

	Sullivan+Wolf		
Base Rate	\$90/hour		
How many sites have they done?	400+		
Have they done sites for your industry?	Most Likely		
Have they done sites in your budget?	From \$700-\$30,000		
Do their designs all look the same?	Wide range of design styles		
Do they provide a detailed estimation?	✓		
Do they provide a site map?	✓		
Can they handle print jobs?	✓		
Can they handle Responsive Web Design?	✓		
Are you allowed to use your own host or must you host with them?	YES/NO		
Do they push a content management system?	NO		
Can they custom code?	✓		
Do they give you the master files when the job is complete?	✓		
Do they keep accurate records of the actual time worked?	✓		
Do they only charge you for the time worked (plus expenses)?	✓		
Do they allow you to by-pass a sales person and speak direct with those doing the work?	✓		
Do they offer copywriting and copyediting?	✓		
Do they provide Internet Promotions, such as Search Engine Optimization, HTML email campaigns, etc.	✓		
Do they offer solutions for different size companies?	✓		
Do they offer web maintenance?	✓		
Do they offer training?	✓		
How many years have they been in business?	Since 1989		
Can they develop a site for accessibility?	✓		
Can they provide e-commerce?	✓		
Are they modular, can you use them for design only or production only?	✓		

Base Rate	Based on our low overhead and hands on customer service we can offer a more competitive rate but still give the same high quality service you would expect from a more traditional agency.
How many sites have they done?	We have done a lot of web sites and we learn from each and every one how to make the next one better. This type of volume has made our work-flow tight and efficient which cuts down on hours you pay for.
Have they done sites for your industry?	We have done websites for industries from aviation to electronics to pet day care to hi-tech to banks to photographers and other web designers. And each site is custom designed to fit the industry.
Have they done sites in your budget?	We believe that a low budget should not mean poor quality. From \$600. to \$30,000., we put the same high standards into all our web sites.
Do their designs all look the same?	We don't take a one layout fits all type of approach. We will work with you every step of the way to make sure your web site is a unique reflection of you and your company.
Do they provide a detailed estimation?	Our estimates are very detailed. We may ask you a million questions up front to get the detail we need to give you an estimate you can trust.
Do they provide a site map?	The site map is our foundation for building your web site. We will work with you and can even provide a site map guide and template for you to use when communicating to us how you want your site to look.
Can they handle print jobs?	We can design print pieces from stationery packages to brochures, ads and corporate ID simultaneously with your web site for a look that is consistent and homogenous. Or if you already have print material, we will use design elements already available so that your web site carries the same look and feel that your printed items do.
Can they handle Responsive Web Design?	Responsive Web Design (RWD) is the ability to alter the layout for the device used, smart phones, tablets, desktops, etc., for better usability
Are you allowed to use your own host or must you host with them?	Always maintain control of your web site! Things do change and Host companies have a history of changing every 2 years or so. While complex applications on your site may need greater control on the server level. Understand what it would take to move your site to another server.
Do they push a content management system?	We have found many web sites do not need a content management system. Only the most dynamic sites with daily changes throughout the site should consider a content management system. A static site provides greater layout and design control, is often spidered better than dynamically created pages. Consider which pages would really benefit from the system, and review implementing them versus traditional editing through Dreamweaver. Historically most companies spend less than \$500 per year updating their sites. Understand all costs. Our CMS system can be installed for about \$1200 and is SEO friendly..
Do they give you the master files when the job is complete?	How many times have you gone looking for this photo or that logo. When we're done, you'll have it all so you are in control.
Do they keep accurate records of the actual time worked?	We punch in and out each time we work on your job. We only charge for the time we worked and can provide full auditing at any time.
Do they only charge you for the time worked (plus expenses)	The problem with a project price (not to exceed) is that workers will always try to come in under the project price. Not over it!. No guessing here, we'll only charge you for the time we worked.
Do they allow you to by-pass a sales person and speak direct with those doing the work?	Sales people are sometimes necessary, but they do not work for free. One can expect a minimum of \$30 more per hour for the sales person's salary. Speaking direct to the person actually doing the work saves time and improves accuracy.
Do they offer copywriting and copyediting?	We have copywriting resources available should you need them or supply your own copy and we can edit it for you or not, your choice. Good copy is very important and many of us are not English majors. Plus, gathering and writing copy can add extra time on to your busy schedule.
Do they provide Internet Promotions, such as Search Engine Optimization, HTML email campaigns, etc.	We've been doing SEO and Internet marketing since 1998, when it was in it's infancy. We know what to do and what not to do.
Do they offer solutions for different size companies?	Whether you are small or large, great design and a good foundation for your image is important. You can start small with us and as you grow, we will be able to keep up.
Do they offer training?	Training is valuable when you wish to maintain your own site or improve your team's skills.
How many years have they been in business?	We've been around a long time and have had experience with many companies and industries. The longer a company has been in business, the more likely they are good at what they do and will be here tomorrow to keep servicing you.
Can they develop a site for accessibility?	Though this can add expense and decrease design options, certain public sites like governmental sites, healthcare, etc. need to be more accessible for their viewers.
Can they provide e-commerce?	Look at costs here. We look for common sense solutions to keep this price down. Custom solutions are available.
Are they modular, can you use them for design only or production only?	If you have resources that you want to use for the production of your site but need someone to create a great look and feel, we can do that. We will create a great design for you and then produce a home page and inner template(s) to hand over to your production staff for completion. Or if you have a designer that you like already but need someone to develop that design into a web site, we can do that too.