



Why Choose CCT for your Web Design...

Selecting the best solution for web site design and development is one of the most complex tasks a business must undertake. There are literally thousands of options from freelance designers, to large national ad agencies and IT consultancies. Development processes range from a few hours putting together sites of amateur quality to projects by an organization with a proven and refined process for creating a high-quality web presence. Costs range from virtually free to millions of dollars - and every web developer is marketing their offering as a complete "results driven" solution.

So how can you determine who should create your next online brand or application?

This checklist will help you cut through the marketing and sales pitches that some companies use to over charge and hide deficiencies. We do not rely on pointing out the flaws of our competition; we feel that the best way to impress a prospective client is to clearly outline how we work and the results they can expect.

-
- [Crystal Coast Technologies, Inc.](#) is located on the coast of North Carolina in the Wilmington area. We take a "small town service" approach to our clients and prefer to meet them face-to-face when working on a project. However, we work with many clients only using the telephone and digital communications (email and chat programs). We take pride in making ourselves available at all times through the week and at least half of the time on weekends. Additionally, we are available to travel if the project requires it.
 - Our Web Design Team is made up of web consultants, creative web designers, programmers and project managers. This gives us a perfect harmony of skills to achieve project success. We also have forged strong partnerships with other agencies to accent our internal skills and increase production where required. We treat each client as if they were our only client.
 - Our company has no debt and continues to grow steadily since its inception in 2003. This means that we are not going anywhere anytime soon. We will be there to support you and your project in the future.
 - We currently complete 2 to 3 web sites per month. This workload allows us to focus on the specific needs of the client and not "lose them in the shuffle". Also, we are able to gain a broad range of [Web Design](#) experience.
 - We take great pride in the success of our clients' projects. We firmly believe that their

success translates into our success. We follow a few methods to help us measure our success:

- At the end of the project, our clients get a Satisfaction Review. A highly satisfied client is a good indication that the web site will be a success and give the client a good Return On Investment (ROI). Visit the client testimonial section of our [web site](#) and see what we mean.
- In the early stages of the project, we work with the client to set goals for the completed web site. After the site launch (3 – 6 months) we evaluate the success of the site at meeting those goals.
- CCT strives to create lifetime clients. We believe it is vital to develop a strong line of communication during production of the project. We keep the client as involved in the production process as they desire. Some clients want heavy, daily involvement; others want us to handle the entire process and give them updates periodically. The client chooses the level of involvement. All clients are given an account manager to serve as the point person for the project. The project is given multiple review points where the account manager and the client will meet to discuss progress and direction.
- After CCT receives final payment for the project, the client will own all of the end files used to create the web site. CCT normally protects proprietary source files as they contain trade secrets. Our clients usually do not need these files.
- CCT believes in empowering our clients to make revisions and updates to their own sites if they wish. Therefore, there is no "per month" charge for a CCT web site. A client can choose to perform simple maintenance to their site themselves or they can choose to send the changes to us to implement. CCT's rates for maintenance are \$85 per hour for images and text changes and \$125 per hour for programming changes. If a client wishes to perform maintenance themselves, we offer two options:
 - A CCT standard web page can be edited by a client using Macromedia software. Macromedia has developed several CMS (Content Management System) that make it easy for our clients to edit their site's content, if they want to learn how to use the program. The costs and features of the available CMS programs vary and we will be happy to discuss these options further.
 - However, CCT can create a custom interface for the client that will give them greater control over their site's revisions. This is the option that most of our clients select. Our custom CMS is so easy that if you can create a Microsoft Word™ document, you can update your web site content. [Contact us](#) for a link to our CMS Demonstration Site.
- After you tell us the scope of your project and give us a few more details, CCT will deliver a written proposal and a cost. This will describe our understanding of the project, tell you what we envision for the end result and outline the steps to get there. If we have missed anything or you wish to make additions, we revise the proposal and deliver a new one.
- Once you decide to use CCT for your Web Project, we deliver a contract that will explain our work process and project parameters. The client signs once the contract, it is returned to CCT along with a down payment of half of the agreed contract price. Following that, the account manager will contact you and begin gathering the project materials.
- Once CCT has all of the client's information and project materials, we typically set 30-45 days as the goal for completion of the web site. This, of course, depends on the type and complexity of the site. Sites requiring extensive programming can take several months. If a client needs a custom site faster, CCT offers a Shotgun option for an additional fee.
- CCT clients can rest assured that they will never be hit with any hidden fees. All work is

performed with a contract that outlines the process and cost. No surprises!

- Code for a CCT web site adheres to the W3C for HTML/XML, CSS. Additionally, we code our web sites for optimal viewing on Microsoft IE 6.0 and higher and Netscape 7/Firefox browsers. These browsers represent more than 90% of the browsers in use.
- While few web design companies follow the Web Content Accessibility Guidelines, CCT strives to adhere to the web standards for visitors that have visual challenges.
- While we recommend that our clients host their web site with CCT, they are not required to do so. Since we have a level of standardization on our servers, hosting with us makes the development process easier and more than 75% of our clients do host with us. However, some clients choose to keep their current hosting company. We can work with any scenario.
- CCT takes care of the domain name registration for our clients. Once the project is complete and final payment is made, we transfer ownership of the domain to the client.
- CCT recommends their clients develop a web site marketing budget. In order to drive business to your web site, in the beginning, you will need to advertise your new business tool to others. Announcements in local news papers, fliers, post card mailers and things like these are important to the overall success of the project. We can help you with ideas for this step in the process.
- CCT cannot guarantee a high ranking in Internet search engines. In fact, beware of any company that does give you this type of guarantee, as this is usually a scam. At the end of the project after final payment is received, CCT will create META tags for your web site and manually submit it to the top Internet search engines. Since we follow professional web design practices, most of our completed web sites have a high search engine ranking by default. Inquire of your account manager about other search engine strategies.
- Feel free to ask us for a list of clients that you can call for reference. Also, make sure to visit our [online portfolio](#).



910.358.7498

POB 395 Swansboro, NC 28584

www.crystalcoasttech.com/

info@crystalcoasttech.com

©2006 Crystal Coast Technologies, Inc.

Document may be reprinted and retransmitted intact only and with no changes to content.