



Dental Professionals

Website Design/Marketing Program

MDSI Merchant Development Systems, Inc. is proud to bring Dental Professionals a comprehensive Website Design and Marketing Package developed exclusively for DenMat clients. The program has been developed as an ala carte service, enabling you to select one, several or all of the services offered. This approach will help you tailor your web presence to your budget and specific needs.

Below is a list of available services.
Click on each service for detailed information.

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[Campaign Email](#)

[Social Networks](#)

[Photo Gallery](#)

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**For product questions or to get your website project started please contact:
Jeff Muir 208-883-9789 or email at jmuir@mdsiglobal.com**

Domain Name / URL

The first step in creating your web presence is your Domain Name / URL. (www.yourdomain.com)

MDSIHosting.com is our exclusive online platform developed for our clients as a tool to manage every aspect of your website including the purchase of your Domain Name URL.

Within the platform we will conduct an extensive search for the Domain Name that best fits your practice. We will return up to 3 extensions that you can choose from that are "available" from our search. Once the Domain Name is selected we will create a secure, password protected account to register and manage your URL. We recommend that all clients maintain ownership and access to the URL from the platform, which ensures that your investment in a website will always be owned by you. We have made available a complete pricing page that you can review which details the cost for domain names.

Domain Name / URL FAQ's

What is a Domain Name?

Domain Names are the familiar, easy to remember names for computers on the Internet (such as www.denmat.com). They correspond to a series of numbers (called Internet Protocol numbers) that serve as routing addresses on the Internet. Domain Names are used generally as a convenient way of locating information and reaching others on the Internet.

How much is a Domain Name?

Each domain we purchase for you is a flat fee per year of \$19.00. This includes password protected access to your personal account located at MDSIHosting.com.

What does it mean to "register" a Domain Name?

The Internet Domain Name System (DNS) consists of a directory, organized hierarchically of all the domain names and their corresponding computers registered to particular companies and persons using the Internet. When you register a Domain Name, it will be associated with the computer on the Internet you designate during the period the registration is in effect.

What if I already have a Domain Name?

Not a problem! For our clients that previously purchased a URL, we will manage the DNS (Domain Name Servers) for you and point your URL to your new website. Our staff will need limited access to your account to redirect the DNS and to set up your email account if needed.

Will my name and contact information be publicly available?

Yes. Information about who is responsible for domain names is publicly available to allow rapid resolution of technical problems and to permit enforcement of consumer protection, trademark, and other laws. MDSI will make this information available to the MDSIHosting "Whois" site.

How long does a registration last? Can it be renewed?

We offer initial and renewal registrations in one-year increments, with a total registration period limit of ten years. Our tech staff will provide you with a 90/60/30 and 10 day renewal notice via email if you choose to manage your own account outside of MDSI. If MDSI creates the initial purchase of you Domain Name or takes control of the tech contact information from another registrar we will manage your URL for the life of the account. You will be billed yearly for the renewal.

What are the rules for registration of .net and .org names?

They are the same as for .com. Traditionally however, names in .net have been used by organizations involved in Internet infrastructure activities and .org is frequently used by not-for-profit organizations. We suggest (if available) to always use .com. If a particular name is not available or a good alternate is not an option then we suggest using a .net only.

Logo Design Services:

Our graphic design department can assist those clients who have yet to develop an office identity with the creation of a logo. We offer 2 different design packages to choose from based on your color scheme, location or any other element that you desire. The final logo design will be integrated into the website as well as made available to you for printing, signage or any other office branding.

Logo Design FAQ's

What if I already have a logo?

Great! We will use your existing design and incorporate the logo into the website. For most of our clients that have an existing logo we like to utilize the colors and "feel" of the logo into the site design.

How long does the logo design process take?

We have 2 logo design packages to match your time requirements and budget. Each logo design package below features a different delivery time but ALL feature the same MDSI design efforts and attention to your requirements. Each logo design is different but typically a project of this nature takes anywhere from 1 to 4 weeks after preliminary designs are presented until sign-off and final acceptance.

What is the cost to design a logo?

We have two levels of logo design; Entry and Professional.

Entry Level Package \$395.00

Package Details:

Preliminary Design Delivery: 10 business days. Concepts and creation of your logo design.

Maximum Preliminary Designs: 2

Maximum Number of Design Revisions: Up to 2 design revision edits (revision rounds) to the preliminary logo of your choice. Revisions will be available in 3 business days. Once allotment of design revisions have expired, subsequent logo edits and/or preliminary logo designs may be subject to additional hourly billing at \$65.00 hr. Certain simple edits can still be performed at no charge. During all logo design projects, we try to be as flexible as possible.

