

Customized Websites Creation – For Stone Industry

Service Presentation

We present a comprehensive custom website creation service tailored to the **STONE BUSINESS** market, focused on highlighting your brand, attracting more customers, and providing a professional digital experience that elevates your company's profile.

We offer websites on demand, specifically designed for the needs of Fabricators, Distributors, and Exporters, focusing on design, performance, and conversion.

Project Stages

1. Initial Briefing: A complete understanding of your business and goals.
2. Prototyping: Initial layout for validation.
3. Development: Full implementation of the website.
4. Revisions: Adjustments based on your feedback.
5. Launch: The site goes live with domain and server configuration

Post launch Support: Basic guidance and maintenance.

Technical Costs: Domain and Hosting

What is a domain?

A domain is your website's address on the internet. It is the name you type into the browser to visit a site, such as:

- google.com
- slabware.com
- instagram.com

How does it work?

You buy a domain—like mysite.com—and point it to your website, which is hosted on a server (where your website's files are stored). When someone types mysite.com into their browser, the internet knows exactly where to direct them.

Practical Example

Imagine you have a company called “Pedras do Brasil.”

You register the domain pedrasdobrasil.com.

Now, when someone types that name into their browser, they go straight to your website, no hassle.

Domain Registration Cost

- **\$15 to \$30 PER YEAR**
- Provided by companies such as Cloudflare, GoDaddy, or Google.

We can register and configure it for you or guide you through the process.

Server (Web Hosting)

What is a hosting server?

Think of it this way:

You have a website (with text, photos, videos, etc.). But for that site to appear on the internet and be accessible to anyone at any time, it needs a place to "live."

That place is the hosting server—a type of computer that stays on 24 hours a day and stores all your website's files.

A simple analogy

- **Domain** is your website's address (like "number 10, Stone Street").
- **Hosting** is the house itself, where everything that makes the site work is kept.

Without the house, the address leads nowhere.

What is hosting for?

- Stores website files (images, text, pages, etc.).
- Keeps the site online and accessible to anyone, anywhere.
- Provides security, speed, and technical support.

Why do we have to pay for this every month?

- Servers consume power and internet bandwidth 24/7.
- They require constant maintenance, security, and updates.
- You are paying for:
 1. Space to store your website.
 2. A fast connection for visitors to access it.
 3. Technical support (if any issues arise).
 4. Guaranteed uptime (so your site doesn't go offline).

It's like paying **rent for a digital space**.

Hosting Cost

- **\$29/month**
- We will use our own servers.

Website Development

Included Services

- Custom Design
- Domain Configuration or Creation
- Development (HTML, CSS, JavaScript)
- Responsiveness (Mobile Compatibility)
- SEO Optimization (Google)
- Hosting and Maintenance

What is SEO?

SEO stands for Search Engine Optimization.

It is a set of strategies designed to make your website rank well on Google (and other search engines) when someone searches for terms related to your business.

What is the purpose of SEO?

- Increase website visitors (traffic).
- Attract customers who are already interested in what you offer.
- Sell more without having to pay for ads.

It's like putting up a giant billboard on the internet's main avenue instead of leaving your shop hidden in an alley.

Integration with the SlabWare System

If you already have a website or are creating a new one with us, you can **seamlessly integrate your SlabWare platform into your site**, offering an even more comprehensive and professional experience for your customers.

How does this integration work?

In a simple and practical way, you can:

 **Add a menu to your site**, such as:

- "Inventory Online"
- "Shop Online"
- "Check Our Slabs"

or any other name you prefer.

 This menu will be configured to open your SlabWare environment directly, where your customers can:

- View your inventory in real-time
- Request quotes
- Check material availability

Professional Alias (Subdomain)

To make it even more professional, we can create a **custom subdomain**, such as:

inventory.yourdomain.com or shop.yourdomain.com

This subdomain will be configured to open your SlabWare page directly, keeping your brand strong, increasing credibility, and providing fluid navigation for your customers.

Advantages of this integration:

- **Professional and integrated browsing experience**
- Your customers navigate your site and access your online inventory without leaving your digital environment.
- Boosts the perception of value and credibility for your company.
- Easy to access and easy to share.

We take care of everything for you!

