

## Complete Web Strategies (CWS) Rules & Regulations



### Quotes for new projects:

Quotes are based on the information given by the client (during a meeting, in an e-mail that was sent to CWS or in a phone call discussion) about their needs and expectations and can be modified during the creation. Experience has shown (especially with larger projects) that, as the project moves forward, there are opportunities for both parties (the client and Complete Web Strategies) to suggest changes or new ideas that will improve the overall look of the project, better serve the goals of the project or lower the cost associated with the project. Every quote is an estimate and the client will always be consulted and updated on costs before any changes are implemented.

CSW develop quotes after consulting with the client and having a mutual agreement on the details of what is required for the project to be completed. The client will sign the quote once all the conditions and amount of the quote are agreed upon. A **NON-REFUNDABLE** deposit of 50% of the total of the quote is required to start the project. **Quotes are valid for 30 days.**

### Website design:

The client will provide all content (text, images and other documents) required to build the website (unless otherwise specified in the quote). An additional fee will be charged should the client require CWS to find pictures, images or type the text.

### Rates:

Our rates are as follow:  
\$40/hour for minor changes (minimum 15 minutes)  
\$50/hour for design (minimum 15 minutes)  
\$75/hour for Flash design (minimum 30 minutes)

### Hosting:

Our Hosting Service is \$25/month (unless agreed otherwise) and will include the following:

- \* 10 megs of space
- \* Unlimited e-mail addresses
- \* FTP access (FTP Agreement to be signed)
- \* Live website statistics (24/7)
- \* CGI-BIN directory
- \* Shopping cart (for 10 items or less)
- \* E-mail auto-responder
- \* 1 GB of traffic per month

**Receive a FREE month of hosting** if a 12 month hosting is paid in advanced (13<sup>th</sup> month FREE).

Complete Web Strategies uses high speed Unix servers connected to the Internet over a 10 Mbps fibre optic connection. These lines are connected directly to a major Internet backbone provider as part of their national fibre-optic network, linked together by 454,125 strand kilometers of fibre-optics.

The backbone architecture is built with Gigabit Ethernet technologies for delivery of enhanced network performance and Synchronous Optical Network (SONET) for the highest level of network reliability.

All files are backed up daily. Servers are protected by continually monitored, battery powered, UPS's. Tape backups of all server data and websites are maintained for four weeks. The network and Internet links are monitored 24/7, 365 days of the year.

### **E-commerce / Reservations page:**

Every Web Hosting Service includes a free shopping cart (E-Merchant shopping cart software of 10 items or less), usage of our SSL certificate and the option to add real-time credit card transactions.

For 10 items or more, an upgrade to the E-Merchant capabilities you currently have for free is required, to enable you to offer an unlimited number of items for sale. Prices are as follow:

#### **Cost per each unique E-Merchant shopping cart for Unlimited Usage (Upgrade)**

**Setup fee:** \$15.00 + GST (one time fee)

**Monthly fee:** \$22.50 + GST per month

#### **Real-time Online Credit Card Processing**

Process credit cards in real-time online. Suitable for web sites doing a minimum of 50 or more credit card transactions monthly. Setup or re-setup of merchant credit card relationships may be required prior to setup and use of service.

#### **One time setup fee: \$90.00 + GST per credit card type**

Example: to accept three types of credit cards (Visa, MasterCard & American Express) for real-time transactions, it would cost \$270. + GST

**Monthly fee: \$54.00+GST**, the client will also be billed an additional \$0.30 per transaction processed.

*Credit card fees are billed directly by the transaction processing company, not by Complete Web Strategies.*

**We also offer another shopping cart package if you don't need online credit card processing. Call us for more details.**

**CWS also offers a set-up for Reservations** to offer a secure way of getting the personal information and credit card information of your online visitors (good for travel agencies, hotels and other companies with similar needs).

### **Domain names:**

CWS charges \$35/year to register a new .com domain name and \$45/year for a .ca. If you already have a domain name, we take care of transferring it to our server at no charge if we are hosting your website. The domain name remains the property of the client once it has been paid.

## Search Engines:

CWS offers a monthly package for \$75/month including: META tags (list of keywords, description, and all other META tags needed), make website pages "search engine friendly" to help the ranking of websites on search engines and basic registration to the search engines (2 times per month).

CWS will not offer a top placement. The registration could also be done by the client once the above information would be created once on the website pages. Please contact CWS for more details.

