

AN EYE FOR DESIGN ^(TM)



I am a verified PayPal merchant and conduct all transactions online. I accept all credit cards and electronic checks as well. I do not accept mailed payments - you can conduct business with me safely and with confidence through the PayPal payment method



My work is guaranteed - that means you get what you pay for and more than you asked for.

*** Attention:** Corporations, e-commerce and Partnership businesses
Your estimates will be much different from the estimates for personal and small business sites due to the special needs and functions your site will require
Please indicate whether you are a corporation, partnership, or database catalog business before requesting an estimate

If you are referred to me by an associate or referral service, you will need to provide me with your password and/or documented referral verification information in order to receive a discounted price or special package rate.

****Please read the section named "Definition of "Estimate" " carefully**

What is Eye Candy?

Eye candy is a term used in information technology for visual elements displayed on computer monitors that are aesthetically appealing or attention-compelling. Sometimes means any frill or decorative design intended to enhance the basic content of a presentation. We specialize in Eye Candy with An Eye For Design™ for your site and all personal and commercial graphics projects.

Standards of Excellence With An Eye For Design™

~ An Eye For Design project, from web design to graphics, e-commerce capabilities, to maintaining your site, all are guaranteed. Your site is showcased in a portfolio, online for all to see. It's my business card and yours.

~I can design a site with any theme you desire, but outstanding specialties are atmospheric and vintage/retro/old-world art styles and vintage altered centuries old photo art, my own photography, fantasy-infused design, healing and support - simple and elegant, yet powerful designs that entice visitors and bring them back. Full of color, gentle movement, thought-provoking and inspirational art, appealing to the senses, and inspiring to your visitors. I create cut-and-dry corporate presences as well, outfitting your professional site with an atmosphere that is elegant or inviting with more visual appeal than you would normally expect in a corporate site.

~ Eye For Design specializes in creating user-friendly, easy-to-navigate, and welcoming website design. No unnecessary or annoying bells and whistles. I do not create flash sites. This is why - [article in a publication© by Dr. Jakob Nielsen, Nielsen Norman Group](#), Usable Information Technology column on web usability. [Click here](#) for the full article if you'd like more info. Flash is also very expensive for the client, and requires that i use expensive software to create it.

~ I'm the only employee. I'm not a corporation, "entity", representative or sub-contractor. I give you my full attention, from our initial email contact, to the launch of your site and beyond. I will work with you one-on-one, with a personal and personalized service. I work one-on-one with corporate business owners, as well. One contact person makes our jobs much easier without mis-communication or too much feedback that everyone on your end might not agree with. I am experienced and good at what I do, and have been doing it daily as my profession since 1999.

~After your site is done, i'm there to help you and advise you when you need me. My clients become friends. It is understood that a website is a big investment, most folks just starting out in business on the web need a little hand-holding. I treat you with the respect and patience you deserve, and teach you the mysteries of the internet and e-commerce as we go along, so that you avoid costly mistakes and avoid unscrupulous paid services that you don't need.

My portfolio may be viewed online at www.eyecandee.com

Definition of "Estimate"

Info for potential clients and anyone with their own website

Search engine optimization companies - they're offering to do something any good designer would do - creating "meta tags"... embedding your keywords to help your rank in the search engines, and calling it "optimizing" your site. They then submit your site to search engines. We do that for you with every design. FrontPage has a built-in meta tag creation function, and I embed your keywords into your home page and "optimize" your site. We also submit your sites to the search engines - the top engines (no need to submit to 100 search engines if nobody uses them)
- at no charge to you as part of your design package.

Do not pay for anything you can get for free, and always ask your web designer for info before doing anything to your site

Personal and Business sites, Sites are designed upon receiving a 50% deposit on the estimate, and no further payments are required until the site is ready for launch to your domain name. I will send you a "live" link so that you can browse the site and make any additions or changes prior to launch. Your balance will reflect the actual cost of your site's design over the estimate, and minus your deposit.

Databases, shopping carts, hosting, domain name registration, editing and maintenance services available, and these generally carry an additional fee over the basic design of your site. We can provide database programming, which is a separate fee, depending upon the size and scope of the database needed or chosen.

Free submissions to the top major search engines. Some folks think you need to submit to hundreds, but if a search engine isn't used much by browsers on the web, it does you no good whatsoever to go out of your way to submit to them. You may add your site manually to other more specialized engines, depending upon your business once your site is launched, and i will guide you to the places where you can do that. Your home page will be fully optimized with embedded metatags (keywords) to give you the best shot at making your presence known to the engines and browsers

All photos inserted free of charge (while your site is being designed). Must be sent in the proper format and final look and size (.jpgs). Manipulating or editing photos carries an extra fee). You must send in your final copy of your photos - they're re-worked and blended into your site's design and background - additional editing, addition or removal of your photos once the design is drafted or launched, requires an additional charge. If you are a catalog business and your lines change seasonally, or if you're not sure what you'll offer when your site is ready to launch, please wait and send the final copy so that you do not incur additional charges unnecessarily.

