



**LKHLC PRICES TERMS  
AND  
SAMPLE SITE PROJECTS**

To view the entire presentation click the link below.

A handwritten signature in black ink, appearing to be 'LKH' followed by a long horizontal flourish.

<http://lkhlc.com>

# Prices & Services

LKHLC provides creative, research , development, and marketing services for on line businesses and personal web properties. Other services are also offered.

This document details the specific services offered and the rates applied to them.

## **A few important terms:**

- 1: Deposits and retainers are non-refundable.
- 2: All piece work, research and marketing services require retainer before services are performed.
- 3: Deposits for design and development services must be received before services are commenced.
- 4: Final payments on deposit services such as design and development must be received before hosting accounts are created, or sites are installed in your server.

## **Payment Arrangements:**

The following payment methods are accepted:

- 1: Paypal to [lkhl@lkhlc.com](mailto:lkhl@lkhlc.com) (Paypal invoice can be generated upon request.)
- 2: Direct Deposit to Wells Fargo Bank account. (numbers available upon request.)
- 3: Check (scheduling will be accomplished when the check clears.)
- 4: Cash (but don't send it in the mail.)

<http://lkhlc.com>

# Software Services

Software services available include:

Search engine creation in Perl

Spider creation in Perl

Web page scraping in Perl

RSS aggregate software in Perl

Custom plugins for Wordpress (functions in outboard files)

Calculators in Perl

Custom functions in PHP and Perl

Jquery applications

Javascripting

Style sheet cut up

Style sheet modification

Site repairs in PHP, Perl and Wordpress

Cross browser compliance

Enterprise level site structures in PHP and Perl

Statistical functions

Logic interpretation and design

And others...

# Web Development Services

Web development consists of art design services and code writing.

Software platforms available are original coded PHP based, original coded PERL based and pre-coded Wordpress structures.

Platform	Includes	Flat Rate	Estimated Time	Hosting
Wordpress	Stock theme, adds logo, colors, fonts	\$100	3 Days	Included Free
Wordpress	Premade full screen theme	\$250	3 Days	Included Free
Wordpress	Stock theme on theme, changes all art	\$500	1 Week after art approval	Included Free
Wordpress	From your PSD	\$750	3 Weeks	Included Free
Wordpress	Custom Design and custom theme	\$850	3 Weeks after art approval	Included Free
Wordpress - BuddyPress	Stock BP theme	\$250	1 Week	Included Free
Wordpress - BuddyPress	Stock theme, changes art	\$750	3 Weeks after art approval	Included Free
Wordpress - BuddyPress	Custom theme	\$1350	4 Weeks after art approval	Included Free
Wordpress Premium themes	Modifies premium theme styles	\$250	1 Week	Included Free
PHP*	From your PSD, in CSS, basic code	\$1500	4 Weeks	Included Free
PERL*	From your PSD, in CSS, basic code	\$1500	4 Weeks	Included Free
Hourly	Hourly rate for custom coding	\$45		
Hourly	Hourly rate for custom art	\$45		

\* = Basic site includes front page, up to 5 internal pages. Admin backend ads \$450. Custom functions are based on the hourly rate and require advance estimate.

# Web Development Services

## **Stock Theme Includes:**

Pick any Wordpress stock premade theme (there are over 1300 to select from:) Wordpress installation, theme installation, your logo placed in the theme at the size the theme permits, background color set to your liking, font color set to your liking, installation of required plugins (except s2Member, see below) installation of automatic SEO functions and sitemap generator. Categories created to your requirements, initial posts created, with Title to your specifications. You add content. Hosting is free.

## **Premade Full Screen themes include:**

Wordpress installation, premade full screen theme installation, your logo placed in the theme at the size the theme permits or text domain name added, background images set to your liking; whether that is random display or page specific display, font color set to your liking, navigation semi-transparent bar color to your liking, choice of premade theme surrounds, installation of required plugins (except s2Member, see below) installation of automatic SEO functions and sitemap generator. Categories created to your requirements, initial posts created, with Title to your specifications. You add content. Hosting is free.

## **Stock 'Theme on Theme' includes:**

Pick any Wordpress stock premade theme (there are over 1300 to select from, but this option recreates the art used in the theme to a custom design without custom programming:) Wordpress installation, theme installation, custom art created to fit the existing theme layout, your logo placed in the theme at the size desired, background color or image set to your liking, font color set to your liking, installation of required plugins (except s2Member, see below) installation of automatic SEO functions and sitemap generator. Categories created to your requirements, initial posts created, with Title to your specifications. You add content. Hosting is free.

