



# Stellar Web Solutions: Customer Handbook

Welcome to Stellar Web Solutions! We're thrilled to partner with you on your web design journey. This handbook provides essential information about our services, pricing, timelines, and support options.

## 1. Available Services

At Stellar Web Solutions, we offer a wide range of web design and development services to meet your unique needs:

### a) Website Design

- Custom website design
- Responsive design for mobile devices
- Landing page design
- E-commerce website design

### b) Website Development

- Front-end development (HTML, CSS, JavaScript)
- Back-end development (PHP, Python, Ruby)
- Content Management System (CMS) integration
- E-commerce functionality

### c) Website Maintenance

- Regular updates and security patches
- Content updates
- Performance optimization

### d) Search Engine Optimization (SEO)

- On-page SEO
- Technical SEO

- Local SEO

#### e) Graphic Design

- Logo design
- Banner and ad design
- Social media graphics

#### f) Consulting Services

- Web strategy consulting
- User experience (UX) consulting
- Accessibility consulting

## 2. Pricing

Our pricing is transparent and tailored to the scope of each project. Here are our standard rates for various services:

#### a) Website Design and Development

- Basic 5-page website: \$2,500
- Standard 10-page website: \$5,000
- E-commerce website (up to 50 products): \$7,500
- Custom web application: Starting at \$10,000

#### b) Individual Services

- Logo design: \$500
- Landing page design and development: \$1,200
- SEO package (initial optimization): \$1,500
- Monthly website maintenance: \$250/month

#### c) Hourly Rates

- Web design: \$100/hour
- Web development: \$120/hour
- SEO services: \$90/hour
- Consulting services: \$150/hour

#### d) Add-ons

- Content creation: \$0.20 per word
- Stock photo licensing: \$50 per image
- Custom illustration: \$200 per illustration

Please note that these prices are starting points. The final cost may vary based on the specific requirements of your project. We'll provide a detailed quote after our initial consultation.

## 3. Project Timelines

We strive to deliver high-quality results within reasonable timeframes. Here are estimated timelines for common projects:

#### a) Website Design and Development

- Basic 5-page website: 3-4 weeks
- Standard 10-page website: 5-6 weeks
- E-commerce website: 8-10 weeks
- Custom web application: 12-16 weeks (varies greatly based on complexity)

#### b) Individual Services

- Logo design: 1-2 weeks
- Landing page design and development: 1-2 weeks
- SEO package (initial optimization): 2-3 weeks
- Monthly website maintenance: Ongoing, with updates typically completed within 48 hours of request

#### c) Project Phases

1. Discovery and Planning: 1-2 weeks
2. Design: 2-3 weeks
3. Development: 2-4 weeks (varies based on project complexity)
4. Testing and Revisions: 1-2 weeks
5. Launch and Follow-up: 1 week

Please note that these timelines are estimates and may vary depending on project complexity, client feedback turnaround, and current workload. We'll provide a more accurate timeline during our project kickoff meeting.

## 4. Getting Help and Support

We're committed to providing excellent customer support throughout your project and beyond. Here's how you can reach us:

### a) During Active Projects

- Dedicated project manager available via email and phone during business hours (9 AM - 5 PM EST, Monday-Friday)
- Weekly progress meetings (video conference or in-person)
- 24/7 emergency support for critical issues (provided to all clients during the development phase)

### b) Post-Launch Support

- Email support: [support@stellarwebsolutions.com](mailto:support@stellarwebsolutions.com) (responses within 24 hours)
- Phone support: +1 (555) 123-4567 (available 9 AM - 5 PM EST, Monday-Friday)
- Emergency support hotline: +1 (555) 987-6543 (24/7 for critical issues, \$150/hour after business hours)

### c) Self-Help Resources

- Knowledge base: [access.stellarwebsolutions.com/kb](https://access.stellarwebsolutions.com/kb)
- Video tutorials: [youtube.com/stellarwebsolutions](https://youtube.com/stellarwebsolutions)
- Monthly webinars on web design trends and best practices

### d) Maintenance Plan Clients

- Priority email and phone support
- Quarterly strategy sessions
- Free attendance to our annual Web Summit event

To get help:

1. For non-urgent matters, email [support@stellarwebsolutions.com](mailto:support@stellarwebsolutions.com) or use our client

portal.

2. For time-sensitive issues during business hours, call +1 (555) 123-4567.
3. For after-hours emergencies, call our emergency hotline at +1 (555) 987-6543.

We're here to ensure your web presence is always stellar. Don't hesitate to reach out if you need assistance or have any questions about our services.

Thank you for choosing Stellar Web Solutions as your web design partner. We look forward to bringing your digital vision to life!