

WARD DESIGN GROUP



We Build and Maintain Websites.
2022 EDITION





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Message from BRANAN WARD



Welcome to Ward Design Group in beautiful [St. Augustine Beach, Florida](#)! I want to personally thank you for your interest in our company.

I was born and raised here in the beautiful and historic city of St. Augustine. I started Ward Design Group with the hope of helping people, and knowing the people and area as I do, I have been able to do just that.

Starting Ward Design Group has also enabled me to offer great opportunities for my talented, loyal, team members. We work together as a team to solve problems and add value to others.

A highlight for our Ward Design Group team, was being recently awarded the title "Best Web Design Company in St. Augustine!" by online voters. This is a humbling award that we have received the last 2 years running, and having this designation carries much responsibility, and that, we do not take lightly.

There are hundreds of organizations, both local and out of state, whose websites carry our logo, and it is an honor to be associated with them all.

Here in our portfolio, you'll see our team, our products, and the process we use to create a website that will work not only for you and your business, but for the consumer as well. You will also find general pricing for branding your business with creating your logo as well as building and managing your website.

Let's get together and dial in on your needs for your project.

Thank you again for taking the time to review our company portfolio. We look forward to the opportunity to earn your business!

Branan Ward

President, Ward Design Group

OUR TEAM



BRANAN WARD

President

Branan is happily married to his lifelong bride since 1985, and they have 3 grown children and 4 grandchildren. Branan's passion is to add value and help others. He looks forward to the opportunity to hear how he and his team can help you.



AMY LEE

Web Designer

Amy is a graduate of UNF, with a degree in Graphic Design/Advertising. She loves creating websites for our clients. She loves reading, fashion, and NYC. She lives with her husband, two teenaged daughters, and a very cool chihuahua named Nugget.



LYNN McKINNON

Project Manager

Lynn is a Florida native, born in Jacksonville and raised in Hastings. She has more than 30 years in customer service. She enjoys being a part of something greater and is eager to help. She and her husband live in St. Augustine with their children and grandchildren close by.



ERIC MILEY

Web Developer

Eric Miley is a graduate of Florida State College of Jacksonville with a degree in Information Technology focused on web development. Eric started building static HTML websites in 2005 and has since embraced the Wordpress CMS as his labor of love.



JULIE SELLERS

Systems Administrator

Julie loves all things administrative in nature. As our systems administrator, she enjoys being in a support role for staff and clients. She shares the "empty nest" life with husband of more than 28 years, Jamie, and hosts Sunday family dinner each week.

Our Core Purpose

To assist others in achieving their business goals through positive relationships and quality products.

Our Core Values

1

Gratitude is our Attitude.

We communicate our appreciation and thankfulness to others.

2

Loyalty to Self and Team

Giving of yourself promotes strong support to the organization and team.

3

Solution Based Thinking

We are in the business of solving problems – every day. Focusing on the solution creates a positive outlook on whatever the challenge may be.

4

Altruistic Thinking

Helping people out of a genuine concern for their well-being.

5

Levity

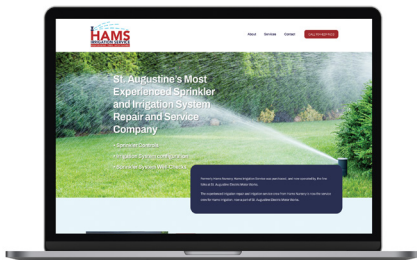
We strive to have fun at work so that we maintain our composure in a crisis and take better care of ourselves, our clients, and our organization.

WEB DESIGN

Our team designs beautiful websites using the most advanced technology available.

All of our sites are built using Google-friendly responsive code ensuring that your site looks great on a desktop as well as mobile devices. All of our sites are maintained and updated regularly.

Our managed hosting platform is one of the most secure platforms in the world. We use the best practices in designing your site as well as hosting it.



Hams Irrigation Service



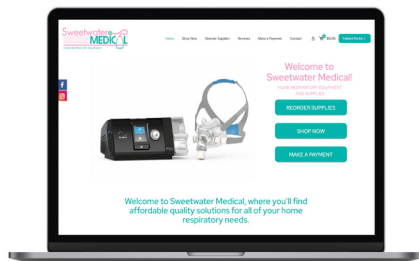
Windward Marina Group



Larry Griggs, P.A.



