

BSEWebsites.com



Guide to Owning Your Own Website

**This guide includes page & video selection, plus
available extras.**

What you must have to own a website

To own a website you have three expenditures:

1. The Website itself: This is normally the most expensive part, but it is a one time charge. Once you buy the website, you own it. **Cost:** See breakdown below.
2. Annual Hosting: Once you have a website you need a place to park it on the World Wide Web so others can see your website. This is called website hosting & it is normally paid for by the month or the year. There are two types of hosting:
 - a. Static - Most websites are simply billboards on the Internet. If a website owner wants a change on their website then they normally pay an hourly rate to a programmer to make this change. **Cost:** \$100.00 per year.
 - b. Dynamic – A dynamic website on the other hand, is a website built with a password protected back door. The website owner can change text, pictures, and PDF files themselves. They can add neighborhoods, delete neighborhoods, there is even one module that will allow the owner to change a picture into a live movie. The owner can also control who they allow into this dynamic backdoor & remove people that are no longer welcome. About 95% of the websites BSE builds are dynamic. **Cost:** \$270.00 per year.
3. The Domain Name: www.yourcompanyname.com. The domain name must be purchased on an annual basis. The first purchase must be for a minimum of two years with a maximum of ten year. After the initial purchase, you may renew your domain name for a minimum of one year or a maximum of nine years. **Cost:** \$35.00 per year.

Simple Cost Calculation for BSEWebsites.com

At BSEWebsites.com we calculate the base price of a website by page. You can add to this base price as you wish, but this is the foundation. There are four basic plans:

1. **Economy (3 Page) Website Package**
Total Price: \$699
With Dynamic Website Interface: \$500 Extra
2. **Business (4 Page) Website Package**
Total Price: \$899
With Dynamic Website Interface: \$500 Extra
3. **First Class (5 Page) Website Package**
Total Price: \$1049
With Dynamic Website Interface: \$500 Extra
4. **Presidential (6 Page) Website Package**
Total Price: \$1199
With Dynamic Website Interface: \$500 Extra

Add \$150 cost per additional page.

Website Pages

Most builders' websites will have a minimum of three pages. They are "Home", "Photo Gallery", & "Contact Us". Below is an extensive list of page types that are available through BSEWebsites.com. We sell our websites by the page. Most of these pages are included in the standard website cost. A few of these pages are at an extra cost & these amounts are listed below, also.

Home – Page where site surfer lands on your website. We offer a Standard Home page or a Home page with Flash (a built in movie).

Standard Cost: Standard page price is at no additional fee.

Example: <http://crabtreecustomhomes.com/>

Example: <http://hallbrooke.com>

Example: <http://gerardbuilders.com/>

Flash Cost: Is at a \$250 to \$500 additional fee (one time charge).

Example: <http://dfwestatehomes.com/>

Example: <http://verandafinehomes.com/>

Example: <http://mashburnfareshomes.com>

Photo Gallery – Still photos of your past products.

Also called: Gallery, Photos, Portfolio, Our Work, or Showcase

Competition comparison side note:

- a. All our frames adjust to the size of the photos instead of the photos adjusting to the size of the frame. The benefit is the photos are not pixilated, but appear in top quality.
- b. All Photo Galleries have a "Category Dropdown Box". The default settings are Exterior and Interior settings, but you can add more settings through your password protected backdoor, i.e. Features, Ceilings, Master Bedrooms, etc.

Cost: Standard page price.

Example: <http://www.muirfieldhomes.net/gallery.php>

Example: <http://landmarkfinehomes.com/> Click on Gallery.

Example: <http://avalon-home.com> Click on Gallery.

Contact Us – Form to be filled out by customer wanting to be contacted by you.

Also called: Contact Us/Warranty, Customer Care, or Request Info

Cost: Standard page price.

Example: <http://championcustomhomes.com/contact.php>

Example: <http://oldstonecreekhomes.com/contact.us.php>

Example: <http://avalon-home.com> Click on Contact Us.

Example: <http://www.muirfieldhomes.net/contact.php>

Other Types of Page Selections with Additional Cost:

Splash Page – Landing page other than a home page.

