

 **Nicely Done Sites**  
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**AOLP**

Association of Outdoor Lighting Professionals

# MEMBER BENEFIT PLAN OFFERINGS

**Exclusive Pricing** for AOLP Members on Hosting, Web & More

**Prepared for Members of:**

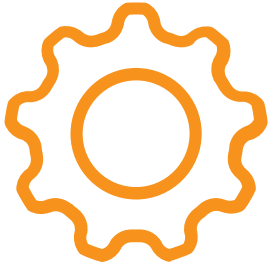
**Association of Outdoor Lighting Professionals**

2207 Forest Hills Drive, Harrisburg, PA 17112

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# What We Do

The Nicely Done Sites Team is able to assist the members of AOLP with a wide variety of services. In this document we will go over our primary services, which are listed below with a brief description of each.



## Website Design

We recommend and build WordPress sites as our primary web-based offering. It is a very easy CMS to learn and use efficiently.



## Graphic Design

Our designers and digital assets are a force to reckon with! From web graphics to multi-page booklets, we can find a look that fits.



## Print / Marketing

Local social media experts and both local and off-site large scale print shops in our arsenal make sure your message will be heard.



## Domain / Hosting

Nicely Done Sites manages over 300 domain names and our own network of cPanel/WHM servers in North America and Europe.



# About Us

Nicely Done Sites is a creative web design and hosting company located in Dallastown, Pennsylvania. Our team is a group of independent free lancers that specialize in various forms of IT, web, graphics and other related fields.



Our team works together to accomplish goals for our clients 7 days a week, and we continue to take an active role in all of our client's website and hosting maintenance after project completion to assure a top level of service accompanies our website and hosting performance. This level of dedication helps keep you confident in your website being online and functioning so you can focus on what is most important to your company's day to day operations.



**I have worked with a lot of web developers and this is hands-down, one of the best companies I've experienced! The team really knows their stuff, plus they are passionate about helping you above and beyond what is expected. They are fair and reasonable with their services, making them a real gem in this industry! - Stephanie Shirley - Jan 27, 2016**

Whether your company needs our constant assistance or not, we have an excellent assortment of offerings on the following pages to suit your individual needs. We look forward to answering any questions you may have, and ultimately, working with you on your next project!





# Deal Center

We start our prices low to give our client room to pick and choose what they want or will need on their website. We lay out our starting prices to our clients and go from there.

**\$15\***

## All Domains

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We pride ourselves in saying that we have a flat rate for every domain purchased.

- Every .com domain is \$15\*
- All Hosting starts at \$125/year
- All maintenance starts at \$80/month

**\$900\*\***

## Web Design & Development

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We do our best to work within our client's budget. We start our prices low so our customers have options.

- Hundreds of theme options
- Thousands of photos
- And much more!

\*Previously owned domains vary in price. If the domain you want is owned by another owner and up for sale, you may want to reconsider the domain name you are looking for. .net, .org and other TLDs have pricing that varies.

**\$500**

### **Google AdWords**

**+ Recommended Ad Spend: \$300**

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- Google AdWords only
- Targeting ideal customers
- Develop a profitable campaign

**\$700**

### **Support & Maintenance**

**Retainer Level 1 - 10 hours**

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- 24/7 Communication through our support system
- Email, phone & on site support during regular business hours
- Website, graphic design, content creation, etc. changes & updates

\*\*Please note these are only starting prices. This does not include hosting, domain, ad spend and maintenance fees. This only includes what is stated below in the bullets or in the descriptions on their respective pricing pages.





# Auditing Packages

An audit can really help set the stage for success. These packages give us a thorough understanding of where you are now, so we can know the best way to approach what is ahead. These also can help find trouble spots for your brand and image to assist in identifying issues that many times are fast and easy to correct. Each of the below will include a report for us to go over in an in-person or over the phone consultation.

