

WEBSITE DESIGN SERVICES OVERVIEW

Whether you need a small personal web site or a big corporate portal, Dimension Media Services will provide you with an innovative web solution. We are always prepared for any non-standard requests, and ready to come up with possible solutions. We build user friendly, browser compatible, W3C compliant websites, which are fast, cost effective, accessible, and will represent your identity on the web in the best professional way.

The development of each website is just as important as its design. Our goal with approach to each client is to provide seamless form and function. Your website should not only look amazing, it should help you or your business operate in the most practical, accessible, and user-friendly manner possible.

We are in contact during the entire development process to approve placement of text, and any edits that need to be done to content.

What we do:

Step 1 - We will need to discuss your business needs, business identity and what you plan to accomplish with your new website.

Step 2 - Discuss your current marketing plan and help you decide if a new brand / logo is needed before we start the design process of your new website.

Step 3 - Now's when we go to work designing your new website. We keep you in the loop throughout the entire process as to how things are going, what the site is looking like, etc. Unlike other design firms, you can visit your website as it's being developed in our [current projects](#) section.

Step 4 - This is when we double-check our work and get approval from you to call the project complete. We NEVER publish the site until you've decided that we've met your goals!

Step 5 - NOW THAT YOUR SITE IS FINISHED, WHAT ARE YOU GOING TO DO WITH IT?

- **Option 1** - We simply turn over the files to you on disk or upload it to your existing web server.
- **Option 2** - We can set up hosting and a new "dot com" for you for one year for a low, one-time charge.
 - [See our Hosting Options](#)
- **Option 3** - Set up your new hosting and "dot com" and keep it registered on a monthly basis.
 - [See our Hosting Options](#)
- **Option 4** - Set everything up, keep everything registered and provide simple updates on a monthly basis.
 - [See our Maintenance Plans](#)
- **Option 5** - Set everything up, keep everything registered, provide advanced updates and SEO audits and report to you every month!
 - [See our Maintenance Plans](#)



Your visitors take **5 SECONDS** to form an impression and find value on your website. These 5 seconds are **crucial** for your website and for your business and a prospective visitor would have answered these following questions about your website:

- Can I trust this company?
- Can it add value to my needs?
- Does it offer credible products or services?

It takes only 5 seconds for a visitor to answer these questions and decide whether to stay or move on to the next website. No doubt, your website design plays a crucial role to leverage the visitor's impression about your company. **Trust**, **credibility**, and **value** are the three magic words that can make or break a business. If any of these three factors are missing, you are not exploring the full potential of your website.

Q: Why do you need a quality Web Design?

A: Your website design speaks for your company. It highlights your professionalism, builds credibility, trust, and value for the visitors. It also adds a sense of comfort for the visitor. You need a quality web design because:

- 90% of your prospective customers will visit your website before hearing from you
- An elegant web design improves the conversion ratio for your business
- Majority of businesses lose their sales due to their inability to create value and trust
- Poor web design has been stated as the major reason

Q: What makes Dimension Media Services different?

A: At Dimension Media Services, we understand that a great website design is not limited to just a visually appealing website. Your website is a brand ambassador for your company that helps you to generate leads and sales. To help you cope with today's challenges we help you look towards the bigger picture. Dimension Media Services' proven website design methodology can assist you to gain visibility on the web, attract traffic, and convert that into sales.

We are able to provide excellence in website design to our clients through a blend of intelligent development, smart design, and a fully customized end result. Taking each project as a challenge, our experts ensure that they add life to each website design so that it thrives in today's competitive market.