- Subdomain creation (alias)
- Technical configuration setup
- Menu integration on your site with a direct link to SlabWare

Initial Briefing

- What is the primary goal of the website? (e.g., sales, portfolio, bookings, etc.)
- Do you already have a domain and a website? Do you want to redesign it or start from scratch?
- What is the desired site name (domain), if you want a new one?
- How many pages do you want and what are they? (e.g., Home, About Us, Services, Contact, Blog...)
- Do you have a visual identity (logo, colors, typography)?
- Do you have examples of websites you like?
- What style are you looking for?
 -  **Modern and clean** (light tones, minimalist and elegant design)
 -  **Corporate and professional** (darker tones, more formal)
 -  **Creative and bold** (vibrant colors, informal style)
- Do you need extra features? (Blog, photo gallery, online store, live chat...)
- What are the "must-haves" for your site?
- Who is the target audience for the website?
- Do you need content creation, or can you provide the text and images?
- What is your ideal deadline for project delivery?

Our Key Differentiators

- Customized service:
- 100% On-demand design (no generic templates).
- Focus on performance and user experience.
- Transparency on costs and technical guidance.
- Consultative and friendly support.

 **Investment**

Website (5-10 pages): \$1,500 – \$3,000

Hosting: \$29/month

Maintenance: \$40/month

Hosting + Maintenance: \$29 + \$40 = \$69/month

Total: \$69/month

* Minimum 12-month contract. After 12 months, you own the website's source code.

What is included in the service:

- All server maintenance, configuration, and updates.
- 24/7 Support.
- 2 Monthly updates at no additional cost.
- Google Analytics setup and monthly reports.
- Exclusive and responsive design (mobile, tablet, and desktop).
- Monthly traffic and metrics reports.
- Pages optimized with basic SEO best practices.

 **Next Steps**

1. Complete and submit the briefing form.
2. Personalized proposal including final cost and timeline.
3. The project begins upon receipt of the initial down payment.
4. Project tracking and deliveries with continuous feedback.
5. **Your website is successfully live!**

Frequently Asked Questions (FAQ)

Domain and Hosting

Who will own the domain?

The domain will be 100% yours. We only request access to handle the necessary technical configurations to ensure your website works perfectly.

Do I need to host the site with you?

Yes, our infrastructure provides maximum security, stability, and performance during the first 12 months. During this period, we guarantee full support and maintenance. After this 12-month period, you have total freedom to migrate the site to any other server of your choice.

What if I already have a hosting service?

By default, we host all projects on our own infrastructure. This ensures total control, superior performance, enhanced security, and specialized support throughout the duration of the contract.

 **Maintenance****How many updates are included per month?**

We offer up to 2 monthly updates at no cost. This includes content adjustments, text, images, and minor enhancements.

What if I need more updates?

No problem! For additional requests or major customizations, we will perform an assessment and provide a specific quote.

Is the maintenance service mandatory?

Yes. To guarantee stability, security updates, backups, and continuous support, the maintenance plan is mandatory throughout the duration of the active contract.

 **SEO and Performance****Will the site be optimized for Google?**

Yes. we deliver your website with basic technical SEO implemented, an optimized structure, enhanced speed, and ready to be found by search engines. However, your specific ranking in search results depends on various external factors (competition, search volume, etc.).

Is the site fast and mobile-friendly?

Yes. All websites are developed using 100% responsive technology, ensuring an excellent user experience across smartphones, tablets, and desktops.

 **Contract and Ownership****Will the website be mine?**

Yes. After 12 months of the contract, the website, including all source code, is handed over to you. From that point on, you can choose to stay with us or migrate to any server of your preference.

What if I want to cancel before the 12 months?

The project can be canceled at any time; however, before completing the 12-month period, the website remains the property of our company.

 **Payment and Deadlines****How does payment work?**

- 50% upon signing the contract (to start the project)
- 50% upon delivery and approval of the website

What is the average delivery timeframe?

Your website will be delivered within 30 calendar days, starting from the delivery of all necessary materials (text, images, information, and the completed briefing).

 **Support****What are your business hours?**

Our support operates from Monday through Friday, from 9 AM to 6 AM (Brasília Time - GMT -3).

What kind of support do you offer?

Comprehensive support related to the functionality of your website, including:

- Technical questions
- Minor changes (within the scope of monthly updates)
- Operational issues
- Emergency adjustments

How can I request support?

You can contact us directly via:

 Phone WhatsApp Email Online Chat