Sundown Wraps



Sweetwater Medical



St. Johns County Tax Collector



Forgotten Tonic



St. Augustine Marina



Jade Violet Wedding Floral

OPTIONS

Web Design	Start-Up \$1,500	Small Business \$3,900	Enterprise \$5,900+
Discovery Consultation	✓	✓	✓
Number of Pages Included	One	10	25+
Licensed Images	✓	✓	✓
Mobile Friendly	✓	✓	✓
Google Friendly		✓	✓
On-Page SEO		✓	✓
Off-Page SEO Options		✓	✓
Google Analytics		✓	✓
Google Webmaster Tools		✓	✓
Google My Business Page Optimization		✓	✓
Ecommerce Options			✓

LOGO DESIGN

Having a distinctly recognizable logo is important in marketing your business.

Your logo is the first impression that potential customers have of your company. It should represent your business in a clear and concise way to stand alone and pierce through the thousands of brand images that today's consumers are exposed to every minute.

Ward Design Group designs logos and thoughtful branding concepts for a wide variety of businesses and organizations. Whether you are looking for an effective logo for your startup, or you need to reinvent your brand, Ward Design Group has the skills and experience to fulfill your design needs.



OPTIONS

Logo Design	Start-Up \$550	Small Business \$750	Enterprise \$950
Number of Unique Design Concepts*	Two	Three	Three
Number of Revisions*	Four	Six	Eight
Main Logo - Vector*	✓	✓	✓
Alternate Logo - Vector	✓	✓	✓
Sub-Mark Logo - Vector	✓	✓	✓
Business Card Layout		✓	✓
Business Card Printing (500 16pt cards)			✓
Brand Style Guide			✓
Additional Concepts	\$100	\$75	\$50
Additional Revisions	\$100	\$75	\$50
Graphic Design by the Hour	\$150	\$100	\$50

*Concepts - A concept is the main idea or theme chosen to focus on for the logo which includes: main logo, alternate logo, and submark.

*Revisions - A revision can entail a color change, font change, placement adjustment, or image change for a logo concept.

*Vector - With vector artwork, you can easily scale, modify, or resize an image without hurting its quality.



MANAGED HOSTING

U.S.-Based World Class Hosting that's super reliable, safe and fast. 24/7 protection from hacking on all of our accounts. Rest assured that your site is in good hands.

What is Web Hosting?

Web Hosting is a necessity for any website — it is the physical location of your website on the internet, an online storage center that houses the information, images, video, and other content that comprises your website. Web hosting providers maintain the server where your website data resides, and also manages the technology that makes your website connect to the internet.

Not all Web Hosting is the same!

Yes, it is true that some companies can “host” your site for a very low cost, however, storing data is just one part of hosting. Imagine that you just built a brand new beautiful house and now you need to put it on a piece of land. You could put it in a trailer park, with no security, no sidewalks, no lights, just set it and forget it, or you could place your new home in a gated community, with lights, and edged sidewalks, always keeping everything trimmed up and clean, protecting your property around the clock.

With managed hosting, your site is always being updated, backed up, and checked.

OPTIONS

Managed Hosting	Start-Up \$50	Small Business \$150	Enterprise \$250+
Daily Backups	✓	✓	✓
Free SSL* and SSH**	✓	✓	✓
Faster Site Speed with Website Caching	✓	✓	✓
SUCURI***	✓	✓	✓
Critical Updates	Immediate	Immediate	Immediate
Plugin Updates	Annually	Quarterly	Monthly
PHP**** Updates	Annually	Quarterly	Monthly
WP Core***** Updates	Annually	Quarterly	Monthly
Monthly Support	1/4 Hour	1/2 Hour	1 Hour
Support Level / Response Time	Within 48 Hours	Within 24 Hours	Within 8 Hours
Bandwidth Per Month	50 GB	200 GB	500+ GB
Local Storage	Up to 2 GB	10 GB	100+ GB
Visits Per Month	25,000	75,000	500,000+
Site Consultation / Reviews	Annually	Quarterly	Monthly
Google Analytic Reports on Request		✓	✓
CDN* Speed Enhancement		✓	✓

* SSL, "Secure Sockets Layer", is an encryption-based Internet security protocol.

