

## Website development project outline

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## Prerequisites

Before we can begin development of a site, there has to be a site to develop! The purpose and goals of your site should be well established. If you have an existing site we can begin with the “Start-up package” while the prerequisites for your site are still being developed. A successful website will include heavy doses of preparation, implementation and campaigning.

- **Existing website** – In many cases we start with an existing domain name and website. Whether the site is going to be updated or completely replaced, copying or moving the original site is often included in a Start-up package. I recommend and practice “best effort” in leveraging an existing website even in cases where it will eventually be completely replaced. Your old web page is likely much better than a generic “under construction” or “coming soon” page.
- **Information architecture** – The organization of the information you are going to present and the plan to develop that content. This could be considered a map for your website and will determine what the requirements will be for a graphic design to present clear navigation and what the technical requirements will be for presentation of menus and navigation elements. Although not covered here in detail, this is *the* most important aspect of your entire web marketing effort.
- **Graphic design** – If the graphic design is less complicated, I can often provide the design services myself. For more complicated designs, we would involve a third-party graphic designer.

- **Web marketing and communications plan** – For your site to be effective in the long-term, it will require a continuing effort in marketing the site to attract new visitors. As a part of your marketing and communications campaign, a monthly newsletter, a monthly press release and supporting article submission are very important ways to keep your site alive and visited. Link building campaigns and pay-per-click marketing may also be part of your internet marketing plan. An effective and sustainable traffic building strategy is an essential prerequisite for a successful site.

## Foundation – Start-up package

Our first order of business is to lay the foundation for an active and dynamic site. Decisions made about domain name management and selection of hosting service can have a big impact on the success of a site. For multiple domain and multiple site clients these decisions can also result in dramatic savings.

Our team will establish the site requirements, select the appropriate services and establish the appropriate accounts on your behalf. Domain name purchase or transfers will be managed by our staff start to finish, with the exception of the occasional necessity for your response to domain authorization emails. Your accounts and services will be set up and configured to meet the requirements of your site.

- **Domain and hosting acquisition and/or transfer** – Existing domain names that will be used on our new site should be listed on (Attachment B) Along with the current registrar and login information. Decisions will be made to leave the domains at their current host and point the “DNS” to the new hosting service, or migrate the domain hosting to the new host. For consistency, ease of management and to reduce the likelihood of trouble, we will recommend migrating now or at the next renewal date.
- **SEO hosting related issues** – There are a number of considerations when selecting an appropriate hosting service provider and the services to purchase. Typical low-cost web hosting uses a shared “IP” or internet address with other customers. If other customers who share your address are banned from search engines, the search engines will count that against your ranking. A dedicated IP address is always recommended to avoid this “bad neighborhood” syndrome.
- **Coldfusion** – ColdFusion is one of the fastest, easiest ways to build and deploy powerful Internet applications. ColdFusion uses CFML (ColdFusion Markup Language), a tag-based language similar to HTML and XML. We use the ColdFusion Markup Language to build our sites to be fast and flexible. The Coldfusion service is required of the hosting provider for our sites.
- **SiteTechHosting** - Dollar-for-dollar, feature-for-feature, you'll find the best hosting plans right here. These plans aren't cheap - they're affordable. Big difference! SiteTechHosting is a discount reseller of services from GoDaddy, the largest domain name registrar in the world. Their state-of-the-art hosting plans include 24/7 technical support. We use and recommend SiteTechHosting for all of our domain, web and email hosting services.
- **Existing site move or copy** – In many cases there is an existing website that we are updating or replacing. What is available from an existing site and how much of it is to be re-used will ultimately determine how much time and effort it will require. Typically when more of the site is to be re-used, more time is spent to convert the site to the new host and our site framework. If we are simply making a copy of an existing site to use temporarily until it is replaced, less effort is involved in making a copy.
- **Email services** – An important feature of your hosting services is email. There are special considerations for domain names that have existing email services.

Existing email services may remain with an existing service or migrated to new services. Whether you want to use web-based or client-based email is a consideration. In some cases the only email requirement is for “forwarding addresses”, where email is simply forwarded on to an existing email account elsewhere. There are some email services included with our recommended hosting plan from SiteTechHosting.

- **Email hosting** – The SiteTechHosting plans come with a minimum of 500 email addresses with a total of 10MB of online storage and 50 email forwarding addresses. This level of service is sufficient for most clients needs. Additional addresses and additional storage are available at a low cost.
- **Email configuration** – Addresses will be configured according to the information provided on the Client information worksheet (Attachment B). Email accounts will be set up with random-generated passwords using the password generator located online at <http://www.pctools.com/guides/password/>. Email password change requests should be routed to [me@mikefurtado.com](mailto:me@mikefurtado.com).

The process of establishing a web foundation varies greatly from site to site. Smaller sites with less complex requirements often range from 8 to 10 hours where very large and complex sites can require 30 hours or more of foundation work. Your mileage may vary.

<b>Small site package</b>	8 hours @ \$39	<b>\$315</b>
<b>Medium site package</b>	12 hours @ \$37	<b>\$450</b>
<b>Large site package</b>	20 hours @ \$35	<b>\$700</b>

Additional hours billed at \$40/hour

Service as-requested billed at \$45/hour

## Presence – Site package

Once the prerequisites are met and the start-up package is in place we’re ready to build a website! Our first task is to start a page-status spreadsheet. Please see the example (Attachment C). This is a list of all the pages that make up the site with information related to the structure of the pages, common components of pages and search engine data for each page. This is our translation of the information architecture, graphic design and layout into a website framework This spreadsheet is updated throughout the course of the project to follow the progress of the site.

