

Web Design Genie Dot Com Design Packages Information

We design all sites with both the ultimate viewer, and the desires of our clients in mind. We make each site unique and easy to navigate. Our design work is straight forward, clean and reasonably simple in form. We use colors, textures and graphics to set the mood or style of the site and make the various site elements work together to produce the desired effect. We do use "Java" or "JavaScript" (the scrolling text to the left is Java) and animated elements when they will add to the overall design. If the site content is mainly text, we offer the option to have our creative design team draft the copy or text content for it, or you may, as the site owner, provide that text in a form that can be 'cut & pasted' into the site body. Such form would be PC computer files containing Plain Text Documents, Rich Text Format, or other, acceptable formatted, type of text files. Since page loading speed is one of the critical elements in search engine placement today, we try to limit or work around anything that slows down that feature for the opening page. Search engines are also look at 'content' to help rank sites, therefore the information on the home page is very important. Links are another important factor search engines and directories use to determine popularity of a site.

Web Design Genie distinguishes itself from other website design firms in that we incorporate search engine placement along with the design of your website with the Silver and Gold packages. Specifically, for example, we know that Google likes clean, straightforward HTML content. In practical terms that means lots of text, sprinkled with plenty of relevant keywords and phrases. It also means avoiding Flash animations or Javascript features, which are not easily read by Google's automated archiving system. We work hard to provide design service that will meet your needs without the high cost usually associated with custom design work.

Our most popular website selections are:

□ **The Bronze Package:** A good starting point for anyone in need of an immediate web site presence. This package includes: Three-Five Page Site, Custom Design, utilizing HTML Text & Graphic Images, for as little as \$389 (This is a good starting point for most to begin with).

□ **The Silver Package:** Includes a Web Site of up to Nine Pages, Exclusive Custom Design, Distinctive Main and sub-pages, and E-commerce presence (option, with conditions), code upload, search engine optimization, and ecommerce capability, for as little as \$509. Resources utilized include: Text, Images, HTML and Java Script. For a limited time only we are also offering three hours of Public Relations Promotion and marketing support of your custom designed site, designed to give you immediate return on your investment in internet presence and presentation.

□ **The Gold Package:** Offers up to Nineteen Custom Designed Pages, and an E-commerce presence. This web site package is typical of an average business website. This package includes code upload and Search Engine Optimization of your website. Resources utilized include: Java Script, PHP, Text, HTML, Graphic Images, all for as little as \$999.

PLUS! For a Limited Time Only: We are also offering Six hours of Public Relations Promotion and Promotional Marketing support; and Two hours of Direct Mail Target Marketing service, (this includes Three Direct Mail Design Packages to choose from for your campaign) ~ Designed to give your site an eminent edge against the competition with your new internet presence and presentation!

□ **The Landing Page:** A Simple Custom Designed website page that works as the introduction page viewers LAND on, BEFORE they go to your actual website. This page is designed with HTML Text & Graphic Images, for as little as \$49. (Also known as a "Splash" or "Squeeze Page" the Landing Page is a virtual necessity to be used in capturing name and email of leads for follow-up conversions and email targeting of visitors to your website).

□ **The Sales Page:** A Simple Custom Design, utilizing HTML Text & Graphic Images, with designs starting at as little as \$149. This simple design is easy to edit for updates and changes and is an ideal technique to use in promoting or selling ONE specific item; (i.e.: product or service). This technique is gaining popularity due to the great success rate in using it for online marketing promotions!