

# Free Professional Web Design

by The Little Web Company 



## Creating Your Online Presence

Branding yourself and/or your organization/company is imperative as a strategy to develop successful growth as a business or a career; building an online presence is the most cost effective means of achieving this.

What most people don't think of, is leveraging multiple online platforms as a means of communicating with a captive audience. These may include social networking websites also known as going "viral" (Eg. Facebook, Twitter & MySpace), directories, forums, blogs and most importantly, a company/personal website. Alone, these tools are merely a means of passing information, but integrating these networking resources with an innovative web marketing plan will significantly increase your brand.

Having a website is one of the key ways to begin the development of your branding strategy, ultimately providing a place where all your online personalities meet – a central website where potential clients, employers, stakeholders and the public can learn all they need about you or your company as well as ways to contact and connect with you.

Your professional looking website should include your products, services, portfolio, resume, a professional blog that demonstrates your expertise, and links to and feeds from your alternate media presences. Although the technology and concept may seem complicated in theory, it is really very simple in execution. Also, using your blog whether you have someone doing it for you or you dedicate 10 minutes every few days is something that can build you a dedicated audience.

### Demystifying: Website Costs

When a new business invests into a website, they are often faced with multiple costs when it comes to getting a website up and running, with the design of the site almost always carrying the largest price tag. There are essentially 3 parts to the cost of a website:

#### 1. Your domain ([www.websitename.com](http://www.websitename.com))

- This is the address where your website can be found; it can be thought of as paying for the use of a business address such as 888 Main Street.
- *Why is this important?* If your store front is called 888 Main Street Grocery, you would likely want to retain this name as it has become a brand your customers have grown familiar with and can associate your product with.
- **Price Range: \$15—\$30 Annually FPWD: \$0**

#### 2. Hosting

- This is the physical space your website takes and can be thought of as the rent you pay to the landlord for using the land.
- **Price Range: \$15—\$30 Monthly FPWD: \$30 /Month**

#### 3. Website Design & Development

- This is the visual representation of your company on the internet which will include content and images directly related to you or your business. This can also be thought of as the building in which your business is located.
- **Price Range: \$500—Over \$2000 FPWD: \$0**

Offering you the opportunity to grow your business and leverage the power of the Internet with free web design & domain

### Your Free Web Design

The Little Web Company is committed to helping small businesses, individuals and most anyone new to establishing a professional web presence; To foster growth in their brand through online business development strategies. The Free Professional Web Design product has been developed to be cost effective and professional, meeting the needs of new and small businesses. TLWC will give you any domain of your choosing and the design/development of your website completely free of charge. The only cost to you will be the nominal hosting fees of \$30 per month plus a **one-time setup fee of \$35**. With the dynamically updated technology used to develop your site, you can assure it is always using the most up to date software.



604-540-9777

[www.freeprofessionalwebdesign.com](http://www.freeprofessionalwebdesign.com)



## Easy Development process:

1. You contact us to discuss your web presence needs
2. You select a template design that best suits your company
3. You provide the content and imagery for each of the pages
4. You submit a deposit to begin development
5. Your site goes live in 7 days
6. You submit the balance of hosting fees

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## Features & Benefits

- Free Web Design & Domain Name: Establish an online advertising campaign & communication with potential clients, employers, employees, agents, etc. for next to nothing
- Professional Image: The designs that we provide are contemporary and functional
- Updatable: We will provide you with a control panel giving you the ability to update and change the content of your website anytime you want.
- Scalable: When we build a website for you, we build it with your future for growth in mind. The website will enable you to add new features to your site when they become available. Some of which will be available for free (See below for list of currently available add-ons)
- Search Engine Optimized: With the designs we provide, we ensure your site is optimized so it can be easily found by search engines such as Google.
- RSS Feeds: You can have your content syndicated to your captive audience. This content will automatically update on their RSS reader when you update your site or blog. When you log into sites such as iGoogle or MyYahoo they have built in readers.
- Blog Functionality: We provide you with the ability to keep your audience informed about your upcoming event, featured product, audition or even your newest feature added to your website
- Embedded Video: You will be able to stream videos directly on your website such as a virtual tour, demo reel, promotional video for your product or service
- Advertising: You will be given the opportunity to sell your business or service to like minded products and services

### What You Get.



- ✓ Professional Design
- ✓ A .com/.ca Domain
- ✓ Premium Hosting
- ✓ A Website in a week
- ✓ SEO Consulting
- ✓ Web Marketing Tips
- ✓ Content Mgmt System
- ✓ CMS Training
- ✓ A Website in a week
- ✓ Blogging Capability
- ✓ Expandability
- ✓ Restrict Content
- ✓ SEO Friendly Design

### What Else?



- \*Access Free Add-ons
- ✓ Shopping Cart
- ✓ On-line Forum
- ✓ Media Gallery
- ✓ Events Calendar
- ✓ SMS Site to Cell
- ✓ Custom Form Builder
- ✓ Cool Design Tools
- ✓ Google Analyticator
- ✓ Google Site Maps
- ✓ And much more...

\* Installation Fees Applicable

### How Much?



- \*\$30/Month Hosting
- ✓ \$35 Admin/Setup Fee (one-time)
- Deposit:
- ✓ 50% Hosting 12 Mths
- ✓ Admin/Setup Fee
- Add-Ons:
- ✓ Installation Fee
- Range \$20 - \$100

\*Hosting Billed on 12 month cycle

### Please note:

- \* Hosting fees are billed annually and due at the beginning of the billing cycle
- \* Half of annual hosting and setup fee are due prior to development start as deposit
- \* Installation fees applicable on free add-ons



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