



## **Sixu Website Development Pricing**

Thank you for considering Sixu Website Design. Pricing a website is difficult as there are many variables involved. Factors such as desired functionality, technology, and overall size must be considered. Also, because of the ever changing nature of Internet technology, many clients do not know what is available for their site. That is why we at Sixu have created estimates for the different “modules” of a website. Below you will find brief descriptions and the price of implementation of some common website technologies in order to allow you to get an estimate for your project. If you have questions, please don't hesitate to contact us at [sales@sixu.com](mailto:sales@sixu.com) or 720.334.8233.

### **Custom Site Shell - \$595**

A custom site shell includes the main layout skeleton of each page of the site. Certain website layouts have become conventions that visitors to a website expect. These include a company logo in the header of the page, a navigation menu below the header in a horizontal orientation or a vertical menu on the left side of the page. A horizontal menu works well for sites with fewer links while a vertical menu allows for greater flexibility and future expansion of links. Sub-menus can also be helpful to allow visitors an easy one-click navigation to their desired page. Often an “About Us” and “Contact Us” link appear near the top right corner. An additional footer menu is also an excellent idea for ease of navigation and allowing search engines to properly navigate your site. Having a consistent layout allows the visitor to easily navigate your site to find the information they want. Your shell features Cascading Style Sheets (CSS) and Search Engine Optimization (SEO). Please see below for more details. All site shells are tested for current browser compatibility.

Custom Site Shell includes header and footer navigation, complete content layout, SEO, and CSS styles, initial design and two revisions.

### **Cascading Style Sheets (CSS) - Price Included in Site Shell**

Cascading Style Sheets (CSS) allow for consistent site wide display of font colors, styles, and sizes, menus, links, spacing, positioning, and more. CSS also allows for easier site wide style changes in the future.

### **Search Engine Optimization (SEO) - Price Included in Site Shell**

All Sixu sites are designed to maximize Search Engine Optimization (SEO). SEO refers to optimizing a site so that search engines like Google and Yahoo are able to index your site and add you to their visitor's search results. Unfortunately most search engines closely guard the way they index your site so there is a bit of mystery as to exactly what is necessary to increase your site's ranking in search results. That said, there are several trustworthy and essential design principles to adhere to that are simple to implement and get results.

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### **Apply Shell to Site Pages - \$195 per page**

The custom site shell will be applied to each page of your site. This involves adding page specific content and copy (which is provided by the client) as well as all positioning of images, adding menus and links, and browser compatibility testing.

Application of site shell includes basic copy (provided by the client), one photograph per page (if desired), and one date table per page with up to 5 rows and 5 columns (if desired).

### **Graphic Design - \$295**

Basic graphic design involves the creation of button objects (for non-menu navigation) and/or titling (for special accentuation). Logo creation is available for additional charges.

Text and image manipulation for up to five (5) buttons or graphic elements is included.

### **Dynamic Thumbnail Photo - \$25/photo**

Photograph thumbnails can be created and displayed dynamically. This means when you add a photo to your website, you only need upload one photo in the largest size it will be displayed. Any smaller version of that photo used on the website (often referred to as thumbnails) will be automatically created and displayed. This saves a lot of time when managing the photos for a website. Additionally, a watermark can be dynamically added to images in order to protect or brand them.

### **Basic Contact Form - \$195**

A contact form allows site visitors to send an email message with preconfigured fields to a designated email address directly from the website. Site visitors do not need a separate email client (such as Outlook or Entourage) in order to send the message. Content from the message can be captured and stored in a database for future reference.

Basic form including up to 5 fields (i.e. name, email, comment). Database integration extra.

### **Advanced Custom Forms - \$75 + \$25/field**

Forms can be used for any number of custom communication including reservations, questionnaires, applications, and more. Because the creation of forms is highly specific to client's needs, we offer custom form creation. You decide on the fields and we'll build it.

Custom Form Fields allow you to collect any piece of information you would like. In addition, the information can be collected in several different ways such as a simple text field, a pull-down menu, a yes/no check-box, a radio button, or a radio button array. You choose how your website works best.



### **Custom Form Dynamic Pull-Down Menu - \$75/dynamic pull-down**

A dynamic pull-down menu allows you to control what items appear in the menu selections. This allows the site owner a higher level of control. A good example of this type of menu is one used to track market such as "How did you hear about our site?". As your site changes marketing channels, your site admin could add the new channels to the menu.