Design Restrictions:

Illustrative logos not supported. Illustrative logo design requires the purchase of a Professional Packag. Please contact us for further clarification or evaluation of your particular project.

Professional Level Package \$695.00

Package Details:

Preliminary Design Delivery: 5 business days. Concepts and creation of your logo design.

Maximum Preliminary Designs: 5

Maximum Number of Design Revisions: Up to 5 design revision edits (revision rounds) to the preliminary logo of your choice. Revisions will be available in 3 business days. Once allotment of design revisions have expired, subsequent logo edits and/or preliminary logo designs may be subject to additional hourly billing at \$65.00 hr. Certain simple edits can still be performed at no charge. During all logo design projects, we try to be as flexible as possible.

Design Restrictions: N/A

Copyright Transfer of ALL logo designs:

Legal transfer of ownership rights to logo artwork, icon and/or illustration applies only to finalized design. Other unselected 'work product' design material remains the copyright and property of MDSI. You may purchase additional design preliminaries (includes copyright transfer and basic file formats) for \$150.00 per design.

Website Design

Our website design team will create your website based on your budget and needs. To best serve the DenMat Dentist community we have developed 3 exclusive website design packages for you to choose from. The process is simple:

- Choose the design package that best fits your budget and needs
- Choose your website template, images & color scheme
- Complete the office information sheet detailing your office information

Design Packages

Basic Package \$595.00

If you need an affordable, informative site the basic package is your best choice!

Basic Design Includes

- 3 web pages (Home, About Us & Contact Page)
- Custom color scheme & template design
- Your logo, navigation buttons, and background graphic
- Up to 2 images per page
- Two proofs of general design
- Basic web traffic reports
- Basic search engine optimization
- Web browser compatibility testing

Plus Package \$895.00

The advanced package has all of the features of the basic package and more!

Plus Design Includes

- 5 web pages (Home, About Us, About the Dr, Our Services, & Contact Page with Interactive Google Map)
- Custom color scheme & template design
- Your logo, navigation buttons, and background graphic
- Up to 3 images per page
- Two proofs of general design
- Basic web traffic reports
- Basic search engine optimization
- Web browser compatibility testing

Professional Package \$1595.00

The professional package is for the office that wants to enhance their entire practice!

Professional Design Includes

- 9 web pages + slide show (Home, about Us, About the Dr., About the Staff, Our Services, Dental Forms Page, FAQ's, Photo Gallery, "Our Office Slide Show"* & Contact Us Page with Interactive Google Map)
- Custom color scheme & template design
- Your logo, navigation buttons, and background graphic
- Up to 4 images per page
- Three proofs of general design
- Advanced web traffic reports
- Advanced search engine optimization
- Web browser compatibility testing
- Submission to major search engines

* "Our Office Slide Show" will play on one, several or all pages of the site. Office must provide a minimum of 6 with a maximum of 12 images of your office for design and placement

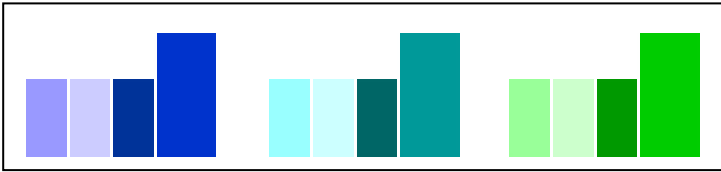
Website Templates

Our website design team has created 6* templates that will enhance your practice and provide your patients with an easy to use, visually appealing website. Each template is customized to feature your office, your color choices and of course your specific office information and images.