Your site is built to reach the widest possible audience including the search engine “spiders”. The majority of most sites traffic comes from search engine referrals so being aware of what a search engine will see on your page is of paramount importance. Attention to detail here will pay its dividend for the life of the site. Much of the work involved in building your site framework and implementation of your design and layout is targeted at a site optimization strategy.

### ***Critical Aspects of Site Optimization***

There are a number of components that are critical to a site’s ability to be crawled, indexed and ranked by search engine spiders. When properly used in the construction of a website, these features give a site the best chance of ranking well for targeted keywords.

#### **Accessibility**

An accessible site is one that ensures delivery of its content successfully as often as possible. The functionality of pages, validity of HTML elements, uptime of the site’s

server, and working status of site coding and components all figure into site accessibility. If these features are ignored or faulty, both search engines and users will select other sites to visit.

The biggest problems in accessibility that most sites encounter fit into the following categories. Addressing these issues satisfactorily will avoid problems getting search engines and visitors to and through your site.

- **Domain and Hosting** – Website hosting services and domain hosting and DNS services can be a limiting factor for accessibility. If your web server is down when someone clicks your link, they won't likely click it again, even if the problem was temporary. Having our site hosted on GoDaddy servers is a good choice in my opinion for the level of traffic we can expect. If the traffic to the site were to exceed our wildest expectations, and our current service deemed insufficient, SiteTechHosting offers us a simple upgrade path to support whatever level of traffic we require.
- **Broken Links** – If an HTML link is broken, the contents of the linked-to page may never be found. In addition, some surmise that search engines negatively degrade rankings on sites & pages with broken links.

Our site will be 100% broken link free. For verification of this statistic, I use a number of tools. My primary web-based tool for this is the World Wide Web Consortium (W3C) Link checker at: <http://validator.w3.org/checklink> To support this verification, I also use local PC-based tools. The first is "Xenu Link Sleuth" available at: <http://home.snafu.de/tilman/xenulink.html> Finally, one of my most important tools for broken link checking as well as many other site metrics is WebCEO, available at: <http://www.webceo.com/>. Links to external sites may change or disappear completely over time, so regular link-checking is included under the umbrella of "webmaster services".

Another influence on search engines is changing URL's. If the crawler comes to the site and finds all the pages it knew of are now "404 Not Found" and there are a whole new set of URL's to crawl, it can influence the ranking negatively. Our site control program will look for any old site URL's and tell the search engine crawlers (and browsers) "301 Moved Permanently". A browser is simply redirected to the new page, and the crawler understands the "301" code and updates the URL in the index. This 301 code is also the technique we use to redirect various domain names to the appropriate pages on a site without looking like duplicate content to the crawlers.

- **Valid HTML & CSS** – Although arguments exist about the necessity for full validation of HTML and CSS in accordance with W3C guidelines, it is generally agreed that code must meet minimum requirements of functionality and successful display in order to be crawled and cached properly by the search engines.

Our site will be 100% valid XHTML 1.0 and CSS 2.0. My opinion on this matter is that while a search engine spider might be able to crawl a less-than-perfectly coded website, this may not remain true forever. As the search engines "improve" their software, it will likely become less tolerant of invalid code. Standards-based coding is also paramount to the site being viewable across platforms. My primary web-based tool for checking valid HTML is also provided by the W3C at: <http://validator.w3.org/> and for valid CSS I use: <http://jigsaw.w3.org/css-validator/> also from the W3C. There are a number of other tools that I use for other purposes that also check valid HTML and CSS, but these are the primary tools.

I use a number of online code-validators to check the pages for compliance. A number of these tool check for compliance with the WAI-AAA WCAG 1.0 standard for accessibility for the disabled. We pay attention to these guidelines and most sites will meet the guideline completely, while others may include functionality that deviates from the guideline. The organization managing all these different standards is the W3C or the

World Wide Web Consortium. They also maintain a "Link Standards" validation service that checks the linking structure of a site for navigability and accessibility. Our site will validate with this service completely.

The latest standards also call for "table-less" design. Tables were a standard component of html before CSS was widely in use. Since then, it is recommended that CSS be used for layout purposes rather than tables. Our site will strive for a 100% table-less design using pure CSS layout. Our site will likely validate as 100% table-less according to the W3C recommendations.

Another widely-accepted standard called "section 508" which also addresses accessibility for the disabled, and specifically the blind using "screen reader" software. With a little extra effort our sites are compliant with this standard as well.

There are a number of online tools for SEO analysis of a site and we use several of them to check our site against. Sitening.com has a very nice overall SEO-analyzer. Another good SEO analysis tool is called Website Grader. Another tool we use is the Page Strength Tool from [www.seomoz.org](http://www.seomoz.org). This rates our page strength on a scale of 0 to 10. Finally, we use another tool that simply checks our Google PageRank.

- **Functionality of Forms and Applications** – If form submissions, select boxes, javascript, or other input-required elements block content from being reached via direct hyperlinks, search engines may never find them. Keep data that you want accessible to search engines on pages that can be directly accessed via a link. In a similar vein, the successful functionality and implementation of any of these pieces is critical to a site's accessibility for visitors. A non-functioning page, form, or code element is unlikely to receive much attention from visitors.

