

Proposal for Web Services



Coskrey Biz Services of Valerie Coskrey

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PRICES REFLECT OUR 2013 SALES EVENT

Dear Friend,





We offer many levels of on-line services. You can design your own list of services, or purchase a prepared list based on a set of 5 options. With most of these options comes NetworkShrubSM membership.

As a member of the NetworkShrubSM, you can be linked to/from pages of other merchants (optional) and you will benefit from any advertising that we at Coskrey Biz purchase that mentions our website www.coskrey-biz.com and its directory of local businesses, *ie.*, the NetworkShrubSM members. You will be mentioned in the blog/newsletter Valerie's Memos (<http://vmemos.blogspot.com>), and benefit from mentions on Facebook by other members who choose to do so.








Purchased advertising is scheduled to begin in November.

Here are descriptions of a few options and the estimated costs of each. To get an idea of what each option entails, take a look at these items online:

-  <http://mertiesthisandthat.blogspot.com>
-  <http://soapboxbyval.blogspot.com>
-  <http://coskrey-biz.com> (Incomplete, but the tutoring pages are up. There are Buttons on the home page, but no directory.)
-  http://vforteachers.com/essay_list.htm (one of Valerie's websites)

Here 'tis: The List of 5 Options. I recommend the blog on **Blogger** plus a full NetworkShrubSM account with **Coskrey Biz**.

-  **Option #1:** A blog set-up on **Blogger** with the option of ongoing articles and comment moderation. Add a button to be a member of the NetworkShrubSM.
-  **Option #2:** A button to be displayed several times within the **Coskrey Biz** domain. The minimum NetworkShrubSM membership level.
-  **Option #3:** A set of Web pages on the **Coskrey Biz** domain—a NetworkShrubSM Account with **Coskrey Biz**
-  **Option #4:** Your own personal Website domain placed into the **Coskrey Biz** account—a modified NetworkShrubSM
-  **Option #5:** Your own personal Website domain and Website account

Each option is described for you below. Prices quoted today and on the available price list reflect the **2013 Bargain Prices** sales event. At the end of this sales event, new customers can expect prices to increase by 33%, 50%, or 200%, depending on the service. Your price is locked in for at least two years, ending October 30, 2015, or when **Coskrey Biz** discontinues its services or you cancel your account with **Coskrey Biz**. Cost varies with how much I do. **Ask about a Prepaid Package Plan.**

By the way, the bullets are part of our design template sets, for sale at [Template Artistry](#).


I thank you for your business.

Valerie


Option #1 A blog on Blogger (A blog is an online log or diary. You add essays to it frequently.)

 A free blog with the URL of <http://yourchoice.blogspot.com>


 This comes as part of a free *Gmail* account with *Google*.


 Included in this account are


- a *Picasa*SM photo album, both online and with a downloadable program for your computer
- *Google Drive*SM with online file storage and a word processor, spreadsheet, and presentation program so you can design your papers online (in the Cloud)
- the *Google+*SM social network
- *Google Voice*SM, a phone service like *Skype*SM that includes voicemail
- and more—all **free**


 I will need the username and password for this account to handle the blog, so get a dedicated *Gmail*SM account just for this blog since I will have access to your email on **this** account. *Google* lets you get several accounts, and even ties them together if you request it.

 The **Blog Set-up** at a cost of \$20.00


 Walking you through the choices of template, logo image, color palette, items to place on the sidebars, and other choices involved in the blog creation.

 The first blog post (article) and a set of example links and sidebar items

 **Blogmaster Services** at a cost determined by each activity

 (Price List in separate attachment. Save \$: *Do as much as you like; ask me to do the rest!*)

 Posting additional articles with images and links

 Researching informative article and writing the blog copy along with choosing and/or providing the images

- 🌻 Typing up and posting article written by you or someone else and posting the images given
- 🌻 Including at least one image in almost every post
- 🌻 Checking with you about what is to be posted
- 🌻 Maintaining a list of article ideas
- 🌻 Moderating comments
 - 🌻 Allowing only those comments that do not break the rules of etiquette established for blogs seen by minors and adults
 - 🌻 Screening comments for spam
 - 🌻 Publishing comments in a timely manner
- 🌻 Posting as frequently as agreed; I suggest at least every two weeks, while every week is better.
- 🌻 Adding pages of permanently posted information
 - 🌻 Like one page of address, phone number(s) and business hours
 - 🌻 And a page of services provided and facts about your experience, insurance, qualifications and any other info you desire to be in a tabbed page
- 🌻 Linking to your Facebook and other networks
- 🌻 Assisting you in sharing/commenting on your Facebook page and other networks that the blog has a new post
- 🌻 Adding a button to the Website **Coskrey Biz** that links to either your email choice or to your blog (if you choose the *NetworkShrubSM* membership)

Option #2 NetworkShrubSM, **Minimum:** Adding a Button to pages of the **Coskrey Biz** Website

- 🌻 The *Button*, called “creative” or “banner” in affiliate marketing, is your icon for the *NetworkShrubSM*. This is Jessie’s Button. Jessie is an artist with a few additional in-home business activities.
- 🌻 The *Button* will be placed on the home page, on the *NetworkShrubSM* directory page, and on any other page where it seems appropriate.
- 🌻 The *Button* can link to your blog, your listing on the directory page, your Website page(s), or your email of choice.
 - 🌻 I can handle any responses to the Button should you ask me to handle your email or Web page. You can have me put my phone number on the page or link the Button to my email. When you get a reply, I will call you and give you the contact information.



