

## E|TOUCHED FAQ

**Q. What can I expect when working with E|TOUCHED TECHNOLOGIES?**

**A.** Contrary to popular belief, working with a technology company can be a pleasant experience. We pride ourselves on relating to you, our client, and understanding your goals. We operate our business in a professional manner and find no value in using technical jargon to confuse you.

**Q. What do you mean by “On Time and Under Budget”?**

**A.** We understand how frustrating it is when a vendor doesn't meet timelines, budgets, and deliverables. Every project we negotiate is bound by both a timeline and budget. We will meet these commitments.

**Q. Who owns the domain name?**

**A.** You. If you've not yet registered the domain name, we'll register the name for you. Please see our Hosting page for domain registration pricing.

**Q. If I purchase an original logo design, can our logo be copyrighted?**

**A.** Yes.

**Q. What is the turnaround time for a logo?**

**A.** Turnaround time for logo design only is 3 business days, start to finish. Website design and custom e-commerce site design takes roughly 1-4 weeks depending on the complexity of your design, the schedules of our programmers, and the rate at which we receive feedback and content from you. All projects will have a pre-set completion date.

**Q. This is my first design project. What should I consider?**

**A.** Simple is better. It's best not to get too complex with your design. Understand your market. How do you want your company perceived? Young and energetic? Dependable? Innovative? If you have a design style in mind, let us know and we'll incorporate your idea into the design.

**Q. What can a website do for me?**

**A.** The answer to this question is neither short nor easy. With a little research and thought you can find hundreds of reasons, but there are a few general statements that may help you realize your needs. First a website can reach millions of people that might not otherwise be available. Secondly, customers can view products, services, or whatever you want to share from the comfort of their own homes. No matter what type of business you're in, there are ways to grow and make money by leveraging an online presence.

**Q. Why does it matter how it looks as long as it works?**

**A.** When you receive a visitor to your site, they will instantly perceive the quality of your service or product. The first impression a customer or potential customer gets depends on the appearance of your website. A visitor will be interested and explore your site if it's aesthetically pleasing and easy to navigate. Remember, you are marketing your business to the world via the Internet. It's important to put your best foot forward.

**Q. What does “Website Maintenance” or “Website Updates” mean?**

**A.** Website Maintenance or Website Updates refers to changes made to your website after the initial design & implementation. Keeping a website up-to-date is essential in having repeat visitors to your site. Updating the website with new articles, products, newsletters, press releases, financial figures and links are all examples of website maintenance.

**Q. Do you have a pricelist for website design?**

**A.** Since no two websites are exactly the same, a general pricelist is difficult to advertise. However, a standard 4 page website can be designed and implemented for around \$550. Features such as e-commerce integration, logo design, customer administration, additional pages, graphic design, etc. can be added at a reasonable cost. Everything we build is tailored to meet the needs of your business or organization.

