



Services Price List*

Website Enhancement Services*

Web Content Creation, \$1500

Your website needs content but either you don't have time to create it or you aren't sure what to create.

This service includes:

- Creation of approximately 1,000 words of written content and 15-20 digital photos for your site;
- Web design management services (see below);
- 2-3 hours of keyword research;
- 1-2 hours of training with you on how to update the website.

Additional content can be created at additional cost.

Website Design Management, starting at \$1000

Know you need a website for your small business but are unsure where to start? Let BEC help you manage the whole process. From figuring out what you need on your website to helping you find a designer, BEC offers unbiased advice from conception of your website to launch. BEC doesn't take commission from designers or websites so you can be sure *our* advice is in *your* best interest. These services ensure you get the website you want in a timely manner (on average of 50% faster than using a web designer alone**).

Blog Training, \$500

A blog is great for your website but learning how to blog well can be time consuming. This 4 hour crash course in blogging includes best practices, publicizing, monetization, and business blogging. Course will be customized for up to 10 participants. (\$50 each additional participant).

Keyword Research, \$500

Using the right keywords will make your site more popular on search engines. Service includes four hours of keyword research. Two page final report includes 20-25 keyword recommendations, list of lower performing keywords, and recommendations for additional website content.

Website Analysis, \$500

Whether your site is new or you're thinking of redesigning, a fresh set of eyes will give you ideas of what you can do with your site. With keyword research, available website data, and your goals for your website, BEC can analyze how your site is currently being used and how it can be improved from both a user and search engine standpoint. End product is a 10 page custom report with concrete ideas and budget.

CMS Training, \$150/hour

You paid to have a database website designed in part so you didn't have to pay a designer to update your content. This training session for up to ten participants shows you how to update your content management system website (Wordpress, Joomla!, etc.). Provides a cost effective and useful professional development opportunity for your staff or organization. Includes how to create content, edit content, format content, add photos, and any other skills specific to your business. (Add \$50 each additional participant)

Site Maintenance, \$75/hour

Includes updating HTML and CMS websites or maintaining a shopping cart. Estimates available.

Internet Marketing Services***Internet Marketing Plan Creation, \$500 for six month plan, \$1,000 for year long plan**

You can blog and utilize social media all you want, but if you haven't made your internet marketing a part of a plan, it'll be difficult to see the return on investment a year from now. BEC will look at your website goals, target demographic, comparable businesses, and your web analytics to determine a concrete plan that fits your budget. Six month plans are approximately ten pages, year-long are approximately 20 pages. The plan can either be implemented by BEC or by the business owner or both.

Business Facebook Page Creation and Training, \$500

Facebook has become the most important social networking site. Fee includes page creation, content input, one hour of Facebook training for you and up to ten of your staff, and recruitment of your first 25 fans when you provide a client/customer list.

Link Building Campaign, \$500

Inbound links to a website make it more relevant to search engines. BEC will research and create a list of 20-25 websites with which to link including vendors, affiliate organizations, related blogs, etc. and contact them individually about linking to your site.

Twitter Account Creation and Training, \$300

Use Twitter to let clients, colleagues, and friends know the latest news about your business, or use it to overhear important conversations that concern your business. Setup fee includes profile creation with custom background, finding 25 relevant people to follow, and one hour training on how to use Twitter and best practices for you and up to ten of your staff.

Blog Directory Submission, \$250

Blog directories are great for networking and drives important initial traffic in the early stages of your blog. Includes submission to ten blog directories including Technorati and BlogCatalog.

Search Engine Submission, \$100

Have you let search engines know your site exists? Includes submission your site to Google, Yahoo, MSN, and AOL and submitting your site's feed to Feedburner.

Maintenance Services, \$75/hour

If you are going to use social media or blogs, it is important to keep the information up to date. Maintenance services include Facebook, Twitter, blogs, and other websites.

Other Services***RSS Setup, \$150**

RSS allows you to follow many websites and blogs without having to visit each individual site. Fee includes setting up a reader and one hour of training on how to use and maintain it.

Other services available upon request. Please email for a custom quote.

*All services offered remotely. Prices do not include travel.

**Based on client experiences.