



## TYPES OF WEBSITES

### Custom Websites



This is what we do best. We fully customize websites built from the ground-up in order to create something unique for you. You don't have to be confined to the limitations of templates - anything goes! Everything will be branded exactly according to your specifications, we can cater to the specificities of your particular needs, and all pages will be fully adaptable to mobile devices.

#### What's a Page?

That's the question we hear most often. We define a "page" as whatever information and/or pictures that can fit onto two standard 8.5" x 11" sheets of paper at reasonable sized font and photo size. "Pages" do not necessarily need to be on separate web pages! They can be stacked on top of each other within one web page (thus information and/or pictures that can fit onto four, six, eight, or more standard 8.5" x 11" sheets of paper) if you like. This would make for one long web page as opposed to traditional length web pages.

Each "page" includes a custom designed standard header and footer. No more than five pictures per "page." Standard websites of 5 pages or more will receive a completely custom design based on your input. 1-4 pages will be created from a basic standard template, not customized. "Add-ons" are available at an extra cost.

### **Pricing:**

- \$150 per-page one-time design and setup fee
- \$100 annual internet hosting fee
- \$25 annual domain registration fee

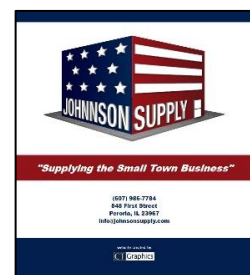
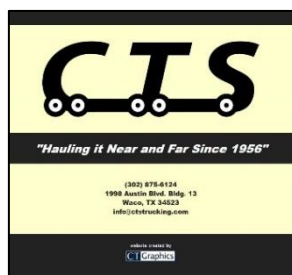
### **Bottom Line:**

A website is your first impression to a lot of people. You need a website. You need a good website. You need a professionally designed website. We can help you get it done.

### **Add-Ons:**

- Basic Slideshow - \$150  
*Up to 10 slides included, additional slides \$15 each*
  - Basic Photo Gallery - \$150  
*Up to 10 photos included, additional photos \$15 each*
  - Dedicated Email Address - \$100 annually
  - Google Calendar or Map - \$75
  - Word Press Blog Integration - \$250
  - Twitter or Facebook Feed - \$75
  - Simple PayPal Integration - \$50
  - Content Management System - \$100
  - Statistical Data Tracking - \$50
- Got an add-on idea? We'll make it work!*

## **Landing Pages**



Very simple, one-page web pages including your logo, motto or tagline, two sentences for a description of your business, and your choice of colors. This is a template website, the template for the examples is what is used. No "add-ons" available for landing pages. No bells or whistles, they just get the job done. Looks great on mobile devices!

### **Pricing:**

- \$100 one-time design and setup fee
- \$100 annual internet hosting fee
- \$25 annual domain registration fee

### **Bottom Line:**

For only \$225, you get an immediate internet presence that you can call your own which will start to build your rankings on Google searches.

## Templated Websites



There are two major types of templated, "turnkey" website builders. The first is the type that you pay for monthly (sometimes free, though not recommended) through companies such as Wix, Squarespace, or GoDaddy. These companies provide complete hosting, domain, and email services, as well as provide a choice of many different templates and plug-ins to create your website.

Unfortunately, most people still need a trained web designer to design their website, even using a company such as these. The reason is twofold: one is that most people are not very good at web design and will end up having a site that is not optimal, and the other that most people simply do not have the time to put in to building one of these sites. CT Graphics can do it for you.

The other type of templated websites is called WordPress. WordPress is an independent platform which needs to be hosted by an outside source. The templates and plug-ins are very similar to website builder sites, and CT Graphics is able to build and host WordPress sites for you. There are pros and cons between WordPress sites and Turnkey sites, as well as pros and cons of both types compared to custom built websites. Contact CT Graphics to learn all you need to know about all these different types of sites.

### ***Pricing:***

- \$100 per page (minimum 5 pages) basic as-is template installation, design, and setup
- \$100 one-time in-person one-hour template dashboard training (depending on your location)
- \$50 per any additional consecutive training hours needed
- \$100 annual internet hosting fee (if necessary)
- \$25 annual domain registration fee (if necessary)