### **Custom Form Dependant Pull-Down Menu - \$75/dynamic pull-down**

A dependant pull-down menu's options change depending on the user's selection above. A good example of this type of menu is if a user were registering for a conference and selects "Conference A" in Pull-Down Menu A, the available times in Pull-Down Menu B would change to show only the appropriate times for the selected conference.

### **Database Integration – Please contact us for an estimate**

With Sixu Custom Database Integrated into your website, a world of Internet tools is available. From online stores to content management systems to blogs to online photo galleries to customer relations management systems, your website works for you. It works by storing all of your website content (text, pictures, products, etc.) in a MySQL database. Then as a page of your website is being displayed, the website content is pulled from the database and the page is created dynamically, all in a fraction of a second. This allows you, the site owner, to maintain the content of your site yourself by adding and/or editing the information in the database. No need to wait (or pay someone) to update text, change a picture, or add a product to your site. Just login to the simple easy to use site administrative pages from any browser.

Because database development is highly specific to each project, we request that you contact us in order to discuss your project in more detail. However, some basic elements are discussed below for you to get an idea of the cost involved.

### **Database Setup and Configuration - \$95**

You can think of a database as a container for all the information in your site. It can be broken up into many different related parts (called tables). This is called a "Relational Database Structure" because related information is separated into logical groups. Each website generally only requires one table although more than one may be used.

### **Database Table Planning/Setup/Creation - \$95 per table**

A database is a collection of tables. Information needs to be separated into separate tables in order to make information easier to maintain and increase performance. The number of tables for each project varies on the information that will be used on the site.

Database Table Planning/Setup/Creation includes 10 editable fields per table. Additional fields are available for \$10 per field.

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**Basic Query Creation - \$95 per query**

The information residing in the database has to be retrieved in order to be displayed. A “Query” is a collection of criteria that is set to filter the information in the database and only return what is needed.

**Advanced Query Creation - \$195 per query**

In some situations very specific information is wanted from the database in a specific format. When this is needed, an Advanced Query will need to be made. Due to the complicated nature of these requests, prices may vary.

**Administration for Database Tables - \$195 per table**

Allows the site administrator to edit information in the database tables. Administration includes an initial page that lists all of the records in the table and a page to ADD new records for the table, EDIT existing records in the table, and delete existing records in the table.

Administration for tables includes up to 10 fields. Additional field administration is \$10/field.

**Administration Photo Upload - \$25 per photo**

This allows you to upload photos to your website from a browser. You simply navigate to the file on your local computer and click to upload the image. The file is then uploaded to your website’s hosting server and automatically re-sized to a preset dimension.

**Client/User Login System - \$895 per site**

Allows website pages to be protected from being viewed or accessed unless logged in. Requires a site user to enter an email address which is then used as their username for access to the site. A random password is generated and emailed to the user along with an activation link. User must follow link to activate account thereby verifying accurate email address.

Includes database table for user information, login page, forgotten password page, change username and/or password page, and email confirmation and activation for new accounts.

**eCommerce and Shopping Carts – Please contact us for an estimate**

eCommerce allows website owners to collect credit card payment via their website. Due to the complex nature of online payment and numerous options available, we request that you contact us in order to discuss your ecommerce project in more detail.



**Mass Emailing List Integration - \$295 (with Sixu Hosting)**

Email is a convenient, inexpensive, and fast way to keep your site visitors informed. With a Mass Emailing List, all you need to do is send one email to the emailing program, and everyone on the list will receive a copy. The program also handles list maintenance when users want to subscribe and unsubscribe to the list.

Mass Emailing list Integration includes initial list configuration and testing, initial import of email addresses, one subscribe form, and one unsubscribe form.

**Website Hosting – view packages at [www.sixu.com/hosting.php](http://www.sixu.com/hosting.php)**

Website Hosting provides storage space on a server for your web pages. This “webserver” is continuously connected to the Internet allowing access to your website to people around the world.

Website Hosting for your site will be provided by Sixu. Using a familiar hosting company, where server configuration and capability is already known, speeds site development and implementation. Several website hosting plans are available at different price and service levels. Please visit [www.sixu.com/hosting.php](http://www.sixu.com/hosting.php) for more information. Due to the complex nature of hosting environments, a service charge will be assessed to implement your site on a hosting provider other than Sixu.

**\*Note: Prices and descriptions may change at any time. Please contact Sixu directly for a more accurate quote based on the most up-to-date information.**