



Internet, Print & Multimedia Services made...

Clean, Simple & Easy™

## **LunaWebs.com Web Site Services Rate Schedule**

---

### **Web Maintenance / Web Development / Design**

- Changing, adding, deleting, formatting text on pages
- Uploading documents
- Adding multimedia (i.e. pictures, PDF files, videos)
- Adding an html page from a template
- Creating a new template
- E-commerce shopping carts (adding, editing, deleting products)
- Image optimization (enhancing, cropping, resizing, optimizing)
- Altering xhtml/CSS code
- Web graphics (buttons, banners, text ads, etc.)
- Graphic Design (web, logos, postcards, brochures, print)
- Flash Animation or Scripting
- Programming
- Database Development (MySQL)

### **Advertising / Multimedia**

- Video – Presentation, E-commerce, Short film, Commercial, Documentary, Web, Viral
- Audio – Voiceover, Recording, Editing, Mixing, Mastering
- Photography

### **Online Marketing / SEO – Search Engine Optimization**

- Competitor Review
- Ongoing Custom Analysis
- Keyword Research
- Keyword Phrase Ranking
- Initial Ranking Report
- PPC Management
- Code validation according to W3C standards.
- Optimization of Meta Content
- Optimization of Keyword Density of Web Pages
- Identification of possible spider stoppers or trouble spots in the website
- Robots.txt optimization and creation
- Google Sitemap.xml optimization and creation
- Creation, maintenance and optimization of static/dynamic spider friendly site map
- Optimization of the internal link structure
- Targeted Landing Page Creation
- Deep Submission strategy to make sure inner pages indexed
- Implementation of Spider Tracker to identify spider visits
- Systematic Hand Submissions to major engines
- Link Building
- Re-Submissions to valid weighted directories and engines
- Re-optimization and tweaking to enhance positions
- Traffic, visitor and ranking reports

- Press Release/Article Writing and submission
- Blog Posting (internal/external) w/ RSS feed pinging
- Forum Posting
- Social Media / Viral Marketing
- Consulting

\*Work billed at \$110/hr. All work cost and timeframes are estimated prior to start. Most basic work is completed within 48 hours. Rush jobs are billed at \$150/hour (same/next day). **Retainer clients are not charged a rush fee.**

## Monthly Services Plans

---

### Monthly (retainer clients)

A full time web expert can cost upwards of \$70,000+ per year. We can save you thousands annually by taking on these specialized tasks.

We assign an expert from our team to support your organization. You can call, email or chat with our expert M-F, often times outside of normal hours as you would a member of your own team. Your webmaster's cell phone and instant message id is made available to you for times when urgency is an issue. We're also on call weekends and non-business hours. You get all the advantages of an employee, without the overhead.

Plan	Monthly Pricing	Monthly Savings	Monthly Hours Retained
<b>Basic Upkeep</b>	\$525	\$25	5
<b>Service Plan</b>	\$1550	\$100	15
<b>Enterprise</b>	\$3000	\$300	30
	\$6500	Extensive based on support provided (see below)	60
<b>Dedicated Team Services Include:</b>	<ul style="list-style-type: none"> <li>▪ 24/7 emergency support</li> <li>▪ DB Backups and Restore Insurance</li> <li>▪ Dedicated Phone Line</li> <li>▪ Cell Phones to key staff members</li> <li>▪ Dedicated Account Manager</li> <li>▪ Weekly Reports and Updates</li> <li>▪ Key staff experts redundantly trained in your online application(s) including: Webmaster, SEO/Marketing expert, Systems/DB administrator, Graphic Designer, Flash Animator.</li> <li>▪ Ongoing Consulting to improve ROI</li> <li>▪ Plan tailored to your organization's needs</li> </ul>		
<b>Custom Plans</b>	<p>We offer custom plans based on your organizations needs and goals. We are capable and willing to staff according to your business needs with appropriate long-term contract commitments. Our expertise in hiring, filtering and training high-tech, and skilled experts in the web industry saves you time, energy, resources and money. In addition we can save you managerial overhead by outsourcing your web team. Hiring a web team in-house for small to medium sized organizations can prove very costly and inefficient in addition to added payroll expense and possible turnover.</p>		

\*\*Custom plans are available for Larger Organizations requiring ongoing dedicated support.

Onsite support/consulting \$250/hr - (\$50/hr travel time). Want to be taught to do what we do? We offer skill education and training at \$500/hr.

### Why should you hire LunaWebs.com for your website support?

#### 1. Discounted Pricing - Expert Results

We are experts at what we do. Nonetheless, our rates are extremely competitive and discounted for monthly clients. In addition you'll save money in other areas that you may not even recognize at first. For example, to hire a skilled webmaster in-house can be costly. Annual salaries for a high end professional can range upwards of \$70,000+/yr. There is additional cost in management, hard costs like payroll taxes, benefits and other overhead. Finding the right

individual with the skills you need can be a daunting task (believe us we know). We've already found the best talent and individuals who are honest, hard working and extremely efficient. This is what we do every day, so we can do it several times faster than the average skilled worker. We know you will save money if your website requires regular monthly maintenance.

We never charge a "rush fee" to clients who are on our maintenance plans. Often we will finish basic maintenance same day for you.

## **2. Priority turnaround**

Even if there are other tasks on our plate – we will put you first in the "queue" to make sure your needs are accommodated in a timely manner.

## **3. Enhanced/priority support**

We monitor your URL to make sure your hosting provider is giving you the service you deserve. We also monitor other facets of your website at the basic level, for example web pages indexed by search engines, overall traffic and page copy. We can provide enhanced search engine support as well upon request.

## **4. Proactive Consulting**

When we see opportunities to help you succeed by increasing leads, generating new revenue or becoming more efficient to decrease costs, we are proactive so that you will have added success. We always remember that the more successful you are – we succeed right along with you.

## **5. We are part of your team/dedicated account representative**

Customers have access to our staff outside of normal business hours. You will have our cell phone and IM handle if needed. We will often work later hours or Saturdays if urgency is an issue without additional charges. We are not just a vendor - we become a member of your staff and can sit in on meetings if needed to help in organizational goals. You've committed to us, so we commit to you.