All of the forms we build are 100% verified. Not just for functionality, but also for accessibility. The tool we use to verify functionality and accessibility of forms is called "Cynthia" and is at: <http://www.contentquality.com/>. This tool checks the site for conformity to several accessibility standards such as WCAG 1.0 (Web Content Accessibility Guidelines) and "Section 508" which refers to Section 508 of the Rehabilitation Act. More information on section 508 is available at: <http://www.access-board.gov/sec508/brochure.pdf>

- **File Size** – With the exception of a select few documents that search engines consider to be of exceptional importance, web pages greater than 150K in size are typically not fully cached. This is done to reduce index size, bandwidth, and load on the servers, and is important to anyone building pages with exceptionally large amounts of content. If it's important that every word and phrase be crawled and indexed, keeping file size under 150K is highly recommended. As with any online endeavor, smaller file size also means faster download speed for users - a worthy metric in its own right.

File sizes on our site are optimized to the smallest file size while maintaining our visual appearance and functionality. There are two aspects to consider when analyzing file size. First, there is the size of each individual file. Each web page, script and image on our site represents another file. We examine and optimize each and every file on our site to achieve the smallest file size possible. For text-based files, such as each web page, we remove every extraneous character, space, line-break etc. to reduce each file to its absolute minimum size. The second aspect of file size is the collection of files that are downloaded to make up a single page. In some cases this can be quite a large number.

## ***URLs, Title Tags & Meta Data***

So far most of what I have covered relates to the technical aspects of optimization. The next "level" of optimization is "SEO Content". There are several key pieces of text that should be search engine optimized. These are: Page title, Meta keywords, Meta description, URL and copy. The process starts with keyword research and selection. SEO experts use software tools that analyze search history and search trends to identify good keywords. You mentioned previously that you own a copy of WordTracker, which is one of the primary tools used in the industry.

URLs, title tags and meta tag components are all information that describe your site and page to visitors and search engines. Keeping them relevant, compelling and accurate is key to ranking well. You can also use these areas as launching points for your keywords, and indeed, successful rankings require their use.

The URL of a document should ideally be as descriptive and brief as possible. Individual pages' URLs should be descriptive without being overly lengthy, so that a visitor who sees only the URL might have a good idea of what to expect on the page. Typically your primary domain name contains a name, so it is dependent on the URL to be more descriptive. We implement a URL structure that essentially mirrors our menu structure in the format "domain/site section/page name". This structure works very well for search engines and users alike.

In addition to the issues of brevity and clarity, it's also important to keep URLs limited to as few dynamic parameters as possible. A dynamic parameter is a part of the URL that provides data to a database so the proper records can be retrieved, i.e. "id=30" for a page number, or "gallery=tummytuck" for the tummy tuck photo gallery, etc. It is a common belief in the SEO arena that in an ideal site, there should never be more than two. Our sites use 2 or more dynamic parameters only inside certain applications such as a photo gallery where search engine crawling is not an issue.

Title tags, in addition to their invaluable use in targeting keyword terms for rankings, also help drive click-through-rates (CTRs) from the results pages. Most of the search engines will use a page's title tag as the blue link text and headline for a result, and thus it is important to make them informative and compelling without being overly "salesy". The best title tags will make the targeted keywords prominent and be as clear and concise as possible. For each of these, the idea behind the recommendations is to distill the information into the clearest, most useful snippet while retaining the primary keyword phrase as the first words in the tag. The title tag provides the first impression of a web page and can either serve to draw the visitor in or compel him or her to choose another listing in the results.

Our site control program dynamically populates the description and keyword "meta-tags" for each page from the site database. We can improve our position with a specifically-written, under 200 character, description of each page. The keyword tag is also populated from a field in the site database.

### **Meta Tag Recommendations:**

Meta tags once held the distinction of being the primary realm of SEO specialists. Today, the use of meta tags, particularly the meta keywords tag, has diminished to an extent that search engines no longer use them in their ranking of pages. However, the meta description tag is still of some importance, as several search engines use this tag to display the snippet of text below the clickable title link in the results pages.

In SERPs (Search Engine Results Pages) the title tag meta description is what searchers generally see to make their decision as to which result to click, and thus, while the meta description tag may have little to no impact on where a page ranks, it

can significantly impact the volume of visitors the page receives from search engine traffic. Note that meta tags are NOT always used on the SERPs, but can be seen (at the discretion of the search engine) if the description is accurate, well-written, and relevant to the searcher's query.

- **Site-wide and/or page specific keyword selection** – Based on keyword research, this will serve as a guideline for the rest of our SEO efforts. Producing a report in a spreadsheet of the valuable pay-per-click phrases is one step in that process. That kind of information is used to decide what keywords and phrases the site will be optimized for. The search engines do not value a "Meta keywords" tag much anymore due to its abuse, but it is still "noticed" by all the engines and still used by some, so it should be present and valuable. This tag should be written for each page and used as a basis for all other SEO efforts.
- **Page URL's** – Recommendations for how to integrate the keywords into search engine friendly URL's. There are a number of different recommendations for the maximum length of a URL, we need to decide what our maximum length is and make sure we are making the most of our URL's.
- **Page Titles** – Search engine friendly page titles using the keywords appropriately. As with URL's there are differing opinions on the maximum length of a page title. We need to decide on our maximum and write the page titles to suit, again integrating the keywords where appropriate.
- **Page descriptions** – Write search engine friendly "Meta description" tags for each page. It is generally accepted that the "Meta description" tag is used by the search engines in certain cases. And again, there are differing opinions on the acceptable length. Since Google will often use the first 150 characters of text from a page, the first 150 characters of the description should be a good complete description of the page content and use keywords. Upon SEO recommendation, the descriptions might go into slightly further detail in another 150 characters.