Every client's site is protected by a right click disabling function, a script to disable the ability to highlight your text or content, and an image browser block to deter folks from snatching content and images without asking for permission first. These are not infallible - but they do deter dishonest folks from taking your hard work and mine.

Paypal Online Credit Card Acceptance and Shopping Cart Systems - I program your paypal buttons for customers to buy a single item, service, make donations or set up a shopping cart. Fees are additional for programming the cart and are based upon the number of items that will be programmed into the cart prior to launch. PayPal is the best and easiest secure shopping cart system, all of our online shops utilize it. **We require that you inform us of other cart systems and databases you might have purchased and want to use prior to your estimate quote, as this affects your design, may not be workable with my software, and may require programming expertise separate from the basic design and development of your site. Should the site need to be redesigned or repaired after it's completed because it doesn't work with an outside cart system, it is not included in your web design package original fees or estimates, or total cost of your site - redesign of your site due to malfunctions or incompatibility with your original design project would be considered a new project.**

[Click here to check out paypal](#) and to register for a free online credit card and e-check account - request money easily, accept donations or subscriptions, and more

You may sign up for a business account if you'd like to accept all forms of payment from your site. I would then program your cart with codes provided

Matching color scrollbars on each page of your site - adds to the flawless, seamless beauty of your pages

Music is added to pages free of charge, just send us the wavs for insertion or request that we add a clip from our collections

Redesign of existing websites, domain transfers, Research and writing services available. Re-design costs are generally the same as initial design or a little higher - sometimes editing in and out takes more hours than re-designing the entire page or site.

"Send this site to a friend", "sign up for our newsletter/updates", bookmark or print this page, make this page your homepage, feedback forms scripts or components are all included in your design package. This applies to pre-launch design. Addition of these items after your site is designed and launched are fee-based.

[Graphics Design Services](#) - Custom designed graphics for your business

[Click here for my web design portfolio--->](#)

[An Eye For Design home page](#)→

A Few Testimonials

Please feel free to contact my clients below and in my [portfolio](#) to learn about what i do and how i do it for you

~~~~~

"Working with Mary was an incredible journey in itself. She usually knew what I wanted done before I even told her, or knew myself. She took my words and thoughts and put them into an inspirational piece of art. She is a truly gifted and very creative woman who very gently and patiently guided me through a mass of information to create a website far beyond my dreams. Thank you Mary, for creating a very important part of my soul's mission here upon earth."

~ Nora, [Sacred Spaces Gift Shop and Alternative Healing Teaching Center](#)

~~~~~

"Mary, It has been a pleasure working with you on the design of my website. I love your wonderful sense of humor. You are an artist, a consultant and a friend. I appreciate the recommendations given which saved me from making costly mistakes. Thank you so much for all your help." - cj, [The Bridal Experience](#)

~~~~~

"Dear Mary, Thank you for your beautiful work, it has been a pleasure working with you. You have given me exactly what I wanted, and I look forward to working with you further. Peace and Sincerity, Sandie - [The Enchanted Cottage Bed and Breakfast](#)

~~~~~

~~~~~

"While waiting on a 12 year long vision for things to come to pass, in this case, [www.wordsofawitness.org](http://www.wordsofawitness.org), web site, you just go on and do things normally without giving it much thought because the Lord has it all under control and in His time plan of things. Then without notice, you see something that starts the plan in motion, and in my case, I was sent an email from a friend with an 'An Eye For Design' piece in it. It was so beautiful and heart warming and fit right into my vision of the web site. I contacted Mary and we started things in motion. With her vision of how a site needs to be configured and with her knowledge of the systems, it was painless on my part to have this site finished and up and running. When you view this site you will feel the love she put into a creation of her own. I give my Lord the credit for the site with His assistance from Mary and 'An Eye for Design'. I am so grateful for my Lord sending Mary to construct and create a vision 12 years in waiting.

Thank you Mary,

~ Pastor Eddie, [www.wordsofawitness.org](http://www.wordsofawitness.org)

~~~~~

"Mary is a website design wizard. It is a huge joy to work with her. She is professional, patient and so talented. I have gotten so many compliments on my website. I have recommended her to many of my colleagues. She has also become an awesome friend and gift to me personally. Thanks Mary for shining your light so brightly and sharing your gifts." - Jackie Eaton, Angelights www.angelights.net

~~~~~

"Mary, I believe Diggs' Blues was one of the first band sites you did as Eye Candy. Well, I thoroughly enjoyed, as did our fans, every page you created for us, and look forward to a creating a new web site with you. You are bright, talented, and a heck of an artist yourself." - Rick Penny, Guitar and Vocals, Diggs' Blues, 8/98-8/'04

~~~~~

"Mary,

It has been a pleasure working with you on our web site. We are thrilled with your art work and how easy you made the whole experience. Please let others know how happy we are with you and your services." - Gayla, The Talent Fairy - A Talent Agency, www.talentfairy.com

