

Affordable, Functional, Effective Websites

SingleTree Consulting offers affordable websites for professionals and small businesses. We believe that every professional and business owner should have a website that tells their potential clients about them and the services that they offer. It is one thing to have Deep Tissue and Shiatsu Masseuse as your description on your business card – and not have potential clients know what these techniques are and when they should be used. And it's another thing to be able to go to your website, see your biography and qualifications and learn about these massage techniques.

For small businesses we recommend a minimum 4 page site:

- Home page
- Services or products page
- About Us page
- Contact page

This combination gives you:

- an image or branding for your services
- a description of who you are
- what you do
- information on specific techniques or products
- a way of contacting you

How we work.

1. Information gathering - I talk to you about your profession or business
2. Domain names - We decide on several potential domain names for your website and see which ones are available
3. ISP – we set you up with an Internet Service Provider, these are the people that host your website so it can be available 24/7.
4. Marketing – what are you “selling” – As a marketing professional I can help you decide what you want your website to accomplish. We work out the major marketing points for your services or products
5. Content - We co-write the content for your website
6. We work out, rewrite, edit a short biography for you
7. We decide on graphics, images, colors that you would like to use in the website. You can find websites or advertisements that you like and we discuss how to use these ideas.
8. If necessary we purchase images or take digital photos of products or service ideas
9. Then we put it together.

How much does this cost?

1. Information session – **FREE**

2. Domain name – depending on whether anyone has the name it can cost from \$10.00 to thousands of dollars. We like to stick with the \$10.00 ones.
3. ISP – this usually costs between \$100 to \$200 per year depending on the services you want
4. Cost of content and site development - I charge \$30 an hour

A simple site, 4 pages, graphic banner, domain name, pretty background, ISP service for 1 year, one content change per month – will usually cost about \$700.*

Is it worth it? Yes! The Internet is now the way that potential customers decide that you and your company are real.

*This does not include an ecommerce site that allows you to purchase product on line. We can do that, but that is considerably more expensive.