### **Search-Friendly Site Content**

Making the visible text on a page "search-friendly" isn't complicated, but it is an issue that we often struggle with. Certain text styles are not necessarily indexed by search engines:

- Text embedded in a Java Application or Flash file
- Text in an image file - jpg, gif, png, etc.
- Text accessible only via a form submit or other on-page action

If the search engines can't see our page's text, they cannot spider and index that content for visitors to find. Thus, making search-friendly text in HTML format is critical to ranking well and getting properly indexed. Our pages of the site are kept as simple as possible with regard to coding or "markup". The body of our pages contain little more than the original copy with heading markers, paragraph markers, image links (if any) and text links.

In addition to keeping the text as "readable" as possible, it is still important to use the right keywords and phrases in headlines, title tags, URLs, and image/file names on the page. We are careful not to go overboard and use any of the more questionable tactics such as hiding text (by making it the same color as the background or using CSS tricks). Even if the search engines can't detect this automatically, a competitor can easily report our site for spamming and have us de-listed entirely.

Along with making text visible, it's important to know that search engines measure the terms and phrases in a document to extract a great deal of information about the page. Writing well for search engines is both an art and a science (as the

general public is not privy to the exact, technical methodology of how search engines score text for rankings), and one that can be harnessed to achieve great rankings.

Some of the general guidelines I look for in good web copy are:

- **Primary terms/phrases prominent in the document** – The common measurement of “keyword density” I consider nearly useless. There is a good discussion on the topic here: <http://forums.seoachat.com/t28007/s.html>. But general frequency of target terms and phrases can certainly help rankings. Since each of our procedure pages are written very in-depth and have a high volume of copy on each page, the particular keywords that we may want to target will certainly appear frequently in the copy. Not for the purpose of improving the ranking, but simply as a matter of course in high-quality copy.

**On-topic and high quality text** – Search engines use sophisticated lexical analysis to help find quality pages, as well as teams of researchers identifying common elements in high quality copy. The investment in high quality copy will impact the ranking of our pages second only to inbound links. In my experience this is the most often overlooked aspect of most website projects.

**Well-optimized document structure** – The best copy generally follows a journalistic format wherein the document starts with a description of the content, then flows from broad discussion of the subject to narrow. The benefits of this in search engine rankings are arguable, but in addition to SEO value, it provides the most readable and engaging informational document. Web surfers are looking to gain something by reading a web page, not site through a sales pitch.

Keeping in mind that the text layout and keyword usage in a document no longer carries very high importance in search engine rankings, the right structure and usage can provide a slight boost. Obsessing over keyword placement or layout will provide little overall benefit, but as a part of the larger picture, there is some benefit.

- **Site framework** – The information compiled in the site status spreadsheet is used to build the “site database”. The database contains all of the information that is unique to each page of the site. Our site uses a “site control program” that receives a page request, reads the page information from the database and assembles the appropriate components to deliver the requested page. Along with the site control program there is an error-handling program that takes over when a request comes that site control doesn’t recognize. This can be anything from a mistyped URL to an outdated link from an old version of your site. Error handling reads the request in an attempt to interpret what page the user was actually looking for and will re-direct accordingly. When all else fails, this program delivers the “404 Page not found” result in the context of your site, rather than a generic “not found” message. The site database, site control and error-handling programs are the core framework of our site. This allows our sites to be fast, easy to add to, update and maintain.
- **Site design and layout implementation** – Once the site framework is in place, the design and layout are created using XHTML/CSS, Graphic implementation, common components, header and footer elements. This stage of development is focused on the home page layout and elements of the home page that will be used throughout the site. Final selection of colors will be done at this time as well as final images segmented and applied to the site. All the development of CFML, HTML and CSS performed at this stage follows our website optimization strategy and standards guidelines. This is where complex designs take most of the time.
- **Page style** – In the same process as above, additional pages styles are created using the XHTML/CSS and component methodology used by our site control program. A variant page style based on the previously implemented style above is typically a simple process with even the most complex designs

taking as much as 6 hours. Page styles that are significantly different from established styles such as custom application displays can take longer.

- **SEO framework** – Another aspect of our optimization strategy includes several “off-page” optimization strategies. These include providing a machine-readable XML sitemap for the search engines to read, delivering the appropriate site content via an RSS feed and building the database driven meta-data content.
- **Site administration system** – Several common tasks required to maintain and update a site will be provided in an administration user interface. The specific tasks performed in the administration interface will vary depending on the specific functionalities of your site. Administration tasks include updating the XML site map, updating the site RSS feed and managing a photo gallery if installed. Please see the sample documentation (Attachment C).

Building your individual website will be the most time-consuming part of the development process. Developing the site framework as described is a similar task for sites large and small and averages 20 hours. Our site administration system takes some 8 hours to on top of that. Implementation of a site design and layout can range from 8-10 hours for a simple design to 50 or even 100 hours for the most complex designs. Each additional page style based on the design ranges 2-5 hours. Our full range of organic search engine optimization techniques can add another 30 hours to the average site.

