



Media Mark | Web Development, Marketing & Production

Basic Ecommerce Website Pack

Five pages. 20 initial products. Photography. Domain. VPS Hosting. SSL. Dedicated IP. Email.

Price: \$1440

\$480 down to start

\$480 due on delivery of 1st draft

\$480 balance due on final approval, and prior to publishing live on our server

Package Includes:

Domain Registration

One year (12 month) free domain name registration. Choose any available domain name and we do the rest – yourwebsitename.com. After 1st year, domain registration reverts to \$14.99 per year. If you already have your domain we are ahead of schedule!

Ecommerce Hosting

VPS Servers. One year (12 months) hosting – the best ecommerce page load times and solid-state reliability in the industry. 99.9% up-time guarantee. DDR3 memory for low latency. SSD Drives. cPanel. Scalability to fit future needs. 24/7 secure monitoring. 2 dedicated IP's. 4GB Ram. 60 GB disk space. 2TB bandwidth. After 1st year, hosting reverts to \$29.99 per month.

SSL Certificate

One year (12 months) Secure Sockets Layer (SSL) certificate – protect private information, passwords submitted to your website. SSL is the standard security protocol technology for establishing an encrypted link between a server and a client, and is a requirement for any ecommerce payment gateway (processing online payments). SSL is the s in https:// An SSL certificate is also important to boost search rankings on Google. After 1st year, SSL certificate reverts to \$99 per year.

Dedicated IP

Dedicated hosting IPs give your hosting account and website a unique IP address. Includes two (2) dedicated IP addresses.

Branded Emails

Up to 1000 email accounts. Professional branding with business emails ending with your company domain, yourname@mydomain.com.



Ecommerce Web Design

Five Core Pages: Example: Home, About, Contact, Terms & Conditions, Blog, etc.

Twenty (20) initial products (SKU#'s): Up to twenty (20) individual product pages. You can add unlimited pages and products on your own or we can quote per page and product additions. Up to 20 initial products and corresponding product pages will be configured into your ecommerce website.

Ecommerce Web Development

From domain, host servers and email set up, through gateway payment setup, we do it all. One-on-one consultation and access to your website developer at MediaMark throughout the entire process. Up to 20 initial products configured into your website. And as stated above, you can always add unlimited products/sku#'s to your website, or we can quote that too.

Product Photography

Professional product photography for the first twenty (20) products, and implementation to your website. Ask those other website developers if they offer that?

All Ecommerce Websites Include:

Production Agreement – A signed agreement is required. Payment is 1/3, 1/3, 1/3 as defined, with the balance due on final approval and prior to publishing live to Host Servers.

Production Schedule – This simply defines a time frame for completion of your website. This is defined and approved by both parties and incorporated into agreement. Sometimes we are busy and other times we can expedite within a short period. It just depends on our scheduled at the time of contract execution. We offer rush jobs for a \$200 upcharge. This service is not always available and depends on our workload at that time.

CMS & Shop – Content management system & ecommerce shop allows you to add and manage your ecommerce website products and pages easily from a simple to use editor.

Flexible Control Panel – Easy to use control panel with free applications to increase the functionality of your ecommerce website.

24/7/365 Security Monitoring – Plus DDoS protection.

SEO Optimization – Product titles and descriptions and meta tags to insure your new ecommerce website is set up for search engine success. Initial Sitewide SEO, including header, footer, home &



individual page SEO optimization: Focused key word research and implementation, page titles, image meta tags, video optimization, and key word density implementation on your pages.

Technical Support – two (2) months, of up to two hours per month of website training, site updates & content changes. Not product additions!

Responsive Website – We only build responsive websites for viewing on all devices. Cell phones, tablets, laptops and desktops.

Product Photo Shoot – And implementation of your images to your website. Travel costs apply. We charge .50 cents per mile round trip from Delray Beach Florida. This covers our time and gas in route to shoot your business.

Custom WP Theme Development – No stock templates here! We build custom themes for every website client. Your website theme will be unique in everyway. We explain this during consultation.

Home, Shop and Sub-Page Development – Your home page is the front page of your website. The shop page is where your products live. Every other page is a subpage.