Cost: Standard page price but the Flash video runs from \$250 to \$500 for the norm.

Example: <http://oldstonecreekhomes.com/>

Example: <http://collingsworthbuilders.com/>

Example: <http://avalanhomes.com/>

Community Locator – This Google Map driven system will allow the potential customer to look at the builder's neighborhood in a map mode, satellite mode, or hybrid mode (satellite mode with the streets drawn in). The potential customer can see a mountain of information about the neighborhood and the houses you are building in it. They can also search for schools, churches, daycares, pharmacies, banks, dry cleaners, etc. that are in a 5 mile radius of the neighborhood the potential customer is considering buying in. If it is in the Google Map system, the potential customer can search the system while inside your website!

Also called: Neighborhoods, Locations, Find a Neighborhood, or Communities.

Competition comparison side note: This Google Map driven module would run \$5,000 plus to be programmed from scratch. Most programmers wouldn't even know where to begin building this module.

Cost: \$350 in addition to a standard page price.

Example: http://redrockok.com/community_locator.php

Example: <http://www.muirfieldhomes.net/communities.php>

Builder Communicator – Built for two way communications, and a private photo gallery between you and your customers. There is a library of "PDF" documents from your contracts to color selections and beyond. Handle "Change Orders" with ease. The Builder Communicator is the perfect place to go for handling the customer's color selections on-line. And there is also, an on-line schedule or "CPM" between you and your customers, suppliers and sub-contractors.

Cost:

One Time Fee:

\$350 standard or \$450 to add a custom skin that matches your existing website.

On Going Fees:

If you are currently hosting a dynamic website with BSE the annual fee for hosting the Builder Communicator is \$80 in addition to the basic \$270 per year dynamic website hosting fee.

If you are not currently hosting a dynamic website with BSE, the monthly fee for hosting the Builder Communicator is \$50 per month or annual fee of \$525.

Customer & Builder Examples: <http://bcommdemo.com>

To login as a Customer without administrative rights:

Username: sue

Password: morgan

To login as a Builder with administrative rights:

Username: bseuser

Password: bsepass

Other Types of Page Selections with No Additional Cost:

About Us – Information about you & your company

Also called: Company History, History, Resume, or Profile

Example: <http://www.muirfieldhomes.net/about.php>

Example: <http://oldstonecreekhomes.com/about-us.php>

Example: <http://verandafinehomes.com/> Click on “About Us”

Testimonials – Testimonials from your customers about you & your business.

Example: <http://oldstonecreekhomes.com/testimonials.php>

Example: <http://www.mashburnfareshomes.com/testimonial.php>

Example: <http://www.muirfieldhomes.net/testimonials.php>

Building Process – Steps from A to Z on how to build a house.

Example: http://yourapexhome.com/building_process.php

Example: <http://www.muirfieldhomes.net/process.php>

Example: <http://landmarkfinehomes.com/> Click on Building Process.

Video Center – Houses Photo Videos & 360° Panorama. (This page is no additional charge. See Website Video section below for video pricing)

Example: <http://dfwestatehomes.com/tours.php>

Available Homes – There is a way to mark homes as available in the Community Locator module. Some builders want this information to stand out in addition to the Community Locator, or this page can be added in lieu of the Community Locator.

Also called: Available Projects, Inventory, or Available Properties.

Example: <http://landmarkfinehomes.com/> Click on “Available Homes”

Example: <http://www.muirfieldhomes.net/homes.php>

Example: <http://verandafinehomes.com/> Click on “Available Homes”

Awards – An on-line trophy room.

Also called: Recognition.

Example: <http://dfwestatehomes.com/award.php>

Example: <http://www.mashburnfareshomes.com/awards.php>

Links – Hyperlinks from your website to other websites. You may want links to NAHB, a local builders association, an energy company, warranty company, brick company, etc. When you click on any of these links, a new browser window appears. When the user is finished surfing this website from your website’s link, the new window closes & the user is back to your website. In other words, they don’t leave your website when they surf the links supplied by your website.

Also called: Our Partners or Suppliers

Example: <http://www.muirfieldhomes.net/partners.php>

Example: <http://www.rjahomebuilders.com/links.php>

Mission Statement – The focus & goals for your company.

