

# WEBS DIVINE

<https://deborahotoole.com/websdivine/>

WEBS DIVINE offers professionally designed websites to client specification in regards to color scheme, font arrays, size of site, specific themes and other specifications. Design includes layout, contact forms, drop-down menus, arrangement of text, download options, contact forms and access management. Our templates ensure visual consistency by employing uniform fonts, formatting icons, images and layout techniques.

## **CONTENTS:**

**Web Design** (Page 2)

**Other Services** (Page 3)

**Summary of Fees for Web Design** (Page 6)

**Summary of Fees for Other Services** (Page 7)

**Discount for Non-Profits** (Page 10)

**Restrictions** (Page 10)

**Legal Notices** (Page 10)

**Obtain a Quote** (Page 10)

**Web Host** (Page 10)

**Be Prepared Checklist** (Page 11)

**Payment Terms** (Page 12)

**What to Expect** (Page 12)

**About WEBS DIVINE** (Page 13)

## WEB DESIGN

### **CONSTRUCTION & DESIGN:**

We can build simple websites or multi-paged websites that include images, forms, standard or personalized logos and buttons, photo galleries, online stores, and more. *Quotes are free.*

The fee for consultation on color schemes, fonts and other website features is \$25 per hour, with a one-hour minimum. The fee for initial website creation is \$30 per hour. For more about fees, see the section titled "Summary of Fees for Web Design" on page 6.

### **WEB IMAGES (LOGOS & BUTTONS):**

Personalized web logos and web buttons can be designed for an extra fee. Depending on the size and intricacy of the images desired, the fee can range from \$5.00 per image (for simple menu and e-mail buttons), to \$10.50 per image for company and personal logos with added images and/or animation.

### **PHOTO GALLERIES:**

Because Adobe no longer offers support for their flash player, WEBS DIVINE ceased offering flash photo galleries for clients. However, we do offer alternate photo arrays than can be displayed online.

Depending on the number of images or photo galleries desired, fees can range from \$65 (for a ten-picture gallery) to \$125 for larger galleries (eleven to thirty pictures). Any subsequent changes made to existing galleries will also acquire a \$2.50 fee for each occurrence. Fees will be based and adjusted depending on the size of each gallery.

#### **Summary of Standard Fees:**

- \$75 (ten-picture gallery).
- \$200 (up to thirty images).
- \$275 (more than thirty images). Larger galleries are not advised as they make the web page where they are displayed slow to load.
- \$4.50 (changes made to existing galleries for each occurrence).

## OTHER SERVICES

### **Online Stores:**

WEBS DIVINE can create online stores for PayPal account holders that include product pages, shopping cart and secure check out. The client's web host must be able to accept PHP 4.4.7 or higher, XML, CSS and other design files. The fee for online store creation is \$30 per hour, with a one-hour minimum.

### **Access Management:**

WEBS DIVINE offers secure access management for "Members Only" areas of websites, which includes password-protection of restricted documents and web pages. In order for the access management feature to function properly, the client must provide their web host FTP settings (user name, password, port number and ftp url). The client's web host must be able to accept PHP 4.47 or higher, along with having Apache and Apache-compatible servers. The server must also be ".htaccess" file-enabled. The fee for creation of an access management system is \$30 per hour, with a one-hour minimum.

### **Contact Forms:**

WEBS DIVINE can design and create website contact forms for a variety of purposes: general contact, comments, attachments and lists. Our forms include "Captcha" options. In order for forms to function properly, the client must be able to provide e-mail account name, SMTP user name, SMTP password, server port number, and SMTP server url (both outgoing and incoming). The client's web host/server must also allow PHP 5.3+ and cURL extensions. The fee for creation of online contact forms is \$30 per hour, with a one-hour minimum.

### **Newsletters:**

WEBS DIVINE can create topic-specific personalized newsletters for viewing on the client's website or as a linked PDF download. Colors, fonts and other design-specifics can be selected by the client. If given the general topic of the newsletter content, WEBS DIVINE can also write and edit the newsletter for the client at additional cost. Fees for online newsletter creation are \$30.00 per hour (design with client text) and \$35 per hour (WEBS DIVINE writing fee for general topic).

