

A New Era of Website Design Features, Benefits, and Pricing

Convert Visitors to Customers

We know what users are looking for on a website. We will provide a design that attracts visitors and converts them into customers.

Optimum Performance

We don't just design, we build. Our development team helps integrate design with functionality for optimum performance and support.

Mobile Friendly

We design for mobile with a simple and clear structure for user-friendly navigation. Your website will look great on all mobile devices.

Built on WordPress

WordPress is supported by a thriving community. It is designed to be easy for a site owner to add content on a regular basis without any technical experience after they have been trained.

Google Friendly

Google tends to favor well-built WordPress sites because they are structured well and updated more frequently. With smart content, a WordPress site tends to rank faster than a static website.

Clear Communication

We believe clear and concise communication is essential to the success of a project. You will be assigned a project leader who will keep you updated throughout the project.

U.S. Based

Our team is based in Iowa and New Mexico, and all of our web design and development is done in-house, meaning we do not outsource any design and construction.

Experience

Our team has experience in a wide range of web design specialties, and we bring them together to give you the best possible solutions.

Extra Mile

We go out of our way to provide you with Extra Mile service. You ask us to go a mile, we go two miles. It's one of our core values.

Not all websites are created equal. They can vary significantly in cost depending on the level of design and functionality needed by your specific business. **At Coffee Time Design our hourly rate is \$150.** We also offer exclusive discounts for partner companies, non-profits, and individual circumstances.

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or add new requests. We will give you a general estimate based on our initial correspondence.

Estimates are based on the number of hours that will be spent on your site's design, development, maintenance, communication and any other overall costs associated with your project.

It is essential to have a good idea of the features that you would like for your site to include and where you will be obtaining your site's content. If you don't know where to begin do not worry, we can walk you through the basics and help get you started on the path that is right for you.

Landing Page - \$2,800 - \$5,000

A landing page is a standalone web page distinct from your main website that has been designed for a single focused objective. Many landing pages have a distinct objective to sell a product or service and may not have any global navigation to tie it to your primary website. The main reason for this is to limit the options available to your visitors, helping to guide them toward your intended conversion goal. Another common use for a landing page is for a single page website. For example, many small business and churches do not have much content to share and may not need multiple pages. In cases like this, a one-page website may be all you need. Several one-page websites have links to different pages we design, depending on the amount of content needed.

Website #1 - \$3,500 - \$5,000

The most common type of websites we build is small 5-10 page websites that act as an online brochure with some additional functionality such as calendars, custom forms, sliders, and blogs. It will serve to help brand and market your company, showcase your products and services and inspire sales as a lead generating tool. All our sites use the latest standards to allow your site to look the same on nearly every computer/device.

Website #2 - \$5,000 - \$15,000

These websites usually consist of many pages and custom functionality not found in the standard WordPress CMS. Many membership and real estate listing sites can be created within this price range depending upon the level of functionality and design. Although these sites do have custom design work, more expensive elements like CMLS Membership functions and restricted pages will affect pricing.

Some websites just require months of planning, research, consulting, database design and implementation, software development and integration, site quality assurance and testing. An example of this type of website is a Government/Municipal type website or a large University/College type website. Here are a few factors to consider that change the cost of a site:

- Tighter timelines
- More meetings
- More people involved
- More exacting content specifications
- More pages of content to port over or account for
- Additional security concerns
- Governmental or other requirements/regulations must be adhered to.

E-commerce - \$7,500 - \$100,000+

Basically, an e-commerce site is like a normal website but with a lot of added functionality and third-party services such as merchant accounts and SSL Certificates. But the prices can vary greatly depending on the number of products, integration with 3rd party services and custom functionality required for the shop. For basic e-commerce websites, our pricing starts at \$5,000

and scales up from there. Generally most of our clients with e-commerce needs, also need guidance, education, and set up with the following:

- SSL selection, purchase
- Merchant Account Setup
- Payment Processor Setup
- Shipping Setup – Including coordination/setup of accounts
- Transactional Email

How It Works.

Contact Us... Fill out the form on the bottom of this page briefly describing what you are looking for, or give us a call or email and we will right back to you.

What if I don't have a design already?...Consult. A brief conversation via phone, Skype or email is all it typically takes to determine if we're a good fit for each other.

Estimate... We review your information get you an estimated number of hours required to complete this project within 2 business days.

Our Development Process ... We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect:

Initial Planning... The first order of business is to sit down with your team in person or on the phone and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

Wireframing... Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

Mockups... Once all site wireframing is completed and approved, we'll proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

Copy & Graphics... Once we've agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's copy and graphics that you will supply to us. We check all your sites, Grammar, Contextual Spelling, Punctuation, Sentence Structure, Style, Vocabulary Enhancement and Plagiarism (searches a database of 8 million web pages to make sure all text is original). Our team will get to work performing SEO and competitive research and come up with images or use your images that will make your site stand out.

Development...At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.

Testing...Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

Deployment & Optimization...Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. **Then, we'll shift into a monthly support process that will continue for 12 months, included in the price**

During that period, we'll create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request. One year free maintenance is included.

- ✓ Project Timeline
- ✓ The table below represents our projected timeline for your web design project.
- ✓ Technical & Design Specification Documents
- ✓ Wireframes: Two days
- ✓ Mockups: Three days
- ✓ Copy & Graphics: Two days
- ✓ Development: Seven Days
- ✓ Testing: Two Days
- ✓ Public Launch: Two Days

Billing...A deposit of 50% of the estimate is required to start the project. Upon completion of the project, you will be invoiced for the remaining unpaid hours.

For more information, please fill the form out on the first page, call me or email me anytime.

Michael J. Denison

Coffee Time Design.

(515) 321.3732 or md@coffeetimedesign.com