

RUGGIERO AV SERVICES: ABOUT WEB HOSTING AND FEES

Most people with a new established business often know just enough about "web sites" or at least that they would LIKE to expand their business to include Internet promotion. We at Ruggiero AV Services feel we offer a cost-effective solution to handle ALL of the needs of the web-based extension to your business or service offering. Those include:

- **SITE DESIGN** - We will work with you personally to create a design and layout which either matches the physical layout of your existing promotional material, or provides a new look to encourage customers to visit your site often, especially those who are not within a reasonable distance of your business location. The fee for this site design varies based on number of pages and how complex the site will be. Typical rates start at \$200-\$250, and go to \$700.00; these are one-time charges. Simple edits and updates to that initial design are always FREE. We also include e-mail services with your domain; either mail forwarded to an existing address or a brand new mailbox or mailboxes set up just for your business.
- **DOMAIN REGISTRATION** - the domain is THE way that customers will access your site. It's what makes you a .com, .biz, .net, or .org! Domain registration is included with our hosting services, and we will work with you to choose the right name.
- **DATA CENTER** – Ruggiero AV Services co-locates and leases hardware in Tier 1 data centers located in Northern and Central USA, unless an off-shore location is requested. Your site content and e-mail messages are stored on high-performance, multi-core processor servers on a redundant gigabit network. Redundancy is also provided for all electrical connections, and high-performance fire-suppression equipment is provided on-site.
- **HOSTING FEATURES** - Unless specified by custom contract, disk and e-mail storage limits will be specified according to the package chosen. Fees are expressed as bottom line monthly or yearly cost. We maintain an uptime blog, listing any updates, difficulties, or upgrades done to our equipment and software, so that customers will always know where they stand.
- **SEARCH ENGINE SUBMISSION** - Once the site is approved and "live" on the Internet, we will work to optimize the site code and submit your content to the major search engines such as Google, Yahoo, MSN, and AOL Search. This service is included in our hosting fees. The process to get "recognized" in a top position on a given search engine takes a lot of time, and although we will do our best to provide a great optimization strategy, there are no guarantees that your site will be ranked on the first page of search results. This is due to the nature of the "SEO" business model, and the fact that the major search engines often change the way they rank certain sites. We are constantly working on ways to improve our customers' website rankings because it often means that we too gain increased promotion and return-on-investment. What helps you helps us. Of course, as the owner of a new website you are free to do your own promotion, and as a courtesy we ask that you mention Ruggiero AV Services as your website designer and hosting provider.

THE LEGAL INFORMATION ON HOSTING: Ruggiero AV Services' web hosting operates on the public Internet, an interconnected network of many computers which exchange information with each other all the time. The nature of this electronic exchange is such that "100% Uptime" is not guaranteed; there may be times where communication problems and equipment malfunctions lead to your site becoming inaccessible. Although some downtime is expected, and predictable, it is impossible to predict all possible downtime scenarios. Rest assured, however, that we are always working to make sure these incidents - expected or unexpected - are few and far between. Please check our <https://ruggieroav.blogspot.com> periodically for information on our sites and services.

By agreeing to host your website with Ruggiero AV Services [US], you agree to not hold us liable for damages caused directly or indirectly from your or your customers' inability to access your website.