



Web Site
Development



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Q u a n t a T e c h

Introduction

Establishing a web presence is one of the most important decisions that you will ever make for the future of your business. Quanta Tech can help you make the process smoother by providing you with high quality Web site design at very affordable rates. We realize that every business and organization is unique. Our specialty is creating interactive, interesting Web sites that capture your company's image and attract repeat users. Our professional designers will work closely with you, from start to finish, to develop a clear strategy of Web site design and marketing that best meets your needs.

The possibilities are limitless! Our highly experienced consultants and graphic designers use the latest programming and dynamic coding techniques to transform virtually any concept into successful reality. In today's competitive marketplace, we make sure your business keeps pace with changing trends and new technology.

Quanta Tech consultants can provide your company with

Quanta Tech consultants bring energy, diverse experience, and strong technical expertise to develop your business solutions. Choose us not just because of our technical expertise but also because of our combination of practical experience and a design team that is ready to create a unique, useful, and attractive Web site for your organization. Some of our greatest strengths follow:

Creativity

Creativity is central to who we are and what we do. We are constantly building and shaping a new kind of organization where creativity is a shared value. At Quanta Tech, we don't just allow room for creativity or just promote creativity. We shape ourselves around it. By living on creativity's cutting-edge, our employees are rewarded with interesting work and our customers get the best results.

Quality

Quality is our number one commitment. Since our projects are crucial to the success of our customers and partners, everything we do for them (and ourselves) must live up to the highest standards of quality.

Learning

The unprecedented power of the Internet in business and our everyday lives demands that we anticipate and embrace the future, or risk being left behind. Quanta Tech consultants are constantly updating their credentials so they can merge, solving the challenges of business today with harnessing the opportunities of tomorrow. We invite you to experience it.

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Web Site Creation

We specialize in the creation of Web sites specifically tailored to small and mid-sized businesses. A unique approach to each of the companies we work with ensures the generation of cost-effective results to all of our customers. Lead generation is one of the primary strengths of the Internet from a business standpoint.

There are many reasons to publish your product or information on the Internet but the most important reason is that it is cost effective. A Web site is a cost-effective tool that is redefining the way you can conduct business in today's market. It allows your business to communicate, promote and sell directly to a base of customers that are already searching for your products and services.

We've taken the confusion out of the World Wide Web by creating simple, strategic solutions to ensure that our customers have the tools and knowledge to promote their products and services, and keep their Web sites updated. Working together with our customers, we strive to meet the

Key Benefits

- Advertise goods and services
- Collect consumer feedback
- Promote corporate image
- Disseminate information
- Increase sales

customer's goal of achieving maximum advertising exposure within realistic budgets suited to their specific needs.

E-Commerce is driving today's economy, dramatically changing the way you interact with markets, competitors, customers, employees, and suppliers. At each stage of the value chain, there is an opportunity for your business to interact with them, giving you the opportunity to provide them with an unparalleled experience with your service or product.

Organizations that recognize and embrace e-commerce will succeed because they can react more quickly to market needs, they are more efficient, and their customers actually enjoy doing business with them. e-commerce creates new business models, new ways to share knowledge and experience, more efficient ways to transact business, and a direct way of communicating with your customers.

Quanta Tech consultants design quality Web sites that are attractive, well-organized, easy to navigate, and tested to

ensure that they perform as expected. Each of these criteria is essential to a good Web site, because the most stunning graphics in the world quickly lose their appeal when users cannot find the information they seek.

Our work is customized to the individual needs of our clients. We simply do not believe that a "prepackaged" Web site will enable you to achieve the objectives you have set forth for your venture into this new medium. There are countless firms that can build you a site. What sets us apart is that we listen and we stand by you.

Not only do we produce Web sites that utilize the latest advances in technology, we also provide valuable marketing resources that generate results. The ability to market your site throughout the Web, provide useful statistical and demographic data, and promote it to further enhance your company's advertising program will produce direct benefits.