<b>Small site package</b>	40 hours @ \$40	<b>\$1600</b>
<b>Medium site package</b>	70 hours @ \$39	<b>\$2750</b>
<b>Large site package</b>	120 hours @ \$37	<b>\$4440</b>

Additional hours billed at \$40/hour

Service as-requested billed at \$45/hour

## Content – Site development

Once our site is built, the final piece of the puzzle is content. Some (or possibly most or all) of your content will be a part of your site at this point. At least one example of each page variation has been completed. As an example your site might have a home page layout, a section page layout and a procedure page layout. If your site has 5 sections and 5 procedures in each section there would be 20-22 pages to add at this point.

In addition to static content pages, this is the time we add functionality pages such as photo galleries, online forms or a site glossary. Sites including custom applications will likewise require custom estimating.

- **Add pages** – The remaining content pages for your site will be added at this time. Since the design and layout has been well-established and separate from content, adding additional pages is a fairly quick process. Long and complex pages may take as much as 2 hours and simple pages can be done as quickly as 2-3 per hour.
- **Photo gallery** – Many of our sites use a photo gallery to display before-and-after photos. Adding a photo gallery application to the site takes about 3 hours. Once the application is added, a page design for the photo gallery pages can take 2-3 if it is closely based on the existing design. More complex displays may require some additional time for layout. Adding photos to the gallery is a variable based on the number of photos and any editing or cropping of photos that may be necessary. Photos can easily be added to the gallery directly by you or your employees via the site administration interface.

- **Forms** – If you have forms necessary for your clients/patients to fill out, consider offering them online. Your forms can be set up to be filled out online, submitted securely and emailed in PDF format to a specified email address and copied to the clients/patients email address.
- **Interactive maps** – Google Maps offers a free interface to include their map software on your website. With 1-2 hours of programming, your clients can get a customized map with detailed directions to your location.
- **Site-wide glossary** – Sites that use a lot of subject matter specific terminology can benefit from an integrated site-wise glossary application. This application adds an function to the site administration interface allowing you to add terms and definitions which will be highlighted on your site pages.
- **Site map** – A site map is a standard page on most websites giving the user an easy way to look at the information structure of your site and hone in on the information they are looking for. A site map application on our site will read the site-database to deliver a site map showing all the current pages on the site. As your site grows, the site map grows with it, without requiring manual updating.
- **Discussion forums** – If your website is likely to have an active community of users, discussion forums can be a great way to foster communications between users and between users and you. We can purchase discussion forum software for your site, depending on your requirements, in the \$200-\$500 range and install and configure it in 2-5 hours.

There are a vast number of possibilities when adding pages to your site that add features and functionality for you and your users. Your decisions about what pages to have on your site and where they fit in to your information design will be a part of the information design process and will ultimately determine the amount of time required to create your individual sites content pages. The packages below are very general guidelines and your individual estimate will be based on your specific page content.

<b>Small site package</b>	(10-20 pages)	20 hours @ \$35	<b>\$700</b>
<b>Medium site package</b>	(20-50 pages)	50 hours @ \$33	<b>\$1650</b>
<b>Large site package</b>	(50+ pages)	80 hours @ \$30	<b>\$2400</b>

Additional hours billed at \$35/hour

Service as-requested billed at \$40/hour

## Webmaster services

An active website will demand an amount of regular attention to thrive. Your site will receive attention on a daily basis. At a minimum, we look at daily traffic statistics with an eye out for irregularities. A significant drop in traffic may be an indication of anything from a drop in search engine rankings to the web server being "down".

Being involved with your site daily, we will keep up with the sites related hosting and other service accounts. Stay current with updates and renewals. Coordinate any required technical support from third-party vendors. Maintain a [webmaster@yourdomain.com](mailto:webmaster@yourdomain.com) email account monitored 7 days a week.

- **Services daily** – Website traffic statistic trends are viewed every day. Dramatic or abnormal changes can indicate a wide variety of circumstances that can require attention. A large increase in traffic without explanation such as a recent press release or other marketing effort can be an indication of a

tracking software problem, a DNS problem, a “hack” attempt, “image hijacking” or other misuse of our hosting server. Likewise a drop in traffic can be an indication of a web server problem or a drop in search engine rankings.

- **Regular check of traffic statistics** – Often the slightest variation in traffic statistics will trigger a more in-depth look at the sites traffic. Even when a site has very consistent traffic, looking at where the traffic is coming from (referrers), where the traffic is from geographically and statistics such as most viewed pages and time on site provides a pulse on the sites heartbeat.
- **Regular check of search engine referrals** – Every site will receive a certain volume of its traffic from search engines. Even sites that are not heavily search engine-marketed, will see their fair share of search traffic. Looking at the search engine result pages (SERPs) where users are coming from give great insight into your sites overall performance.
- **General site monitoring** – All of the activities included in Webmaster services lead to other checks-and-balances for your site. When we look at a SERP we often follow the listing to verify the landing page. When we see traffic from well-outside a geographic target area we may look up the owner of the IP address and check to see if there has been other traffic from that area.
- **Hosting and domain management** – There will be one or more third-party service provider accounts associated with your website. Every site requires domain hosting and web hosting service. Most sites also include email hosting services. These various services can be provided by one or multiple third-parties and each will have some level of online account access. In the regular course of maintaining a site these accounts are included.
- **Coordinate third-party technical support** – In cases of trouble with any of your third-party services, we troubleshoot the problem, resolve it when possible and notify third-party technical support if necessary. Technical support issues almost always require multiple follow-ups and thorough checking once a problem is resolved.
- **webmaster@yourdomain.com** – As “webmaster” for your site we maintain an email account for “webmaster@yourdomain.com” which is most commonly used for technical issues related to a site. This address is also likely to receive link trading requests and offers of numerous website related services. This address should also serve as a “catch all” account for your domain. Email destined for non-existent accounts at your domain will land in the catch-all account. This email is checked throughout the day, 7 days a week and emails are handled or forwarded appropriately. This service also includes managing your email hosting account and adding, updating and removing email accounts.
- **On-call for changes and updates** – An email or a phone call gets the job done. Simply. This is a personal service and our clients know it. When you want something done or need an answer we’re here and we know your site. We were just running our daily report on your site when you called!