## **Level 1 Audit - \$180 | 3 hours**

A level 1 audit of your existing web presence. This package sets us loose on your existing hosting, website, and social media presence to assess everything and build a report that will help us have a clearer picture of what we can do to improve your presence across the board.

## **Level 2 Audit - \$350 | 6 hours**

With a level 2 audit, we include what is in the level 1 and expand our efforts to include your SEO standings, and also touch on your competitors ranking, and how we can make an impact using the primary services we offer. We will also assess your email platform to cover security on the account and how we can improve if there are any risks or holes that need to be patched.

## **Level 3 Audit - \$550 | 10 hours**

Our level 3 audit is our most comprehensive option. It includes all of the previous plan tasks, but allots more time to each which in turn increases the size of the report we have at the end. Expanded efforts cover your existing hosting, email service, website, social media presence, SEO and keyword ranking, competitor analysis and a full ADA compliance and security overview. Selecting this option ultimately helps us build a precise proposal for your company to help you build on what you started in a highly effective manner.





# Retainer & Hosting Maintenance Packages

We offer different Retainer Packages to help meet the needs of your business. Our retainers cover anything from simple website maintenance to content creation and include 24/7 technical assistance or on-site assistance during normal business hours. Retainer packages can also be used for graphic design and Search Engine Optimization which will keep your website fresh and up-to-date with regular maintenance. The digitally-connected world is constantly evolving and by choosing the Retainer Package that is right for you, your website can evolve with it.

## Full Service Retainer Packages

Maintenance and Support Packages are purchased as a retainer based on the amount of work that needs to be completed each month. Per hour labor rates decrease as commitments to larger blocks of time are made. Services offered include: 24/7 communication through our support system. Email, phone and on-site Technical Support during regular business hours, Monday through Friday. Other services include changes and updates to both Themes and Core, Graphic Design, Blog Posting, Content Creation, Keyword Research, and Search Engine Optimization.

Maintenance Retainer Level 1 - \$700 | 10 hours  
Maintenance Retainer Level 2 - \$1300 | 20 hours  
Maintenance Retainer Level 3 - \$1800 | 30 hours  
Maintenance Retainer Level 4 - \$2200 | 40 hours

## Web Hosting Maintenance Packages

These packages will be added to your hosting package selected on the next page.

Basic - \$80/month

Advanced - \$105/month

eCommerce - \$130/month





# Hosting Packages

An often overlooked website service is hosting and Nicely Done Sites is here for you. We offer three different tiers of hosting services that can meet your new website's needs. We can host any site with a .com, .net or .org address and our rates are second to none. We can also handle your bandwidth needs, storage space, managed hosting, added features, domains, subdomains, SSL certificates and email. Check out our plans, there is one that will fit your business's needs.

## **.COM, .NET, .ORG Domain Name (1) - \$15/year/domain**

.com, .net, .org domain name, registered/renewed for one (1) year.

## **Basic Web Hosting (5GB) - \$125/year**

Managed Hosting cost for your site, email and bandwidth. This is a yearly rate, with a 17% discount. Any added features needed for your site will be inclusive, unless/until a larger plan is needed.

## **Mid Web Hosting (15GB) - \$190/year**

Managed Hosting cost for your site, email and bandwidth. This is a yearly rate, with a 20% discount. Any added features needed for your site will be inclusive, unless/until a larger (GB) plan is needed. Includes unlimited SSL certificates for domains and subdomains.

## **Max Web Hosting (30GB) - \$275/year**

Managed Hosting cost for your site, email and bandwidth. This is a yearly rate, with a 25% discount. Any added features needed for your site will be inclusive, unless/until a dedicated server is needed. Includes unlimited SSL certificates for domains and subdomains.





# Newsletter Packages

One of the fastest ways to build trust is through email marketing. We'll help develop a plan using Mailchimp to automate an email system that sends just enough emails to build trust and when the time is right we'll send them an offer that drives them into your store or to your website.