Consulting

If you are unsure how to present yourself or your company on your Web site, Quanta Tech can suggest how best to do so, calling on its experience in organizing and publishing information on the web. Consultation services can include setting up a prototype web site for you and your company to review. Quanta Tech can also work with your Internet Service Provider or Web Presence Provider to post your Web site on the Internet.

Our consulting services include electronic commerce systems, database integration, payment and distribution systems, intranets and extranets, and Web-based marketing and advertising. If your project needs the personalized technical attention that we provide, please let us know.

Our consulting services are invaluable to an organization prior to, during, and after the creation of any computerized solution involving the Internet. We're able to answer mission-critical questions about Internet technology for

Internet, and provide solid advice on where to invest to maximize future utility.

Web Design Process

Quanta Tech is committed to designing Web sites with a clearly organized information hierarchy tailored to your needs. Like advertising, multimedia, and print media, Internet design requires focus on information flow and response facilitation. We enable the give and take.

Quanta Tech provides strategic, creative, and technology solutions that sizzle. We partner with our customers to plan, design and build products and services that shape the way the world perceives and interacts with your company.

There are many diverse elements that go into the creation of an effective World Wide Web presence. These elements will differ from organization to organization, from page to page, and even within the site itself. When you contact us, we'll go over many of the features which are available to you in the construction of your site, including:

Planning

How can we properly prepare ourselves for the unexpected? Unlike traditional advertising, the Internet contains so many variables that one must assess each situation to prioritize tactics that will create the most beneficial use of the medium.

Clarification

Understanding your business and your product is the critical first step. Quanta Tech will work with you to clearly understand your immediate needs and long-term goals, the competitive landscape, and your operating and technical environments. We agree on your business objectives and create a strategic plan of action. We define how the success of the project will be assessed. We also establish project scope, budget, and a detailed work plan. If you're not sure what content to put on your site, our experienced copy writing team can develop a web marketing direction for your company.

If your site is not giving you the results you had hoped for, it may be because of its structure. We'll check out its HTML

Web Design Process (cont.)

coding, layout, download time, graphics, and attractiveness to search engines, then we will prepare a detailed written evaluation for you or your company. You select how many of the pages on your Web site you want professionally evaluated - you can then make the changes to the site yourself, or have someone else do it for you.

Architecture

To build a successful Web site you need a strong site plan. We have the ability to put together a structural site map layout listing all the elements that are needed before beginning work on the site itself; which will be based on the information the customer provides.

Exploring a Web site should be a rewarding experience, not a frustrating one. Intelligent organization supports ease of navigation, but it also helps to have the right buttons in the right places. Users should be given a good idea of how to get from one point to another, with dead-ends and unnecessary backtracking minimized.

The attention span of people who use the web has been carefully studied, and it is clear they do not want an abundance of unnecessary text. The information provided must be presented concisely, with proper grammar and spelling, and must be intuitively located so it can be promptly retrieved. Should your Web site require presentation of extensive text documents, we recommend using our Acrobat PDF file service, whereby your visitors can easily print the files as they were originally formatted.

What will the solution be? Who will use it and how? What will it do? How will it work? What will it look like? Once we agree on project objectives, we define the functional, technical, and creative requirements. We document them and work with you to refine them. We also build a demo or prototype to test our concept.

Graphics

You can include photographs, logos, backgrounds, special fonts, drawings, etc. to make your site more visually appealing to your visitors. In adding graphics to a web page, it is important that those images load quickly without noticeable deterioration in quality. As artists with design and layout experience, we use sophisticated graphic software such as Photoshop and Fireworks to keep all your web images sharp, colorful, and quick loading.

Domain Name Registration

One of the first things a business or organization needs to consider is whether or not it wants its own domain name (i.e. <http://www.yourname.com/>). It is generally a good idea to secure a name when you go online; as it allows you the flexibility to switch ISP's at will and yet keep your same address. Having your own domain name does require being hosted at your own Internet Service Provider (ISP). If you prefer, we can make all arrangements for you with the registration process and in setting up an ISP account.

