

Value Comparison (\$)

Mill Creek Networks Compared to Typical Web Site Providers

	Create New Web Site	Hosting	Routine Updates	Search Engine Optimization	First Year Cost of Ownership	Cost of Ownership First 3 Years
Independent Web Master ¹	1,500 - 3,500	5 – 60 per month	Charged by the hour; or 100 – 250 per month on retainer	Charged as a separate service. Rates vary substantially	2,000 – 4,000	3,000 – 5,500
Internet Consulting or Marketing Company ²	2,500 - 6,000	30 – 100 per month	Charged by the hour; or 100 – 250 per month on retainer	Charged as a separate service. Rates vary substantially	3,500 – 7,000	5,500 – 9,000
Mill Creek Networks ³	Included in monthly fee	Included in monthly fee	Included in monthly fee. Self-service maintenance tools included	Included in monthly fee	300 – 1,500	900 – 4,500

1. Independent Web Master – values based on rate of \$60.00 **per hour**.

2. Consulting or Marketing Company – values based on a rate of \$85.00 **per hour**.

3. Mill Creek Networks – values based on fee range of \$30.00 - \$150.00 **per month** pre-paid for a year (2 months free).

Costs of Owning a Web Site

These are the costs incurred for owning practically any Small Business Web site, regardless of provider.

Initial Costs

- Initial web site creation
- Custom graphics
- Major site enhancements (entirely new capabilities added)
- Search engine optimization (“SEO” - initial optimizations)
- E-mail setup

Recurring Costs

- Hosting (making the site available on the Internet)
- Bandwidth usage (costs incurred for sending Web site pages, pictures, and other data to the Internet)
- Routine content updates (new pictures, text, updated prices, new “specials” advertised, etc)
- Technical support
- Ongoing search engine optimization refinements (based on actual site traffic)
- E-mail service

The following pages compare and contrast the ways you can go about securing these services through the Mill Creek Networks offering; through an independent Web master; or through a Web site consulting or marketing company.

The Mill Creek Networks Option

HOW IT WORKS

- We work with you to identify your Web site needs, including functionality and appearance.
- We build your new Web site, working closely with you to ensure it meets your needs.
- Go live! Your new Web site is made available on the Internet; hosted in a Microsoft Certified data center.
- We provide you with access to self-service maintenance tools you can use to perform most routine updates (no technical expertise required).

FEES

- We work with you to arrive at an acceptable monthly fee which is based on the capabilities and features included in your Web site.
- We require pre-payment for the first year. When pre-paid for a year, you get two months free (16% discount). The annual fee is the monthly fee multiplied by 10.
- To be clear, you are not charged separately for the initial Web site creation, and you are not charged separately for routine updates that we may perform on your request.
- The annual fee is all-inclusive *within reason* – meaning there would be no additional charges unless you requested a major site redesign effort, new graphics work, etc.

HOW COSTS ARE KEPT LOW

Your Web site is backed by a special *content management system* that provides pre-built Web site building blocks that we customize for your purposes. Having most of your Web site pre-built significantly reduces initial costs.

The special software backing your Web site reduces ongoing costs through powerful self-service site update tools. So, whether you update your site using these tools, or we update the site for you, these tools help to keep your costs low because no technical expert must be paid technical expert rates to update your site.

ADVANTAGES

- **Reduced costs:** Our special software reduces both initial and ongoing costs.
- **Predictable costs:** You pay one fee for everything. You are not charged separately for routine updates.
- **Increased convenience:** You can update your Web site whenever you like, with no technical expertise required for most routine updates.

DISADVANTAGES

The features included in your Web site are somewhat limited to the capabilities of the special software backing your Web site. However, if your needs are completely met, then you would not be impacted by such limitations.

The Independent Web Master Option

This is **NOT** how Mill Creek Networks operates.

HOW IT WORKS (common scenario)

- You would find a consultant to create the Web site and otherwise take responsibility for ensuring it is properly hosted on the Internet, etc.
- The consultant would likely sub contract parts of the project (e.g., graphics).
- The consultant would then publish your Web site with some low cost Web site hosting company.
- You would then pay the consultant some monthly fee to provide technical support.
- You would then pay the consultant every time the site needed to be updated; and you would have to wait for the updates to be made on your behalf. There would almost certainly be no ability for you to update the Web site yourself.

FEES

- Initial Web site creation: You would pay a relatively large fee to have the Web site created.
- Ongoing updates: Pay on an as-needed basis (pay per update); or pay a monthly retainer fee.

In general, you would pay more initially to have the Web site created, and then less in subsequent years for hosting and content updates.

HOW COSTS ARE KEPT LOW

- Your Web site may be hosted by a low-quality hosting company using cheap hardware, inadequate email service (poor spam filtering mechanisms), etc.
- The consultant may simply “copy and tweak” a Web site template.

ADVANTAGES

- Personalized service; you are typically supported by a single person and develop a rapport with that person over time.

DISADVANTAGES

- You have to wait for the Web master to update your Web site.
- Updates are inherently discouraged when charged by the hour.

Consulting/Marketing Company Option

This is **NOT** how Mill Creek Networks operates, although we do offer complete service.

HOW IT WORKS

The small business owner identifies the company they believe would meet their needs. The company provides full service for all needs.

FEES

- Initial Web site creation: You would pay a relatively large fee to have the Web site created.
- Ongoing updates: Pay on an as-needed basis (pay per update); or pay a monthly retainer fee.

In general, you would pay more initially to have the Web site created, and then less in subsequent years for hosting and content updates.

HOW COSTS ARE KEPT LOW

Costs aren't kept low. This is a premium service that comes with a premium price tag.

ADVANTAGES

You can get virtually any feature desired as long as you have enough money.

DISADVANTAGES

Higher initial and ongoing costs – prohibitively expensive for most small businesses