## **From Your PSD:**

Your PSD turned into pixel perfect alignment Wordpress custom theme. Cost includes one PSD. Internal page layout can be different PSD's as long as the header and footer are the same. Extensive differences require special estimate, but normally building a complete PSD to a scripted page in CSS is \$250.00. Wordpress installation, theme creation and installation, font color set to your liking, installation of required plugins (except s2Member, see below) installation of automatic SEO functions and sitemap generator. Categories created to your requirements, initial posts created, with Title to your specifications. You add content. Hosting is free.

## **Custom Design and Custom Theme:**

Original design of your site, then coded into a custom Wordpress theme. Wordpress installation, theme installation, custom art created, your logo placed in the theme at the size desired, background color or image set to your liking, font color set to your liking, installation of required plugins (except s2Member, see below) installation of automatic SEO functions and sitemap generator. Categories created to your requirements, initial posts created, with Title to your specifications. You add content. Hosting is free.

## **Content Services:**

If you would like me to add the content to your site, the process is estimated based on the amount of content and added to the final invoice based on the prevailing hourly rate. If you have content already written and there are less than 10 total post/pages I will paste the content without charge if the total time of the site construction permits within the cost charged.

## **SEO Optimization:**

Posts can be optimized based on the prevailing hourly rate for your content.

## **s2Member Plugin:**

s2Member controls paid access sites, and download-able file sales through Paypal (or other processors if you opt for the Pro level). A fee of \$100 is charged to install and set up s2Member.

## Creative Services

Creative consists of art design services only.

Creative art is provided in PSD, UFO, TIFF, PNG and other formats as desired.

Service	Includes	Flat Rate	Estimated Time
Logo creation *	Design logo	\$250	1 Week
APP design	Create overall design and page layouts	\$250, plus \$90 per page	3 Weeks
Audio Voice Over	Voicing of your script	\$45 per page	1 Week
Audio mixing	Mix your audio into final mp3	\$45 per hour	1 Week
Video conversion	Convert to Flash for use on line.	\$45 per hour	1 Week
Video creation	Create video, images, music and voice over	\$45 per hour	2 Weeks
Audio Commercial	30 second radio ad with music and effects	\$90	1 Week
Audio Commercial	60 second radio ad with music and effects	\$180	1 Week
Radio Imaging Dry	\$15 per line dry	\$15 per line	1 Week
Radio Imaging Mixed	\$25 per line mixed	\$25 per line	1 Week

\* = Service is provided free in full custom theme creations . I do NOT design websites for other developers to build.

## Research Services

Research services are intended to provide the most information possible for use in preparing a marketing plan for on line presentation. This includes keyword research, market target research and the generation of the marketing plan to take advantage of the research.

Service	Includes	Flat Rate	Estimated Time
Keyword Research	Industry research, develops work list	\$135	1 Week
Target Research	Geographic area competition and demos	\$135	1 Week
Marketing Plan	Create written plan	\$270	1 Week

## SEO Services

Research services are intended to provide the most information possible for use in preparing a marketing plan for on line presentation. This includes keyword research, market target research and the generation of the marketing plan to take advantage of the research.

Service	Includes	Flat Rate	Estimated Time
DIY SEO for Wordpress	Provided for you to perform.	Free	
SEO For Wordpress*	Properly configure your site in categories and posts: add required plugins, run add keywords and phrases for each post.	\$45 per hour	1 Week
Blog writing	My writer is the best! 500 word blog post	\$35 per post	Weekly or when needed.

## SEM Services

Search Engine Marketing is the process of providing ads, ad content and utilizing the research services offered above to push your marketing message into search result pages and other sites. Once established you may monitor and tweak the keywords and targeted presentations, or hire me to monitor and tweak the process for you. Google ad rates are not included in these costs.

Service	Includes	Flat Rate	Estimated Time
Set up and start Google Adwords Express	Establish campaign	\$135	1 week
Manage Google Adwords Express	Weekly monitor and tweaking of campaign	1 hour per week at \$45 per hour.	Weekly for the duration of the campaign. **
SPYMINE	Keep them honest! Add Spymine to your site	FREE for clients.	Instant reports on site hits with history .