**Small site package** (lower traffic or less-actively marketed sites)

4 hours per month **\$150/month**

**Large site package** (high-traffic and web-application sites)

8 hours per month **\$275/month**

additional hours billed at \$40/hour

services are \$45/hour on an as-requested basis

## Content packages

The regular addition of content to your site will be a cornerstone of your website marketing efforts. When search engines see new and updated content each time they visit your site, they will consider your site more valuable and visit more often and rank your pages higher. Many sites we handle produce and distribute a monthly e-newsletter, a monthly press release and a monthly article based on the press release. Each of these "off-site" marketing efforts can be re-purposed as additional pages for your website. These are typically presented in "newsletter archive", "Press release archive" and "Media archive" pages on your site.

The content addition packages described here are a common set of content pieces regularly added to sites. A regular content addition package can and should be customized to suite your sites individual needs.

- **Manage a Constant Contact account** – We use the online service Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) to manage email contact lists and distribution of email newsletters, promotions and other email communications. The service is priced based on the size of your email contacts list, with a list from 500-2,500 addresses costing \$30 monthly. As part of our content packages, we will manage the Constant Contact account and email lists and produce and distribute the selected email campaigns.
- **Produce and distribute one newsletter** – When a newsletter is started, a design is developed, and an HTML email template is created from that design along with the first issue content. This one-time process requires a design that can range from \$200-\$500, content for the first issue which can be provided by WordPower Communications for \$400, and producing the template which ranges from \$500 to \$800 depending on complexity.  
  
Subsequent issues of the same newsletter templates initially require 2-3 hours to add to the existing template. A newsletter that gets done month after month will eventually take as little as 1-2 hours to produce after a number of issues have been done.
- **Add a press release to an archive** – Adding a press release to an archive page each month both updates the archive page and adds a new page to your site. WordPower Communications can provide the content for a press release and distribute it through the PRWeb ([www.prweb.com](http://www.prweb.com)) service for \$500. The PRWeb fees for distribution is \$210.
- **Add a media article to an archive** – WordPower Communications can also produce a media article based on a press release and distribute it through [www.ezinearticles.com](http://www.ezinearticles.com) for \$150. Just as a newsletter and press release does, this will update the archive page and add a new content page to your site.
- **Photo gallery** – In lieu of adding photos to your photo gallery yourself, you can send your photos directly to us to be added to your photo gallery in conjunction with your content addition package.
- **Other content updates** – Other areas of your site may get regular updates such as an "In the News" display. Many sites update the home page "lead story" on a regular basis as well. Our content package will assure that we are here to make these updates as necessary.

Your content package should be custom tailored to grow your site at a steady and sustainable rate. A stagnant site will lose value with the search engines quickly. The packages below are offered as a general guideline leading to your custom plan.

8 hours per month @ \$34.37/hour **\$275/month**  
4 hours per month @ \$37.50/hour **\$150/month** (without CC and newsletter)

additional hours billed at \$40/hour

Content services are \$45/hour on an as-requested basis

## Reporting and analysis

Every web site hosting service offers website traffic statistics. They often offer more advanced reporting packages at additional costs. What they deliver is usually list after list of numbers and statistics with little meaning to the average site owner. A little-known fact about these numbers is that they are inherently inaccurate. There are literally hundreds of variables that impact the accuracy of website user tracking data.

Our reporting and analysis service cuts through the numbers to extract the meaning of your web statistics. We use several different tools to track statistics and look at the results comparatively to understand the real picture of what is happening on your site. Then we take the next step to understand why things are happening on your site. The reports you receive will be plain-English reporting of what the activity is on your site, why this is the activity we're seeing and what to do about it.

- **Daily monitoring of traffic statistics** – All the sites in our reporting and analysis service are included in a daily reviewed traffic statistics report. Statistics that stand out are further investigated on a daily basis. Issues that require attention or action will be reported on immediately, not just included in the scheduled report.
- **Response recommendations** – When site activity shows a problem, immediate action is taken to correct problems. If corrective measures are expected to go beyond the terms of this service, response recommendations will be forwarded immediately for approval.
- **Monthly report** – Your monthly report is not going to look like a giant list of numbers. Although we will include relevant numbers supporting our analysis, you aren't going to get a list of the pages loaded each day.
- **Quarterly report** – At the end of each quarterly reporting period, you will receive a more detailed report of activity over the quarter along with a summary of the activity throughout the period and an insightful look ahead at what kind of activity can be expected for the upcoming quarter. This report will also go more in-depth into why your traffic is where it is and what you can do to increase traffic and contacts.

Reporting and analysis is a crucial counterpart to any ongoing website marketing effort and will allow you to make the most of your website marketing efforts. If you run an ongoing link-building campaign, this level of reporting is a must. If you run pay-per-click marketing campaigns, these reports will help you understand its impact on your site.

