

Website Services from Hood Software Solutions, LLC

Are you part of a small business or nonprofit, just getting started, and in need of a website to promote your products and services?

Do you already have a website, but aren't happy with it, or with your web hosting service?

Has your organization been 'on the web' for a number of years, but haven't been able to keep your web presence up to date with what your clients expect?

If any of these seem like they apply to your situation, we can help.

At Hood Software Solutions we can offer a full range of services relating to the creation and maintenance of your custom website, whether it be for business, a hobby, or personal promotion.

We are not a web hosting service, and do not receive any compensation for promoting any web hosting service. We like Weebly.com, and use it for our own website, but we are happy to work with others, and if you need a website provider we can help you make that selection.

We will work with you to define a website that works well for you, that conveys the right message about you to your potential clients, reflects your image or personality, and is the best possible combination of "cool" and "functional".

Why should you hire a Pro?

In the past if you wanted to do anything the least bit interesting on the Web you needed to have a variety of skills, such as HTML and CSS coding. You needed to know about JavaScript, or VB Script, and JSP or ASP .NET. You also needed to invest in IDEs or editors for developing your site presentation, and you had to have computer systems on the Internet to host a Web Server, or a Service Provider who hosted Web sites. This often resulted in a large investment in time, education, equipment, and money.

Today, however, there are dozens of companies that specialize in providing website hosting, and many have "drag and drop" content builders that you can use online – no longer requiring the large investment in development tools and servers on your part.

The result is it is much easier, and less expensive, for the common individual or small company to get 'on the web' with a reasonably professional, and reasonably functional website. If that is the case, then why should you hire a professional to help you create and maintain your website? The simple answer is, as much as anything, you're hiring the experience that comes from someone who has been there before.

With today's technology it is very easy to create a website that is attractive, and interesting to see – once. But they may be very hard to use, and people – your potential clients – may not come back.

On the other hand, it can be equally easy to build a web presence that says everything you want to say, but is dull and boring, or is difficult to use because it doesn't take into account the human factors that are different between a mobile phone and a full sized desktop computer. It may contain graphics or other content that does not display on all devices.

In either case you end up losing business because people can't, or won't use your website.

It takes experience to know the difference between these very different requirements, and find the combination that is best for you.

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Services we can offer

With our experienced, and diverse staff, we can offer a wide variety of services to help you get started with your website, and once it is up and running, help you maintain it, or teach you how to make simple changes yourself.

Service offering	Description	Price
Website layout and initial content	After our first interview, when we have an idea of what you hope to gain from your website, and understand something about your personality and/or business goals, we will come up with 2 or 3 samples for you to evaluate.	<p>Included in the final price.</p> <p>The initial samples are for evaluation, to further establish your needs and preferences.</p> <p>If you don't like them, or decide to not go forward, there will be no charge.</p>
Website creation	Includes selection/definition of a theme, fonts, colors, layout, and initial page layouts.	<p>Price may vary depending on the number, and complexity of pages, and frankly how easy the client is to work with.</p> <p>Nominally, plan for around \$25-\$35 per page or major section.</p> <p>Complex layouts, or items that require significant rework after they have been initially agreed will cost more.</p> <p>Extras are typically billed at an hourly rate, to be agreed.</p>
Photos, custom graphics, custom video, backgrounds incidental artwork	<p>These (and more) can all be provided, as requested, or required.</p> <p>If you have videos or photos you would like to include, but they need editing, we have the ability to edit most formats.</p> <p>If you need custom video or photos taken – say at a speaking engagement, or to promote your product or services – we can come to you to do that as well.</p>	<p>Simple, stock graphics or photos, that require no editing or minimal editing (e.g. cropping and resizing) can usually be included for no additional charge.</p> <p>Items that require custom work or a large amount of editing can be included at an hourly rate.</p> <p>Custom photos and video can be produced or edited at an agreed rate.</p>
Custom Logo	A logo is a special type of artwork. A good logo can increase awareness, help your clients identify you, and build trust. It helps you stand out from a crowd.	Prices vary from around \$75 for a simple design to \$200 or more, depending on the creativity and complexity required.

