



American Antiquities

web design

AMERICAN ANTIQUITIES WEB SITE DEVELOPMENT

Are you ready to establish a web presence for your organization or business, but overwhelmed by what appears to be a process that is complex and expensive? Unfortunately, this process does indeed seem confusing, given the variety of companies selling their services and the inconsistency of pricing from vendor to vendor. But establishing a web presence can be simplified if you choose American Antiquities for your website development.

1. Website Name Registration

Choose a name that best represents your business organization. While a short, concise name is generally preferred, sometimes a longer name may be remembered by potential users and thus be a better choice. For example, www.AmericanAntiquities.com is not the shortest name possible for the American Antiquities website, but it clearly describes the site and is easy for the user to remember. When selecting names, come up with several alternatives because your first choice may not be available. We will check for your domain availability starting with your first choice.

We recommend that you stick with a .com extension, as most other extensions will not be remembered by your users. The Cost to reserve a Domain Name is currently \$15 per year through Empire Data Technologies Inc.

2. Website Design

The cost to develop a webpage is affected by the amount of content, the complexity of the site and the web designer you hire. Because of these wide ranging variables, it is very difficult to estimate what might be considered reasonable design costs. However, a simple site that is essentially an online flier can be obtained from other companies for an average cost of \$500, while a more complex e-commerce site can easily cost thousands. Our price for a 3 page site is \$250. To see an example go to www.AmericanAntiquities.com/sample.html. We are not currently offering an e-commerce site. You can easily sell items from your site without the added cost of setting up and maintaining an e-commerce site. You will have direct contact with your buyer by phone. You will pay no commissions for selling your items this way. You will be allowed to list 50 items with photos at one time. We will add new items and take down sold items monthly. This service is included in your maintenance agreement described below. You must contact us the first of each month with this information via email and send your digital photos with price and description at that time.

3. Website Hosting

Your website can be hosted on one of many servers throughout the country. Keep in mind that the location of your web server is insignificant to the user. We have picked a web host that we feel is both affordable and reliable. A simple website that is essentially an online brochure should cost no more than \$9.00 per month to host. However, an e-commerce site could cost well over \$80.00 per month. The cost for hosting with our choice, Empire Data Technologies Inc., is \$4.95 per month. This includes up to 10 email accounts. To see what else is included in this hosting package go to www.edthosting.com.

4. Website Maintenance

We will review your site monthly to be sure the site maintains the appearance initially created. The charge for this is FREE for your first year. There will be a \$100 maintenance fee per year after this.

5. Linking to an E-Commerce site

If you have a presence on another site such as goantiques.com, we will provide a link to this site from your site at no additional cost.

This is a breakdown of what your cost will be to establish a website:

Domain Registration	\$15.00 per year
Hosting	\$59.40 (\$4.95 monthly)
Discount for paying annually	-\$8.91 (15% discount)
Hosting total	\$50.49 year
Total for Domain Registration & hosting	\$65.49 year
Website Development	\$250.00 (one time design charge)
Maintenance	\$100.00 annually (First year fee included in website development charge)
Total	\$315.49 first year

Please contact one of our representatives at 800-557-6281 to reserve your domain name and establish your presence on the World Wide Web.

REMEMBER.... YOUR NEXT CUSTOMER COULD BE JUST AROUND THE WORLD!