



## What Is WordPress website publishing software?

WordPress represents the future of website publishing for people who want to maintain their own websites. If you plan to make only a few changes a year to your site, you'll be fine with a standard, HTML website. But if you want a do-it-yourself website where you can add information frequently and avoid paying a webmaster/mistress for updates, WordPress is the way to go.

## What Do I Get?

Starter Package: For \$850

- WordPress installed at your hosting account.
- Use of a "premium theme," customized for your business.
- A unique header and graphics.
- A WYSIWYG (what-you-see-is-what-you-get) editor to make adding content easier and more intuitive.
- 3-5 basic pages to get you up and running.
- One-hour training session.

Need More?

- Design "comps" and a staging site for approval. (4-8 hours)
- Ecommerce via PayPal (\$75 per hour)
- A photo gallery—either simple or more complex—to add visual impact (1-4 hours).
- Video or Webinar embedding from YouTube
- Search Engine Optimization add-ons to enable you to get higher ratings with Google and other search engine reports (starting at \$300)
- Google Analytics tracking code installed so you can see how you compare to other websites at attracting visitors. (2 hour consult)
- Social Media Icons (2 hour consult)
- Writing Content (\$75 per)
- Editing (\$50 per hour)
- Logos (starting at \$90)

## Do you work by the hour?

Certainly. If you'd like me to set things up while you wait, you are welcome to come to my studio and we can collaborate to get your site set up. My standard rate is \$75 per hour, two hours minimum. Search Engine Optimization is separate.

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