**SSH, "Secure Shell" is a network communication protocol that enables two computers to communicate and share data.

*SUCURI is the leader in reliable website security solutions, including 24/7 security built for small businesses, web professionals and enterprise organizations.

*PHP "Hypertext Preprocessor" is a scripting language that has a large factor in web speed. Typically, PHP updates increase the speed of websites.

*WP Core - The WordPress Core files are the foundation for the site. Typically, WPCore updates provide added health and speed to a website.

*CDN "Content Delivery Network" copies your site to servers across the world for optimizing website speed.



DIGITAL MARKETING

Remarketing, or targeting consumers who have already visited your website, is an important part of a brand's digital marketing strategies.

We'll help you find the best and most direct avenue to reach your audience. How, when and where people make decisions changes as patterns of consumption shift. Instead of assuming a user will act, brands must also help users navigate through their decision-making process.

Some of tactics that we use may include:

- Search Engine optimization
- Remarketing
- Targeted Display

Search Engine Optimization (SEO)

Search engine optimization strategies provide solutions that help clients achieve short and long-term goals.

- Drive “qualified” traffic to your site
- Prompt people to take action once they get there
- Measure results
- Determine ROI

SEO On-Page

On-Page SEO is a practice to help your site rank with Google by maximizing how your content is laid out, the ease of navigation, the amount of relevant and quality content, photos, etc.

SEO Off-Page

Off-Page SEO is a challenging practice where web professionals add links and written references about your company on other pages that are not your own. The more links and references you have on other sites that point to your site, the more trust and authority you have in the eyes of Google.

Digital Marketing

GEO Fencing and Targeting can be extremely effective particularly when you know who your core client/customer is. Our Digital Marketing tools that we use allow us to reach out to these customers directly with a clear call to action that promotes your business. We have several tactics that we can offer. We can develop a personalized plan that best fits your needs.

Reputation Management and Social Media

Different types of organizations need different types of management. We offer services that keep your social media platforms current and effective, that way your customers are always informed.

Ward Design Group will work with you to come up with a custom plan based on your needs and budget to give you the best return on investment, based on the latest best practices available.

CUSTOM PLANS

All of our digital marketing services are tailored to your business and its needs. We will work with you to create a custom plan that best fits those needs.



OUR CLIENTS



 **TERRA & ACQUA**
CASUAL MODERN ITALIAN DINING & PIZZERIA




E.P.P.G. OF ST. JOHNS
ESTATE PLANNING • PROBATE • GUARDIANSHIP

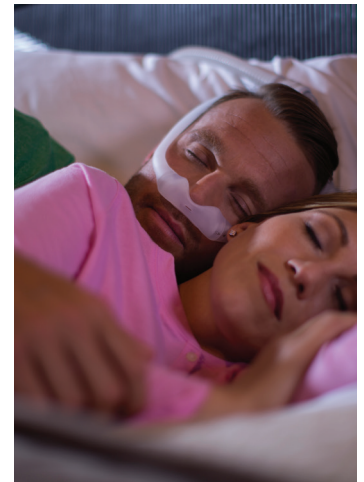



WINDWARD
— MARINA GROUP —



 **LACOUR**
CONSTRUCTION

 **ANCIENT CITY**
ACCOUNTING



We assist others in achieving their business goals through positive relationships and quality products.

