



CLT Consulting, Inc

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Exclusive IVAA Member Discount Proposal

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Website Design Packages*

	Value	Bronze	Silver	Gold	Platinum
Normal Cost of Site	\$699	\$999	\$1499	\$1999	\$2999+
Exclusive IVAA Member Cost	\$399	\$599	\$999	\$1399	\$2299+
IVAA MEMBER SAVINGS	\$300	\$400	\$500	\$600	\$700
Package Features					
Customizable Pages (includes 1 Contact page)	3 Pages	5 Pages	10 Pages	20 Pages	40 Pages
Design Concepts	2	2	3	4	5
Rounds of Revisions	3	5	5	10	Unlimited
Free, 30-minute updates after site launch	1	2	3	4	8
Turn Around (weeks)	1 to 2	1 to 4	1 to 7	2 to 8	3 to 9
Cost per Additional Page	\$50	\$50	\$45	\$35	\$25
Set up PayPal Account	\$20	\$10	Free	Free	Free
Included in Design Package					
Search Engine Friendly Custom Design	✓	✓	✓	✓	✓
Template Design Available	✓	✓	✓	✓	✓
Navigation Menu	✓	✓	✓	✓	✓
Designed to Your Specifications	✓	✓	✓	✓	✓
Unlimited Bandwidth	✓	✓	✓	✓	✓
Unlimited Hosting	✓	✓	✓	✓	✓
FREE Email Account Setup	5	8	12	Unlimited	Unlimited
Unlimited Domains at \$10/yr each	✓	✓	✓	✓	✓
Dedicated Project Manager	✓	✓	✓	✓	✓
Creative Team (3+ Designers)	✗	✗	✗	✓	✓
FREE Flash Header <i>(optional)</i>	✗	✗	✓	✓	✓
FREE Analytics Setup	✗	✗	✓	✓	✓
FREE Site Map	✗	✗	✓	✓	✓
FREE Privacy Policy Page	✗	✗	✓	✓	✓
FREE Terms & Conditions Page	✗	✗	✓	✓	✓
FREE Online & Phone Support for 1 Year	30 min	30 min	1 hr	1 hr	2 hrs
Full Client Control	✓	✓	✓	✓	✓
Guaranteed Customer Satisfaction	✓	✓	✓	✓	✓
Design Cost is One-Time Only, no recurring fees	✓	✓	✓	✓	✓
1 Year Warranty against Design Flaws/Bugs	✓	✓	✓	✓	✓



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SEO Packages* when purchased with a Web Site Package

	Value	Bronze	Silver	Gold	Platinum
Normal Cost per Month	\$299	\$499	\$899	\$1399	\$1999+
One-Time Set Up Fee	\$150	\$200	\$250	\$300	\$400
Exclusive IVAA Member Price/mo	\$99	\$199	\$399	\$699	\$1099+
One-Time Set Up Fee	Waived	Waived	Waived	Waived	Waived
IVAA MEMBER SAVINGS/mo	\$200	\$300	\$500	\$700	\$900
Package Detail					
WEB PAGE OPTIMIZATIONS					
Keywords Optimized, Logged, & Implemented	25	50	100	200	400
Complete META Tag Optimization	✓	✓	✓	✓	✓
Robots.txt Optimization	✓	✓	✓	✓	✓
W3C Validation & Report	✓	✓	✓	✓	✓
HMTL Source Code Worked	✓	✓	✓	✓	✓
Image & Hyperlink Optimization	✓	✓	✓	✓	✓
# of Pages Optimized †	5	10	20	30	50
WEB 2.0 & Social Media (RSS)					
Social Bookmarking	✗	✗	✓	✓	✓
Blog Writing/Creation (no less than 1 per mo guaranteed)	✗	✗	✗	✓	✓
Press Release (no less than 1 per mo guaranteed)	✗	✗	✗	✗	✓
Article Submission (no less than 1 per mo guaranteed)	✗	✗	✗	✗	✓
Video Optimization	✗	✗	✓	✓	✓
RSS Feeds	✗	✗	✗	✓	✓
LINK DEVELOPEMENT					
Included # of Links	900	1200	2300	3000	4000
One-Way Links	3	5	10	15	20
Submission to over 400,000 Engines World Wide	✓	✓	✓	✓	✓
Other Inclusions					
Google Sitemap	✗	✓	✓	✓	✓
Yahoo Sitemap	✗	✓	✓	✓	✓
Google Base Feeds	✗	✗	✗	✓	✓
REPORTS					
Full Google Analytics	✓	✓	✓	✓	✓
Current Performance (unless site is new)	✓	✓	✓	✓	✓
Bi-Monthly SEO & Analytics Report	✓	✓	✓	✗	✗
Monthly SEO & Analytics Report	✗	✗	✗	✓	✓