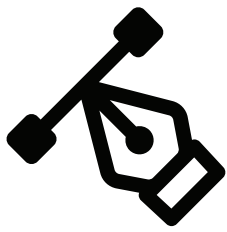
## **Level 1 Package - \$200 - MailChimp Setup**

In 2018 email is still going strong as a method of business communications. For this reason we highly encourage all businesses to take advantage of email marketing to get in front of their ideal customers. Once the initial configuration is complete, we will create your first email template which accurately displays the brand and its message. We'll also help you upload your current list of customers into MailChimp and set up your first "list" so you can start sending reminders, coupons, discounts and special offers in just a few hours!

## **Level 2 Package - \$450 - Advanced Email Marketing**

Level 2 is for the advanced email marketer. We all know that not every customer who visits your site is going to become a customer at first. You need to build trust before people are willing to pull out their credit card and make a purchase with you.





# Design & Development

We can help with your web and graphic design needs. Your expertise is your business. Let our years of expertise in web design help you take your business to new heights.



**Design**



**Domain**



**Hosting**



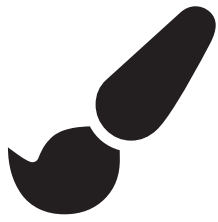
**Development**

## Developing Your Brand

We offer branding and websites designed for new and existing companies alike. We can do logos, business cards, flyers, booklets, business cards, etc. We have hundreds of paper stocks and designs to choose from for all of our digital and printed goods.

- We help establish or revamp a logo and branding guide. This gives us a visual standard and defines a consistent aesthetic for all mediums displaying your brand.
- We have memberships to stock photo, icon, and theme clubs to help choose exactly the right media for your branding.
- We work side by side to ensure you love how your brand looks, whether we start branding it or if its branding was already established.





# Graphic Design Packages

Our graphic services can meet your needs with individual plans for brochures, letterheads and business cards. We will provide different options so you can choose which direction you would like to go and revisions are included so you can get the graphic that you want. Let the world know that you mean business!

## **General Graphic Design Service - \$80/hour estimated per project**

Need a graphic designed as a component in a larger project for use in digital or in print? Give us the details and we'll create it! If you're looking for the complete design of a brochure, business card, letterhead, or even a full branding package, bundle and save with the packages below.

## **Logo Design - \$150 - 2 hours | \$375 - 4 hours | \$700 - 10 hours**

Your logo is used in every digital and print media for representing your organization. Make sure you are communicating the right message and giving your audience something to remember you by (besides the amazing work you do of course). This service includes 3 initial design concepts with 2 rounds of revisions for the option of your choice. The plans with additional time include more concepts and revisions along the way. A service retainer can also be purchased to extend your time further.

## **Business Card Design - \$150 - 2 hours | \$375 - 4 hours | \$700 - 10 hours**

Leave your newly established contact with the information to reach you after your initial meeting, but make sure to give them something they want to keep. This service includes 3 initial design concepts with 2 rounds of revisions for the option of your choice. The plans with additional time include more concepts and revisions along the way. A service retainer can also be purchased to extend your time further.

## **Letterhead Design - \$150 - 2 hours | \$375 - 4 hours | \$700 - 10 hours**

Tired of using the same bland document template when you're showcasing your hard work? Don't put hours of effort on a flat white background. It's time to show everyone that you mean business. This service includes 3 initial design concepts with 2 rounds of revisions for the option of your choice. The plans with additional time include more concepts and revisions along the way. A service retainer can also be purchased to extend your time further.

## **Complete Branding Package - \$1800 | 30 hours**

Our Complete Branding Package includes the design or redesign of your logo, establishing the color combinations of your branding, designing a business card template, and creating a letterhead template. We also include all of your social media cover and profile images, and a set of graphic ads that will be used with content creation posting from your blog to social media accounts. Your organization has never looked so good!