WEB DESIGN PACKAGES



Package A - Basic

- Custom, eye-catching design and site navigation.
 - 1 to 6 html pages, this may be exceeded if necessary as determined by us.
 - High-resolution graphics. This may include as many customer-submitted graphics as you wish. This means that whatever graphics you send, we can include them on the site as a photo album, etc. Under this plan, we will also create a minimal amount of custom graphics for use on the site. If an extensive logo is desired, please see our website add-ons. If you wish to add FLASH technology to your site, please see the website add-ons.
 - Includes a “contact us” page. This will be as basic as a simple section of the website containing your contact information. If you wish to add a contact form that will allow your visitors to contact you directly through the website, please see the add-on’s section.
 - Does not include SEO.
 - Project duration 1 to 2 business weeks.
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Package B - Advanced

- Custom, eye-catching design and site navigation.
- 1 to 20 html pages, this may be exceeded if necessary as determined by us.
- High-resolution graphics. This may include as many customer-submitted graphics as you wish. This means that whatever graphics you send, we can include them on the site as a photo album, etc. Under this plan, we will also create a minimal amount of custom graphics for use on the site. If an extensive logo is desired, please see our website add-ons.
- Includes custom style sheets (CSS) which gives your site a specific look and feel. With this option, you can control exactly how your text and links will appear to your visitors.
- Minimal custom FLASH graphics, your site may include a basic flash banner.
- Custom contact form. This will allow your visitors to contact you directly through the website without having to send you an e-mail through their own email account. These forms increase the possibility that a visitor will contact you.
- Includes MINIMAL SEO.
- Project Duration 2 to 5 business weeks.



Package C - Business

- Custom, eye-catching design and site navigation.
 - 1 to 35 html pages, this may be exceeded if necessary as determined by us.
 - High-resolution graphics. This may include as many customer-submitted graphics as you wish. This means that whatever graphics you send, we can include them on the site as a photo album, etc. Under this plan, we will also create a substantial amount of custom graphics for use on the site. If an extensive logo is desired, please see our website add-ons.
 - Custom Image Maps. These are graphics to be used as navigation or to include links.
 - Includes custom style sheets (CSS) which gives your site a specific look and feel. With this option, you can control exactly how your text and links will appear to your visitors.
 - Substantial custom FLASH graphics, your site may include a basic flash banner.
 - Custom contact form. This will allow your visitors to contact you directly through the website without having to send you an e-mail through their own email account. These forms increase the possibility that a visitor will contact you.
 - Newsletters. Allow your visitors to sign up for an automatic, periodic newsletter containing whatever information you wish.
 - Includes SEO.
 - Project Duration 4 to 7 business weeks.
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Package D - Corporate

- Custom, eye-catching design and site navigation.
- 1 to 60 html or php pages, this may be exceeded if necessary as determined by us.
- High-resolution graphics. This includes as many customer-submitted graphics as you wish. This means that whatever graphics you send, we can include them on the site as a photo album, etc. Under this plan, we will also create some custom graphics for use on the site. If an extensive logo is desired, please see our website add-ons.
- Includes custom style sheets (CSS) which gives your site a specific look and feel. With this option, you can control exactly how your text and links will appear to your visitors.
- Substantial custom FLASH graphics, your site may include a basic flash banner.
- Custom contact form. This will allow your visitors to contact you directly through the website without having to send you an e-mail through their own email account. Forms increase the possibility that a visitor will contact you.
- Custom Image Maps. These are graphics to be used as navigation or to include links
- Newsletters. Allow visitors to sign up for an periodic newsletter containing whatever information you wish.
- MySQL database. Backend databases will allow the storage of information such as customer logins, customer database, shopping carts, e-commerce, custom photo gallery, etc.
- Custom database / shopping cart or visitor interaction. With this package, the ability will exist to complete any backend task you wish to accomplish. For more information on a description of this feature, please contact us to discuss your needs.
- WEB 2.0 COMPATIBLE
- Includes SEO
- Project Duration 5 to 10 business weeks.



Package E - Flash

- Custom, eye-catching design and site navigation.
 - Page count not applicable, but can include as many sections as needed.
 - Full FLASH using Actionscript 2.0 or 3.0
 - Animations
 - Embedded Sound
 - Embedded FLV Video
 - MySQL, database.
 - Does not include SEO.
 - Project Duration 5 to 10 business weeks.
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Google Search Engine Optimization

- Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results. Other forms of search engine marketing (SEM) target paid listings. In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, video search and industry-specific vertical search engines. This gives a website web presence.
 - We will perform an in-dept analysis of your website, <head> tags, key words, inbound links and optimize them for best possible search results. With this option, we will also set up GOOGLE ANALYTICS that will give you and us the ability to track hits, geographics and other statistics vital to keeping your page at the top of it's game!
 - [Search Engine Analysis & Optimization \(with Google Analytics\)](#)
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Design Add-Ons