**Document Services:**

WEBS DIVINE can convert Microsoft Word, Power Point and Corel Word Perfect files into PDF format (Adobe Acrobat) for personal, business or online use. Other available document services include generic employment applications (PDF), generic fax cover sheets (Word & PDF), generic invoices (Word & PDF), generic purchase orders (Word & PDF), and generic price lists (Word & PDF). All generic forms offered can be personalized for a fee (\$30 per hour, with a one hour minimum). The fee for document conversions into PDF with client text is \$24.50 per hour, with a one hour minimum.

**Press Releases:**

WEBS DIVINE can also write and design press releases for the client's website without visitors having to download any documents. Fees range from \$30.00 per hour, one hour minimum (for online press release with client text) and \$35 per hour, one hour minimum (WEBS DIVINE fee for writing press release).

**Flyers:**

WEBS DIVINE can create online "flyers" for clients, including advertisements, award certificates, brochures, calendars, gift certificates, greeting cards, invitation cards, letterhead, menus, programs and resumes. Fees range from \$30.00 per hour, one hour minimum (online flyer with client text) and \$35 per hour, one hour minimum (WEBS DIVINE writing fee for flyer). Services are for online display only. However, if the client wishes a "flyer" for print, WEBS DIVINE can create the specified documents and then send them to the client via e-mail for print. WEBS DIVINE is not a printing service, but we can create documents for clients who have their own printing facilities or have access to retail printing facilities.

**Maintenance:**

Continued maintenance on a finished website includes updates, minimal design changes and other design-related requests as needed. Our typical monthly maintenance fee is \$75 to \$250 depending on length and complexity. However, if a client wishes to completely re-do their website or change the design altogether, the fee schedule for a new website will apply.

**E-Book Conversion Services:**

WEBS DIVINE offers e-book conversion services. We can convert text or html files into several popular e-reader formats, including EPUB, FB2, OEB, LIT, LRF, MOBI,

HTMLZ, PDB, PML, RB, PDF, SNB, TCR, TXT, TXTZ. We follow all formatting guidelines specific to each e-book type, the end-result being professional and ready for upload to sites such as Amazon, Barnes & Noble, Kobo Books and many more. Our standard fees for EPUB (Barnes & Noble, Kobo) and MOBI (Kindle) conversions range from \$200 to \$450, depending on the number of pages involved. Other formats may include additional fees. For fee schedule, see "E-Book Conversion Services" on page 8.

### **Book Cover Design:**

WEBS DIVINE can design book covers for authors, either using images submitted by the author or by creating book covers from description.

The basic cover design fee is \$450. Half the amount is due before the work begins as a deposit (\$225), with the second half (\$225) due upon completion. For more intricate and genre-specific e-book cover designs, fees can range from \$40 to \$65 per hour.

**Note:** Book covers are designed for e-book and paperback formats only via Amazon.

## SUMMARY OF FEES FOR WEB DESIGN

### Quick Quote:

- ❖ Free. Includes pricing on a basic website with no more than five (5) pages excluding personalized graphics.

### Consultation on color schemes, fonts and other website features:

- ❖ \$25/per hour, one hour minimum.

### Initial Website Creation:

- ❖ \$30 per hour, one hour minimum.

### Personalized Image Creation (Logos & Buttons):

- ❖ \$5.00 per image for simple navigation buttons and e-mail buttons.
- ❖ \$5.50 per image for small logos with matching navigation buttons and e-mail buttons.
- ❖ \$7.50 per image for large logos with matching navigation buttons and e-mail buttons.
- ❖ \$10.50 per image for company and personal logos that include inserted images and/or animation.

### Photo Galleries:

Depending on the number of images or photo galleries desired, fees can range from \$65 (for a ten-picture gallery) to \$125 for larger galleries (eleven to thirty pictures). Any subsequent changes made to existing galleries will also acquire a \$2.50 fee for each occurrence. Fees will be based and adjusted depending on the size of each gallery.

