



# Informal Development

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Thank you for taking the time to consult with us regarding our services. As you probably already know, we offer our skills and expertise in the fields of web development, marketing, and information technology. This document was created to outline our rates & pricing tables as well as provide some answers to our most frequently asked questions. We carry ourselves as individuals who take pride in our work and offer exceptional value with what we provide. This document was designed present a clear understanding of our pricing structure and hopefully provide you with the exact information you're looking for. We don't believe in sketchy contracts or gray areas. We want to ensure our customers will come back to us in the future, so it's in our best interest to look after your assets.

Small businesses are frequently scared away by high prices for custom work on webpages. While it is impossible to have a one price figure for a complete web & marketing package, our services are broken down into separate categories which make them easier to understand. What we want you to know however, is that you are in control of the services we offer to you. You are the one who decides what goes on your website, you decide your price limit for labor work and you tell us if you want us to include branding, graphic design or photography. You get to pick your style of animations, whether you want parallax on your website, or if you're just looking for a basic landing page.

Thankfully, our marketing and IT services are more straightforward. If you know what you already need, that's great. You can simply refer down below to our labor rates. Otherwise, we are sure our consulting abilities will point you in the right direction.

For further information regarding details on our skills and services, please contact us or visit [www.informaldevelopment.com](http://www.informaldevelopment.com).



## Web Development

Every web development package we build is custom made for your needs. If you're not looking for any flashy bells & whistles, that's not a problem. We love minimalism. Pricing will be determined by the number of features you want on your website. Not by the uniqueness of your design.

- ▶ Custom Web Layouts
- ▶ Responsive Animation
- ▶ Mobile Friendly Design
- ▶ E-Commerce
- ▶ Landing Pages
- ▶ Portfolios



## Marketing

We are experts of marketing and design. We know how to make your assets stand out from the competition and draw the attention you deserve. We are masters of Photoshop & Illustrator. Here are a few of the services we offer. We use full frame cameras for all our photo work. Please refer to [www.informaldevelopment.com](http://www.informaldevelopment.com) for more information.

- ▶ Photography
- ▶ Videography
- ▶ Graphic Design
- ▶ SEO
- ▶ Branding
- ▶ Analytics



## Information Technology

Our IT services span a very wide skillset. With over 15 years of experience in the field, we can assure you we have the skills to execute whatever your business may need.

- ▶ Networking & Security
- ▶ Remote Assistance
- ▶ Cloud & Data Backup
- ▶ Consulting
- ▶ Rapid Deployment
- ▶ Server Maintenance

Our skills and services can be utilized individually, or in a package. Our standard rates can be found below. Seeing that each package we create is unique to each client, there are obviously exceptions to be made for custom packages. All our services & packages are customizable to ensure we can give our clients exactly what they're looking for. We handle our services like building blocks. Our packages can be selected as a base standalone, or combined with any other service you see. Want a tier 2 photo package on a tier 1 website? No problem. We'll make it happen.

Our clients have the choice of purchasing our websites outright, which includes all licensing and fees for the website code as well as any templates used or opting into to our INDEV subscription with a cheaper upfront cost. This plan starts at \$79.99/mo. & includes complete hosting, domain, & SSL setup, as well as on-site monthly SEO to ensure your website stays relevant on Google and other search engines. Please refer to our hosting/SEO rates & pricing brochure for more information.

Each package includes all content shown inside each Tier. Whatever the case, you'll know the cost you'll be looking at before anything gets started. We are proud to offer the prices that we do, and we are always upfront with our clients. We like to keep things as black and white as possible. All prices for the packages shown below include labor. Our labor rates for individual tasks can be found on the next page.

