

# FARMERS ALLIANCE NETWORK

Supporting Central Indiana Rural Families in New Income Opportunities

## FAN Website for Small Businesses

**Do you have a website for your business? If not, would you like one but don't know how to get started? Or concerned about the cost?** Well, FAN has a solution for you.

### **What are the benefits of a website for small businesses?**

- Builds credibility and visibility for your business
- Provides your prospects with accurate information about your products, location (map/directions), and services
- Allows for 24/7 access to your company's "online brochure"
- Expands your audience – instantly becoming available all around the world
- Provides synergy with all of your other marketing communications
- Delivers cost efficient marketing

### **What does FAN offer to small businesses (clients)?** There are two products offered.

- The first product offered is a one-page website. The domain of this website will be the property of the individual client, with the actual page being hosted on the FAN Website. The content of this site includes the location of the small business, day/time/hours of operation, contact information, business description, and picture(s). This product will cost \$375, which includes initial development and two updates made in the initial 12 months. Beginning in year two, annual maintenance will be \$100 which includes up to two updates.
- The second product offered is a full website. The domain and location of this website will be the property of the individual client. This will be a 3-4 page website, which typically includes a page for Home, About Us, Events, Services, and/or Contact Us. The development of this full website will cost \$875. The client can secure hosting and maintenance service independently, or FAN will provide hosting and maintenance for \$500 per year with up to four updates per year.

The development of the one-page website will take approximately 2-4 weeks, while the development of the full website will take approximately 2-6 weeks. The timing is dependent on the availability of the client and staff.

After a one-page agreement is signed and payment is made, FAN's **simple five step process** is as follows:

- 1) First, a consultation with the FAN Marketing Professional and Webmaster, in which a short questionnaire is completed to help us understand your business.
- 2) Next, FAN will design and develop your website, whether it is the one-page or full website.
- 3) Third, FAN will make one set of revisions based on client feedback.
- 4) Then, FAN will launch your website.
- 5) Finally, FAN will service the one-page website. The client of the full website determines their service provider.

**Special Note:** There will be a \$100 discount on the website if you have already benefited from the FAN Branding Package.

Call **(317) 290-3250** to discuss this website opportunity. We will accept a credit card (Visa or Mastercard) or check.