



## Graphic & Web Design Packages Internet Services

Signature Worx offers a variety of design services as listed here. Choose a single Signature service, a Signature package or for the ultimate business identity and deep savings, choose [The Worx Package](#). We can also custom design a package around you!

Create your own package by selecting any two services for 10% off the cost.

### The Signature Logo

**\$299**

Service includes:

- Complete 100% customized logo
- At least 2-3 concepts presented
- Selection of Commercial PMS colors, CMYK, RGB and Web equivalents provided
- Final file preparation
- Logo will be provided as follows:
  - Black & White
  - Original Illustrator .ai file
  - EPS file (for commercial printers)
  - JPG file (use for web and on screen documents)
  - GIF transparent background (use for web)
  - PNG (use for Microsoft documents)
  - BMP (use for Microsoft and other documents)
- Two week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product

### The Signature Business Card

**\$89**

Service includes:

- Complete 100% customized business card, single or double sided
- Selection of Commercial PMS colors, CMYK, RGB and Web equivalents provided
- Original Illustrator and PDF files provided
- Final file preparation for commercial printer
- Collaboration with commercial printer\* of your choice
  - \*We can also order your business cards for you at no additional cost, only actual printing cost.
- Two week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product



## Graphic & Web Design Packages Internet Services

### The Signature Brochure

**\$229**

Service includes:

- Complete 100% customized business brochure,
- Original Illustrator/Indesign and PDF files provided
- Final file preparation for commercial printer
- Collaboration with commercial printer\* of your choice  
\*We can also order your brochures for you at no additional cost, only actual cost from printer.
- Content provided by you or contract Signature Worx to help you write it at an additional charge.
- Two week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product

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### The Signature Stationery

**\$89**

Service includes:

- Complete 100% customized letterhead, #10 envelopes, and note cards
- Original Illustrator and PDF files provided
- File preparation for commercial printer
- Collaboration with commercial printer\* of your choice  
\*We can also order your stationery for you at no additional cost, only actual cost from printer.
- Two week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product

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### The Signature Identity Package

**\$649**

**Save \$117!**

Package includes everything from The Signature Logo, Business Card, Brochure and Stationery services!



## Graphic & Web Design Packages Internet Services

### The Signature Website

**\$699**

Service includes:

- Complete 100% custom designed static Website, designed around your business identity
- Up to 8 content pages\* (content to be provided by you)
- Easy navigation bar
- Files uploaded directly to your site's server
- Tested in Internet Explorer & FireFox
- Additional hours billed at \$60 per hour, if applicable
- Four week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product
- Site maintenance is not included, but is available separately.

**BONUS! \$50 Coupon redeemable for 1 or 2 year web hosting with DreamHost + free domain and e-mail setup assistance.**

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### The Worx

**\$1149**

**Save \$316!**

The Worx **includes everything** from The Signature Logo, Business Card, Brochure, Stationery & Website Services!

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## Graphic & Web Design Packages Internet Services

### Basic Blog Installation & Setup

**\$120**

Service includes:

- Installation of WordPress onto your current web server
- Selection of an existing WordPress theme, with no cosmetic changes
- Akismet key and database backup plug-in included
- Your choice of up to 3 plug-ins and complete set-up included
- Your choice of initial categories set-up
- Your choice of initial blogroll links set up
- Feedburner account and RSS feeds included
- Tested in Internet Explorer & FireFox
- Two week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product
- Maintenance is not included, but is available separately.
- Separate domain name is not included, but can be purchased separately if applicable

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### Signature Blog

**\$360**

Service includes:

- Installation of WordPress onto your current web server
- 100% customized theme to match your business branding
- Akismet key and database backup plug-in included
- Your choice of up to 5 plug-ins and complete set-up included
- Your choice of initial categories set-up
- Your choice of initial blogroll links set up
- Feedburner account and RSS feeds included
- Tested in Internet Explorer & FireFox
- Up to 6 hours, additional hours billed at \$60 per hour, if applicable
- Three week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product
- Maintenance is not included, but is available separately.
- Separate domain name is not included, but can be purchased separately if applicable



## Graphic & Web Design Packages Internet Services

### Signature eZine

**\$240**

Service includes:

- 100% customized eZine design to match your business branding
- Design converted to HTML for use in any HTML editor
- Template will be web ready with absolute links
- All files uploaded to your server
- Three week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product
- Content & maintenance is not included, but is available separately.

