

Gilead Brook Web Consulting

prix fixe web site package

A challenge

Developing a web site, like many projects with design, engineering and organizational elements, requires striking a balance between doing it fast, doing it cheaply and doing it well.

Making a good web site well can mean making it easy-to-use, functional, attractive, or unique, among other things. Likewise, “fast” and “cheap” vary in their definitions, relative to schedules and budgets.

In our experience, however:

- fast and cheap is rarely good;
- good and fast is rarely cheap, and;
- cheap and good is rarely fast.

Our solution

To our web site customers we offer what a restaurant offers its customers on a “prix fixe” menu: a shorter list of commonly requested items, quicker and cheaper, but no less good.

We build sites from standard, well-tested parts (Good, but not hand-made from scratch), and by using a streamlined process (Fast, but with little room for variation).

For the company needing features from the list we offer, and willing to work within a streamlined process, we can offer a package that provides an attractive balance of quality, quickness and economy.

We provide a free consultation to help you decide if this service meets your needs. Call or email to get the process started.

Challenge: Fast, Cheap, Good: choose any two.

Solution: a prix fixe web site package

Product:

Design

From a library of existing elements, you can choose page layouts, a site structure and the look and feel that are best for your needs. Or Bring Your Own Design – ask us about this.

Ten pages

The number of pages on your site is limited only by how much time you spend on it. For starters, we will create 10 pages for you.

Content management system

You will have a web-based tool for editing your content, and adding new content and pages, with no need for our intervention.

Complete Setup

We use state of the art web hosting services and top of the line tools. We will provide all setup and configuration of the service and the software. They are competitively priced.

Orientation

We will provide a one hour conference call to explain the use of the site for any number of people you like.

Flexibility

We offer a long and growing list of add-on features at low, flat rates. In addition, we use open, standard tools, that anyone can learn.

Process:

Preparation

To make this work, we need to have a number of things in place before we start work: a completed client survey, a content outline.

Production

We will get started upon receipt of your survey and outline; we will need 1 week for design; 1 week for development; 1 week for review/approval/launch.

Price:

The base price for everything described is \$1500. Half of the fee is payable in advance, and half upon delivery. See the options page for ways to reduce cost and increase functionality.

Most independent web consultants won't touch a project for less than \$2000. At least some of that budget is allocated to cover what they consider inevitable overages.

Our process saves you time and money, by avoiding pitfalls like vague specs and false choices.

*The Bottom Line:
\$1500 for a full-
featured web site
you can maintain
yourself*

*Our process
saves you time
and money, by
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and false choices.*

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Add-ons

These features can be added to a prix fixe site, each for a flat fee, most for \$150.

Domain assistance

Item: domain registration, setup with site.

Rush Job

Item: reduce delivery time by 1 day, at contract signing time.

Hosting

Item: one year of hosting

Content Update/Additional Page

Item: One page, given final content

Events/Calendar

Item: installation + 1 hour phone training

Blog / Podcast

Item: installation + 1 hour phone training

Add a content writer/editor/producer

Item: 1 user account + 1 hour phone training

Tech Support

Item: 1 hour phone support

Photo Album / Gallery / Portfolio

Item: setup, configuration + 1 hour phone training

Mailing List / Forum

Item: setup

Simple Online Store: \$500

Item: installation, setup

Discounts

To lower your cost, we offer a number of ways for you to receive discounts, worth \$50 each, up to \$500 total, off of the base price.

Communicate with us

Using basecamp for all communication (<http://gileadbrook.projectpath.com/>)

Stick to choices

Not changing your mind about anything after your decision is made

Take delivery

Signing off, taking delivery, and launching the site within 1 week of completion.

Pay promptly

Paying through paypal or google checkout, and within 1 week of completion.

Pass it on

Referral of a new client resulting in a contract (no limit!)

Start early

Each month of pre-project notice (up to 3)

New add-ons become available regularly; requests are welcome.

Discounts are credits applied to outstanding or future purchases.

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