# Website Design Packages

Our website packages are put together for a fast turnaround, while still being precise and accommodating to just about any industry and set of needs. All of our packages are flexible and can adapt in most cases to basic informational websites, or even entry level eCommerce solutions. Adding a service retainer can take it much further, and we are also able to quote out larger projects when and if the need were to arise.

## **Level 1 Website - \$900 | 15 hours**

The Level 1 package is a great boost for a company trying to get online, or trying to update an existing, simple website you may have built with a page builder, or pay for monthly through Yellow Book, etc. In most cases this covers between 3 - 5 pages with you taking care of the content and images that are used across the site. Time can be added to this project with a retainer to suit your specific needs, or an upgrade to another higher package can be selected.

## **Level 2 Website - \$1800 | 32 hours**

Our Level 2 package allows for basic eCommerce and entry of up to 6 products. In most cases this package handles the needs of a 7 - 10 page website, and can even include a basic training video on how to manage the core functions of your site so you are able to add more products, edit and create new pages and even manage a website blog that shares to the Facebook social media platform. Basic SEO service is included in this package as well, which we will optimize for you, based off of keywords best suited for your industry.

## **Level 3 Website - \$2200 | 45 hours**

Level 3 brings you added time for assistance with content creation, SEO and most importantly a full training video on topics of your choosing to help you understand your new site and all of its capabilities. On average, this package allows for a variety of configurations, focusing on what you need most to be successful in this digital world we live in. The time allotted can be utilized as needed across all of the services we offer related to website development. This is the most flexible plan we have and it can be added onto and/or modified to suit your growing company's needs.





# Social Marketing & Advertising

Our goal is to help your business with their presence on social media and to boost your Internet Search Engine Optimization ranking. We have packages to fit any size business from small to large.



## Be Recognized on the Web

Today's consumer uses the Internet for everything, from getting directions to how to cook a meal. Where you rank in a search engine can determine how much business you will do. Large chain stores are able to employ a dedicated writing force and social media experts and with Nicely Done Sites you can too! You too can reap the benefits of the Information Superhighway.

- Fresh content to boost SEO rankings
- Informative content to establish you as an expert in the field
- Affordable for any size business
- Ready made so you can focus on your business



# AdWords Packages

Everyday potential customers search the Internet for the services that you offer and AdWords are a great way to get you noticed. Nicely Done Sites can help you get your website to the top of both Google and Bing with our AdWords experts and customize a plan that is right for your business. Get your business in front of those potential customers so that your business is the first thing that they see when they search the Internet. They need what you offer so why not put yourself in front of them?

## **Level 1 Package - \$500/month + \$300/month rec. Ad Spend - Google AdWords Only**

Google AdWords puts you at the top of the Google search results for products and services that your ideal customer is searching for. Our AdWords certified experts will help you develop a profitable campaign. Set-up fee is required in month one.

## **Level 2 Package - \$750/month + \$300/month rec. ad spend/service, Google & Bing Ads**

Use the power of the top two search engines (Google and Bing) and get ready-to-buy customers visiting your website instead of your competitors. Get a \$250 discount per month when you bundle Google AdWords and Bing Ads.





# Social Media & Advertising Packages

Social media and advertising packages are perfect add-ons to a website, graphic or retainer package. These help focus on your social media presence and reinforce your site's brand and message. Ad spend budgets are shown in addition to the management fee, which can be changed to suit your needs.

## **Level 1 package \$500 + \$150 recommended Ad spend - Facebook only**

Our level 1 package provides simple yet effective content that will help deliver your message to fans, followers, and customers on Facebook. This package includes a posting schedule of 3-4 posts per week that will be aimed at generating sales rather than ads generating sales. Ads will be tailored specifically to your ideal customer and primarily focused towards increasing your total following. This package is ideal for smaller Facebook pages with less than 500 total likes.