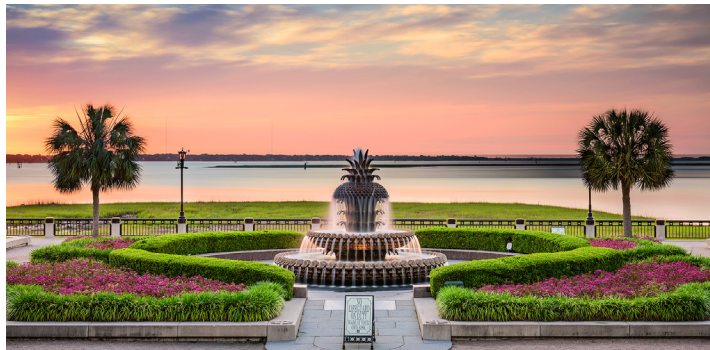


Sweetwater MEDICAL
HOME RESPIRATORY EQUIPMENT

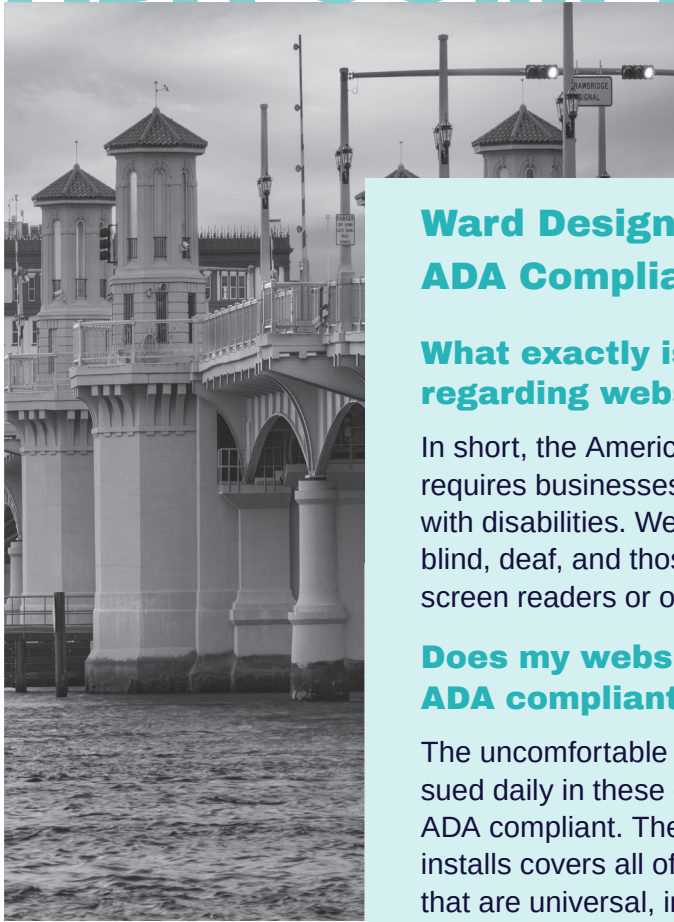




CAPITOL ESCAPES
WASHINGTON D.C. • VIRGINIA • CHARLESTON • ASHEVILLE • SAVANNAH



ADA COMPLIANCE



Ward Design Group offers ADA Compliant Websites.

What exactly is ADA compliance regarding websites?

In short, the Americans with Disabilities Act (ADA) requires businesses to make accommodations for people with disabilities. Web content should be accessible to the blind, deaf, and those who must navigate by voice, screen readers or other assistive technologies.

Does my website need to be ADA compliant? Yes.

The uncomfortable truth is that website owners are being sued daily in these current times because they are not fully ADA compliant. The ADA solution that Ward Design Group installs covers all of the major ADA compliance standards that are universal, including WCAG 2.1, ADA, Section 508, AODA, EN 301549 and IS 5568.

WCAG 2.1 & ADA Compliance

Ongoing WCAG & ADA compliance
even when website updates

Certification & Statement

Accessibility statement and
certification of performance

Daily Compliance Monitoring

Re-scanning and fixing accessibility
issues every 24 hours

Monthly Compliance Auditing

Emailing you a professional
compliance audit every month

The uncomfortable truth is that website owners are being sued daily in these current times because they are not fully ADA compliant.

Ward Design Group Uses the World-Leading Web Accessibility Technology.

We make the entire process to full ADA compliance 100% automatic, and immediate, using machine-learning and computer vision technologies.

Don't put your business in jeopardy because your website is not accessible. Call Ward Design Group, 904-540-9933, today and find out why web accessibility is a risk too big to take and an opportunity too great to miss for any business.