### Summary of Standard Fees:

- \$75 (ten-picture gallery).
- \$200 (up to thirty images).
- \$275 (more than thirty images). Larger galleries are not advised as they make the web page where they are displayed slow to load.
- \$4.50 (changes made to existing galleries for each occurrence).

## SUMMARY OF OTHER FEES

### Online Stores:

- ❖ \$30/per hour, one hour minimum.
- ❖ WEBS DIVINE can create online stores for PayPal account holders that include product pages, shopping cart and secure check out.
- ❖ Only PayPal account holders will be eligible to request an online store from WEBS DIVINE. Most personal and merchant accounts at PayPal can be established at no cost.
- ❖ Client will have to provide product images, product descriptions and access to PayPal account in order for WEBS DIVINE to upload the Online Store.
- ❖ WEBS DIVINE can provide a personalized logo for the client's online store, with applicable *Personalized Image Creation* fees (see page 2).

### Access Management:

- ❖ \$30/per hour, one hour minimum.
- ❖ WEBS DIVINE can provide secure access management for "Members Only" areas of websites, which includes password-protection of restricted documents and web pages.
- ❖ Client will have to provide their web host FTP settings (user name, password, port number and ftp url).
- ❖ The client's web host must be able to accept PHP 4.47 or higher, along with having Apache and Apache-compatible servers. The server must also be ".htaccess" file-enabled.

### Contact Forms:

- ❖ \$30/per hour, one hour minimum.
- ❖ WEBS DIVINE can create online contact forms for general contact, visitor comments, attachments and lists. Our forms include "Captcha" options.
- ❖ Client will have to provide e-mail account name, SMTP user name, SMTP password, server port number, and SMTP server url (both outgoing and incoming).
- ❖ The client's web host/server must also allow PHP 5.3+ and cURL extensions.
- ❖ WEBS DIVINE can provide a personalized logo for the client's online contact form, with applicable *Personalized Image Creation* fees (see page 2).

**Newsletters:**

- ❖ \$30 per hour, one hour minimum (design with client text).
- ❖ \$35 per hour, one hour minimum (WEBS DIVINE writing fee for general topic).

**Document Services:**

- ❖ \$24.50 per hour, one hour minimum (document conversion into PDF with client text).
- ❖ \$30 per hour, one hour minimum (WEBS DIVINE fee for generic form customization).

**Press Releases:**

- ❖ \$30.00 per hour, one hour minimum (online press release with client text).
- ❖ \$35 per hour, one hour minimum (WEBS DIVINE writing fee for press release).

**Flyers:**

- ❖ \$30.00 per hour, one hour minimum (online flyer with client text).
- ❖ \$35 per hour, one hour minimum (WEBS DIVINE writing fee for flyer).

**Standard maintenance of published website:**

- ❖ \$75-\$250 per month, depending on size and complexity of website.

**E-Book Conversion Services:**

- ❖ Novel (up to 17,500 words): \$200
- ❖ Less than 400 pages: \$250
- ❖ Between 400 to 800 pages: \$350
- ❖ More than 800 pages: \$450
- ❖ **Please Note:** Our flat-fee system is typically based on book size. However, fees do not cover modification of formatting complexities above and beyond normal conversion, such as excessive hard returns, margin errors or other document errors. If a client file does contain formatting issues that render the conversion process more difficult or time-consuming, we reserve the right to charge a higher rate or switch to a per-page rate. An extra \$40 fee will be charged for requested conversion formats other than standard EPUB or MOBI files, such as FB2, OEB, LIT, LRF, HTMLZ, PDB, PML, RB, PDF, SNB, TCR, TXT, and TXTZ.



**Book Cover Design:**

- ❖ The basic cover design fee is \$450. Half the amount is due before the work begins as a deposit (\$225), with the second half (\$225) due upon completion.
- ❖ For more intricate and genre-specific e-book cover designs, fees can range from \$40 to \$65 per hour.

### **Discount for Non-Profit Organizations:**

Non-profit organizations will receive a 10% discount on all WEBS DIVINE services except for web hosting fees or contact-form hosting. To qualify for the 10% discount, nonprofit articles of incorporation or a nonprofit certificate of incorporation status must be sent to WEBS DIVINE.

