

Welcome! Thanks for your interest in A Palone Design. We can't wait to bring your vision to life!

Rates

The fees you pay us cover web design and website building only! They *do not* cover web hosting or domain name registration, which are additional annual charges you'll pay to your web host and domain name registrar...

- + We charge an initial fee of \$275 which covers our initial consultation of up to 90 minutes (by phone, zoom, or in-person) and our responsive proposal for your website design.
- + After that we charge an hourly rate (in 30 minute increments):
 - a. for individuals and small businesses the rate is \$50/hour;
 - b. for corporations it's \$250/hour.

The cost of the project will be dependent on how many pages your finished website will have, how much research will go into the work, how many changes you request, and how much work it is to build. We're very efficient, and once we've been through the initial consultation and proposal, we should be able to provide a better estimate of how many hours your project will take.

Before our call we'll ask you to review our Questionnaire (attached) and to provide answers to the questions that are relevant to your project. We're always happy to answer any questions you may have! If we're a good fit, we'll schedule a call, and if you're happy at its conclusion, you'll send an initial payment and we'll get to work on your design proposal. After that's approved we'll build the site we've agreed upon and get your feedback as we go.

Additional Costs: Web Hosting + Domain Name Registration

Here's a rough analogy, since it can get complicated! ***Your website is like an apartment...***

You'll pay **rent**, to cover the cost of the building where your apartment is located... Your landlord is your **WEB HOST**, whose servers contain the text, fonts, location information, and images that make up your site – as designed by your web designer!)

You'll pay **utilities**, which cover the services “delivered” to your building by your local utility company... Your utility company is your **DOMAIN NAME REGISTRAR**, in particular they're like the Postal Service! You pay them so you have a unique “address” that directs visitors to your host's server!

And you'll also have to pay for any furniture, decor, or **design** you add to your apartment... These interior decorating fees are your **WEB DESIGN FEES**... we create the combination of files and text and imagery that visitors to your website see and experience.

Our Favourite Web Host & Domain Name Registrar is Wix.com... If you pay for one of their premium plans, you'll get one year of free domain name registration for free...

- + **Web Hosting** Top10.com ranks wix.com number 1 for 2023! We love them because their platform is intuitive and straightforward, and if clients want to, they can easily learn to DIY their updates, blog posts, etc. Wix sites work well on both desktop and mobile devices, and Wix makes it easy to upload lots of unique images and fonts... as well as to link in elements like etsy stores, instagram galleries, video players, appointment scheduling, etc. Their 2023 costs are below (or linked [here](#)):

Choose your new Premium plan

All plans include: Custom domain No Wix branding 24/7 customer care

Enterprise	Business Elite	RECOMMENDED Business	Core	Light
Get the agility your business needs to manage sites at scale	Scale your business	Grow your brand	Engage your audience	Get the basics
	CAD 149 /mo	CAD 36 /mo	CAD 25 /mo	CAD 15 /mo
Contact Us	Select	Select	Select	Select
All Premium features, plus:	15 collaborators	10 collaborators	5 collaborators	2 collaborators
Unlimited collaborators	Unlimited storage space	100 GB storage space	50 GB storage space	2 GB storage space
Multi-site management	Advanced marketing suite	Standard marketing suite	Basic marketing suite	Light marketing suite
Single-sign on (SSO)	Free domain for 1 year 📄	Free domain for 1 year 📄	Free domain for 1 year 📄	Free domain for 1 year 📄
Dedicated account manager	Advanced site analytics	Standard site analytics	Basic site analytics	
Centralized billing	Accept payments	Accept payments	Accept payments	
Custom templates	Advanced eCommerce	Standard eCommerce	Basic eCommerce	
Custom integrations	Advanced developer platform			

- + **Domain Name Registration** (This is your URL or web address) Wix also offers domain name registration... (We can usually link a Wix site with a premium membership to a domain name that you already own through another DNS provider... if your provider isn't Wix-compatible, it's straightforward to transfer it to Wix.)
- + **Process** We'll help you set up an account with wix.com and pay them directly. We can walk you through that process step-by-step. *** Currently most of our clients are using Wix.com's Premium plan "Light," which costs ~\$15 CAD / month, billed annually (~\$180/yr).*** That includes domain registration for one year (if you don't already have your domain name), after which domains cost roughly \$30 per year (but can vary *widely*, depending on the suffix you choose: i.e. ".ca" domains cost more than ".com"s)
- + **Please note** The Wix Premium plans shown above (including "Light") do *not* include commerce: i.e. a built-in shop. If that's what you're after, let's talk in more depth about the best options based on your sales volume and budget!