

3 Things Your Website Needs

To have a functioning website, you need three things.

1 Design

You need HTML files that contain the text and images in your website. You get this by ordering website design from Brazzell Marketing Agency.

2 Domain

A domain name is the unique address for your website such as

as www.BrazzellMarketing.com

You essentially rent domain names for a small fee, but you can rent them from anyone you choose. To get the full service treatment, order domain and hosting through BMA.

3 Hosting

This is space on a computer that is visible on the internet. You rent this space from a hosting provider. To be able to edit the text of your custom-designed website, order hosting from BMA.

Let Brazzell Marketing Agency handle everything.

Use the following pages to order what you need. Only fill out this page, the page 6 for payment, and other pages relevant to what you want at this time. Then fax this form back to (276) 236-5070. Put your contact information below.

Contact Person / People: _____

Company Name: _____

Phone Number: _____

Emails: _____

Following Pages:

(2) Full Service Website Design (3) Text-Free Website Design
(4) Domain Name (5) Hosting (6) Website Payment (7) SEO (8) All Points Bulletin



WEBSITE ORDER FORM

Full Service Website Design

BMA Agrees to:

- Write and design a website consisting of up to five pages – content filling approximately 1000 x 1000 pixels (one standard screen shot).
- Provide an original design and writing plus up to two revisions for initial approval. Additional revisions are available on a time-fee basis.
- Optimize the website for search engine effectiveness.
- Ensure the website is indexed by the major search engines Google, Yahoo, & MSN/Live/Bing.
- Set up no-fee visitor tracking service.
- Make available additional page design and inclusion for \$89 per page.
- Upload the website or otherwise make the design files available to the customer. If not using BMA hosting, we will upload the website to the hosting account you specify via FTP access. Any other access type may result in additional fees. If customer is not ready to provide a working FTP access, we will email files that customer can upload to a hosting account at a later time.

Unless noted otherwise, this agreement does not include the following:

- Animated graphics such as animated gifs, Fireworks, or Flash (exception: this agreement does include the development of rollover links).
- Hosting and Domain Name (order this on one of the following pages.).
- Technical support for domains and hosting purchased from other providers is not included in design fees but is available on a time-fee basis.

Approval and Revisions:

- After design work has begun, significant changes to original specifications (e.g. changing the logo or changing the focus of the website from one type of business to another type of business) will result in additional fees.
- Upon approval or taking the site live, we will announce the site to search engines.
- After a site is considered approved, additional work on the site is available at an additional charge.
- Revision requests must be received within 90 days of the date when BMA provides the initial proof. After 90 days, the site is considered approved, and additional work is available at the normal fee. Updates are separate from original design revisions.

- Base Price: _____ \$492
- Responsive Design: \$169 surcharge (make the website change width automatically according to the visitor's screen size)
- Additional Page Price (\$89 x # of pages): _____
 - (You may also order additional pages verbally during the initial consultation or before design work begins. The \$89 price applies to all additional page orders made before design work begins.)
- Image Slider (\$189 additional each. No additional charge for putting the slider on more than one page.) Qty: _____

Authorized Signature: _____

Printed Name: _____

Date: _____

Social Media Pages:

Check below for each social media where you would like to have custom, professional design. Social media pages can help with SEO, and we can add code to your website to make sure search engines know which social media pages are yours.

- Facebook: \$189
- Google+: \$189
- Twitter: \$189
- All Three: \$499



WEBSITE ORDER FORM

Text -Free Custom Website Design (We provide the design. You provide the text.)

BMA Agrees to:

- Design a website consisting of up to five pages – content or space for text filling approximately 1000 x 1000 pixels (one standard screen shot).
- Provide an original design plus up to two revisions for initial approval. Additional revisions are available on a time-fee basis.
- Ensure the website is indexed by the major search engines Google, Yahoo, & MSN/Live/Bing.
- Set up no-fee visitor tracking service.
- Make available additional page design and inclusion for \$41 per page (when pages are ordered before design work begins).
- Upload the website or otherwise make the design files available to the customer. If not using BMA hosting, we will upload the website to the hosting account you specify via FTP access. Any other access type may result in additional fees. If customer is not ready to provide a working FTP access, we will email files that customer can upload to a hosting account at a later time.

Unless noted otherwise, this agreement does not include the following:

- Writing and proofreading services. The website will contain no text other than text necessary for functions (such as buttons for navigation) and text that needs to be incorporated into images (such as logo and slogan in a header image). Customers using BMA hosting will be able to add text using their control panel. If customers provide text in a digital format before design, we will add the text provided as part of the design.
- Animated graphics such as animated gifs, Fireworks, or Flash (Exception: this agreement does include rollover links).
- Hosting and Domain Name (order this on one of the following pages.).
- Technical support for domains and hosting purchased from other providers is not included in design fees but is available for an additional fee.