PDF File Conversion

PDF files allow for scan or HTML conversion of your existing print materials (i.e. forms or newsletters) so they can be uploaded and viewed on the Web by the Acrobat Reader software. The original graphics and page layout are retained, and can be printed by any printer. PDF files are slower to load and difficult to read online, but are beneficial if you have detailed text content you would like your customer to be able to print.

Design

What makes a good Web site is a combination of art and functionality. Our expertise in design, application and information architecture will help you craft a site that is attractive, efficient and easy-to-use. An easy-to-use web site takes into account both the nature of the material to be presented and the nature of your audience, making sure that vital information is only a few clicks away. Even a one-page web site benefits from intelligent organization and presentation of material—for a complex multi-page Web site, good organization is absolutely essential.

Web Design Process (cont.)

A strong graphic design that is consistent throughout a Web site gives a sense of coherence as well as aesthetic pleasure. Quanta Tech tailors the graphic design of your site to your specifications and tastes.

At Quanta Tech, we utilize our computer graphics skills and artistic creativity to create dynamic and effective Web sites for our clients. Our staff can handle all aspects of your web presence, including logo and page design, photography, illustration, coding, search engine registration and marketing.

Our Web site developers are not only extremely talented graphic artists, but also seasoned desktop publishers with several years of experience bringing information to the Web. They have the design vision to make your Web site distinct in a sea of generic sites. Our design team has years of diversified design experience in web design, graphic design, multimedia, illustration and other disciplines.

Quanta Tech can develop your company's Web site to be fast, effective, and creative. We will design a site that will reflect your company's current image, or we can create an image for you.

The designers at Quanta Tech believe that every Web page should be a functional work of art. We not only create Web sites that are easy to navigate and understand, we also do it with style.

Over the past few years, it is evident that almost anyone can build a Web site. But it has also been clear that not everyone is an artist. Let our team of designers help you solve your creative problems and help your business jump onto the Web with cutting-edge graphics that display an original and unique style.

Backend Programming

We have deployed a wide variety of applications, from e-commerce (hard goods, "soft" goods, and services) systems, to lead qualification and inventory control systems and other custom applications designed to provide flexible and dramatically new functionality as well as leveraging your existing technology and legacy systems. Whether it's for an intranet, extranet or Internet we can plan strategies and offer solutions that will keep your business growing. We can develop in the full range of languages and technologies listed on this page.

Our Web site solutions are built using the most technically advanced methods for each individual application. We can provide interactive web programming, including dynamic HTML, database connectivity, systems integration, Active X component and control creation, and application development.

While Web sites appear as documents, they are best

treating them this way since the inception of the Web, and are one of the most qualified companies to provide web-based software development.

- Active Server Pages
- Perl
- Visual Basic Script
- Java
- JavaScript
- C + +
- CGI
- HTML
- DHTML
- XML
- Microsoft Access
- MS -SQL Server
- Internet Information Server
- NT Server
- Windows 95 & 98

Web Design Process (cont.)

Database Integration

If your organization has a preexisting database you would like to have updated through the Web, or displayed on the Web with security intact, we can do this for you using ODBC, SQL, ORACLE, AS/400, DB2, Microsoft Access, or just about any other package or standard you might be using. We can also create completely new web databases for tracking information for your Web site or your organization. Quanta Tech can integrate your current database into your Web site, or develop and populate the database from scratch. Additionally, we can create a web interface to your database, to allow you to update the content, which will automatically generate corresponding pages.

Application Development

Quanta Tech can create stand-alone or grouped web applications on the basis of any functional specification. These include mouse rollovers, slide shows, visitor counters, ad banners, interactive surveys, pop-up menus, typing marques, and much, much more.

We use a combination of formal and informal means to design custom software solutions for our customers. Quanta Tech consultants start by interviewing your personnel related to the solution being considered, and determining what they need or want in the software. This is the needs assessment. A functional specification for the software is created after that — it is the general design of the program's data structures and functions. A function point analysis of this specification determines a number for the "complexity" of the software, which allows us to provide an estimate on the length of time and amount of money required for the project.