- 👉 Or I can link to your email or to a directory of *NetworkShrub*SM members. On contact, you will either receive an email or the client will obtain your address and phone number from the directory page, your choice.
- 🌐 The *Button* is an optional part of all Web and blog services offered by **Coskrey Biz**. It places your business and contact information into the directory of *NetworkShrub*SM members.
 - 👉 When I advertise **Coskrey Biz**, I will mention the directory of local small and in-home businesses. Hopefully, customers will use the directory.
 - 👉 *1and1.com* offers a local listing service in partnership with *Google* that includes listing in the *YP* online pages, *Google* search, and more. I will purchase this service for at least 1 year, giving you an increased chance of local exposure—advertising online at minimal expense to you.
- 🌐 The *Button* and its *NetworkShrub*SM membership is \$6.00/yr.

Option #3 *NetworkShrub*SM: A subdomain within the www.coskrey-biz.com domain.

- 🌐 Your own URL: <http://www.yourchoice.coskrey-biz.com> with up to 10 Webpages
- 🌐 You can link it to a *Picasa*SM photo album in your *Gmail*'s *Google* account.
- 🌐 You get two email addresses, each associated with a *1and1.com* **Web Desk**.
 - 🌻 Passwords are assigned and changed by Valerie, who has a short memory
 - 🌻 One email is webmaster@yourchoice.coskrey-biz.com and will be used by me to answer emails from your Webpages and to receive any information sent by forms placed in your Webpages *if* you choose to have me manage any visitor contacts.
 - 🌻 You may have your messages sent via contact links sent to your current email, your *Gmail*, or to your *1and1* emails, or you can have me manage mail from these links, or combinations of each.
- 🌐 Databases are available.
- 🌐 You can use a Web page template from *1and1.com* or you can ask me to design one for you.
- 🌐 Valerie will maintain your subdomain for you
 - 🌻 Writing, posting, and updating (if needed) information and articles on as many pages as you choose.
 - 🌻 Keeping track of your page stats, i.e., *#visitors*, how each found the page, & more. Reporting this information to you. Revising articles with better keywords if you request it.
- 🌐 Includes the *Button* and its associated advertising and posting.
- 🌐 Cost: \$12/yr for the *NetworkShrub*SM account, payable in advance, plus the other tasks involved in posting a website; most services billed at \$20/hr; price list for individual

services is available; coding an original design template is \$20/pg. Adding information to the page is priced per 250 words, *#images*, *#links*, and whether I research the information or you give it to me, etc.

- 🌐 Affiliate marketing is available. I can walk you through opening your own affiliate accounts and setting up your payment information. I can manage them for you using your usernames and passwords; you will have to supply the tax information to each account. Payments will go to you. This, too, costs \$20/hr.

Option #4: *NetworkShrub*SM Option: Your domain on the **Coskrey Biz** account with *1and1.com*

- 🌐 You pay for a domain name: <http://www.yourchoice.com> (About \$10/yr ordered through *1and1.com* by **Coskrey Biz**, who actually owns the domain.
- 🌐 The domain is hosted within the **Coskrey Biz** account at *1and1.com*.
- 🌐 You get additional emails with addresses like you@yourchoice.com
- 🌐 You get all the other services of the *NetworkShrub*SM subdomain account, Option 3.
- 🌐 You may post as many pages as you like, designed by whomever you like, but with content subject to the approval of **Coskrey Biz**. (Our contract with *1and1.com* forbids certain content.) Valerie can post your pages; Valerie can also take down the pages if needed.
- 🌐 You can use these pages for affiliate marketing.

Option #5: Your own Domain and Web Hosting Account

- 🌐 You own it all, with all the available tools, templates and offerings.
- 🌐 I can walk you through ordering the domain and opening the Web Hosting account. I prefer to use 1and1.com. *1and1.com* offers several account packages. We have the business account on a Linux server. I have no experience with the Windows Servers accounts.
- 🌐 I can manage your site in the same ways as I would *NetworkShrub*SM subdomain or Web page(s).
- 🌐 Cost: the domain and *1and1.com* price payable to *1and1.com* plus the cost of each service provided by me as **Coskrey Biz**. Price list is available.
- 🌐 If you link to *1and1.com* through the **Coskrey Biz** Website, I will receive payment as an affiliate for your order.
- 🌐 The Button with its services is extra.

In all options, Save \$: Do as much as you like. Ask me to do the rest!

Ready for a Website, Blog, or Button?

Valerie will be asking for this information to get started with your designs.

You may send as much of this information as you like to valerie@coskrey-biz.com

Or call Valerie at (979) 248-9450.

Don't worry about completing all of the information sheet. Valerie will be talking to you soon.

- **Name and address of business**

- **Your Name** _____
- **Name you want for your Blog or Website** _____
- **Link to attach to your Button on the home page** _____
- **Description and contact information to put in directory**

- **Option choices and requested services**

- **Phone number and email so Valerie can contact you** _____
- **Best time for Valerie to contact you** _____
- **Want to meet? Suggest a date and location.**

- **If you have a business card and/or business stationery, providing a copy will help in designing a consistent theme for your header, Button icon, and logo.**