"Mary, thanks for the data about meta tags, site optimization etc. I totally agree with you. I like a person who gives you the information that you asked for, no double talk - just straight to the point. So, just wanted to let you know I like the way you communicate. You

can count on any and all recommendations from us. Thanks for the work." -Terri Walker,
www.talentfairy.com

~~~~~

"Dear Mary, with regards to your service(s) you provide to myself and others, i'd like to say that the work is always 1000% gone over and checked for correctness, service/changes/info always available, never a time without your overlooking/correcting/adjusting all aspects of your work....i would (and have) recommended you to anyone who is interested in having this type work performed for them... you have my best wishes and ALWAYS a recommendation from myself on behalf of my company, National Furnace.. thank you kindly," - Mark T. Serrenti , Owner, Nat'l Furnace Heating and Air-Conditioning, I.I.c,  
[www.nationalfurnace.com](http://www.nationalfurnace.com)

~~~~~

Hi,
Came across site this evening, immediately the music "Emmanual" commenced it was so relaxing. The images I thoroughly enjoyed viewing, particularly with the music playing in the background.
Have this evening passed on the site to nearly 30 colleagues within the Medical and religious fraternity, to view and hopefully join.I treat patients mainly Ex. Military personnel and the EMS who are severely emotionally ill from the sights and scenes they have encountered. I honestly believe this site could assist many just by the relaxing images, and peaceful relaxing music. I thank you for the site which certainly relaxed me after a heavy day assisting and treating many patients.
May The Lord richly Bless You ALL, for the work you have put in to this site.
All Blessings,
Rev & Dr. David Bennett (Director)
Trauma Centre (UK)

~~~~~

Mary I sure do miss you, It was a truly wonderful experience working with you, It seems you knew exactly what I wanted before I said anything, you were always several steps ahead of knowing exactly what I was hoping for and you far exceeded my expectations. I love checking out your new creations. Talent from the heart. I hope one day to work with you again on another project. [www.lindasfountain.com](http://www.lindasfountain.com) Love and Prayers Linda Nipper

~~~~~

This sounds unusual, but when I got onto your site, I could immediately sense that you resonated within the heart of yourself, that within your designs you were creative because it came from a passion or a depth of spirit within you.

Anyway, suffice it to say, I can see your light and love within your works. -Margit Robson,
Twin Souls Centre

~~~~~

## Exactly What Is A Web Design Estimate?

Please be advised that your website design estimate is just that..... an estimate, a ballpark figure on what i believe your site would cost upon completion. It could be exactly that amount, or it can be a little or a lot higher once the site is on cyberpaper. It is very rarely lower, as I have a pretty good idea as to the accurate figure when I send you an estimate. I also cannot be exact as to the number of actual pages needed until i receive every photo, item description, shopping cart contents and info, and design the graphics. I am usually close if i understand exactly what your needs are during our initial contacts. I have a "feel" for you and your site through many email communications. Before, during and after the design.

Estimates are always given before i've received your actual content and additional info and requests. I have no way of knowing the actual size and scope of your site until i begin the framework and design the graphics, add your photos and cart systems. Additional pages may be needed for the addition of more products, an unmanageable download time for the page, too much text for your visitor to read on one page, the addition of music, and any other item or function that adds to download time on the web.

Estimates are given in order to initially process your website design order and begin the design. Additional pages or functions needed as your site is built will require that the final statement reflect these additions. **No additional pages over the first estimate will be added without a request for your permission first.** You can tell me to go ahead or to keep the number of pages as they are. You may request additional pages at any time during the building of your site, and these fees will not become payable until your site is ready to be launched to the web. **If you do not understand or agree with my definition of "estimate", I cannot agree to design your site, so please email me with your concerns prior to placing your deposit. Deposits are not refundable once i've worked on your site. Those fees are applied to the cost of my time and effort.**

If you'd like a definitive fee for your site, or cannot spend above a certain figure, you will need to provide me with a bottom-line budget figure and **exact** itemized listing and names of the pages you wish. In that way, i can tell you what your site can contain for that figure, and i will not go over that amount. You'll have exactly what fits into your budget without going over.

For all sites, the final balance reflects the **actual cost of my time, talents and abilities and in some cases, this may be higher than your original estimate once the site's in progress and space/download limitations and amount of work on your photos, carts, etc. is defined.** The balance needs to be remitted prior to launching your site to your domain name and server. Sites that are not paid in full at the end of the project will not be released until all balances are cleared. You may send me a copy tax forms needed for you to

submit your website design as a deductible expense, and i will sign and return it to you once your site is completed and launched.

If you are interested in an estimate for a web design or graphics design package for your small business or personal interests, please feel free to contact me at [design@eyecandee.com](mailto:design@eyecandee.com)

Mary Hyland  
An Eye For Design™  
[www.eyecandee.com](http://www.eyecandee.com)



An Eye For Design<sup>(TM)</sup>