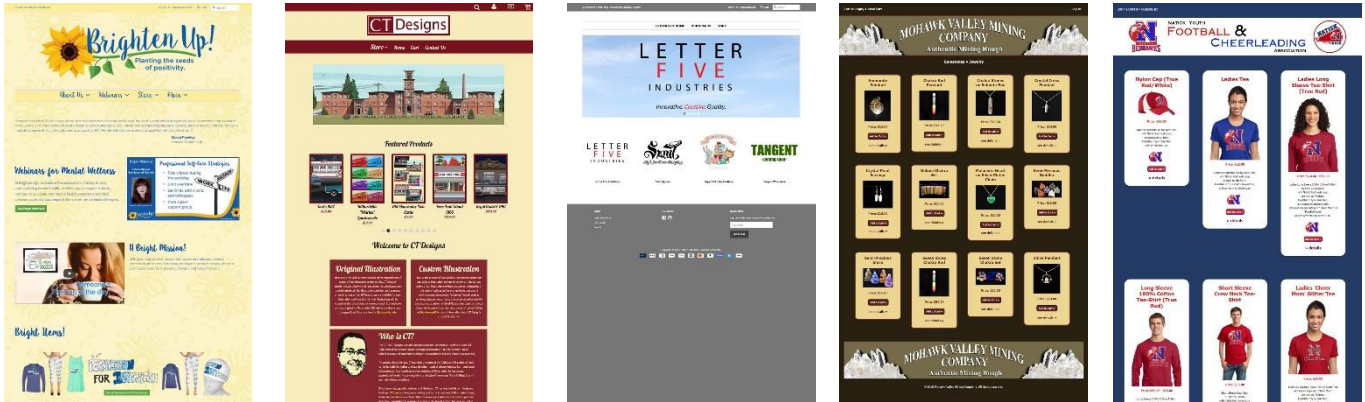
### ***Add-Ons:***

**Plug-Ins:** WordPress offers thousands of free and premium "plug-ins" to add to a WordPress template. We will find what you are looking for and install it on the correct page or template at our \$50 hourly rate.

**Customization of Template:** It is possible to further customize a WordPress template if you are not exactly satisfied with any of them. We will customize for you at our \$50 hourly rate.

**Custom Graphics:** Created at our \$50 hourly rate

# eCommerce Websites



There are two major types of templated, "turnkey" eCommerce builders. The first is the type that you pay for monthly (sometimes free, though not recommended) through companies such as Shopify, WooCommerce, or Volusion. Even companies such as Wix, Squarespace, or GoDaddy now offer e-Commerce capabilities. All of these companies provide complete hosting, domain, email, storefront, product management, and payment processor services, as well providing a choice of many different templates and plug-ins to create your very own eCommerce website.

Unfortunately, most people still need a trained web designer to design their eCommerce website, even using a company such as these. The reason is twofold: one is that most people are not very good at web design, or are unfamiliar with how eCommerce sites work. There can be a considerable learning curve with these types of sites, and the result may be having a site that is not optimal. The other is that most people simply do not have the time to put in to building one of these sites. CT Graphics can do it for you.

The other types of eCommerce websites use open-source software, such as Magento, Open Cart, or Zen Cart. These run on independent platforms which need to be hosted by an outside source. The features are very similar to templated eCommerce sites, and CT Graphics is able to build and host them for you. Be sure to contact CT Graphics to learn all you need to know about all these different types of eCommerce sites.

## **Pricing:**

- \$50 per hour for setup, design, and loading products
- \$100 annual internet hosting fee (if necessary)
- \$25 annual domain registration fee (if necessary)

# “MiniSite” Websites



MiniSites are one-page temporary websites mainly used for special events or occasions, such as weddings, showers, graduations, or parties. MiniSites include a CT Graphics custom-designed header image for your event; a sub-header for a tagline, quotation, or other information; a large, central photo or illustration provided by you; a scrolling slider for photos or illustrations (again, provided by you); a large section for information pertaining to the event; buttons linking to other websites for directions, registries, or other links; and an RSVP contact form which sends RSVPs directly to the email address of your choice. MiniSites are customizable template websites, the template for the above examples is what is used. Automatically adjusts to mobile devices. Limited "add-ons" are available at an extra cost.

## Pricing:

- \$250 one-time design and setup fee
- \$10 per month internet hosting fee
- \$25 annual domain registration fee

## Bottom Line:

If you have an event coming up in six months, \$335 will get you its own website with RSVP capability. Indispensable and incredibly affordable for events such as weddings or graduations.

## Available Add-Ons:

Basic Slideshow - \$150

- Replaces central photo
- Up to 10 slides included
- Additional slides \$15 each

Basic Photo Gallery - \$150

- Shows full-screen pop-up photos from a slideshow or the scrolling slider
- Up to 10 photos included
- Additional photos \$15 each

Dedicated Email Address - \$100 annually

Twitter or Facebook Feed - \$75

Simple PayPal Integration - \$50

YouTube Videos - \$40 per video

*Got an add-on idea? We'll make it work!*

## **CT GRAPHICS' WEBSITE SPECIAL! - \$1500**

### ***Includes:***

- 6-Page Custom Website  
with custom template and page design
- One Basic Slideshow (up to 10 slides)
- One Basic Photo Gallery (up to 10 photos)
- Google Calendar or Map
- Content Management System
- Twitter or Facebook Feed
- Statistical Data Tracking
- First Year of Annual Internet Hosting
- First Year of Annual Domain Registration
- First Year Dedicated Email Address
- Fully adaptable to mobile devices
- All images optimized for web
- Major search engine submission
- Basic on-page SEO
- Extra cool stuff if needed!

***A \$1725 value – you save over \$200!***

***Call us today at 860.800.9966,  
send us an email at [ct@ctgraphics.info](mailto:ct@ctgraphics.info),  
or visit us at [www.ctgraphics.info](http://www.ctgraphics.info)  
to get started on your new website!***