Example: <http://mashburnfareshomes.com/mission.php>

Developments – A showcase for Land Developments.

Also called: Land Developments

Example: <http://www.rjahomebuilders.com/developments.php>

Remodeling - A showcase for remodeling.

Example: <http://www.rjahomebuilders.com/remodeling.php>

Residential - A showcase for residential construction. This may be used by a builder that builds other than just residential. They may also remodel, build light commercial, or develop land.

Example: <http://wellsbuilds.com/residential.php>

Commercial - A showcase for commercial construction. This may be used by a builder that builds other than just commercial. They may also remodel, build residential or develop land.

Example: <http://wellsbuilds.com/commercial.php>

List of Services - A showcase for remodeling, residential construction, commercial construction, or land development.

Example: <http://www.rjahomebuilders.com/services.php>

Example: <http://oglecms.com/service.php>

Design Center - A showcase for color selections & amenities.

Example: <http://mashburnfareshomes.com/dcenter.php>

Build With Us – A page to explain why a potential customer would want to have you and your company build them a house, instead of the competition.

Example: <http://cityhomesofhouston.com/build.php>

Realtors – Information to the Realtor population.

Example: <http://mashburnfareshomes.com/realtors.php>

Home Owners Survey – Feedback from your home owners.

Example: <http://mashburnfareshomes.com/survey.php>

Careers – Possible career opportunities provided by your company.

Example: <http://mashburnfareshomes.com/careers.php>

Add Sound to your Website & Videos

There are 204 sound tracks at <http://teambse.com/musicdemo/> for the builder to select music for their videos. Single click on any of these sound tracks to listen to the [music](#). [BSEWebsites.com](#) will create a sound track for your videos that are that exact length of your videos. This is duty free music for your [website](#). [BSEWebsites.com](#) can also produce specialty sound tracks for your website like the waves hitting the beach, etc.

Website Videos

Flash Videos – A built-in movie. Some movies can be edited through your dynamic back door. See the Collingsworth Builders and the Avalon Homes websites for this function.

Cost: Normally \$250 to \$500 per movie. More complex movies can be more expensive.

See a BSEWebsites.com representative for a quote.

Example: <http://mashburnfareshomes.com>

Example: <http://avalon-home.com/>

Example: <http://verandafinehomes.com/>

Photo Videos – Still photos that are brought alive by panning around on the photo & zooming in & out. Then transitions are added between one photo & the next. Now a video has been created. We next build a sound track the exact length of the video. There are 89 sound tracks at <http://teambse.com/musicdemo/> for the builder to select music for their videos.

Cost: \$300 for a high def, stereo audio. The builder supplies the photos.

Examples:

<http://mashburnfareshomes.com/dcenter.php>

<http://mashburnfareshomes.com/video.php>

http://web4.streamhoster.com/rick_bse/stream/ford/LargeMusicWC.htm

http://web4.streamhoster.com/rick_bse/stream/avalon/avalonlarge.html

360° Panorama – Can support Cylinder Style - 360° horizontal and/or Spherical Style - 360° horizontal & vertical. All the videos are in one movie. Panoramas can include hotspots built into the movie to jump from one room to another. They may also include a radar function on your floor plan that will synchronize the camera movement with the floor plan.

Cost: \$450 for a five pack. Five individual shooting positions. The builder supplies the photos or BSEWebsites.com can do the photo shoot at an additional charge (See On-Site Photo Shoots below).

Example: http://web4.streamhoster.com/rick_bse/stream/ford/whitechapel/flash/TourWeaver_WhiteChapel.html

Example: http://web4.streamhoster.com/rick_bse/stream/mashburn/BartlesvilleUpload/Flash/flashvr/flash/Bartlesville.html

Example: http://web4.streamhoster.com/rick_bse/stream/landmark/Flash_Tuscany/flashvr/TourWeaver_11701%20Tuscany.html

Virtual Brochures - The Virtual Brochure will allow a potential client to alter a basic elevation and/or floor plan to meet their specifications. They can "What If" optional rooms and additions, and print a brochure including their favorite selection of elevation. Your potential clients may start making buying decisions from the comfort of their own home!! The Virtual Brochure will generate and print an elevation and floor plan that the customer can hand carry to your office!