## Web Packages

### Tier 1 (Standard) – Starting at \$3999 or \$999 w/ hosting plan

- Consultation (Free)
- Landing page, one-page scroller, or 2-page layout designed & developed with HTML 5/CSS3
- Light photography including 3 photos w/ editing
- Standard logo
- Parallax & light JavaScript
- Mobile friendly & responsive media testing
- Domain & hosting setup
- Email setup & security check

### Tier 2 (Premium) – Starting at \$5750 or \$1499 w/ hosting plan

- All Tier 1 services + upgrades
- Photo package upgrade to 8 photos w/ editing
- Photo gallery/portfolio with parallax & JavaScript
- Custom UI/UX design
- Code optimization & minify
- Parallax & JavaScript upgrades
- GPS location JavaScript plugin
- Option for 3-page website

## Web Packages

### Tier 3 (Advanced) – Starting at \$6999 or \$1999 w/ hosting plan

- Tier 1 & 2 services + upgrades
- Photo package upgrade to 24 photos w/ editing
- Photo gallery/portfolio upgrade with 24 photos
- Custom animation with specialized JavaScript
- PHP form mailer
- Data compression w/ breadcrumb & image tags

### Individual Services

- Maintenance/general labor \$75/hr. Please contact us for subscription rates.
- Content creation/text writing \$50/hr.

## Portfolios

### Starting at \$599 or \$149 w/hosting plan

- Includes custom front-end design with up to 12 images w/ editing & gallery integration.
- Optional PHP form mailer & monthly content updates.

### Services

- Content creation/text writing \$50/hr.

## E-Commerce

### Packages

- E-Commerce start-up quotes starting at \$3500. Includes custom front-end design, back-end setup, and instructional tutorial videos. Includes 10 products.
- Total E-Commerce management w/ marketing & SEO – Starting at \$2000/mo.
- E-Commerce maintenance packages starting at – \$1500/mo.

### Services

- General back-end labor rate - \$100/hr.
- General front-end labor rate - \$75/hr.
- Web maintenance/general labor packages starting at \$500/mo.
- Content creation/text writing - \$75/hr.

Marketing

Packages

- Promotional video, branding, and 10 count photo set - \$1750
- Eight count photo set with editing and analytics - \$500
- SEO, branding, and analytics packages starting at - \$1500/mo.

Services

- Standard photo with editing starts at \$75 per photo. (Labor included)
- **All photo & marketing services can be combined with our hosting subscription. Please contact us for details, or to create a custom solution.**
- Promotional videos starting at \$1000 (Labor included)
- Logo packages starting at \$500 (Labor included)
- Brochure & flyer design starting at \$250 (Labor included)
- General labor rate for marketing & SEO tasks - \$75/hr.

IT

Packages

- E-mail, hosting server, & domain setup - \$250 (Labor included)
- Network configuration & printer setup up to 5 printers - \$300 (Labor included)
- Data recovery service starts at \$200 (Labor included)
- Security check/data backup services up to 5 devices - \$300 (Labor included)

Services

- Consulting - \$90/hr.
- Server deployment/maintenance starts at \$75/hr.
- Rapid Deployment packages start at \$250/hr.
- General labor rate for individual & specialized IT tasks - \$100/hr.
- Cloud & data backup services - \$100/unit

**Q:** Do you provide assistance with hosting or domain setup after your services are completed?

**A:** Yes, we guarantee that our customers will be 100% set up and ready to go by the time we're finished. If there is something that needs to be changed or has been overlooked, we will be there to ensure you are satisfied.

**Q:** Can we combine separate services or packages together for a discount?

**A:** In almost all circumstances, we offer discounts for bundling. Please contact us to get a quote for your customized package. All our services and packages are customizable independently.

**Q:** Is the domain and hosting included with the website price?

**A:** Our clients have the option to choose if they want to host with us or pick their own hosting provider via the payment package chosen. We offer free temporary hosting as a courtesy to our clients. After that grace period expires, you can either find your own hosting provider or opt into our monthly hosting plan to secure a hosting server of your own. Our monthly plan is priced at \$80/mo. and includes complete hosting & email setup for your website as well as on-site, monthly SEO to ensure your website stays relevant on Google and other search engines. Regardless of your decision, we will be there to make sure your hosting transfer completes without an issue.

**Q:** Will you perform maintenance on the website after it is completed?

**A:** After development is complete, we will conduct an exit interview to ensure everything is satisfactory. At this point, the client will have the option to opt into a maintenance plan. When we use the word "maintenance", it refers to considerable work. If we're looking at a minor edit to fix something that was overlooked, there is no charge to you.

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