Sound

Recent advancements in compression technology and more efficient use of bandwidth is making digital audio much more prevalent on the Web. For example, you now have the option to verbally describe your products or services, play background music, add sound effects, etc. If you are a musician, sound clips from your CD or audiotape source can be included on your Web site to be played in real time.

Animation

Because simple animations download reasonably quickly, they have been incorporated into Web sites over the past years to make a site more visually appealing and fun to visit. Beyond being informative, it is very useful for a site to be "entertaining."

Content Management Tools

Dynamic content manipulated through a secure browser interface provides customers with the capability to change site content in real time. This tool is used for calendars, press releases, job postings and other specific functions.

Implementation

Quanta Tech will now build the final product. If required, we integrate the solution with your existing systems. We test to ensure the quality of the delivery and make sure you understand how to manage and maintain it.

Enhancement

For a period after launch, we'll monitor and analyze how the solution performs against the success criteria we defined in the initial phase of defining your company goals. We also complete documentation for the project and present our thoughts on how to approach the next generation of the solution. We can also design and execute a marketing and promotion plan, conduct training sessions, or help staff your organization to support the new solution.

Don't make the mistake of putting up a Web site and then forgetting about it. For a Web site to be truly successful, it MUST be kept current and fresh looking. That means updating with state of the art visuals and current text content.

One of the many services we provide our clients is Web site maintenance and revisions on "as needed" basis - by outsourcing this work to us, you and your staff are free to focus on your own professional activities without the need for you to learn to code or buy programming software. You will also be guaranteed dependable, top quality work.

Web Design Process (cont.)

Making it Work

Engaging in a successful web campaign involves more than just putting up a site and hoping for people to find you. There is a certain amount of marketing that is required to make a site a success. We at Quanta Tech know how to make a Web site successful. It begins with the actual code of the site. Are the right keywords used in the code so that someone searching a directory for a site such as yours would be able to find you? Is the text of the site written in such a way that the search engine robots are more likely to properly list your site? We know how to build a site so that these factors are considered. In addition, we can help you publicize your site by submitting it to search engines, indexes, reviewers, and by publishing announcements on Web sites or e-mail lists devoted to your field.

For your Web site to become an integral component of your marketing strategy, all of your printed and other marketing material must carry your Web site location. We will ensure that all major search engines will find your site using key words supplied by you.

Quanta Tech can also help you engage in a more advanced marketing campaign, including the use of banner ads, mass e-mailings, or newsgroups. We can create a newsletter for your customers and prospects that can be accessed through your Web site or by e-mail.

A common mistake is to assume that the web will automatically generate its own business. Your Web site is still just a component of your overall marketing and sales strategy.

What will help your Web site work is the absence of slow, self-serving images and animations. One site we visited recently took over two minutes just to load an animation of the business name. We spent over 5 minutes looking for product information (and didn't find any). Most web users won't hang around just to praise the artistic talents of a web designer. Easy to follow navigation, and logical placement of information will make your Web site work. Easy to read text and solid information will make your site work. Never forget why someone comes to your Web site...it's to get timely

and accurate information to enable them to make a sound and immediate buying decision.

The most important focus of any campaign is targeting your audience with the right vehicle and message. From media buying to creative execution, we provide our customers with multiple avenues for increasing their services or product awareness and driving traffic to their site.

Maintenance

Quanta Tech offers maintenance services that keep your site up-to-date on a weekly or monthly basis. This maintenance includes adding or revising information published on your site and checking to see that links to other sites are still valid. Quanta Tech can also review your site and correct errors created by other web designers, a step that ensures easier maintenance in the future.

Training

Many companies, organizations, civic groups and governmental agencies are finding it extremely useful to have on-site training in which their staff is instructed about the use of the WWW, and how to create and maintain a Web site. Our flexible, thorough presentations can be tailored to meet your specific needs.

E-Commerce

Whether you sell hard goods or digital documents we can customize a transaction system that meets all your needs.

You can maintain your online inventory using your web browser to track your order and keep your customers updated via email. Quanta Tech creates an experience that produces satisfied customers.