### The Signature Web Review

**\$120**

**1-6 pages**

**\$180**

**7-12 pages**

**\$240**

**13-18 pages**

Service includes:

- Complete review of your Website, each word, sentence and paragraph read thoroughly
- Each link on Website will be checked and verified
- Site will be viewed in 5 browsers: Firefox, Internet Explorer, AOL, Netscape, Opera
- A complete critique of your Website will be typed and provided via e-mail. Critiques may include:
  - grammar
  - punctuation
  - flow of content
  - link verification (opens in new window or site)
- Two week turnaround time or less
- Required payment is 50% down, 50% upon completion before delivery of product



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### A La Carte Search Engine Optimization \$99/page (3 page minimum)

Service includes:

- **Keyword Research:** We analyze your site to determine what keywords are important to you, then analyze how people search for the products and services you offer to provide you with a list of targeted keywords.
- **Search Engine Submission:** We make sure your site gets indexed by all the major search engines, allowing them to find you naturally.
- **Code Optimization:** We optimize the code of your site based on the target keyword list, your target audience and any specific geo-targeted terms.
- Required payment is 50% down, 50% upon completion before delivery of product
- SEO maintenance is not included, but is available separately.

<b>Signature SEO Monthly Maintenance</b>	<b>\$115/month</b>	<b>1-10 page site</b>
	<b>\$145/month</b>	<b>11-16 page site</b>
	<b>\$165/month</b>	<b>17-24 page site</b>
	<b>\$215/month</b>	<b>25-40 page site</b>

Service includes:

- Monthly maintenance of your optimized pages by adjusting the code of your site to provide search engines with new content to index.
- Bi-weekly search performance reports\* that track your list of keywords, how they are performing on Google, Yahoo, MSN and other search engines you care to monitor.
- The execution of our monthly maintenance agreement is required; payment is due in advance each month. Agreements can be cancelled at any time with 30 days notice.

### Pay-Per-Click Management \$One time set up fee + 20% maintenance fee

Service includes:

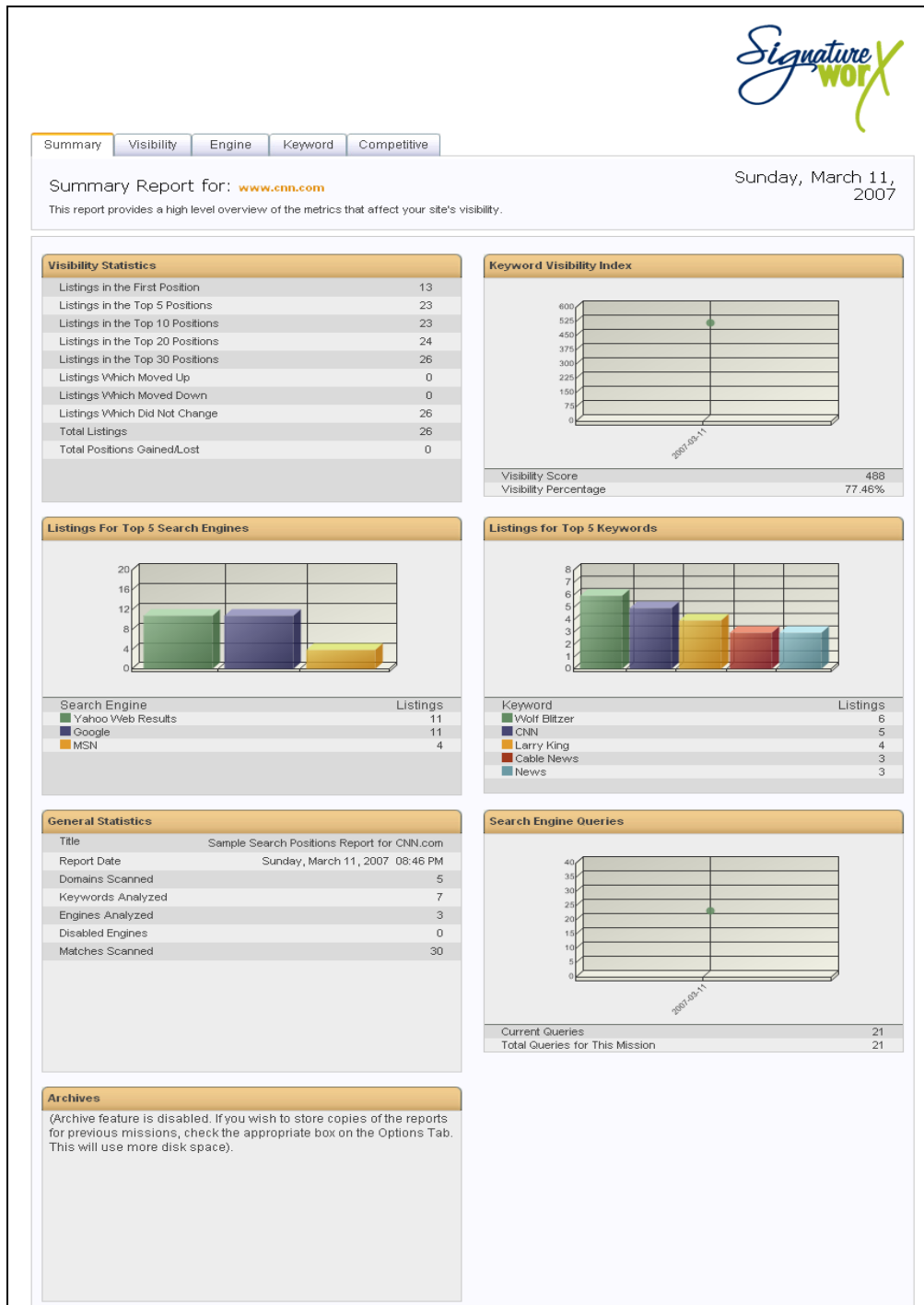
- One time set up fee of \$199
- Monthly maintenance fee of 20% of your ad budget with Google & Yahoo for PPC management. Monthly maintenance entails monitoring and improving your campaigns for higher positioning at lower costs per click by continually split-testing ads for improved performance and relevance. For example, if you spent a total of \$500 in a month for your Google and Yahoo PPC ads, the management fee at the end of the month would be \$100. Pay-Per-Click Management is totaled and invoiced on the 1st of each month, encompassing the previous month's spending on Google and Yahoo ads.
- PPC Monthly Management may be cancelled with 30 days notice.

\* See a sample of our performance reports on the next page.



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## Sample SEO Performance Report





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### Signature A La Carte Maintenance **\$60/hour**

For those once in a blue moon or quickie site changes to your Website, ezine, and/or blog! \*1 hour minimum

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### Signature Mini Maintenance\* **\$165/month**

Great if you have frequent updates to your Website, ezine, and/or blog!

Service includes:

- Up to 3 hours per month, additional hours billed at \$60 per hour

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### Signature Power Maintenance\* **\$250/month**

For those who have growing businesses and just can't seem to get their own stuff done!

Service includes:

- Up to 5 hours per month, additional hours billed at \$60 per hour

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### Signature Super Maintenance\* **\$400/month**

For those who eat, sleep and breathe their business, website, eZine, and blog! If you find yourself constantly maintaining your business marketing or neglecting your clients because you are keeping up with maintenance, this is the package for you!!

Service includes:

- 10+ hours per month, additional hours billed at discounted rate of \$40 per hour

\* Terms & Conditions of maintenance packages:

- Includes maintenance of existing Website, ezine, and/or blog
- Signed annual contract required