

THE VT2000 ARTIST WEB SITE PACKAGE

Includes the following:

Home page with brief intro and an example or two of your work.

Contact page that includes a contact form tied to your email, with basic spam protection, and other contact information you wish to provide.

Artist statement page.

Background page with relevant education, projects, shows, awards, exhibitions, etc.

Gallery pages can contain anywhere from 6-9 images of your work with titles and prices (if the work is for sale). (The **VT2000** Basic Site package includes 2 pages. Additional pages are **\$30/page**.)

Purchasing information page that describes the ordering process, packing, tax, and shipping costs.

Domain name registration, set up, and 1 year's hosting.



SITE EXAMPLES

You can see other artist's sites that I have designed by visiting the [websites link on vt2000.com](http://websites.link.on.vt2000.com).

Fixing standard pricing for web sites is not easy as there are so many variables for folks to choose from. Costs for common deviations are indicated where appropriate.

COST for a BASIC WEB SITE: \$325 & includes:

Domain Registration & Set up for 2 yrs (\$30).

One year's hosting (\$65/year). (This must be renewed each year.)

Unified site design with banner, navigation menu, copyright line, and pages as described on the first page of this brochure. All coding is done to web standards with best practices for search engine optimization. All copy to be furnished by you.

NOTE: Images to be used must be supplied in proper size and format for the web (72dpi in a .jpg file). If you supply images straight from the camera, there will be an additional charge of \$3 per image and they must be on a CD and accompanied by a list with relevant information for each image.

IMPORTANT NOTE

I am always happy to talk to folks who are at a loss as how to begin. This costs nothing. Please do call with any questions you may have about any part of the process. I've been doing this since 1995 and very likely I can answer your questions.

SELLING YOUR WORK

There are two ways that artists do this.

1. Display of pricing with the work which links to the contact page. This method is the one assumed in the **VT2000** Basic Site package.
2. Using PayPal to receive direct paid orders on your web site.

SELLING WORK ONLINE USING PayPal

PayPal implementation on your site: **\$175**. (There is no charge for you to set up a PayPal account.) If you wish to use PayPal you will need to have a PayPal Merchant Account set up and I will need to have access to that information during the site design process.

UPDATING YOUR SITE

For a fixed, one-time charge of **\$125**, I can set you up to change text and images on your site. This includes software and a set-up visit to your computer (PC/Mac).

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