

Full Service Web Site Order Form

Instructions for Ordering:

1. Read the description of each service and check the ones that fit your current needs in the desired column.
2. Items marked with a checkmark in one of the "package" columns are included in that package.
3. Add questions or notes if something is not clear or you wish to explain what you want.
4. Complete the account information section at the end.
5. Send us this order form and we will contact you to confirm your order, quote a package rate on the services you want, and answer your questions.
6. Send a copy of your business card, letterhead, current web site address and other content for your site (text & photos on diskette preferred, hard copy is acceptable). We will return these items if you wish.
7. If you include a deposit of \$50.00 or more, we will start immediately upon your verbal approval.

Mail your order to:

**RAL Technologies, Inc.
New Accounts
5847 Cedar Avenue
Marcy, NY 13403**

Or order online at:

<http://www.RALTechnologies.com/orders.html>

Menu of Services – WEB SITE PLANNING

<u>Desired?</u>	<u>Description of Service</u>	<u>Quick Start Package</u>	<u>Small Biz Package</u>	<u>List Rate</u>
<input type="checkbox"/>	Site Consultation – Learn your web site objectives and discuss concepts of how a web site can help your business (normally about 30-minute discussion).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$ 50 separately
<input type="checkbox"/>	Site Review – Review your existing site (if you have one) and provide observations about the design and function.		<input checked="" type="checkbox"/>	\$ 50 separately
<input type="checkbox"/>	Site Strategy Development – Create a web site "business plan" proposal to meet your described web site business objectives. Review a site "storyboard" with you, refine it and prepare a phased work plan to meet your business plan and budget.			\$ 200 (Deposit required)
<input type="checkbox"/>	Keyword Analysis – Provide a report listing the frequency of use and competition for primary keywords related to your site.			\$ 65



Menu of Services – WEB SITE DEVELOPMENT

<u>Desired?</u>	<u>Description of Service</u>	<u>Quick Start Package</u>	<u>Small Biz Package</u>	<u>List Rate</u>
<input type="checkbox"/>	Professionally Designed Pages – Your choice of many page layouts and colors for your site from our selection of templates.	✓	✓	\$ 499 separately
<input type="checkbox"/>	Customization of Available Template – Change the colors, fonts, or web graphics (buttons, dividers...) of a selected template.		✓	\$ 35 separately
<input type="checkbox"/>	Custom Page Design – Professionally designed web page layouts just for your site. Describe the kind of look and feel you want (or name some sites you like): _____			\$ 140
<input type="checkbox"/>	Custom Graphic Design – Graphic design services for logos or special artwork will be arranged upon request. Describe your needs: _____			At cost, quoted before starting
<input type="checkbox"/>	Custom Copywriting – Creation of sales text or other written narratives will be arranged upon request. Describe your needs: _____			At cost, quoted before starting
<input type="checkbox"/>	Page Creation – Assemble the text and images you provide into fast-loading pages with meta-tags for search engine listings (includes basic forms).	✓ (1-3 incl.)	✓ (6-8 incl.)	\$ 45/ea.
<input type="checkbox"/>	Image Processing – Scan images you provide in hard copy, resize and reformat electronic images to make them suitable for use on web site.	✓	✓	Free with ea. page (\$ 10/ea. separately)
<input type="checkbox"/>	Text Processing – Type any text you provide in hard copy, spell check and format electronic text to make it suitable for use on web site.	✓	✓	Free with ea. page (\$ 5/page separately)
<input type="checkbox"/>	Programming – Custom programming for special functions, scripts, database setup, browser-based editor setup, media clips, and anything not listed above. Describe your needs: _____			Varies, quoted before starting

Menu of Services – WEB SITE SETUP

<u>Desired?</u>	<u>Description of Service</u>	<u>Quick Start Package</u>	<u>Small Biz Package</u>	<u>List Rate</u>
<input type="checkbox"/>	Domain Name Reservation – Help you find and reserve your own “dot-com” name. Ideas: _____	✓	✓	At cost, \$8.75+/yr.
<input type="checkbox"/>	Domain Name Setup – Arrange to have your domain name put on your web site. Existing name: _____	✓	✓	Only with package
<input type="checkbox"/>	Domain/Email Forwarding – Arrange for second or more domain names and associated email to forward to your site.			At cost, \$10+/yr.
<input type="checkbox"/>	Site Hosting – Arrange for suitable hosting of your site (on server with a recommended hosting company).	✓	✓	At cost, starting at \$40/yr.
<input type="checkbox"/>	Setup Server & Email Accounts – Take care of your server setup and create desired user accounts. Create the desired email accounts on your server (you will be asked for details later).	✓ (10 emails)	✓ (20 emails)	Free with package (\$ 95 separately)
<input type="checkbox"/>	Site Setup – Load your web pages and supporting files onto your server and test.	✓	✓	Only with package
<input type="checkbox"/>	Search Engine Submission – Submit your site to the major search engines.	✓	✓	\$ 95 separately
<input type="checkbox"/>	Special Feature Setup – Develop and setup files needed for special features such as email responders, custom programs, data bases, etc.			Varies, quoted before starting
<input type="checkbox"/>	E-commerce Setup – Obtain shopping cart, provide instructions for adding/changing product selection, recommend online payment service if requested, setup and test shopping cart and payment functions.			Varies, quoted before starting
<input type="checkbox"/>	Local Email Setup – Install POP email client on your computer, setup and test your email account(s).	✓	✓	Free with package (by phone)
<input type="checkbox"/>	Training – Provide instructions on how to access your web site control panel, administer email accounts, check site traffic and load/edit web pages.	✓	✓	Manual provided (\$45/hr live)

Menu of Services – WEBMASTER SERVICES

<u>Desired?</u>	<u>Description of Service</u>	<u>Quick Start Package</u>	<u>Small Biz Package</u>	<u>List Rate</u>
<input type="checkbox"/>	Error Correction – Fix any typos, bad links, or other problems with web site as soon as possible after they are found.	✓	✓	Only with package
<input type="checkbox"/>	Technical Support – Provide reasonable technical support for web site including answering questions about site pages, server, and correcting performance problems.	✓	✓	Only with package (by email)
<input type="checkbox"/>	Site Expansion – Add and change pages as requested.			\$ 45/ea.
<input type="checkbox"/>	Email Administration – Add and change email accounts as directed.		✓	2/yr Free \$ 25/ea.
<input type="checkbox"/>	Traffic Reporting – Provide monthly traffic reports.			\$15/mo.
<input type="checkbox"/>	E-Commerce Management – Update products in shopping cart and check orders daily and report to designated contact.			Varies, quoted before starting
<input type="checkbox"/>	Site Promotion – Help develop and administer online site promotion campaign including PPC, advertising, and email.			Varies, quoted before starting
<input type="checkbox"/>	Anything Else? – We offer any web site related service you want and will function as an extension of your staff. Please describe the service you would like: _____			Varies, quoted before starting

Package Features, Priced Separately: \$ 328.75 \$ 638.75 (Plus page design)

Quick Start Small Biz **Package Rate: \$ 187.00 \$ 349.00**

ACCOUNT INFORMATION

Your Name: _____	Business Name: _____
Your Title: _____	Mailing Address: _____
Your Phone: () - _____	Street Address: _____
Your Email: _____	(if different) _____
Prefer contact by: <input type="checkbox"/> Email <input type="checkbox"/> Phone	Business Phone: () - _____
Best time to call: _____	Business Fax: () - _____

By signing below I represent that I am authorized to represent this business and agree to the terms and conditions at www.raltechnologies.com/terms.html. The rates above are subject to change without notice.

Signed: _____ Date: __/__/__