- [Custom Logo Design](#)
- [FLASH banner](#)
- [Image Maps](#)
- [favicon.ico files](#)
- [Existing Page Updates & Facelifts](#)
- [Adding pages to already existing sites, please call for quote.](#)

Website Redesign

Revamps & Website Facelifts



What is a web site facelift or redesign? What we do is take your present website, use what you have and then create a much better version with the newest scripting, coding, flash animation, graphics and CSS, that will be compatible for most browsers. Usually because you have a website built already, we can do more copying and pasting which saves you money on your redesign, because we have to do less work.

So on average, website redesigns and revamps are quite affordable and look very professional Your website will look more graphically appealing to your clients which of course means more sales or inquiries.

What we do, is take your existing custom website and make it better (revamp it or facelift it). We can update the graphics, add a flash banner, add a flash intro, create a whole new layout AND fix errors made from your previous web designer.

We have redesigned many many websites, so why not take your website in to the new age of technology!

OLD SITE



NEW SITE



Search Engine Optimization



Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results. Other forms of search engine marketing (SEM) target paid listings. In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, video search and industry-specific vertical search engines. This gives a website web presence.

We will perform an in-dept analysis of your website, <head> tags, key words, inbound links and optimize them for best possible search results. With this option, we will also set up GOOGLE ANALYTICS that will give you and us the ability to track hits, geographics and other statistics vital to keeping your page at the top of it's game!

Here's what we do:

- Research what keywords are relevant and most effective for your website.
- Check your website's URL (links) for compatability.
- Optimize your website's images and correct or add ALT-TAGS.
- RE-TITLE your pages in a way that best-describes the content on that page.
- Correct META TAGS and descriptions.
- Create HTML (user) sitemap.
- Create XML (SE-bot) sitemap.
- Setup GOOGLE ANALYTICS!!!!
- Create custom error pages.
- Check your website for cross-browser compatability.
- Convert content to text when possible.
- Optimize use of <H1> tags.
- Submit your site to Google ONLY AFTER these steps have been completed correctly.

Google Search Engine Optimization

Website Hosting, Setup & Maintenance Options

After your website is completed, you'll need to know what to do with it. We have developed various effective options for your consideration. Without good hosting and maintenance, a well-designed site is less effective.

If you don't already have a website address (URL, domain or "dot com") in mind, consult with us over what you should use. Keep in mind that your "dot com" name will be your company's identity on the web and it needs some thought. Generally, shorter is better. Don't use special characters like dashes (-) or hyphens. This confuses people trying to find your site, and search engines typically don't like to index these URL's.

Post-Option #1 - TURNOVER - After your site has been designed, we can turn over the completed files on disk or we can upload the completed site to your already existing hosting provider. All you'll need to do is provide us with the FTP username and password (unless we need to set up something on the back-end of the host, in which case, you'll need to give us access to the web host control panel or "backend"). **IF WE UPLOAD YOUR WEBSITE DIRECTLY** - There will be a 14-day timeframe from the day your site is complete where we will make minor changes to your website that may be need to be done in order to "fine-tune" it for your needs. After this 14-day period, you would need to purchase a maintenance plan if your site needs any further updates. If you elect for us to send you the website on disk, we will not be able to make any additional changes. (Also remember, during our design process you can check up on how your site is coming along through our website.)

- **We will upload your site for you, or send it to you on disk.**
- **14-day "fine-tuning" duration if we upload the website upon completion.**
- **NO upkeep or maintenance.**
- **There is NO CHARGE for this option.**

Post-Option #2 - SETUP - After your site is designed, we will register hosting and your domain name "dot com". With this option we will register everything for you. We can set up your hosting and domain name on our company account, or on your behalf. We will set up your hosting and domain name for 1 year and it will NOT automatically renew. With this option, there will be a 14-day timeframe from the day your site is complete where we will make minor changes to your website that may be need to be done in order to "fine-tune" it for your needs. After this 14-day period, you would need to purchase a maintenance plan if your site needs any further updates. (Also remember, during our design process you can check up on how your site is coming along through our website.)