\* = I strongly suggest first contracting for keyword and target research to find the right content to add to posts in your site.

\*\* = Payable the week before services or in monthly advance payments.

# Hosting

I never charge a client to host their site, but there are some restrictions:

1: No adult content may be in a site hosted by LKHLC.

2: No multimedia files may be housed and served in a site hosted by LKHLC. (Link in from Youtube or third party services only.)

3: NO SPAM. Your hosting account provides email addresses available to you which may be used as you deem fit EXCEPT you may not use any email account to spam others.

4: Violations will cause your site to be removed without notice.

5: Your site has a limit on how much space you may use and how much bandwidth you may use. Unlike hosting companies, I see an increase in bandwidth that does not violate the terms above to be a sign of success and I will automatically increase your bandwidth limit to take care of your traffic, but if your site exceeds or comes close to exceeding 5Gigs bandwidth per month I will suggest you move the site to a dedicated server.

6: NAME SERVERS:

You must set your registrar name servers to

NS1.LKHLC.COM

NS2.LKHLC.COM

## And...

Prices and terms are subject to change without notice. Hosting will never be charged to clients. In the case of typos or errors in this document, the real content is intended and enforced.

I will not install a finished project in a server account, in your hosting or mine without final payment received and posted.

If you need help managing your Wordpress site I will be most happy to give you instruction as part of the build cost included. If you would like a customized manual for the operation of your site, I will be happy to create one for you for a \$45 additional cost.

# Custom Theme Design Sample

This custom theme design shows the power of Wordpress to be far more than a 'blog'. Each page of this site is a separate design, using full screen background images in most cases. Content is imported through custom posts in categories. Navigation is at the top in a slider, while page content for SEO is contained in the bottom slider along with the proper use of TAGS. Visit this site at <http://restorestainedglass.com> There are more pages to the site than these examples.

Front page showing navigation opened.



About page



Contact page with custom form.



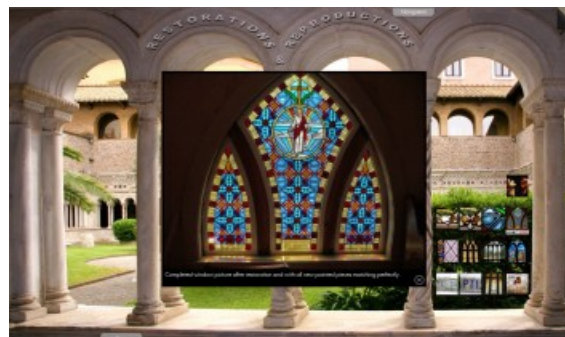
Can We Help page



Icons open content area in the page



Gallery uses Thickbox to view full size



# Full Screen Theme Design Samples

This custom created full screen theme design shows the power of Wordpress. Each version of this theme is a separate design, using full screen background images. Content is imported through posts in categories. Navigation is at the bottom in a bottom hugging semi-transparent bar. Visit this site at <http://lkhlc.com/specialized-website-packages/>

There are more pages to the sites than these examples.

Full Screen Model-Actor Site



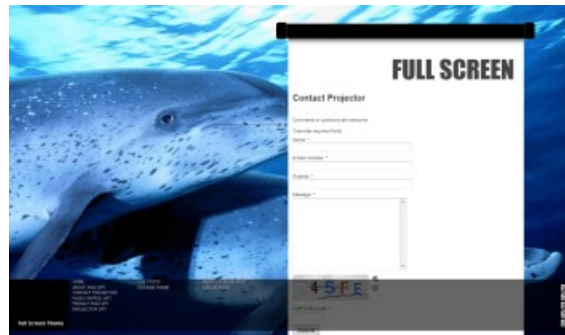
Full Screen using the semi-black skin.



Full Screen using the iPad skin.



Full Screen using the Projector skin.



Full Screen using the Ripped skin.



Full Screen with the semi-black skin.



# Custom Theme Design Samples

These custom designed and created themes are but a selected set of examples designing for Wordpress. Each theme is based on the market, the target, the brand and the desires of the client. Visit this site at <http://lkhlc.com/portfolio/>

There are more pages to the sites than these examples and many more examples at the link above.

A custom Corporate theme



Corporate e-Commerce site



Dispensary theme Version 2



Organization site



Custom Radio show blog site



Corporate e-Commerce site