Cost: \$250 for a single story & \$450 for a two story. A minimum order of 3 plans is required to offset the cost of setup. If there are multiple second story floor plan layouts this may add an additional cost to the basic two story price. Click on example, then plan name.

Example: <http://mashburnfareshomes.com/vbrochure.php>

Website Extras

BSE Video Tube – Have your own “YouTube” built right into your website. Upload videos directly from your video camera to you website through your dynamic back door. The video will be converted to the *.flv format so it will stream properly from your website.

Cost: \$350 - Must have BSEWebsites.com dynamic back door. Hourly charge of \$75 applies for installation.

Cost: \$450 – Non-BSE website. Hourly charge of \$75 applies for installation.

Cost: \$50 – Per year hosting charge applies for Non-BSE websites.

Example: <http://avalon-home.com/energywise.php>

Cost: \$200 - Must have buildercommunicator.com dynamic back door. Hourly charge of \$75 applies for installation.

Example: <http://buildercommunicator.com>

Username: tom

Password: smith

Click “Gallery” and you will see the Video Tube at the bottom.

BSE “PDF” Magazine – Upload your PDF’s into an online magazine format. You can flip the pages just as if you are looking at an online magazine.

Cost: \$150 – 1st magazine for a BSEWebsites.com website. Hourly charge of \$75 applies for installation.

Cost: \$75 – 2nd & subsequent magazines for a BSEWebsites.com website. Hourly charge of \$75 applies for installation.

Cost: \$200 – 1st magazine for a Non-BSE website. Hourly charge of \$75 applies for installation.

Cost: \$100 – 2nd & subsequent magazines for a Non-BSE website. Hourly charge of \$75 applies for installation.

Cost: \$50 – Per year hosting charge applies for Non-BSE websites.

Example: <http://avalon-home.com/brochure.php>

“Talk Now” Button – Receive a text message from a customer as they are sitting at the computer looking at your website. The “Talk Now” button on your website has a slot for the customer to put in their name & phone number. When they click “Request Contact” an e-mail is sent to your e-mail address & a text message is sent to your cell phone within seconds. Talk about staying in touch!

Cost: \$100 – 1st “Talk Now” for a BSEWebsites.com website. Hourly charge of \$75 applies for installation.

Cost: \$50 – 2nd & subsequent “Talk Now” for a BSEWebsites.com website. Hourly charge of \$75 applies for installation.

Cost: \$150 – 1st “Talk Now” for a Non-BSE website. Hourly charge of \$75 applies for installation.

Cost: \$75 – 2nd & subsequent “Talk Now” for a Non-BSE website. Hourly charge of \$75 applies for installation.

Cost: \$50 – Per year hosting charge applies for Non-BSE websites.

Example: <http://bsewebsites.com>

Website Statistics - Receive a mountain of information about your website. Who is your traffic, where is your traffic coming from, etc? Knowledge about your website is power!

Cost: \$75 - Must have BSEWebsites.com Dynamic back door.

Example: http://teambse.com/metatags_demo/

Description & Keywords - How will people find you on the Internet? One way is by the Description/Keywords that are listed in your website's source code. With BSE's new Description/Keywords editor, you can edit this information from your dynamic backdoor

24/7. Be in control of your search criteria yourself. Control how people find your website on the Internet!

Cost: \$125 - Must have BSEWebsites.com Dynamic back door.

Example: <http://teambse.com/statsdemo.html>

Website SEO

SEO Tools - See what BSEWebsites.com offers in the way of SEO Tools. Just follow this link: http://bsewebsites.com/SEO_Services.pdf

On-Site Photo Shoots

Photos - Let BSEWebsites.com come to your location & perform a professional photo shoot.

Cost:

- 30 Professional Cleaned Photos - \$150
- 5 Pack of Spherical Style - 360° Tours photos - \$250 or \$50 per location
- Trip Charge - \$25 within Dallas/Ft. Worth. Elsewhere call for a quote.