

# Word-Ware

## Web Development & Consultation Services

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## Word-Ware Profile

Word-Ware provides customized web development and consulting services. Since 1996 we have helped clients from concept to creation for a wide range of Internet and communication projects.

Word-Ware's forte is cutting through the maze of "webspeak" and creating flexible solutions for a changing Internet environment within your budget. Whether it's a simple form or a complex database, Word-Ware helps our clients communicate effectively online. We understand that a useful web site is more than just smoke and mirrors. Even in this age of electronic communications, words are uniquely important if you want to communicate with your audience. Creating a web site for the mind and the eye is what Word-Ware is all about.

We understand that getting a good website live is not the end it is the beginning. We support our clients guiding them to best practices for SEO and advise them on good ways to leverage their website into an effective tool. Of course not everyone wants to do everything themselves so we do offer various options to supplement the client's marketing plans.



While we often work on the full design process from idea to active web site, we are happy to consider any project. Word-Ware can build a project for delivery to your own IT department or install it on an independent web host. We can develop an entire database-driven web structure or create a single online form.

## Service & Support

### Planning & Consulting

Planning and consulting services are the foundation for Word-Ware's success in Internet Development. We work with clients to determine their communication goals and then determine the best method and tools to use to achieve those goals within their budget. We will work with your web team to provide sound guidance for your project.

### Project Development

We have a proven record of project development with emphasis on communication. Our wide range of projects offers a greater wealth of experience than companies that specialize in one industry. We work with government agencies, non-profit organizations, and commercial companies. Our design and development team is experienced in bringing projects in on time and on budget.

**Web Design With The  
Emphasis  
On Communication**

### Web Site Maintenance

We maintain many web sites for clients, as well as create systems by which clients can maintain their own sites through interactive web interfaces. Creating content management database structures for edutainment and intranet use have given us a unique understanding of how information is used and accessed. However, not all content management solutions call for a database-driven information system. Sometimes less is more. A simple web site can be cost-effectively maintained without complicated dynamic publishing systems if updates are grouped so that the Webmaster can organize maintenance time effectively.

### Content Creation & Guidance

Word-Ware came to the web through training, communication and writing. Communication is first and foremost our goal and our web team includes acknowledged professionals in the field of public relations and content creation.

### Project Budgets

While we have a per-hour rate for the various skills we offer, we prefer to provide a bid for a detailed work specification. The hourly rate may not give you a good indication of what can be done, so we have included some projects and the approximate development costs.

Examples of Price Range For Web Development

<http://www.chocolate9.com/> (Simple WordPress with original theme)

\$150.00

<http://hawaiianislandmassage.com/> (Less-simple WordPress)

\$300.00

<http://www.patriciacanrightsmith.com/barby-portraits/> (Design & Training WordPress)

\$600.00

<http://www.thebrooker.com/> (Special theme to work with partner produced videos)

\$1000.00

<http://www.word-ware.com/not-yet-foundation/> (Special Art Design)

<http://www.bridgeelectricinc.com/> (Content writing and marketing assistance)

\$1500.00

<http://www.historylink.org/> (Unique Database Content Management System)

\$20,000 +

These projects are merely a budget guide. Each project is unique and the actual project budget will reflect the need to achieve specific client goals as determined through consultation and planning.

We charge for the creation of specifications suitable to be used for an RFP (Request for Proposal) at a minimum of two hours consultation time.

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