THE ST. AUGUSTINE RECORD
staugustine.com
SERVING THE ANCIENT CITY AND ST. JOHNS COUNTY SINCE 1884

Lawsuit targets ADA compliance of St. Johns County website

By Jared Keever
Posted Feb 12, 2019 at 5:58 AM

A Daytona Beach man, whose federal lawsuit against Flagler County appears headed for resolution, is also suing St. Johns County alleging that the county's website does not comply with the Americans with Disabilities Act.

Court records show that he is not the only one and that St. Johns County is far from unique.

Joel Price, who is legally blind, filed his suit against St. Johns County on Oct. 31 in the U.S. District Court for the Middle District of Florida.

In the suit his attorneys claim that, because much of the county's online content is provided in the form of PDF files, much of that information is not accessible to those who are visually impaired because they rely on "screen readers" for access. The form of the documents provided, the lawsuit says, does not "interface" with the software in those readers.

Price first began attempting to access county information in May 2018, and, according to the lawsuit, the county has "not made reasonable modifications to its policies and procedures to ensure future compliance" with the ADA.

Price is seeking a declaratory judgement that the county has violated his rights under the ADA and court orders for the county to rectify the problems, as well as damages to be determined at trial and litigation costs.

The suit is not the first Price, and his attorneys, Scott R. Dinin and Juan Courtney Cunningham, both of Miami, have filed in the state.

The Flagler County Commission earlier this month approved a settlement payment of \$15,700 for the suit they filed just weeks before the St. Johns County suit.

Of that, Price would receive \$1,200 and his attorneys would be paid \$14,500, according to county officials.

\$600 Annually

RECENT CLIENT FEEDBACK

CHRISTOPHER BLAUVELT

Mangrove Surf Shop

Branan and his team at Ward Design Group are incredible. A refreshing reminder why working with small, local businesses is worth it. They were flexible with my payments, receptive to my feedback, and extremely responsive. Everything a small business owner is looking for in a media consulting and creation team. Thank you, thank you, thank you!