***CWS will not guarantee the ranking of your website in any position of any search engine.***

## Newsletters:

CWS creates corporate newsletters to give our clients interactive advertising and promotional services through direct e-mail to attract and keep loyal customers. Choose between Plain Text (no images, just like a regular text e-mail) or HTML newsletter with the look of your web site, with pictures and animation. Prices start at \$150.

## Other services

CWS also offers the following services on request:

**Forms:** If you need to collect information from your visitors (Feedbacks, Contact us, Subscription to a newsletter, Become a member, Survey, Registration...)

**Listings:** CWS provide personalized listings for our Real Estate Professionals.

**Flash banners or intros:** Add Flash animation to have more impact and grab the attention of your visitors. It has the same functionality of a TV commercial and gives you the opportunity to communicate more information in a small amount of time.

**Presentation on CD-ROM:** Have an animated presentation on CD-ROM you could send to prospect clients or employees (for training). We can also film you in your environment.

**Database for special needs:** For online catalogues, Classified ads, Search modules, Log-in and password manager and more.

Please contact us to discuss your ideas further. Prices available on request.

## Marketing:

CWS step-by-step process to find the marketing strategies you need to maximize your business:

- 1- Your marketing goals are identified**
- 2- Strategies to accomplish these goals are researched**
- 3- Project development is outlined**
- 4- Solutions to your business are implemented**
- 5- Results are evaluated**

## Training:

CWS offers very affordable classes in the comfort of your home, at your office or at our office located in White Rock, BC.

Here are a few examples of classes available:

- Photoshop
- Flash
- How to use an FTP program
- How to use the internet
- How to build a web site (beginners to advanced)
- How to use the computer

CWS charges between \$20 and \$40 per hour per student depending of the complexity of the class and the number of students. We have a reduced price for classes of 4+ people. These classes include handouts and follow-up.

## Maintenance Package:

**CWS offers a monthly service for \$75 including the following:** registration to the free search engines (one time per month), verification of your website (images, links and more) to be sure everything is working perfectly, and one hour of changes (updates or modifications). These services are also available separately.

## Policies:

- **Invoices are due upon receipt:** Invoices will be sent every 1st day of the month. If your cheque is not received before 30 days, a surcharge of 5% will be added to the next invoice. At 60 days overdue, an interruption of all your services will occur and a \$35 reactivation charge will be assessed. The services will be reactivated upon receipt of the outstanding amount due (we always send a reminder before the interruption).

- **FTP access:** An FTP access is available to you at any time if you request one. An FTP agreement has to be signed prior to receiving the codes, to protect Complete Web Strategies should you disable your web site from performing properly.

- **If you need more than 10 Megs of space for your website:** A \$0.15/per extra Meg will be charged for the additional space you require.

- **Technical support:** CWS can go to your office or home should you require this service (Greater Vancouver and Fraser Valley only). The charge is \$50/per hour (minimum of \$50 per visit).

- **Taxes:** GST and PST are charged on most services.

- Any fees paid in advance that are unused if a client ceased hosting or any other monthly service with CWS will be refunded in full (only if the paid month is not started yet) —less any monies outstanding and any discounts previously applied will be offset (like month free for year contract).

## About Complete Web Strategies:

Complete Web Strategies, located in White Rock (British Columbia, Canada) has been in business for more than 4 years, developing close business relationships with people from across North America. CWS's goal is to help you bring your business to the next level of success. We are committed to help you achieve your business goals with all the strategies we provide, by finding solutions and answers to all your questions and needs at competitive prices with outstanding service.

Examples of websites we created:

<http://www.legendrealestategroup.com/>  
<http://www.allanknight.com>  
<http://www.sealionrocklodge.com/>

<http://www.fullerspaining.ca/>  
<http://www.bonanzaresources.com>

## Questions:

Your questions are always answered. The easiest and quickest way is by e-mail at [marie@completewebstrategies.com](mailto:marie@completewebstrategies.com) but you can also call Marie Lefort (President) direct at 604.715.7278.

**I, the undersigned, have read this document and agree to all the terms and conditions.**

**Signed this \_\_\_\_ day of \_\_\_\_\_, 2003.**

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**Signature**

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**Print Name**

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**Company Name**

**Please print this last page only and fax back to:**

**FAX: 604-684-7077  
Att: Marie Lefort  
Complete Web Strategies**

**Thank you!**