

Getting Your Business Online

Our mission at R2J2 Studios is to provide affordable, quality “all-inclusive” services to our clients. While our main focus is the effective development of our client’s online identity, we offer a range of peripheral services in order to give our clients as little or as much support as they choose. In that regard, we strive to offer our clients an excellent assortment of products and services, delivered with outstanding support at a very competitive cost.

There are 4 Basic Steps to Getting Your Business Online:

1. Registering Your Domain Name
2. Designing Your Website
3. Finding a Host for Your Website
4. Optimizing Your Website and Submitting it to the Search Engines

1. Domain Name Registration Services

www.YourName.com

R2J2 Studios only works with accredited registrars.

- Simple registration (does not require research) - \$11.95 for 1 year registration
- Research - \$50 per hour (billed in 15 minute increments) plus registration fee quoted above

2. Designing Your Website

The size, content and layout of your website will be tailored to your individual needs. We want your site to highlight the distinct personality of you and your business. By using a combination of innovative design and best in class business standards, you can be assured that your content is not compromised by complicated navigation, confusing layout or irrelevant graphic representation. At R2J2 Studios, we develop websites that are unique, artistic and technically sound.

You want your message to your visitors to be clear. Crystal. So do we...

- **We work closely with our clients to develop only the website pages that they need** – by creatively combining information on pages where appropriate, eliminating unnecessary pages, and offering alternatives to traditional website layouts based on experience and research of website effectiveness.
- **Having an effective website means increased value for your customers and reduced costs for you.**
- **Every website designed by R2J2 Studios earns the World Wide Web Consortium's (W3C) validation stamp for compliance to established standards and best practices.**

Standard Pricing

Our **standard** payment terms are 50% down at contractual agreement and 50% remainder at completion of site. Design costs begin at \$500.

Extended Payment Plan

If you prefer to pay for your website over a period of time, R2J2 Studios can arrange for an extended payment plan over a period of two years. In addition to the creation of your customized website, the extended payment plan includes your hosting costs and domain registration for the duration of the plan.

• A La Carte Items

Fact:

Internet users spend their time online primarily in search of one (or all) of the following:

- **Information** about your goods or services; or anything that you can provide to your visitors to help them accomplish their goals – FREE advice is one of the most valuable commodities on the web
- **Entertainment**, including games, chatrooms, shopping, and bulletin boards
- **Communication**, including the ability to contact a company via email or pre-designed form at their convenience – 24/7 “customer service”

Give them what they're looking for...

Your online business needs may call for something more or less than a traditional website. Consider developing a larger or smaller website by using “extras” in place of traditional website pages.

Many of these “extras” can be developed so the website owner or a designated associate can maintain and update the feature as the administrator.

Prices:

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|--|-------|
| • Storefront Base Price (E-Commerce Set-up) | \$750 |
| • Photo Gallery Base Price | \$400 |
| • Weblog/News or Special Message Notices | \$300 |
| • Interactive Calendar of Events | \$300 |
| • Bulletin Board/Message Board | \$250 |
| • Guestbook | \$250 |
| • Interactive “Editable” Pages | \$250 |

3. Hosting

R2J2 Studios is not a “retail hosting provider” - we do not offer hosting packages on a wide scale to the general public. Rather, we offer our clients hosting packages as a “one-stop shopping” convenience in line with today’s “best in class” website uptimes.

All of our hosting packages also include access to your website traffic statistics.

Basic Business Packages

Entrepreneur

Disk Space	60 MB
Data Transfer	700 MB
Email Accounts*	5
Database(s)	1
Set-up Fees	\$50
Monthly Price	\$9.95

Business Lite

Disk Space	80 MB
Data Transfer	1000 MB (1 GB)
Email Accounts*	10
Database(s)	2
Set-up Fees	\$75
Monthly Price	\$14.95

Business Pro

Disk Space	120 MB
Data Transfer	1500 MB (1.5GB)
Email Accounts*	20
Database(s)	3
Set-up Fees	\$100
Monthly Price	\$19.95

E-Commerce Packages

E-Commerce Lite

Disk Space	300 MB
Data Transfer	3750 MB (3.75 GB)
Email Accounts*	30
Database(s)	5
Set-up Fees	\$150
Monthly Price	\$29.95

E-Commerce

Disk Space	400 MB
Data Transfer	5000 MB (5 GB)
Email Accounts*	40
Database(s)	6
Set-up Fees	\$175
Monthly Price	\$39.95

E-Commerce Pro

Disk Space	500 MB
Data Transfer	6250 MB (6.25 GB)
Email Accounts*	50
Database(s)	7
Set-up Fees	\$200
Monthly Price	\$49.95

*Email Accounts are POP-3 and Webmail

4. Search Engine Optimization & Submission

Fact:

- The top 5 directories and search engines account for approximately 95% of search engine requests.

Basic Package

Query individual search engines and directories (Top 5-8) to determine preferred words and phrases for each search engine and directory. Based on our findings, we will:

- Enhance and expand list of key words and phrases, using case-sensitivities, word tense variations, and “bad spelling”
- Add enhanced keywords and key phrases to 2 web site pages
- Optimize keyword/phrases for page titles
- Optimize description to web site pages
- Enhance Alt tags
- Enhance page content with keywords and key phrases
- Submit 2 pages to top 5-8 search engines/ directories

Price:

- One-time Submission - \$300

Advanced Package

Our Basic SEO Package plus –

Page Analysis against top ranking sites in the top Directories and Search Engines.

- Analyze keyword placement and frequency, total words, keyword weight and prominence, and link popularity for keywords and phrases, title, description and alt tags.
- Update pages based on analysis; present to client for review prior to submission.
- Submit two pages in accordance with the standards set by each Directory and Search Engine.
- After 1 month, check web statistics for key search terms used to find site, rerun analysis, produce report and provide report recommendations to client for review, update site and resubmit pages.
- 1 month later, repeat process.

Price:

- 3 Month Submission Package - \$650
“Add-Ons” to Initial 3 Month Package
 - Addl. 3 Month Package - \$375
 - Addl. Monthly Package - \$150