# An in depth look at our monthly Web Site Service Package

One of the greatest challenges to purchasing a web site is the prevalence of hidden fees.  It's often after a web site is purchased that one realizes that additional services are needed.  The buyer will at times assume that a particular service automatically comes with the web site.  Our solution is to provide a monthly Web Site Service Package that includes all of the essentials for one standard price: $35/month for most sites.  Most people don't have the time, experience, know-how or patience to maintain a web site.  Our monthly Web Site Service Package will do the heavy lifting for you so that you won't have to work for your web site, but your web site will work for you.

Before we take a look at this package, please understand that no one buys a web site without paying additional fees.  This is because a web site is merely a collection of files compiled by a developer.  Other services are required for these files to be displayed in an orderly fashion in a web browser.   Without these services, when you purchase a web site, all you have is a bunch of strange looking files sitting on your computer that are useless.

Below is a list of some of the "other services" that a web site owner would be interested in.  Some services are required in order for the site to display on the Internet, others are optional; but they are all "extras" (that is, in addition to the cost to build the web site itself) regardless of who you buy the web site from:

==ALL 12 OF THE FOLLOWING "EXTRAS" WILL BE PLUGGED INTO YOUR WEB SITE, WHETHER REQUIRED OR OPTIONAL, AND ARE INCLUDED IN OUR PACKAGE OF $35 / MONTH==

1. For identification purposes, I need a ***domain name*** so that my web site can be found on the Internet. (Required)

2. I need a location to which to upload and manage my web site's files.  (called ***web hosting***.)  This location must have the resources needed to run the various built in features of my web site.  (Required)

3. I need an ***SSL Certificate*** for security purposes to render my domain name as https:// as opposed to http://  (This is Optional but required in some browsers.  May soon be required in all browsers)

4. I need my site to be optimized so that it appears in the Google ***search engine***.  (Optional)*

5. I want to have access to the Control Panel (***CPanel)*** of my web site so as to manage my database and other site resources.  (Optional)

6. I want a ***content management system*** (CMS) installed so that I can make revisions or changes to text and images myself.  (Optional)

7. I need to assure that my site is never ***inaccessible*** because of having too many visitors, either at one time or over a period of time.  I also need my ***site to load quickly,*** (in less than 3-4 seconds) to excel in the search engine. (Optional)

8. I need to assure that I never lose a customer because my ***site stalls*** while a purchase is being made. (Optional)

9. I want my web site to be built on the popular ***Word Press*** platform.  (Optional)

10. I want all of my images to be in a ***compressed format*** so that they load faster and the site runs smoother. (Optional)

11. I want my site to be on a ***private server***, as opposed to a shared server so as not to inherit or share the problems of other web sites.  (This is not a requirement but is highly recommended especially for business sites.  Otherwise it is impossible to predict, much less guarantee the performance of a web site on the

hosting server.)

12. I want to have *__regular backups__* of my web site just in case something goes wrong.  (Optional).

## What particular web development services do we offer?

- Static/Dynamic web pages
- Shopping Carts
- Merchant Accounts
- Forms
- Auto Responders,
- Email Services
- Logo Design
- Galleries
- Videos
- Social Media integration
- Appointment Scheduling
- Web Logs
- Surveys

## What sets Creative Business System apart?

- We offer to build multipage / multilingual web sites for less than any other developer that we know of.
- We charge by the page, so only buy what you need.
- We offer business level hosting on our private dedicated servers as opposed to shared hosting.
- We offer a very reasonably priced monthly Service Package that consolidates all of the little hidden fees that you're bombarded with after you purchase a web site.
- We offer one stop shopping.  One company can care for all of your web related needs.
- We guarantee 99.9 % uptime.
- We do not use templates but will custom build to the owner's exact specifications.
- We deliver our work in a timely fashion.  Usually within just a few days as opposed to weeks or months.
- We build using only the latest technologies including Word Press.
- We build complete content management systems so that the owner can make their own revisions.
- We have an online application service, making it easy and convenient for the buyer to request the needed services and provide content for the web site.
- **And best of all:  We will build a complete and functional mock-up of the requested web site at no charge.  This will allow the buyer to test drive the site and suggest revisions before purchasing**.
- This venture is totally risk free.  Pricing for all elements and features chosen for the web site will be transparent so that there will be no surprises.  You've got nothing to lose!

## What is our goal?

- Our goal is to assist small local business in our communities get back on their feet by offering affordable web presence, including the ability to sell their products on-line.
- Our goal is to offer on-line presence at a price that any small business could afford; even small startup businesses.  We have something for every budget.
- Our goal is to reduce or eliminate the risk factors involved in purchasing a web site.

*Many companies offer comprehensive search engine optimization (SEO) packages for $150 - $5000 / month.  We are not a SEO company, but our monthly Service Package does include basic SEO analysis tools such as YOAST to help identify weak areas and help improve overall search engine performance of your web site.