ROBIN NIXON

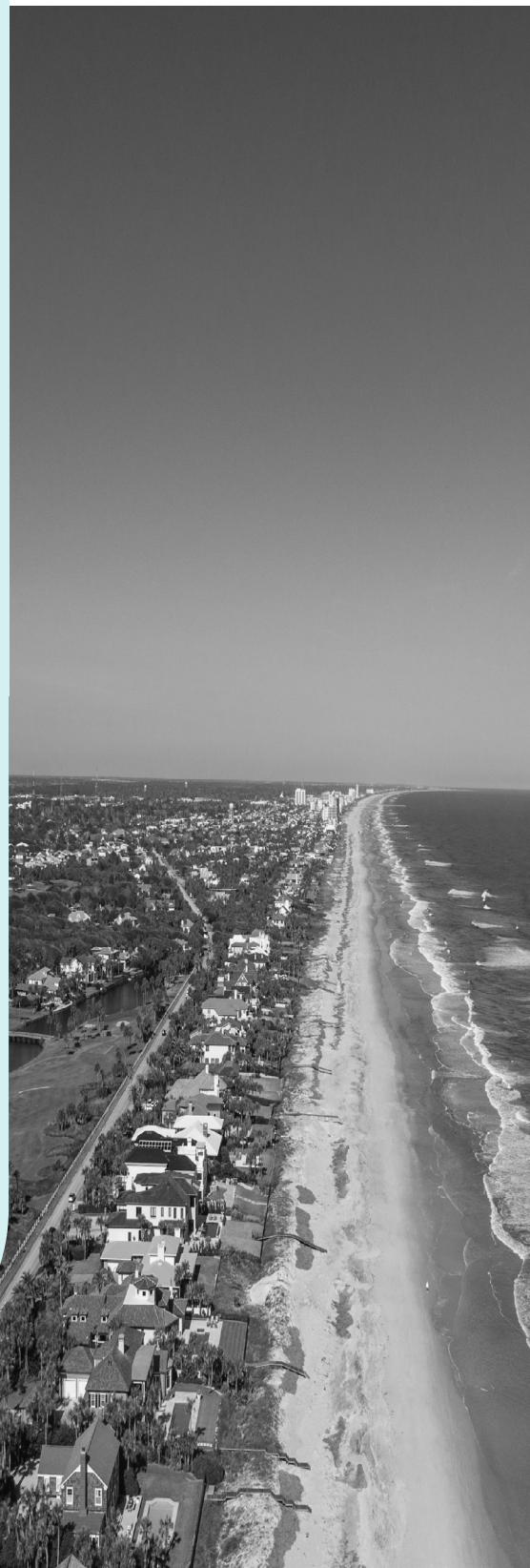
Coastal Paverscapes

Branan and his team have taken our business website from a "Do it yourself mess" to Business quality in just a short amount of time. I cannot praise them enough on their customer service, skill, and determination, and attention to detail. Even during the covid-19 troubles going on with social distancing...we have felt very taken care of. We will continue to do business with them for years to come.

HEATHER MALTBY

Attorney - E.P.P.G. of St. Johns

Branan and his team are amazing. I use them for an organization I run and they are always easy to get in touch with and they are quick to implement any and all changes and additions to the website I throw their way. He always gets high praise when I speak to the many other attorneys who use him for their websites also. I couldn't recommend Ward Design Group more!



OUR PARTNERS

Ward Design Group continues to cultivate meaningful relationships with like-minded businesses in the area. Most clients come to us and ask where they should go for other business services. Here are a few of our trusted partners.

We would be happy to arrange an introduction to any of these professionals if needed.

If you are in need of any other type of business, we would be happy to help you find the best in the area. Ward Design Group networks with over a hundred other top professionals through several networking organizations, including Business Networking International (BNI), where our owner, Branan Ward, was past president.



Scott Rock
rockitstaugustine.com
904-429-5104



Kim Fader
ancientcityaccounting.com
904-342-7171



Stephanie Smith
ancientcityinsurance.com
904-827-1915



Rick Noland
ricknolandconsulting.com
561-212-0166



Hamilton P. Neal, CFP®
mybridgewateradvisors.com
904-543-8232 (o)
904-449-1687 (m)

Where are you located?

Our office is located at 721 A1A Beach Blvd, Suite 2 St. Augustine Beach, FL 32080

What is the best way to communicate with Ward Design Group?

Short answer is Email. Ward Design Group strives to be a very responsive support team for our clients. Our goal is to give you the absolute best in service and care. To give you the best service, we ask that you follow a few professional boundaries. Our preferred primary communication will be via email so there is a written record in which to review any web issues, however, we want to hear from you as to what is best for you. Email? Phone? Text?

As a general practice, emails will get prompt attention during the work week, M-F. Keep in mind that all web accounts are still monitored 24 hours a day so if something needed attention, our systems would catch it and alert us, even after hours and weekends. Client-to-team communication by phone should be via business phone only, (904) 540-9933, not team members' personal phones, particularly after hours and weekends. You can email or text us 24 hours a day to the (904) 540-9933 number.

Who owns my domain name?

You do. Domain names are always the possession of the client. For the ease of management, the primary owner's name of these domains is "Ward Design Group". This is not claiming ownership, only management.

Do you host Email Accounts?

No. We highly suggest the use of either Google G Suite or Microsoft Office 365. Both products can be setup and supported by our IT partner RockIT Solutions. We strongly encourage our clients to consult with RockIT to determine the product that fits their organization. RockIT Solutions will help you set up the best practices. We will interface with RockIT on your behalf to make sure they have all the proper code and routing to make it easy on you. RockIT Solutions can be contacted at (904) 429-5104 or their website rockitstaugustine.com.

What is included in my hosting plan?

Check your agreement with us, then compare our different plans. Each plan has a designated amount of time that we can give for edits, consultations, etc. Any overage of that allotted time will be billed at our current rate of \$125 per hour, at quarter hour increments.

What about Edits and Revisions?

