we will make sure your website does just that.


### **You will need:**

- Your Website Questionnaire completed
- Written content you want within your site (we'll re-write and make search friendly)
- Your valuable input in collaboration with us to get your site done in a timely manner.
- Photography / Graphics for the site (or we can assist)

Our goal is to produce a high quality seeable, searchable, marketable website for you both efficiently and affordably. Once we agree on the basics we require \$500. deposit for website development which will also cover your '+ cost' items for us to begin.

\*\* Please note: Posting a website to the internet doesn't magically make your site visible to potential clients. You need to be visible in other places to drive traffic to your site. When you meet with your representative ask to discuss ways you can apply tools and/or services we provide to accelerate that process with you.

*Thank you for this opportunity to discuss your marketing projects and website we look forward to a long and mutually beneficial relationship with you and your company.*



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