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	<p>Logos can be used on your website, presentations, business cards, stationary, and email signatures.</p> <p>They can be very simple (think of something like the Target Corporation logo, three nested circles, alternating red and white), or very sophisticated and complex.</p> <p>We can design a logo for you, or work with your printer / graphic designer to develop a logo that will work well on your new website.</p>	<p>If you want an animated logo, that would normally be more expensive.</p>
Responsive layout	<p>This is the ability to display your website on a variety of devices, including mobile phones, tablets, laptops and desktop computers.</p>	<p>All of our websites use Responsive layout by default.</p> <p>We will test each page, and each internal and external link, with several devices, including IOS and Android phones and tablets, and laptop and desktop computers.</p> <p>This is included in the price of the service.</p>
Education and mentoring	<p>To help you learn to maintain your website and make simple changes yourself, we can offer training and mentoring after the website is up and running.</p>	<p>We can provide access to online video tutorials that demonstrate basic functions, like editing your website, modifying text, adding a new section or page, updating SEO (Search Engine Optimization) and settings, and starting and updating a blog.</p> <p>This is included in the price of the service.</p> <p>Custom mentoring or tutorials can be provided via phone, Skype, or in person.</p> <p>This can be done at an hourly rate.</p>
Future updates and maintenance	<p>We want you to be happy with your website and realize that as business needs change you may also need to make changes to your website. We can help if you find you require additional services after the project has been</p>	<p>These additional services can be provided at a predetermined rate.</p>

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	completed, such as introducing a new theme, adding completely new pages or sections, or major changes to formatting, copy, or media.	
Selection of website hosting	We don't actually provide web hosting ourselves, but we can make recommendations about services that are available, and pros and cons of some of the more popular ones.	This service is offered for no charge. We don't get anything from any of the hosting services, but we want to make sure you go into your new endeavor with your eyes open, and understanding what you will need to do, and as much as possible, what it will cost.

Of course, your situation may be different, but typically a well-rounded, high quality website, like the examples on our Portfolio page, can be produced for about \$500 or less.

Weebly.com Pricing

As stated previously, Hood Software Solutions is not a web hosting service, and we do not receive any compensation for promoting any web hosting service company. For completeness, to help you determine what to expect in total expense for your new website, here below are example prices from Weebly.com. For more information, and up to date pricing, please go directly to

<https://www.weebly.com>.

Pricing for Websites

Free	Connect	Pro	Business
Basic Use	Connect A Domain	Groups & Organizations	Small Businesses & Stores
\$0	\$5 mo	\$12 mo	\$25 mo
Free SSL Security	Free SSL Security	Free SSL Security	Free SSL Security
500 MB Storage	500 MB Storage	Unlimited Storage	Unlimited Storage
Domain with Weebly Branding	Connect to a Custom Domain	Connect to a Custom Domain	Connect to a Custom Domain
		Remove Weebly Ads	Remove Weebly Ads
		Site Search	Site Search
Search Engine Optimization (SEO)	Search Engine Optimization (SEO)	Search Engine Optimization (SEO)	Search Engine Optimization (SEO)
Lead Capture and Contact Forms	Lead Capture and Contact Forms	Lead Capture and Contact Forms	Lead Capture and Contact Forms
		Advanced Site Statistics	Advanced Site Statistics
			Pop-up Notifications
			Integrated Facebook Ads
			Advanced eCommerce Statistics

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Weebly also offers pricing for online stores at the Pro, Business, and Business Plus levels, for \$12, \$25 and \$38 per month, respectively.

For more information go to <https://www.weebly.com/pricing>

Domain Name

If you already own a domain name – a unique name that identifies your site, like mycompany.com – you can bring your domain to Weebly.

If you want to have a custom domain you can purchase one from Weebly, starting at \$19.95 per year, billed by them annually.

If you aren't ready for a custom domain you can host your website within the Weebly domain for no charge. In that case your URL will include the Weebly domain (e.g. <https://mycompany.weebly.com>), and have a Weebly footer. There are some restrictions on the features available on a free website, and feature content increases with each level of service. We can help you determine the level that is right for you.

For more information go to <https://www.weebly.com/websites>