15 hours quarterly @ \$33.33/hour **\$500/quarter**

additional services billed at \$40/hour

ad-hoc reporting @ \$45/hour      2-4 hours per report

## Link-building campaigns

One of the most important things you can do to improve search engine rankings is an aggressive link-building campaign. How crucial is a linking campaign? In a Google search for "new york city plastic surgery" the first result is for "www.drzevon.com". Yahoo Site Explorer tool reports that there are 1368 backlinks to that domain. This site has likely had an aggressive link-building campaign in place for some time. Whatever searches you want to be

found in, there will likely be significant competition. Inbound links are one of the best ways to compete. If you want to be found in the search engines, this is going to be a big part of it.

- **Existing links** – A good start will be to look at any existing links to your site that are out there and "check up" on them. Make sure they land on an appropriate page on the site and if possible improve the link text. A link to a facelift page with the text "facelifts in New York" is more valuable to the search engine than the same link with the text "Dr. Johnson's website" or "www.doctorjohnson.com". The engines also value links from ".edu", ".org" or ".gov" domains much more than a ".com" or a ".net", so we will look for any of these opportunities.
- **High-quality links** – Another very important backlink to have is from "dmoz.org" or "The Open Directory Project". The ODP is basically a human-edited search engine. Since it is human-edited, having an entry there weighs heavily with the other search engines. Along the same lines, being listed in the Google Maps business listings is a bonus for ranking purposes. When we list your site here, they will call the phone number they find on the site to verify the listing. Since this is a verified listing, it weighs better with the crawler.
- **Directory links** – Yet another important part of our "linking campaign" should include listing the practice with other major directories such as [www.zoominfo.com](http://www.zoominfo.com). This is a good resource because it derives most of its content from other web sources, not just what you've listed for yourself. If there are high-ranked web pages out there that say "Mike Furtado is a crook!", those results may show up on my [zoominfo.com](http://www.zoominfo.com) page. There are many large directories that can provide quality links back to our site, but there are also those we should stay out of. For example; the more links there are on a certain page, the less value each link has. If we get a link from a good site that has only a few links on the page with ours, it will weigh much greater than having a link on a page with a hundred other links. And if we have a link on a page of many links that Google considers to be a "link farm" it would weigh against us. Every linking opportunity has to be evaluated for its quality and impact on the site.

## ***Competitive analysis***

Looking at the links obtained by your top competitors and pursuing methods to get listed on those sites/pages is another excellent way to stay competitive in the link-building race. It's also a good way to get natural traffic, as these are the links and sites that send your competitors their traffic, they will also bring visitors to your site. The methodology for investigating a competitor's links is fairly straightforward.

The best source of link data is Yahoo!. Google purposely does not report accurate link data with their link: command, and MSN's rankings of links can often show less valuable and effective links at the top. Yahoo!, however, currently shows the greatest accuracy in numbers of links, and also sorts well, typically placing more valuable links near the top of the results.

At Yahoo!, the following searches can be used to find pages that link to our site/pages:

1. **Linkdomain:yourdomain.com**  
This command will show you all the pages that link to any page hosted at the domain [drsterry.com](http://www.drsterry.com).
2. **Link:http://www.yourdomain.com/your-page**  
This command will show only those pages which link directly to the specified page. This will not show us links to outdated URLs that now land on this page. For instance, the old URL <http://www.drsterry.com/lipo.html> would not show up in this search. As we discover outdated links to our site, it will be a great benefit to our ranking to correct these links to point to current URLs.

3. **Linkdomain:yourdomain.com terminology**

This search will show all pages with the term "terminology" that link to pages of ours. This will be very useful in identifying high-quality topical linking pages that may be providing benefit for specific areas of the site.

4. **Linkdomain:yourdomain.com -site:otherdomain.com**

You can remove sites from the results by using a minus sign as well. This can be especially valuable when one large site links to our site on numerous pages, and you wish to see the links that don't include that site. It is also be valuable to remove the site itself, (i.e. linkdomain:drjohnson.com -site:drjohnson.com), so as not to see results from our own pages.

Competitive analysis also includes using the top search results themselves as sources for links. If a site or page ranks particularly well for many related searches, a link from that site can send us a healthy number of interested surfers. Rankings in the SERPs is also an excellent way to determine the value of a link, so if a page ranks highly for the term or phrase you're targeting, a link from that page is sure to provide great assistance in our goal to achieve top placement.

- weekly link-building effort
- relevant links on high-quality sites
- identification and consideration of paid links and link exchanges
- new campaigns target from 50-75 links per quarter - roughly \$10/link
- subsequent campaigns target from 30-50 links per quarter - roughly \$14/link

15 hours quarterly @ \$33.33/hour **\$500/quarter**

additional link-building @ \$35/hour

link-building services billed at \$40/hour as-requested

# Attachment A

## *Agreement for Web Consulting*

A non-refundable deposit of 20% of the total estimate is required prior to starting the project. Requests for functions not outlined in this estimate should be made in writing (via email) and will add to your estimate.

Progress billing will be done at the beginning of each calendar month while the project is under development. Balance will be due upon completion of the project. Upon signing of this agreement and receipt of deposit, this engagement shall be considered binding. Should cancellation by the client be necessary, deposit shall be forfeited to the developer. Should cancellation by the developer be necessary, the developer shall make every effort to arrange for a comparable substitute. If client desires no substitute, developer shall refund deposit in full. Budgetary overruns due to no fault of the developer will be charged to the client at the rate of \$45 per hour.