Approval and Revisions:

- After design work has begun, significant changes to original specifications (e.g. changing the logo to a completely different logo after the work has begun or changing the focus of the website from one type of business to another type of business) may result in additional fees.
- Upon approval or taking the site live, we will announce the site to search engines.
- After a site is considered approved, additional work on the site is available at an additional charge.
- Revision requests must be received within 90 days of the date when BMA provides the initial proof. After 90 days, the site is considered approved, and additional work is available at the normal fee. Updates are separate from original design revisions.

- Base Price: _____ \$299
- Responsive Design: \$169 surcharge (make the website change width automatically according to the visitor's screen size)
- Additional Page Price (\$41 x # of pages): _____
 - (You may also order additional pages verbally before design work begins. The \$41 price applies to all additional page orders made before design work begins.)
- Image Slider (\$189 additional each. No additional charge for putting the slider on more than one page.) Qty: _____

Authorized Signature: _____

Printed Name: _____

Date: _____

Social Media Pages:

Check below for each social media where you would like to have custom, professional design. Social media pages can help with SEO, and we can add code to your website to make sure search engines know which social media pages are yours.

- Facebook: \$189
- Google+: \$189
- Twitter: \$189
- All Three: \$499



WEBSITE ORDER FORM

Automatic Private Domain Registration

Did you know spammers and junk mail scammers use required domain name records to find the contact information of victims? With Brazzell Marketing Agency, you own your domains, but all your domains are automatically registered under BMA – hiding your contact information from people who don't need it.

Domain Name

List available domain names you would like us to purchase and set up with your account. When your hosting account is set up, you will be able to control your domain names through the control panel of your hosting account. You can check the availability of domain names on this page of our website:

<https://BrazzellMarketing.com/DomainChecker/>

1. _____

2. _____

3. _____

If you have already purchased your domain name elsewhere, you do not need to transfer it to us. On your domain name settings, change your name servers to:

NS1.BrazzellMarketing.com

NS2.BrazzellMarketing.com

(not case sensitive)

After this change takes effect, you will be able to use all the features of our hosting account with your current domain.

Video tutorials about this process are available here:

<http://brazzellmarketing.com/Home-Health-Websites/Website-Help/Pointing-Your-Domain.html>

CURRENT CHARGE:

Domain Name Price: \$15 per year / per domain name. To be charged now via the payment method you specify on a later page.

RENEWAL OPTIONS:

Domain Name Price: \$15 per year / per domain name

Automatically bill my credit card for renewals – Initial Here: _____

Mail me a paper bill (\$15 surcharge per bill. If hosting is renewing at the same time, only one surcharge will apply.)

Authorized Signature: _____

(If using automatic renewal, this signature needs to be the signature of the card holder)

Printed Name: _____

Date: _____



WEBSITE ORDER FORM

Premium Hosting

Specify the primary domain name to be associated with this hosting account, regardless of whether you are buying that domain from us.

BMA will provide website hosting to include:

- **Control Panel:** ✓
- **Email Accounts:** unlimited
- **Storage Memory:** 833 MB
- **Monthly Bandwidth Quota:** 8,333 MB
- FTP Accounts: ✓
- Email Lists: ✓
- Databases: ✓
- Sub Domains: ✓
- Add-On Domains: ✓
- Site Builder Software: multiple included at no extra charge

HOSTING RENEWAL OPTIONS (choose one):

- Annual Credit Card: Charge me \$83.40 per year and automatically charge my credit card for renewals. (That's \$6.95 per month)
- Monthly Credit Card: Charge me \$7.55 per month and charge my credit card each month.
- Annual Paper Bill: Charge me \$83.40 now and mail an invoice annually (\$15 surcharge)

SSL CERTIFICATE / ENCRYPTION SECURITY (optional):

Your Brazzell premium hosting automatically features shared SSL for secure, encrypted login to webmail and your control panel. Additional security in the form of dedicated SSL is needed if your website will ask users for sensitive information such as date of birth, Social Security number, credit card number, etc. SSL is also an SEO signal that may cause your site to perform better in search engine results. SSL causes a lock symbol to appear the browser's address bar and gives visitors an added sense of trust and security.

Unlimited form hosting at Brazzell's secure SecureSection.net (Put your sensitive pages in a separate section.)

