

## Lorinda Web Design – Frequently Asked Questions

www.LorindaWebDesign.com

508-361-6042 | 978-514-5118 | Lorinda@LorindaWebDesign.com

### 1. **How much does a website cost?**

Single-page websites start at \$250, and multi-page websites can range from \$500 to several thousand dollars. It depends on what type of website you need. Things that affect the cost include:

- Number of pages
- Graphic elements (photos, illustrations, etc.)
- Information-gathering form and database access
- Creation of PDF documents
- Animation
- Audio/Video
- Frequency of website maintenance and update
- E-commerce
- Custom logo or graphic design
- Styling of content (information) layout on each page
- Complex styling of images and text layout on the page
- Scanning or editing of photos or other graphics

We will discuss your needs on an individual basis and will design the most cost-effective website to suit your business or organization.

### 2. **What areas of the country do you serve?**

Lorinda Web Design can design websites for anyone in the country. We are located in Leominster, MA and are most proud of serving local business and non-profit organizations in Massachusetts and New Hampshire - including Leominster, Fitchburg, Gardner, Worcester, Shrewsbury, Framingham, Natick, Ayer, Groton, Westford, Acton, Concord, Littleton, Lowell, Chelmsford, Tewksbury, Tyngsboro, Nashua, Derry, Manchester, and surrounding areas.

### 3. **Do you accept checks, credit cards, or debit cards?**

Yes, Lorinda Web Design accepts personal checks, MasterCard, Visa, Discover, American Express, Debit Cards, and PayPal.

### 4. **Do you have a payment plan?**

Yes, 1/3 of the payment is due upon accepting the design proposal, the next 1/3 is due before the second draft of your website is posted to the server, and the final 1/3 is due before going "live" with your website.

### 5. **Do you offer discounts to charities?**

Yes, and we encourage charitable agencies to contact us! We are happy to discount our design fees to local charities and non-profit organizations. Please contact us for more information.

### 6. **Do you offer Search Engine Optimization (SEO)?**

Yes, the website designers and developers at Lorinda Web Design have extensive training in Search Engine Optimization (SEO). All websites designed by Lorinda Web Design include Comprehensive Search Engine Optimization and Search Engine Submission to Google, Yahoo, MSN, and any other Search Engines of your choice - at no extra cost.

### 7. **Why should we choose you over other designers?**

At Lorinda Web Design, we offer custom website design at a price you can afford without sacrificing quality. We are able to keep our costs low because we are a family-based company.

We begin our design process with research into your business specialty in order become knowledgeable about the type of Internet marketing that will best reach your target audience. As a result, we will create a unique, functional, and attractive website that both you and your customers will enjoy.

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We also focus on educating you about the Internet and web design, so that you can make informed decisions about what is best for your business. We will never pressure you into expensive upgrades or unnecessary "add-ons". There are never any long-term commitments, and once the website is finished, you are the sole owner of the website. This allows you the freedom to update your own website (which can save you money down the road) or to have Lorinda Web Design (or any another designer) maintain your website.

As you can see from our website portfolio, we offer creative and functional website designs. We guarantee we will create a website you will be excited to show the world!

### 8. **How long does it take to design a website?**

Usually, websites are completed within a month or less – provided that you supply us with the required text/images right away and submit your feedback within 24 hours of notification that a draft of your website has been posted to the server. Your website may take longer to design if it requires editing of images, manual conversion of images or text into computer code, animation, custom logo or graphic design, etc.

### 9. **What type of software do you use?**

We use Adobe software, including Dreamweaver for website development. In addition, we are experienced in hand-coding HTML, CSS, JavaScript, PHP, and AJAX. For our graphic elements, we use a combination of Photoshop, Illustrator, InDesign, Fireworks, and Flash. We primarily develop websites that are best suited for viewing in Internet Explorer and Firefox, but we can optimize your website to whatever PC-based browser you prefer.

### 10. **Can I do my own website maintenance?**

Yes, we can show you how to make your own updates to text. You may also have Lorinda Web Design maintain your site, or you may choose another company. Even though we use software mentioned in #9 during development, you do not need this software to maintain your own site. The choice is yours and we will be happy to discuss the various site maintenance options when that time comes.

