Lafate Web Design

Laurel, MD 20723

Service Brochure

November 20, 2016

Service Overview

Lafate Web Design is a small business that understands the needs of both large and small businesses. Consequently, we've set up our website design and development options and pricing so that they are scalable and hence affordable to businesses of all sizes. **We understand that one size and price seldom truly fits all!**

We use WordPress Only!

WordPress is what we know and it's what we use to build professional websites for our clients.

It's scalable and flexible

Not only is WordPress a content management system that is easy to manage, it is also a system that is set up to offer website developers enormous flexibility and options with its multiple webpage themes to choose from and numerous plugins available to add a variety of feature functionalities to your website when you build it or add them sometime in the future, if you so desire.

Before we get into the details about how we design/develop scalable websites, one of the things you will notice about Lafate Web Design as a company from the moment you first reach out to us regarding our service, is that we are quick to respond and very professional. Websites have become a very key

We know that one size does not always fit all!

Service	Description	Cost
WEB DEVELOPMENT	Setup, purchase or redirect domain name · Select / install WordPress theme · Install all required plugins · Create and/or transition pages from old website · Move files from old website (e.g. PDFs) Prices vary depending on the type of theme selected, number of pages, images, files, etc.	$1,500+
GOOGLE ANALYTICS	Set-up Google Analytics to track web page statistics. Google Analytics will allow you to receive stats over a specified period of time pertaining to your page views, time spent on page, demographics, etc.	$250
GOOGLE ADWORDS'	Set-up AdWords account and campaign(s). An AdWords account allows you to advertise on the Google search page at a cost to drive visitors to your website. Price varies depending on the number of keywords, campaigns and ads.	$250+
SEARCH ENGINE OPTIMIZATION	Set-up search engine optimizer. Assist and provide direction on how to optimize each web page. Price varies depending on the number of pages to be optimized.	$250+
EMAIL MARKETING	Install or integrate email marketing application. Email marketing allows the customer to collect information from their customers using forms for future emailing using newsletters and or campaigns.	$250

component in a company's overall all marketing scheme. We want you to realize from day one that we are here for you!

Details

A scalable website is a website that you can build upon. In other words, the website we build for you today in accordance to your need and budget can be further developed as your business grows. You can pay for additional services and capabilities when you need them and more importantly, when you can afford them. This is how we are able to make our professional websites and services more affordable to you. This is how our pricing is set up.

We know that initially you might just need and/or can only afford to launch a website so that your customers can find you online and obtain important information about your business products and/or services. However, at some point you are most likely going to want to optimize your webpages to increase the likelihood that prospects find you in search engines (Search Engine Optimization) when searching for the products and/or service your offer in your location(s). This is just one example of an add-on service that you might want incorporated into your website in the future.   Visit our Pricing page to see a full list of scalable service considerations.

Get Quote!