- Annual Credit Card: \$19 per year now and annual credit card charge
- Annual Invoice by Mail: \$19 per year now and mail and invoice annually (There is one surcharge per paper bill)

Dedicated whole site encryption

- Annual Credit Card: Charge me \$55 now and automatically charge my credit card for annual renewals.
- Annual Paper Bill: Charge me \$55 now and mail an invoice annually (There is one surcharge per paper bill.)

Authorized Signature: _____
(If using automatic renewal, this signature needs to be the signature of the card holder)

Printed Name: _____

Date: _____



WEBSITE ORDER FORM

Current Charges

Add up the total current charges that you authorized on the previous pages. Write the sum in the "Total Authorized Charge" line below. If paying by check, mail a check for this amount with the order form. If paying by credit card, complete the form and fax us this page, the first page, and all other pages where you have authorized charges.

Thank you for choosing Brazzell Marketing Agency.

PAYMENT:



Credit Card: Total Authorized Charge: _____

Card #: _____ Exp. ____ / ____

CVV: _____

Name on Card: _____

Billing Address for Card: _____

Authorized Signature: _____

Date: _____

Fax credit card payments to BMA at: **(276) 236-5070** (Secure Fax for Transactions)

Check:

Make checks payable to: Brazzell Marketing Agency
Mail check to: Brazzell Marketing Agency
621 Nuckolls Curve Rd
Galax, VA 24333

If paying by check, please mail your completed order form with the check. Order forms received without payment will be disregarded.



Search Engine Optimization SUBSCRIPTION FORM

Brazzell Marketing Agency, Inc. (BMA) agrees to:

- Perform ongoing work designed to improve relevant traffic to the client's website. Work may include search engine submission, directory submission, blog posting, article posting, linking strategies, classifieds, press releases, blog and forum commenting, social bookmarking, social media optimization, and more.
- Provide a detailed monthly log of work performed, often including hyperlinks to the exact online results.
- Provide a detailed report of targeted search phrases and the client website's current performance in those searches.

Disclaimer: Client is ordering labor. Due to variables such as changing algorithms with the search engines, changes in consumer behavior, and changes at competing websites, results cannot be guaranteed. Client understands that past successes do not indicate the likelihood of future successes.

Fees: The client agrees that BMA should charge a credit card provided \$169 per month, beginning at the first consultation. Charges will occur automatically and monthly until the client cancels this subscription. BMA may adjust the pricing with 30 days' notice.

Cancellation: The client may cancel at any time by any means of communication.

Company Name: _____ Date: _____

Contact Person: _____ Phone: _____

Email Address: _____

Client's Authorized Signature: _____

PAYMENT:



Card #: _____ Exp. ____ / ____

CVV: _____

Name on Card: _____

Billing Address: _____

Authorized Signature: _____

Fax credit card payments to BMA at: (276) 236-5070
Secure Fax for Transactions

Also Consider

All Points Bulletin™

Client Communication Where You Need It. Everywhere.

This one amazing service can automatically handle your Facebook and other social media marketing, your email newsletters, and your blogging. You have complete editorial control, but don't have to lift a finger for everything to work automatically. Prices start as low as \$16.99 per month!

With the All Points Bulletin service, Brazzell Marketing Agency creates client-oriented articles and engaging graphics at the frequency you choose. We customize a blog designed to be an add-on to your existing website. As we create new articles and graphics, your All Points Bulletin website automatically

- posts to your business Facebook page as if you did it yourself,
- sends email newsletters to your subscribers,
- and posts to your customized blog.
- In addition, create print-ready flyers or PDFs of the content with the click of a button.

We can GUARANTEE an average of 5,000 views per week.

You will have 50-mile geographic exclusivity with this service. Sign up before your competition locks you out of this amazing offer.

Order the All Points Bulletin at the same time your website is being designed for these features to be included in your website design at no additional charge:

- We can set up a Facebook page for your business for free
- We can add Facebook page plugin to your website.
 - The plugin will display your latest stories, making your pages more dynamic.
 - The plugin will let website visitors Like your Facebook page without leaving your website. This can better capture visitor information for later communication from you.
 - The plugin will show visitors who among their friends already likes your Facebook page.
- We can add a call to action to subscribe to your health news emails. Hundreds of visitor will reach your website every month without contacting you. The email signup will give you one more way to capture information and maintain communication with website visitors.
- We can add a top navigation link to your All Points Bulletin blog so visitors can go back and forth and be impressed by the depth of your website.

It's all on this page of our website: <https://brazzellmarketing.com/Home-Health-Social-Media-Marketing/Home-Health-Social-Media-Marketing.html>

