FavaWorks

DAVID FAVA

Desktop Support
Information Technology
Web Designs

(916) 628-5465

Webmaster@Fava.Works
https://fava.works/

https://fullthrottleministry.org/
https://wholehealth-acu.com/
https://movetometal.com/
https://call2wellness.com/
https://wellnessbykaries.com

"Making Your Computer Work for You!"
Since 1998

Thank you in advance for considering FavaWorks for your Desktop Support & PC Repair or Web Design services.

DESIGN & HOSTING SERVICES

Designing a web site requires hard costs expenses that fund the web domain and hosting services. Favaworks collaborates with IONOS to provide the appropriate web hosting and programing needs of our clients. The costs for this service is considerably discounted for the first year compared to the 2nd year & forward.

First year domain and web hosting services through IONOS is about $12-$15 ($1 per month for the hosting and $1 for the domain). Following years, the domain will cost approximately $20 per year and the web hosting between $4-$12 per month or about $120 per year depending on the resources selected.

IONOS provides additional services that are critical to an effective web presence including SSL (secure socket layer), FTP services (for backing up the web site) and WordPress (including the SQL and PHP background programming).

Favaworks uses WordPress exclusively along with Elementor Pro as the page builder to design and implement your web presence. Elementor Pro costs between $5 per month and $14 per month depending on the features chosen. At $7 per month, the annual cost would be $84. The WordPress theme we recommend is OceanWP. OceanWP costs $43 annually. WordPress is free as is the Secure Socket Layer (https://).

If you decide to create email addresses using your domain extension, the cost for those email accounts is FREE. To purchase spam and virus protection for each of the email accounts, another feature of IONOS, the cost per month is $2-$4 per email account.

Design & Implementation

FavaWorks charges a minimum fee of $1,250 to design a simple *up to 5-page* website and $250 each 6 months for as long as the client prefers to have FavaWorks maintain their web site. The $1,500 is due up front.

All web site creations are designed with responsiveness in mind – visual appeal on desktop and mobile devices.

Maintenance involves attention to the updates required for the website including updating WordPress, the theme, the various installed plugins, and finally the optimization and backup of the website. Minor adjustments to the website are included. Major updates are billable at $60 per hour.

Search Engine Optimization (SEO) is provided as part of the maintenance costs. Google Analytics and Google Search Console accounts will be created. Monthly statistics can be provided to the client from IONOS and Google by FavaWorks upon request.

The initial phase of the design process involves installing WordPress and the Secured Socket Layer (SSL) [https://]. Once this is accomplished, a spreadsheet will be created to keep record of all account information related to the creation and maintenance of the web site. This spreadsheet will be available for the clients' perusal.

Multiple plugins will be installed including the Elementor Pro page builder. Email accounts can be created that use the domain extension. Domain names are suggested to be less than 14 characters, the shorter the better. This practice improves overall SEO.

The design phase involves creating the two headers (top & bottom), two footers (top & bottom) and the favicon (the small icon next to the URL).

The top header may or may not be required and may or may not contain the navigation menu. The bottom footer is for the copyright information. I would like permission to add the following to the bottom footer in small text with your permission: "*Another FavaWorks Presentation.*"

As for the pages to be created, there should be at minimum, a *main landing page* (area between the headers and footers), an *About Us* page, and a *Contact Us* page. I encourage clients to have a **"Conversations"** or Blog page. Other pages are optional.

A navigation menu should be considered to aid in website navigation. It can be installed on the top or lower header and if preferred, within the footer.

It is recommended that the images used for the web site be high resolution of at least 1920 x 1080 pixels. Large images can be reduced but smaller images suffer when increased in size.

The best path of designing the content of the pages is through a process of storyboarding. This is a communication process between the designer and the client.

Search Engine Optimization

Search engine optimization (SEO) is always in the forefront. Plugins are installed that accommodate this process (Yoast SEO) . Google Analytics and Search Console accounts are established and the appropriate coding is applied to the theme header coding to accommodate the SEO function.

The website, when nearing completion, is validated by popular web checkers like GTMetrix and IONOS' own web site checker to validate optimization.

Statistics are recorded by IONOS and Google and are available and can be checked each month to verify the traction of the web site.

Social media accounts should be included or created and adapted to the domain branding. *Facebook, Instagram, LinkedIn, Pinterest,* and *YouTube* are among the most popular. Posting on these platforms and cross-linking to the web domain will improve SEO performance.

In Closing

Thank you again for considering FavaWorks for your web development and desktop support needs. If you are happy with our work, please leave a positive feedback using the Thumbtack link on the website Fava.Works.

Let me know what you think

FavaWorks – Make Your Computer Work for You!

THE PROCESS
(Summary)

Web Hosting

- Acquire and purchase Domain (Cost: 1st year free, then $20 annually)
- Purchase Web Hosting (Cost: $8-$15 Monthly - Paid Annually)
- Create an administrative login page for IONOS
- Login to IONOS and install WordPress
- Install and activate the Secured Socket Layer (SSL)
- Create Spreadsheet and populate it with web site information
- Create Email address(es) (Free to create - Virus/Spam Protection $2 per month each.)

WordPress

- Create WordPress Admin page
- Log into WordPress
- Configure WordPress
- Install OceanWP Theme ($43 Annually)
- Install Elementor Pro Page Builder ($5 to $14 per month)
- Install other Plugins (Most plugins are free - Some have small cost)

Web Site Design ($1,250)

- Create Header(s) & Footer(s)
- Create and install Favicon (512px by 512px)
- Create and install Logo
- Create Main Landing Page
- Create other Pages (About, Conversations, Services, Contact Us)
- Create Navigation Menu
- Configure web site for responsiveness – for Mobile Devices

Search Engine Optimization (SEO)

- Install WordPress Plugins (Yoast SEO)
- Create Google account
- Create Google Analytics coding
- Install Google Analytics Coding to web site
- Create Google Search Console
- Test web site with GT Metrix and IONOS Web Checker
- Integrate Social Media plugins to web site

Maintenance (\$250 for each 6-month period)

- Backup web site files
- Backup SQL Database
- Update WordPress
- Update Plugins
- Make minor updates and revisions to web site
- Monitor web statistics from IONOS and Google
- Provide web statistics upon request
- Handle technical support with IONOS