Although most web edits and revisions are handled quickly, our stated default deadline for edits is 4 business days to turn around. There are many factors that go into how soon we can get your edit completed, included but not limited to: available staff, current workload of previous projects, the order in which your request was submitted, and the urgency of the requested edit. If your edit is critical to you regarding timeline, PLEASE let us know upfront, and as always, we will do everything we can to accommodate your request as quickly as we can.

What about Payments?

All payments are deemed earned when paid and are not refundable. Any payment beyond 10 days is considered late and is subject to a late fee. Any on-going service that doesn't get payment within 60 days is subject to suspension (both website and emails).

What happens if I get suspended?

Once suspended, payment in full is required to reinstate services and is subject to a reinstatement fee of \$150. Once suspended, if payment is not made within 90 days, Ward Design Group retains the right to claim ownership of all intellectual property including, but not limited to, all domain names and associated email accounts and associated documents. In addition, once suspended, if the suspended client wishes to receive a full backup copy of the website, as well as access to their domain names, they will need to make payment in full, plus a \$150 fee. Once their account is paid in full, plus the \$150 suspension fee, Ward Design Group will deliver a full backup copy of the website via email. Their domain name/s will be unlocked, and a domain name transfer code will be emailed to them. Transferring those domain names remains the responsibility of the suspended client and/or their new web host.

What is the refund policy?

Every step of our process is dedicated to creating a site consistent with the wants of our clients. We invest valuable staff time creating something that we will all be very happy with and proud of. This process is labor-intensive. The deposit you pay is an investment into our vision for you and your business. We hold our portfolio of clientele as a firm merit to the capabilities of that investment. The time for that creation is reflected in the initial deposit. If we are unable to agree on this vision following several attempts, we waive the balance of the cost to you, but the deposit is kept by Ward Design Group to cover the cost of labor. All payments are deemed earned when paid and are not refundable.

Do you have any late fees?

Any payment beyond 10 days is considered late and is subject to a late fee. Any on-going service that doesn't get payment within 60 days is subject to suspension. Once suspended, payment in full is required to reinstate services and subject to a reinstatement charge of \$150. Once suspended, if payment is not made within 90 days, Ward Design Group retains the right to claim ownership of all intellectual property including, but not limited to, all domain names and associated documents and/or accounts.

Who holds the responsibility to proof?

You do. It is the customer's responsibility to ensure that the proof is correct in all areas. Please be sure to double-check spelling, grammar, layout, and design before approving artwork.

If a proof containing errors is approved by the customer, the customer is responsible for payment of all original costs of printing, including corrections and reprints. By approving a proof for a print job, you the customer also understands that due to various monitor settings and models, the colors of the document may not print EXACTLY as they appear on your screen.

What if I decide to leave Ward Design Group?

If at any time either party determines that the best move is to separate professionally, we both agree to do so civilly. Any web work, either design or social, is the property of you, the customer*. We do not hold anything hostage. We will gladly give you a full backup of all work, design, web, photos, videos, etc., for you to have hosted and managed elsewhere. Your domain name will be unlocked and ready for transfer. We will give information freely to your new web company as needed. As we hope that we can work together for a very long time, things do happen, terms are not followed, separation occurs.

You the customer must inform Ward Design Group in writing (email is fine). The newly incoming web host will assume all responsibility to set up new account, migrate all files, and initiate domain transfers.

Ward Design Group retains the right to claim ownership of all intellectual property including associated domain names, email accounts, and associated documents if a client refuses to pay for their site and/or domain name/s beyond 90 days.

* For domain names and sites to be unlocked for transfer, all balances must be 100% paid up to date.

Terms and Conditions

By signing our agreements, you agree to timely communicate with us on any issue of concern. You further agree to stay current on all payments required under the payment schedule that was agreed upon at the time of your agreement.

When you sign our agreements, you agree to our terms & conditions available at <https://thewarddesigngroup.com/terms-and-conditions/>.

Since these terms may change from time to time. It is your responsibility to regularly review those terms and conditions, which are made part of and fully incorporated into our agreements.

904-540-9933

TheWardDesignGroup.com
contact@thewarddesigngroup.com

721 A1A Beach Blvd, Suite 2
St. Augustine Beach, FL 32080

2022 Edition | Prices Subject To Change