Please e-mail a legible copy of the certificate to: [wildbright@msn.com](mailto:wildbright@msn.com). Please include "NPO Cert" in the subject matter, or your e-mail will be deleted unopened.

### **Restrictions:**

WEBS DIVINE does not accept requests for quotes or work from clients who promote any forms of pornography, animal cruelty or prejudicial "hate" rhetoric based on gender, race, religion or political affiliation.

### **Legal Notices:**

Please read the various legal notices listed on the WEBS DIVINE website very carefully before requesting a web design quote from WEBS DIVINE. In particular, do not submit a request for a quote or use the contact form on the WEBS DIVINE website unless you are sixteen (16) years of age as mandated by COPPA Rights & Regulations. To read WEB DIVINE Legal Notices, go to: <https://deborahotoole.com/websdivine/notices.htm>.

### **Obtain a Quote:**

If you would like to discuss hiring WEBS DIVINE for a web design project or want a price estimate on a particular venture, please use the Contact page on the WEBS DIVINE site: <https://deborahotoole.com/websdivine/contact.htm>. Thank you.

### **Web Host:**

Clients must have their own web host with adequate file space for their website. Please be prepared to share your web host log-in details and FTP settings to WEBS DIVINE so your new website can be uploaded.

## BE PREPARED: CHECKLIST

Try to have your color scheme and font preferences ready when contacting WEBS DIVINE for a quote. A quick checklist might prove helpful when seeking a quote from WEBS DIVINE:

- ❖ Color schemes, fonts, inclusion of hit counter, contact forms.
- ❖ Do you want standard or personalized logos and menu buttons? If personalized, do you have an idea of desired color, background scheme or special affects?
- ❖ What will be the name of you website? How do you want it incorporated in the web address? Keep in mind the shorter your web address, the easier it is to link elsewhere.
- ❖ Do you want a photo gallery? If so, prepare your pictures for submission through e-mail. Please do not submit images with file names containing symbols, dashes or other punctuation as some web host file managers do not accept them.
- ❖ Be prepared to give your web host login details and FTP settings to WEBS DIVINE so your new website can be uploaded.
- ❖ If you are in need of an online store to sell products or services and use PayPal exclusively, WEBS DIVINE can create a custom-made store. Client will need to provide product images, product descriptions and access to PayPal account in order for WEBS DIVINE to upload the Online Store. Color schemes and personalized logos can be arranged at initial consultation.
- ❖ Does your website require access management? If so, be prepared to provide a Microsoft Excel spreadsheet of user names and passwords, along with server FTP settings.
- ❖ Do you need a personalized contact form for your website? If so, be prepared to provide e-mail account name, SMTP user name, SMTP password, server port number and SMTP server url (both outgoing and incoming).
- ❖ Do you need an online newsletter? If so, do you have a color scheme in mind?
- ❖ Are you a non-profit organization? If so you will receive a 10% discount on WEBS DIVINE services except for web hosting fees or contact form hosting. Be prepared to send nonprofit articles of incorporation or a nonprofit certificate of incorporation status to WEBS DIVINE to qualify for the discount.
- ❖ If you are sending a text or html file for e-book conversion, please make sure to specify which reader format you need and include a book cover image.
- ❖ If you need WEBS DIVINE to create your book cover, please send details or ideas you have for the cover so we can meet your needs.

## PAYMENT TERMS

WEBS DIVINE accepts payment through PayPal or pre-authorized direct deposit. We cannot accept credit cards.

**PayPal:** Clients with their own PayPal account can submit payments to WEBS DIVINE. Upon completion of WEBS DIVINE services, we will send the client an invoice for their records via e-mail in PDF format.

***Invoices are due and payable upon receipt.*** There are no exceptions.

### **WHAT TO EXPECT:**

Clients will be provided a full preview of their website at a generic web address until payment for services is received through PayPal or a personal check has been cleared to release funds.

**Once payment for services is processed, the client's website will go live on their pre-designated web address.**

If at any time in the future payment is not received in a timely manner, web services will cease and online content created or maintained by WEBS DIVINE will be removed without notice.