Quanta Tech makes electronic commerce (e-commerce) much more than just another buzzword. Whether you have an existing database you need to bring to the Web, or are interested in starting slowly, we can make it all come together in a professional way.

E-Business is overwhelmingly the fastest growing part of the Internet. There are a number of ways a business can incorporate e-commerce into a site: for example, there are a variety of software programs available which make it easy for a customer to gather products into a "shopping cart", then type their credit card number into a form so it can be securely transmitted to you (using encryption

order fulfillment; or, you can simply provide all your contact information online so the customer can contact you by e-mail, phone or in person.

Quanta Tech can build a customized e-commerce system to fit your company's needs. Regardless of the size of your product offering, we can design the right solution using the latest technology shopping cart system.

The Future is E-Commerce

No other aspect of e-business has garnered more attention than e-commerce. It's a known fact that business on the Internet is booming. Internet commerce is expected to grow from \$8 billion in 1998 to almost \$130 billion by the end of the year 2004. Online marketing, customer service and all general processes are expected to grow as well. E-Commerce is the perfect environment for small and mid size companies because they can target customers and cut costs with much more precision than in the conventional world. But that's just the beginning.

According to Business Week, "e-commerce between businesses is five times as much as consumer e-commerce, or about \$43 billion in 1999. And by 2003, Forrester Research predicts that e-commerce between businesses will balloon to \$1.3 trillion. That's 10 times consumer e-commerce, constituting 9% of all US business trade, and more than the gross domestic product of Britain or Italy."

E-Commerce is about much more than simply opening up a new, online sales channel. It's about using technology to streamline your business model, creating savings and increasing efficiency. It's about lowering costs and establishing closer, more responsive relationships with your customers, suppliers and partners.

In the long run, while building customer loyalty, companies can reduce costs by improving order processing efficiency, maintaining fill rates while reducing inventory and warehousing expenses, and lowering the actual dollar costs of sales transactions. It means higher margins: the cost of

processing a conventional airline ticket is \$8. The cost of processing an e-ticket is \$1.

Web Site Development Pricing

Quanta Tech delivers an excellent product at a reasonable price. Because there is so much variation between Web sites, Quanta Tech prefers to review your needs and present a quote based on the size and complexity of your Web site, as well as the features you desire in your site. Our goal is to provide unbeatable quality service at reasonable rates and guaranteed customer satisfaction.

We custom design pages to fit practically any need. By using our no-hassle pricing guide and no-risk guarantee, you can feel confident that your custom designs will be exactly what you want! Web site design involves more than just putting together information and graphics. The sites are developed from the ground up holding true to established principles such as page layout, color coordination, and consistent presentation. The pricing therefore is based on the goals and objectives of the customer, including all technical requirements and custom applications needed to develop the Web site.

Quanta Tech will develop an informative proposal that provides, in detail, our understanding of your needs and our suggestions for your Web site design. We build professional quality Web sites at fees lower than those charged by large advertising firms or larger Web design firms. Our promise to you is that we will deliver the maximum Web impact for your dollar.

Our Web design rates start at \$175. Many sites can be constructed for \$1,000 or less. Obviously, the larger or more complex the site, the higher the fee will be. We prefer not to charge by the hour, except for certain special projects, in which case our rates vary from \$25 to \$75 per hour depending on the activity. We give a fixed fee estimate for the construction of the entire site. If it takes us longer than anticipated to complete the site, we absorb the additional time.

Packages

For most businesses, we find the cost of a multi-page Web site averages between \$1500 and \$2000.

Our pricing structure provides the flexibility for you to have a considerably more complex site.

Package 1: Includes up to 10 Web pages and 5 scans.

Package 2: Includes up to 20 Web pages and 8 scans.

