












WEB SITE MARKETING PRICING GUIDE

ITEM	DESCRIPTION	TYPICAL PRICE
SEARCH ENGINE OPTIMIZATION 	Includes the following: - Submitted to top search engines (GOOGLE, YAHOO) - Sitemap creation - Keyword readiness and meta tag descriptions	\$200 - \$500
BANNER DESIGN 	Includes the following: - 5 banner designs (campaign) - Animation (FLASH or GIF) EXTRA - Sizes: 468x60, 234x 60, 125x125, 120x60, 120x90, 83x31	\$300 per set or \$100 per banner
EMAIL DESIGN 	Includes the following: - 2 designs (campaign) - HTML and TEXT versions provided - Limited animation included (GIF or FLASH)	\$500 per set or \$350 per email
POP-UP AD DESIGN 	Includes the following: - 3 designs (campaign) - HTML and Java Script action - Animation (FLASH or GIF) EXTRA - Sizes: up to 640x480 approx. [3-hours time]	\$350 per set or \$150 per pop-up
SPLASH PAGE DESIGN 	Includes the following: - 2 designs samples - Put into HTML - Keyword Optimized to target advert - Sizes: up to 800x600 approx. [5-hours time]	\$500 per set
EMAIL FORM (basic) 	Includes the following: - 1 form layout in HTML - SSL (secure) depending on server options - No database or merchant exchange [2-hours time -- includes programming fees]	\$200 per form
SHOPPING CART 	Includes the following: - Full shopping cart using a merchant account or PayPal - MIVA Merchant, OScommerce [TBD-hours time -- based on amount needed]	\$TBD per set (\$500 and up)
SOCIAL NETWORKING 	Includes the following: - Facebook, MySpace, YouTube Channel... - Discussion board, blog or email list setup	\$400+ per account
ADWORDS 	Includes the following: - Keyword research and account setup - Advert creation	\$TBD per account (\$500 and up for set-up)
HOURLY RATE 	Includes design, production, photo correction and more:	\$75 per hour
MINIMUM FEE 	Includes the following (limited to 4-5 changes): - Linking to other URLs - Adding or changing out banner advertisement - Uploading to server - Minor text or image change [1/4-hour minimum - Hourly rate charged to nearest 1/4 hour]	\$18.75 per 1/4 hour

\$Canadian quoted - GST not included
Prices subject to change