**Thank you for your interest in Webs Divine.**

Visit our website: <https://deborahotoole.com/websdivine/>

## ABOUT WEBS DIVINE

WEBS DIVINE'S chief designer is **Debby O'Toole**, who has several years of experience in graphic creation, web design and maintenance, access management, online newsletter design and composition, and e-book creation, cover design and conversion. She has knowledge of software programs and services for practical use in developing websites, articles, graphics, flyers, logos, newsletters, photo galleries, e-book covers, e-book conversions and press releases, including: **Adobe** (*Dreamweaver, Fireworks, Photoshop, Pro*); **Anthropics** (*Portrait Pro, Landscape Pro, Portrait Pro Body, Smart Photo Editor*); **Apache Open Office** (*Writer, Calc, Impress, Draw, Base, Math*); **Blender** (*open-source software for 3D modeling, animation, rendering, post-production, interactive creation & playback*), **Blue Griffon** (*web & e-pub editor based on Firefox rendering engine*), **Calibre** (*multiple format e-book conversion program*), **Classic FTP** (*ftp program*), **Coffee Cup** (*Applets, Color Schemer, Firestarter, HTML Editor, Password Wizard, Photo Gallery, Shopping Cart, Visual Designer, Web Form Builder, Website Access Manager*); **Concrete5** (*open source content management system*), **Corel Word Perfect Office**, **File Zilla** (*ftp program*), **Fam-Tree**, **Global Scape** (*Cute FTP*); *Kompozer (wysiwyg HTML editor)*, **Lightscreen** (*screenshots*), **Microsoft Office** (*Digital Image Suite, Excel, Expression, Front Page, Money, Power Point, Publisher, Reader, Word, Works*); **Mobipocket Creator**, **PDF to EPUB**, **PDF to Word Converter**, **NCH Software** (*Express Menu Maker, Photo Pad, Photo Stage*), **PDF Pro**, **Picasa**, **Roots Magic 7** (*genealogy software*), **Trellix**, **Win Zip** and **Wondershare Technology** (*Photophire, Gallery Factory, PDF Element, Video Converter*).

Debby also has knowledge and use of **social media** (*Blogger, Blurb, Buzz Feed, Facebook, Fancy, Linked In, Pinterest, Scribd, Storify, Stumbled Upon, Tumblr, Twitter and YouTube*) and **online services** (*Amazon Author Central, Authorgraph, Barnes & Noble Nook Press, Bravenet, Cafe Press, Constant Contact, Dribbble, Dropbox, E-Bay, Flickr, Flipsnack, Go Daddy, Good Reads, Kindle Direct Publishing, Kobo Writing Life, Library Thing, Lulu, PayPal, Smashwords and Tripod Lycos*).

**\*Sundeep** is a co-designer at WEBS DIVINE. He also now works as a server administrator at FutureNetWings Secure Pvt. Ltd. (Accenture). Sundeep has a diploma in computer science from Sanjay Gandhi Polytechnic College in Bellary, India, where he received 80% in first class with distinction. Aside from WEBS DIVINE, Sundeep has worked as an IT engineer and CCO (call coordinator) at

Sysnet Global Technologies in Vijayanagar, India, and as a computer lab technician at Sanjay Gandhi Polytechnic.

For more about the designers, go to:

<https://deborahotoole.com/websdivine/aboutwd.htm>.

### **OUR CLIENTS:**

WEBS DIVINE'S clients include Appetizing Muse, The Bloodline Trilogy (*book site*), Celtic Remnants (*book site*), Class Notes, Collective Obsessions Saga, The Crypt Artist (*book site*), Food Fare, Food Fare Cookbooks, Food Fare Culinary Collection, Foofer's Memorial, Glinhaven (*book site*), In the Shadow of the King (*book site*), JRC Construction & Interior Design, Kiki's Photo Galleries, Mind Sweeper (*book site*), Rainee's Parade, Short Tales Collection, and author blog Irish Eyes.

We also maintain the official websites for authors Deborah O'Toole and her literary pseudonym of Deidre Dalton.

Revised 05/2024