Current Hourly Price List

Description	Personal	Business
Domain Name Registration	\$15 setup fee. Your domain name will be registered and an ISP account created. \$70 registration fee for your Custom domain name, paid to InterNIC (Network Solutions), which maintains the global domain registry.	\$45 setup fee. Your domain name will be registered and an ISP account created. \$70 registration fee for your Custom domain name, paid to InterNIC (Network Solutions), which maintains the global domain registry.
Site Creation and Design	\$75 / page. All pages will be uploaded to the host of your choice and delivered on a CD when the site is completed.	\$100 / page. All pages will be uploaded to the host of your choice and delivered on a CD when the site is completed.

Current Hourly Price List (cont.)

Description	Personal	Business
E-Commerce	We can set up a shopping cart on your Web site. You have several e-commerce options, which vary considerably in price. The best one for you will depend on your requirements and budget.	We can set up a shopping cart on your Web site. You have several e-commerce options, which vary considerably in price. The best one for you will depend on your requirements and budget.
Interactive Form / Guest Book	\$50 / form. Depending on the complexity of the form / guest books.	\$75 / form. Depending on the complexity of the form / guest books.
Programming	Prices vary according to what you need or want. \$50 / hour includes cgi-bin/java programs.	Prices vary according to what you need or want. \$75 / hour includes cgi-bin/java programs.
Graphics	\$25 / hour for most graphic work.	\$50 / hour for most graphic work.

Current Hourly Price List (cont.)

Description	Personal	Business
Scanning	\$1 for the first image and \$.50 for each additional image submitted for scanning at the same time. The image will be emailed to client. Shipping will be \$2 per disk/CD.	\$3 for the first image and \$1.50 for each additional image submitted for scanning at the same time. The image will be emailed to client. Shipping will be \$5 per disk/CD.
Video	\$40 / hour. We can create AVI, MPEG, or RealMedia files for your site.	\$60 / hour. We can create AVI, MPEG, or RealMedia files for your site.
Animated GIFs	\$30 / hour. We can animate drawings, word art, selections from still pictures and more.	\$40 / hour. We can animate drawings, word art, selections from still pictures and more.
Navigation Bar	\$25 / hour	\$25 / hour
Banners	\$10 per static exchange banner.	\$10 per static exchange banner.

Current Hourly Price List (cont.)

Description	Personal	Business
Java Script/Applets	\$40 / hour. Enhance your site with scrolling text, background music and more.	\$60 / hour. Enhance your site with scrolling text, background music and more.
Backgrounds	\$10 per background	\$10 per background
On-Site Consultation	\$40 / hour plus expenses	\$60 / hour plus expenses
Maintenance, Updates & Revisions	Web site maintenance, as needed: \$40 / hour, minimum of one-quarter hr. billing time.	Web site maintenance, as needed: \$60 / hour, minimum of one-quarter hr. billing time.
Site Evaluation	\$25 / page, 3 pages minimum. Detailed analysis of your site, with written report. The analysis includes HTML coding, layout, download time, graphics, and the layout in relation to search engines.	\$35 / page, 3 pages minimum. Detailed analysis of your site, with written report. The analysis includes HTML coding, layout, download time, graphics, and the layout in relation to search engines.

- All prices are in US dollars.
- A web page must fit on an 8.5 x 11 inch sheet of paper when printed. Although longer web pages are permitted, we do not recommend it. In either case, each additional sheet of paper will be charged as another web page regardless of whether it's a full page or not.
- Quanta Tech cannot use copyrighted materials without written permission of the copyright owner.
- E-Commerce enabled sites require a server, a merchant account, and a shopping cart.

- Payment Terms:
 - 1) 50% of total in advance
 - 2) Balance due upon completion
 - 3) For projects taking more than two weeks to complete, the remaining 50% shall be paid on a regular two-week schedule as follows: Customer shall pay Quanta Tech one-half of the remaining balance two weeks from the date on which Quanta Tech commenced the performance of services; Customer shall pay Quanta Tech one-half of the then remaining balance four weeks from the date on which Quanta Tech commenced the performance of services; Customer shall pay Quanta Tech one-half of the then remaining balance six weeks from the date on which Quanta Tech commenced the performance of services; Customer shall pay the entire remaining balance eight weeks from the date on which Quanta Tech commenced performance of services.

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Notes



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