## **Level 2 \$750 + \$300+ rec. Ad spend - Facebook only**

Our level 2 package includes content designed for your ideal customer as defined by your page insights. The posting schedule for our level 2 package will feature 3-5 posts per week. Ads for the level 2 package will be more detailed and feel more specific for your business. These will include more specific targeting aimed at generating sales directly through ads on top of increasing your following. As a bonus with this package you'll receive our "Going Live Cheat-Sheet" to help you maximize the impact of any Facebook Live streams.

## **Level 3 \$1000 + \$500-600 rec. Ad spend - Facebook/Instagram**

Our level 3 package is the ultimate social media growth package. This includes both Facebook and Instagram to magnify potential reach. This package again includes a 3-5 post per week schedule on both platforms. The posts created for this package are completely custom for each level 3 client, this creates a unique social media branding that ensures you stand out in a crowd. Our team will work on the Instagram page with our organic growth "hacks" that are proven to grow a loyal follower base. The ads in this package are very specific as well as highly branded for extremely consistent results. All of the content and ads in the level 3 package are customized for you with the goal of increasing page growth and sales. With this package you'll also receive our "Going Live Cheat-Sheet" to help you maximize the impact of any Facebook Live streams with added tips for any streams recorded.





# Search Engine Optimization (SEO) Packages

Today's consumers do not go to the phone book to find a service. Instead they turn to the Internet. The best way to get noticed on the Internet is to utilize Search Engine Optimization (SEO) to its fullest. We offer three different packages for those who just want to get started to those who want to get to the top of the search results. Being on page one of the search results can take your business to the next level and by getting to the top of the page you can truly flourish. Why wait?

## **SEO 1 (5 hours) \$400/mo**

Our level one SEO package is a great opportunity for small to medium sized businesses who want to start achieving higher rankings in the search engines. We'll start with a monthly SEO analysis of your website, which includes current on-page SEO examination, keyword research, competition investigation and backlink profile inspection. We'll then create an SEO to-do list and provide five hours of SEO work per month starting with the most crucial elements to help you get to page one fast and effectively.

## **SEO 2 (10 hours) \$700/mo**

Our level two package is a great option for businesses looking to get serious about their rankings. This cost effective SEO package still includes the monthly SEO analysis, which includes current on-page SEO examination, keyword research, competition investigation and backlink profile inspection. However, we'll invest more of our time on your campaign to ensure you get to page one of the search engines in a hurry.

## **SEO 3 (15 hours) \$1000/mo**

Our level three package is designed for the business who wants to supercharge their SEO rankings. If you're serious about your business, then you already know that being on page one of Google can be life changing. The level three SEO package is designed to get you to that life changing position as fast as possible. You'll still get the monthly in-depth SEO analysis. However, you'll get 15 hours of expert SEO to ensure you take over page one in no-time!







# Term & Conditions

We believe fully in laying out all pricing and deadlines to our clients at our first meeting. We lay out deadlines and terms as clearly as possible to our clients and provide transparency to all parties involved.



## Terms

All terms and conditions will be made known before any work is done so that there are no surprises for either party. We believe in transparency.



## Liability and Warranty

The client assumes all risk of any content that is altered after delivery or for any graphic the client creates to accompany the content. Nicely Done Sites is not liable.



## Description of Work

An understanding of all work that is to be performed will be reached before any work is begun so you know exactly what services you are receiving.



## Contract and Cancellation

All terms and conditions will be outlined in a contract and signed before any work is performed. A cancellation clause will be available if you are not satisfied.



## Payment and Pricing

We have different tiers so that any business, big or small, can utilize our services. We also can set up a payment plan if necessary.



## Timeline and Deadlines

All timelines and deadlines will be agreed upon beforehand and will be made clear to prevent any misunderstandings to ensure a better relationship.

**All Terms and Conditions are outlined fully in project contracts. Have any questions? Give us a call at 717-814-8658 or email at [sales@nicelydonesites.com](mailto:sales@nicelydonesites.com).**



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## We're Ready to Work With You!

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