

## Just what you need... nothing more, nothing less.

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More is not necessarily better. Many websites contain *too much* information. Other websites are simply too much – flags waving, text flashing – a circus of colors.

We believe that a website should be crisp, clear and simple. Our websites provide all the information you need: no less and no more. In short: more function, less clutter.

We strive for simplicity and ease of use when we build a website. We divide the website into logical categories and divide the content into easily understood “chunks” of information so users can quickly find the information they need. Our websites typically consist of:

- **A home page** that introduces the site and provides links to products and services
- **Second-level pages** that describe the product and service categories
- **Third-level pages** that describe the products and services themselves.

It's that simple.

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### FACT:

In 2003, nearly half of adults (47%) used the internet to obtain information about products and services. About one-third of adults (32%) actually purchased a product or service online.

Give us a call or email us to learn what we can do for you.

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**BOGART** WEBSITE SERVICES

Design • Maintenance • Hosting

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## Price Schedule

Effective 7/1/08

Attractive,  
user-friendly  
websites.

It's that simple.

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Design • Maintenance • Hosting

[bws@rbogart.com](mailto:bws@rbogart.com)  
[www.rbogart.com/bws](http://www.rbogart.com/bws)

## About Us

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**Bogart Website Services** specializes in designing websites for small businesses, professionals and entrepreneurs. We understand your needs. We understand your concerns: we know that time is money and both are precious.

### web services

We offer these website design services:

- website design and maintenance
- website hosting
- search engine optimization
- website metrics

### additional services

In addition to website design, we also offer the following services:

- desktop publishing
- proofreading and copy editing
- photography

Whether you choose one of our packages or want us to design a truly custom website for you, rest assured that we'll give you just what you need. —Nothing more and nothing less.

It's that simple.

## Basic Pricing

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We offer several package solutions, but most of our customer find that they require a customized website. Every customer's needs are different, so it's impossible to list a fixed cost for your website here (with the exception of the packages shown). However, we can provide some pricing guidelines.

Here are the costs for some standard components:

- home page: \$100
- content page (i.e., a typical information page): \$65
- form (up to 20 fields): \$100
- digital photo: \$5.00
- scanned photo: \$15.00 (includes minor retouching)

Our "Creative Package" targets artists and photographers and those in similar fields. Our "Professional Packages" are aimed at entrepreneurs and professionals.

## Creative Package

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### photographer/artist package

This package is heavily "visual" and is best suited to the person who wishes to establish an internet presence to showcase photography or art pieces such as drawings, paintings, sculptures, and similar items.

design/setup: \$365  
hosting: \$19.95/month  
additional pages: \$50 each (forms: \$100)  
total number of pages: 7

*package includes:*

- home page
- about us
- contact page
- portfolio page with 3 subcategory pages\*
- 5 email addresses
- 1 domain name registration

\*each subcategory page contains up to 6 images

(\$515 value/save \$150)

## Professional Packages

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### Package 801

This package targets the freelancer or entrepreneur who is just launching a small business. While it is a small website, it can easily be expanded as the business grows. Read about our "grow with us plan."

design/setup: \$290  
hosting: \$19.95/month  
additional pages: \$50 each (forms: \$100)  
total number of pages: 5

*package includes:*

- home page
- contact page
- about us
- 4 content pages
- 5 email addresses
- 1 domain name registration
- up to 3 digital images (supplied by client)

(\$415 value/save \$125)

### Package 802

design/setup: \$490  
hosting: \$39.95/month  
additional pages: \$50 each (forms: \$100)  
total number of pages: 10

*package includes:*

- home page
- contact page
- about us
- 7 content pages
- 10 email addresses
- up to 6 digital images (supplied by client)
- up to 3 scanned images

(\$625 value/save \$135)

### "Grow with Us" Plan

This plan enables the small business to expand its website over the course of several months, as the business grows. Each month two pages are added to the website at the discounted rate of \$50 per content page or \$75 per form.

Contact us for details.