Blog Page Set Up (as applicable) – Counts as one page. A blog page is where your blog posts live. Not all clients' want or need a blog page. However we highly recommend managing a blog site as part of your website marketing & best SEO practice. We discuss this during consultation.

Website Layout & Design – The layout, look & feel of your website. We collaborate directly with you to insure you get exactly what you want, and need, in both functionality and styling.

Custom Color Palette – You pick your color scheme. We work with you on this and make suggestions to insure a clean looking site. Or we can just use our creative liberty to choose what we feel works best for your brand, and then you can make changes during draft approvals.

Header Design (not logo development) – The header is at the top of every page on your website. It is the quintessential first impression for your web guests.

Implementation of Client Provided Logo or Custom Art – If you have a logo or custom artwork to provide we use it on your site. We also offer a custom design upgrade, which includes logo development, custom graphics and animated sliders for \$200. We discuss this upgrade during consultation.

Site Navigation – Navigation options include vertical and horizontal menus, sidebar and footer menus, on-page navigation, drop down menu options, and mobile menu optimization.

Google Fonts – So many fonts to choose from. And the best font selections for SEO!



Page Copy – The text on your web pages. Most clients provide their own page copy, and then Media Mark edits and optimizes your copy for SEO before implementing to your pages. If necessary we can collaborate with you, and/or write your page copy for you.

Title Header Tags – H1, H2, H3 Tags. This is a Search Engine Optimization (SEO) best practice. These are the title headings in your page copy. We incorporate Header Tags into your page copy.

Media Mark Plugin Pack – 1. WP SEO. 2. Wordfence Security. 3. UpdraftPlus Backup/Restore. 4. Ultimatum Mobility. 5. Ultimatum Library. 6. Ultimatum Tool Set. Essential functionality tools for your website. We explain these during consultation.

WooCommerce Plugin Pack – All necessary woocommerce plugins to make your ecommerce site function to specification.

WP Plugins – Implementation of up to four (4) additional WP Plugins – Plugins provide extended functionality to your website. Many are free. Some are premium purchased plugins. We will discuss and recommend as defined by the needs for your ecommerce website. Premium plugins are not included and are additional cost if your site requires such. Additional plugin implementation requirements for your site are additionally billed at \$20 per plugin. It takes time to implement, configure settings, and learn how to use every plugin. There are over 10,000 plugins available for WP websites. If your site requirements call for a plugin we are not familiar with, we will figure it out to make it happen.

Activate DropBox Account for Database Backup – DropBox is cloud storage. Accounts are free up to 5 GB. Secure, free, simple backup for websites. The plugin ‘UpdraftPlus’ is programmed to automatically save your database to DropBox. These two functions provide the means for one click website restoration if your site is ever hacked or corrupted. Not a common occurrence, but one to be prepared for in a worse case scenario. Media Mark is not responsible for a clients website after initial maintenance period is over. Unless you have purchased a hosting and or maintenance plan with Media Mark.

Competitive Key Word Analysis – We literally analyze your five most prominent competitors for the key words they use on their sites and utilize this information in your key word definitions.

Contact Page Optimization for Google Places Listing – This is a relatively new listing practice from Google. Helps with local search results.

Footer Copy Optimization for Google Places Listing – Same as above for your footer copy.

Google Analytics for WP – The essential SEO tracking tool from Google. We register a Google Analytics account with your domain name, where you can log in to check your website statistics.



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Site Directory Listings – Standard site registration with five major search engines.

Blog Directory Listings – Same as above but specific to your blog page. As applicable!

XML Site Map – We upload your websites XML sitemap direct to Google, Bing, and Yahoo so search bots can easily index your website pages for page rank.

Unlimited Site Draft Approvals – Media Mark’s total satisfaction guarantee ☺. On final approval we upload your ecommerce website to our server.

‘Site by Media Mark’ – Link in the Footer – If client chooses to not show our link on their website, we charge an additional 20% to this price. We work hard to keep our prices low by utilizing your website as advertising via a direct link to our website in the footer. This is discussed during consultation.

Full Copyright Assignment to Client – Everything we design into your website becomes your property with a signed full copyright release to the client.

Let’s get started. Contact Media Mark today to schedule a consultation. We are at your service!