### 11. **Do you provide hosting and domain name registration?**

Yes, for an additional fee we can coordinate hosting services and register your domain name through Affinity Internet – an exceptional and reliable company (visit [www.gate.com](http://www.gate.com) for more information). You may also use your own web hosting company and/or register your domain name on your own.

### 12. **What are your fees for hosting?\***

Hosting plans at [www.gate.com](http://www.gate.com) begin at \$9.95/month or \$99/year (prepaid annually) and must be billed directly to your credit card (checks or cash are not accepted for hosting services). This plan is suitable for most small business and it provides you with:

- 5GB of disk storage space (that's enough for about 50,000 average-sized web pages with images)
- 200GB for data transfer (that will allow for approximately 2 million page-views of an average-sized web page)
- 500 email boxes (create mailboxes for your employees, family, and friends)
- Your own database with 100MB for data storage

Plus many other features such as virus protection, web traffic statistics, blogging tools, etc. - see [www.gate.com](http://www.gate.com) for more details about the Mach 1 Unix Hosting Plan. Larger hosting packages are available if you need more server space, data transfer, or mailboxes.

13. **What are your fees for domain name registration?\***

If you go through us and Gate.com for your hosting, the fees for domain name registration are:

- \$1 for the first year
- \$7.75 for 2 years
- \$14.90 for 3 years
- etc. (all the way up to 10 years)

If you want only domain name registration and not hosting services, the fees are:

- \$6.95 for 1 year
- \$13.90 for 2 years
- \$20.85 for 3 years
- etc. (all the way up to 10 years)

14. **What do all these technical terms mean?**

Here are some definitions for common terms you may hear during the website design process:

- **Browser** – Computer software that locates and displays web pages, such as Microsoft Internet Explorer, Netscape Navigator, Firefox, and Safari.
- **Domain Name** – A name used to identify websites, such as www.LorindaWebDesign.com, or other locations on the Internet.
- **Email Attachment** – The means for sending a copy of a document, photograph, etc., through email.
- **Flash Animation** – An interactive vector graphic program that creates advanced animation for web pages.
- **FTP** – File Transfer Protocol. This is the means for posting your website to the server that hosts your website on the Internet.
- **GIF** – Graphic Interchange Format. This is a common type of digital image used on the web that only contains 256 colors or less.
- **Hosting Service** – This term refers to a company or individual that allows you to use their server to house your website.
- **HTML** – Hypertext Markup Language. This is one of the computer languages (code) that we use to create websites.
- **HTTP** – Hypertext Transfer Protocol. This is a process that transmits the pages of your website over the Internet for users to view.
- **Internet** – A network of computers around the world that are linked together. Not to be confused with the World Wide Web itself, which merely uses the Internet to connect to various websites.
- **JavaScript** – A programming language that allows website designers to use features such as animated images, enhanced forms, or simple databases.
- **JPEG** – Joint Photographic Extension Group. This is a common type of digital image, such as a photograph, that contains millions of colors.

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- **Search Engine** – A website or computer program, used by Google and Yahoo for example, that gathers and catalogs information about websites on the Internet.
- **Server** – A special computer that holds and delivers (or "serves") the web pages that constitute your website and makes them available on the Internet.
- **URL** – Uniform Resource Locator. The Internet address of your website consists of 2 main parts: the access protocol (such as http) and your domain name (such as www.LorindaWebDesign.com). The complete URL for Lorinda Web Design is http://www.LorindaWebDesign.com. Some URLs may contain additional parts following the domain name, which direct the user to a subsection of the website.
- **Website** – A set of interconnected web pages that are stored on a server and are viewed on the World Wide Web. Not all Internet servers are part of the World Wide Web.
- **Word "Doc"** – Refers to a document created using Microsoft Word.
- **WWW** – World Wide Web. This is a system of Internet servers that support links to web pages on any server set up as a web server.

\*Price as of 3/07. Prices Subject to Change