



Kestrel Designs

Web Site Development
Graphic Design
Digital Photography

PROJECT ESTIMATE

P.O. Box 41422, Eugene, OR 97404
Phone/Fax: 541-344-3388 (Call before faxing please)
Cell: 541-554-0277
Sales@Kestrel-Designs.com

DATE

FOR

URL:

DESCRIPTION	PRICE
<p>Search Engine Optimization and Submission for http://_____</p> <ul style="list-style-type: none"> Custom Meta Tags for Description, Abstract and Keywords ICRA and General Rating Tags Yahoo and DMOZ Classification Tags Coverage, Distribution and Revisit Tags Custom info.txt and robots.txt files Directions for creation of ALT Tags for Navigation Buttons and Logo(s), if needed Recommendation list of crucial changes needed to site for SEO, if necessary Manual submission to major search engines such as Google, DMOZ, Yahoo, Excite, AOL... Automated submission to 40+ minor search engines Submission to Alexa's Website Rating Service and Report <p><i>Updates and posting of new pages is not included, but can be hired at \$45/hour.</i></p>	130.00
<p>Estimated Time for SEO Results: 2-4 months.</p>	TOTAL 130.00

PAYMENT TERMS

SEO and other short-term projects must be paid in full before work will be started. Design projects are typically billed in "thirds." Initial design project estimates are FREE, but once a job has been contracted, then 34% of the total cost is required to begin work; then 33% at a pre-determined "half-way" point and then the final 33% upon completion of the project. Extra work required outside of the scope of the initial contract is billed separately and must be paid in full before it will be started. Make all checks payable to Kestrel Designs or, pay online with your credit card via PayPal at <http://www.kestrel-designs.com/services/seo.html>

To accept this quote, sign here and return: _____

THANK YOU FOR YOUR BUSINESS!