

7-page web site design package

Our custom-designed web site package deal will help you get started the right way and create a cost-effective means of new customer acquisition!

Our custom-designed web site package includes pages such as...

home page: The first page a customer sees when visiting your web site, we use it to clearly convey your spa's brand image and market position. The home page is also an ideal location to post your latest spa news and/or promotion announcement.

service menu page: We use this page to feature your categorized list of service descriptions, pricing and photos. If you don't already have good photos or ones supplied by manufacturers, that you have the rights to use, shoot some now! Professional photos are essential to soften and add the character and warmth necessary to convey your spa's benefits.

product awareness page: Boost retail! We utilize this page to introduce and detail your product lines, manufacturer philosophies and provide hyperlink resources.

gift awareness page: We design this page to maximize awareness of your gifting options, such as gift cards, product gift sets and baskets.

spa contact page: Critical contact information such as phone numbers, email links, location, hours of operation, policies, staff info, etc. are designed into this page. An interactive mapquest™ map to your spa location, featuring door-to-door driving directions, is also included.



To view samples of our web design work visit... <http://www.dayspamarketing.com/web1.html>

Also included in this package... Creative vision coaching sessions, Domain name search and registration (fees paid by client), Domain hosting (fees paid by client) acquisition and set up, Email administrative forwarding and/or POP3 control panel set up, Organizational structure of web site, User-friendly navigation design, Creation of brand-building graphical interface, Light copy editing, Marketing and cross-promotional page strategies, Use of three photos per page in addition to interface design, Photo optimization: silhouetting and shadowing, etc., Meta tag insertions for maximization of search engine indexing / relevancy rating, Strategic page titling, descriptions and body text phrasing, Domain free option registration with the current top ranking search engines / directories

This Custom Package Includes...

Strategy: Creative vision and market position coaching sessions

Copyediting: Professional editing of your writing to enhance style and marketability

Custom Graphic Design: Professional full-color graphic design with use of our stock and/or supplied product photography using high-end HTML web design programs

Package price: \$2000.

Multiple discounts may apply if purchasing other packages. Web site hosting and domain name fees are not included, and are provided by third party vendors. Standard turnaround time on this service is approx. 3 weeks pending timely client approval.

Call: 970.498.8975 • Visit: www.dayspamarketing.com • Email: info@dayspamarketing.com

Services Order Form

Date:

Day Spa Marketing • 1433 Beech Court, Fort Collins, CO 80521

Company Name:

Address:

City, State, Zip:

Contact Name:

ITEM 1: 5-page Web Site Package; \$2000.

Services Total: \$2000.

Less Multiple Package Discount: N/A

Grand Total: \$2000.

Installment 1: \$1000. – Due to begin services order

Installment 2: \$1000. – Due upon completion of services order

Price estimates valid for a period of 60 days.

ORDERING INSTRUCTIONS:

- 1) Sign and date this Services order form in the section below*
- 2) Issue check payment for Installment 1 made payable to; Day Spa Marketing LLC
- 3) Mail this Services order and check payment to; Day Spa Marketing, 1433 Beech Court, Fort Collins, CO 80521

*Authorized Purchaser's Signature: _____ Date: _____

General Working Agreement: This services order form constitutes a working agreement between our firms. The project (s) and/or service (s) which Day Spa Marketing is being contracted to produce or provide for your firm will be subject to the general provisions spelled out in this service order form. The terms and conditions contained in this service order supersede all other agreements relating to the projects defined above.

Payment Terms: The deposit amount is required before project work commences. Balances are payable in full upon completion of the project and/or the majority of the project is completed and put on hold by the client for any reason for a period exceeding 30 days. Web sites will not under any circumstances be posted to the clients domain until full payment is received. Deposits are nonrefundable. A 1.5% per month finance charge is assessed on all outstanding balances if payment is not received according to the above terms. Reasonable attorney's fees and costs of collections shall be charged to the client in the event of nonpayment.

Client Changes / Refinements: After a design, proof, web site is presented, our working standard allows for ONE initial round of client changes / refinements. Any client changes / refinements required should be communicated to us in their entirety. Any client changes / refinements required after the initial round is completed are billable at our present hourly rate.

Performance: Day Spa Marketing does not warrant that the functions contained in these print designs, web pages or Internet web site will meet the client's requirements or that the operation of the web pages will be uninterrupted or error-free. The entire risk as to the quality and performance of the print designs, web pages and web site is with the client. In no event will Day Spa Marketing be liable to the client or any third party for any damages, including any lost profit, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate or utilize these print designs, web pages or web site, even if Day Spa Marketing has been advised of the possibility of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Copyrighted Materials: The client represents to Day Spa Marketing and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Day Spa Marketing for inclusion in print designs, web pages and web site are owned by the client, or that the client has the permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Day Spa Marketing and its subcontractors from any claim or suit arising from the use of such elements furnished by the client.

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