

E-provider Comparison Checklist



Below are the most frequently asked questions to assist you in your due diligence when shopping for an e-solutions provider.

- **How much can I expect to pay for a complete enabled website?**

It depends whether your site is eCommerce or just information. We offer an OSCommerce package which is an all-inclusive, e-commerce enabled website. The OSCommerce is a turnkey template based website that



includes everything you need to start doing business online. If your business needs require more than what is included in the OSCommerce package, then we build a custom solution based on very competitive rates.

- **Are there any other costs associated with a website?**
We offer free hosting for one year. After that you will be responsible for the hosting fees, which are typically around \$20 a month. If your site includes e-commerce, we handle the initial set up fees but then you will be responsible for the monthly fees, which are minimal.
- **What is the payment timeline?**
50% down to start and 50% at project completion.

- **What web development technologies are you proficient in?**
HTML, CSS, XML, PHP, SQL, FLASH, JAVASCRIPT.



- **What operating system do you develop for?**
Exclusively for Microsoft as it is more suited for a business environment.



- **Are you able to submit my site to get me in a high ranking in the search engines with search engine optimization?**



Yes. We have specialists on staff that monitor the almost monthly changes to search engine submission tactics and implement only what we have actually tested and proven to be

successful. We offer 5 packages and are able to guarantee a first page listing across all the major search engines.



- **What development software do you use?**

We use Macromedia Studio MX, BBEdition, & Adobe Creative Suite.



- **What other digital medium are you proficient in?**

We are highly proficient in:

- Multimedia CD-ROM production
- Pay per click ad campaigns
- Email marketing campaigns
- Banner ad creation and management
- Application development
- Search engine optimization
- Video production
- Digital non-linear video editing
- Streaming video
- Compression for various mediums
- DVD authoring
- New technology consulting

- **What sets you apart technically from other development companies?**

Our developers are highly proficient in web design and hosting. We maintain our own servers on a tier 1 Internet backbone in Houston, Texas. This is one of the fastest connections you can get anywhere in the world.



- **Are you able to provide Flash animation?**

Yes, we have experienced Flash programmers on staff that can create pretty much any kind of animation you desire.

- **Are you able to create interactive CD-ROM presentations?**

Yes we have created several of these. They are especially effective as product demos and instructional applications.



- **Are your websites viewable with any browser?**

We develop for Microsoft Internet Explorer 5 and up and Netscape 6 and up. These are the 2 most widely used browsers.



- **What size websites are you typically used to building?**

It ranges from a one-page site to large n-tiered enterprise applications.

- **I have an existing site that I don't like. Can you fix it and how much does that cost?**

We can give you a free evaluation and a custom quote for site redesign. Standard rates are \$50 per hour. While this might be the most obvious choice, sometimes economically, it is more efficient to re-build your entire site instead of troubleshoot.



- **Are you able to integrate streaming audio and video into your websites?**

Yes. In fact, we have an in-house sound and video studio. Our parent company, Danica Productions, LLC specializes in broadcast video production.

- **What is my role in the development process?**

With over a decade of graphic design, programming, web usability and marketing experience, the actual architecture (visuals, copy, navigation, etc.) of the site will be our responsibility. Your role will be the most crucial part of this process in that you will be responsible for communicating to us the details of your business, industry, markets and your goals for the application.



- **Do I own the code used to create my website?**

After we have received final payment for your project, you will own all the code used to create your site.

- **After I decide I want you to build my website what happens next?**

We will setup a scheduled meeting with you and begin gathering the requirements for your project.

- **Since OSCommerce is based on a pre-made template does it take less time to develop?**

Yes. OSCommerce sites take anywhere from 10-21 days to build once we have all the content and materials required for the site.

- **Will I be required to provide materials based on a schedule you provide for me?**
 Yes. In order to meet the required finish date, we will need any materials you are providing for the site by a certain date. It is entirely up to you, however, if you wish to push the date for completion back.
- **If I have any questions or problems during the development of my site whom can I talk to?**
 You contact us anytime and we will be happy to assist you every step of the way.
- **How many web applications have you created in total?**
 Collectively, our developers have built hundreds of digital media products over the past 7 years.
- **What is your core expertise?**
 Website design, web application design, online marketing, and application development. What we excel in is the marriage of effective marketing within a digital medium.
- **Where can I see samples of your previous work?**
 We have an online portfolio available on our website at <http://www.danicaproductions.com>.
- **Do you provide hosting in-house or do you outsource to another company and if so why them?**
 In order to focus our energies more on production we outsource our hosting to a hosting company in Houston, Texas. Although they provide us with the rack server space and allow us to connect to their tier 1 Internet backbone bandwidth, we manage and maintain the server ourselves through FTP.
- **How much space and/or bandwidth do I get with my hosting account?**
 It all depends on what is required to successfully accommodate the solution we build for you.
- **Do you handle my domain name registration or transfer? Do you charge extra for this?**
 No. If we register the name, we'll own it. We do not want to own your web site domain name therefore we have you register it in your name. We will walk you through the entire process though.

- **What other features does your hosting plan include?**
An online email administration system, site statistics, email forwarding, sub domains, & database retrieval.
- **What is the guaranteed uptime for your hosting service?**
99.99% guaranteed uptime.
- **Does the e-commerce system send automatic confirmation messages to the business owner as well as the customer?**
Yes, it does.

- **Does your shopping cart provide a secure administration system where I can change prices, add, and delete products?**
Yes, it does



- **How do you manage site updates?**
Our websites come with a 3-month warranty that includes free bug fixes. For OSCommerce packages, we also provide 3 months of 1-hour changes for free. Any changes that need to be made beyond this are billed at our normal rate of \$50 per hour. We are also able to build Content Management Systems for many custom sites that will provide an easy to use interface so that you or someone in your organization can log into a secure area and change the content of the website yourself.

- **Do you provide phone and email support?**
Yes, we do.



- **Why would I do business with you?**
We add a much-needed dimension to web development that most development shops will overlook – marketing centric copy. We have a vested interest as a marketing company in the ROI that is generated for you from your website. Other development companies are happy to just get your money for development and will not make an effort to engineer the copy on your webpage so that it will generate high conversion rates.

- **How long have you been in business?**
Since 1997.

- **Are you financially stable and debt free?**

Yes, Danica Productions, LLC is 100% debt FREE since 2003.



- **What kind of marketing can you do for me?**

Our marketing strategy is based on the Monopolize Your Marketplace system, which is a highly successful system designed to separate your company from your competition in the minds of your prospects. You can read more about this system on our website at <http://www.danicaproductions.com>.

- **What other marketing strategies do you implement for web?**

We can provide e-mail marketing campaigns, pay per click campaigns, banner ad campaigns, as well as search engine optimization. All of these strategies are designed to drive more prospects to your site.



- **Can you write ads, produce commercials for TV and radio and implement a direct mail campaign for my business?**

Yes, we are a full service marketing company.



- **Where can I find more information of companies you have worked with?**

You can find case studies on our website at <http://www.danicaproductions.com/clients.html>