- **We will set up your hosting and domain name for you.**
- **14-day "fine-tuning" duration after completion.**
- **NO upkeep or maintenance for site contents.**
- **Enhanced email with more storage provided by our 3rd party host**
- **(\$89.99 one-time for 1 year)**

Post-Option #3 - MANAGED HOSTING - After your site is designed, we will register hosting and your domain name "dot com". With this option we will register everything for you. We will set up your hosting and domain name and keep it renewed and active for as long as you wish. This monthly option will include renewal and upkeep of your "dot com" and website hosting plan. You will be 100% worry-free that your site will never need to be renewed. There will be a small monthly cost for us to keep your page active. With this option, there will be a 14-day timeframe from the day your site is complete where we will make minor changes to your website that may be need to be done in order to "fine-tune" it for your needs. After this 14-day period, you would need to purchase a maintenance plan if your site needs any further updates. With this option, Dimension Media Services will act as a liaison between you and the hosting provider if any technical problems arise. If any part of your website stops working, we will fix it at NO ADDITIONAL COST! (Also remember, during our design process you can check up on how your site is coming along through our website.)

- We will set up your hosting and domain name for you.
- 14-day “fine-tuning” duration after completion.
- NO upkeep or maintenance for site contents.
- ON-CALL TECHNICAL SUPPORT FOR PROBLEMS & ERRORS
- WE COMMUNICATE WITH THE HOSTING PROVIDER ON YOUR BEHALF
- One-time SETUP of \$79.99 and then \$9.99/mo.
- Purchase 6 months and receive a 5% discount. Purchase 12 months and receive a 10% discount.

Post-Option #4 - HOSTING & MINIMAL MAINTENANCE - This monthly option will include renewal and upkeep of your “dot com” and website hosting plan. You will be 100% worry-free that your site will never need to be renewed. This option also provides your website with “on-demand” changes to existing content as needed. We will complete unlimited simple changes to your existing website. Dimension Media Services will make the determination on what is and what is not to be considered a “simple change”. (Also remember, during our design process you can check up on how your site is coming along through our website.)

- We will set up your hosting and domain name for you.
- LIMITED “SIMPLE” MAINTENANCE (Content corrections, changes, small additions, etc.)
- ON-CALL TECHNICAL SUPPORT FOR PROBLEMS & ERRORS
- WE COMMUNICATE WITH THE HOSTING PROVIDER ON YOUR BEHALF
- One-time SETUP of \$74.99 and then \$39.99/mo.
- Purchase 6 months and receive a 5% discount. Purchase 12 months and receive a 10% discount.

Post-Option #5 - HOSTING & ADVANCED MAINTENANCE W/ SEO - This monthly option will include renewal and upkeep of your “dot com” and website hosting plan. You will be 100% worry-free that your site will never need to be renewed. This option also provides your website with “on-demand” changes to existing content as needed. With this option you will receive unlimited, more complex changes to your website whenever they are needed. This includes the addition of material, content, graphics, etc. But most importantly, this option also entitles your website to receive MONTHLY SEARCH ENGINE OPTIMIZATION (SEO) REVIEWS. The rules search engines follow are constantly changing. To ensure that your website will always be found in search engine results, monthly maintenance is required. With this option we will evaluate your website’s content, keywords and tags on a monthly basis and provide you with a GOOGLE ANALYTICS REPORT on site statistics.

- We will set up your hosting and domain name for you.
- UNLIMITED MAINTENANCE (Content corrections, changes, additions, adding pages, graphics, etc.)
- You will receive explained monthly Google Analytics reports on site traffic, visitors, etc.
- DMS will audit your website’s relevance to Google search results and make changes if necessary to keep your website competitive in Google’s search results.
- ON-CALL TECHNICAL SUPPORT FOR PROBLEMS & ERRORS
- WE COMMUNICATE WITH THE HOSTING PROVIDER ON YOUR BEHALF
- NO SETUP COST, Minimum 3 months @ \$79.99/mo.
- Purchase 6 months and receive a 5% discount. Purchase 12 months and receive a 10% discount.