### **PAYMENT ARRANGEMENTS**

1. Mike Furtado, referred to here as "Consultant", will perform web consulting work for the individual or corporation named at the end of this contract, referred to in this document as "Client".
2. Work will be carried out by Consultant as requested by Client and billed on an hourly basis. Consultant will maintain a log of hours worked and area of project worked upon. Consultant will invoice Client for actual hours worked monthly; payable on receipt.
3. As of the date of this agreement, hourly fees are as follows: for all web consulting work, \$45.00/hour. Hourly rate is subject to change with written notice.
4. Consultant may use qualified subcontractors under my supervision for any or all work on this project.

### **OTHER LEGAL AGREEMENTS**

5. Consultant will maintain the confidentiality of Client's source materials, technical and marketing plans and all other sensitive information.
6. Consultant and Client agree that any dispute arising out of this Agreement shall first be resolved by mediation, if possible. This contract was entered into in Seminole County, Florida, and any necessary arbitration or litigation will take place in this county.
7. Copyright to existing web documents held by other parties shall not be changed, even though altered by Consultant, unless by specific agreement.
8. Upon full payment of all invoices due, copyright to page designs produced by Consultant for Client shall belong to Client. Secondary materials created by Consultant during production, including drafts, plans, graphic source files, and templates, remain the sole property of Consultant unless other arrangements are made.
9. Client is solely responsible for the editorial content of the material included on its website. Accordingly, Client agrees that it will defend and indemnify (hold harmless) Consultant from any suit, demand, or claim resulting from the editorial content of the website.
10. Client represents to Consultant and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Consultant for inclusion in Client's web site are owned by Client, or that Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect and defend Consultant and its subcontractors from any claim or suit arising from the use of such elements furnished by the Client.
11. Consultant will not be liable to Client or to any third party for any damages arising from use of web site.
12. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Client: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_  
Client

\_\_\_\_\_  
Developer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

# Attachment B

## *Client information worksheet*

Domain name

Current registrar

Login information

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## *Email Addresses*

Email address

Forward to address

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# Attachment C

## Administration system documentation

URL: <http://www.yourdomain.com/admin/>

**Login: admin**  
**Password: password**

Once logged in to the system, the top right corner of the window will display the main menu icons (from left to right):

**Glossary manager** - Large blue "G"  
**Sitemap tool** - Yellow road sign  
**Gallery Manager** - Black camera  
**User Manager** - Yellow gear  
**Logout** - Orange door



**Glossary manager** - This is the facility to manage the onsite glossary

**Add New Term/Definition** - Provides a form to enter a new term and definition. When entering a definition, certain characters must be replaced with "web-friendly" representations:

Character name	Character	Representation
Ampersand	&	&amp;
Left double quote	"	&ldquo;
Right double quote	"	&rdquo;
Greater than	>	&gt;
Less than	<	&lt;
Emdash	—	&mdash;

**Edit term** - Provides a form for editing existing terms and definitions

**Delete term** - Removes the term and definition from the database permanently



**Sitemap tool** - not completed - this function will be used to view/update the search engine friendly sitemap file



**Gallery manager** - This is the facility to manage the onsite photo gallery

**Add new gallery** - provides a form for creating a new gallery

Gallery Name - descriptive name for the new gallery

Gallery Directory - directory name should be 8 characters or less with no spaces or symbols

Gallery Description - a short description of the new gallery. When entering a description the same rules as entering a term/definition apply.

**Edit gallery** - pencil and paper icon to the right of the gallery name - provides a form for editing an existing gallery

**Delete gallery** - trash can icon to the right of the gallery name - this will permanently delete the gallery and all of its images

**Show gallery** - clicking on a gallery name will open that gallery to manage its images

**Add new photo** - provides a form for adding a new image to the current gallery

Image - A single image should contain both before and after images and be 499 pixels wide by 261 pixels high in .jpg or .gif format.

Thumbnail - a thumbnail should be a duplicate of the image above reduced to 101 pixels wide by 53 pixels high. the name of the image file should be the same as the image name above prefixed with "thm-" as in "image1.jpg" and "thm-image1.jpg".

**Edit photo** - provides a form for changing an existing photo

**Delete photo** - permanently deletes this photo from the database



**User manager** - This is the facility to manage logins for the admin system.

The icons for the user manager functions appear at the top right below main menu icons (left to right):

**List users** - Red and blue icon of 2 people - function lists all users in the database (default display)

**New user** - Red person icon with red and yellow star. Provides a form to enter a new user into the database.

**Show user** - clicking on a user's name in the list provides a form to edit the user's information

Login Name - assign a login name

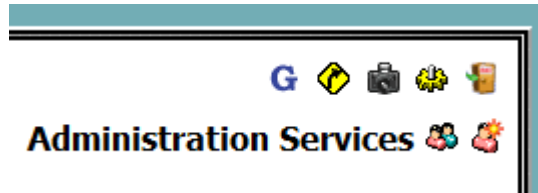
Password - assign a password

Email Address - an email address for this user

IP Restriction - not used (leave blank or simply enter a single "space")

User Level - not used (use the number 100)

**Delete user** - the trashcan icon to the right of the user entry in the list will permanently delete that user record from the database.



This



**Logout** - this icon will log the user out of the system and return to the login form.