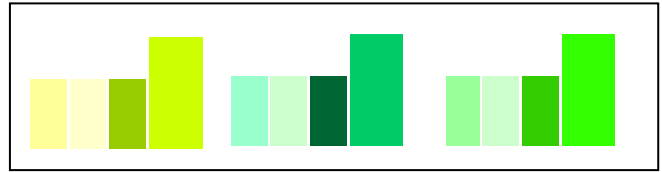
Beautiful Smile Template



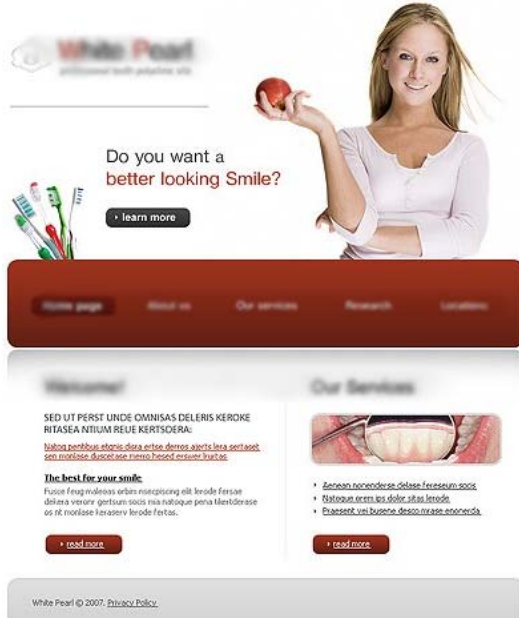
Color Schemes



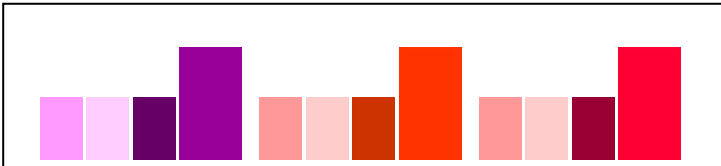
Office Hours Template



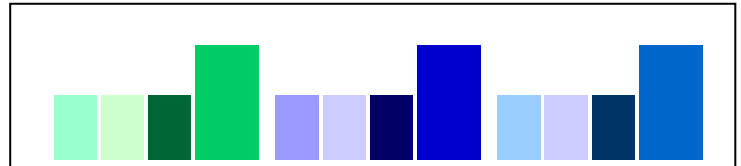
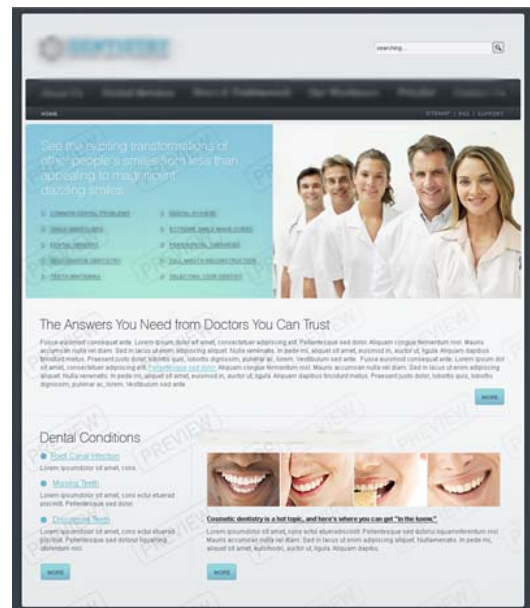
Apple a Day Template



Color Schemes



Office Template



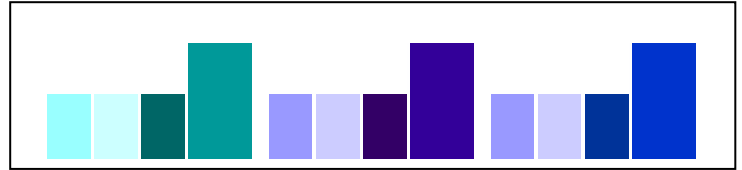
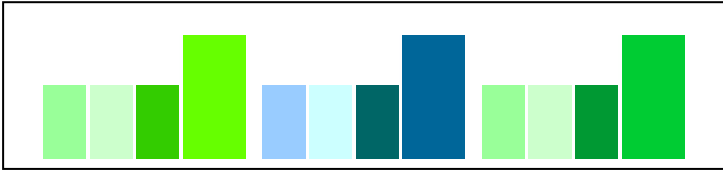
Glamorous Smile Template



Family Dental Template



Color Schemes



* The MDSI template team will be adding 6 additional templates starting January 4, 2011

The Design Process

Your website design will begin once all information is completed and received. During the design phases listed below, our staff will also be creating your hosting account which is where your website will live. The site will be on secure MDSI servers located within a secure facility.

Phase 1 Design:

Once our staff has received all of the requested information we will begin the design process. A typical website will take anywhere from 5 to 10 business days to complete the initial design.

Phase 2 Review:

Upon completion of phase 1 our design staff will review the site with you and determine any changes that need to be addressed. Any changes to the site will be completed within 3 business days and then move to the add-on phase.

Phase 3 Add On:

Once the site design has been approved we will develop any add-on items that you have chosen from the add-on menu. These would include email accounts, blog pages, photo gallery, calendar, email campaign landing pages and Facebook page development and linking. Add-on completion will be determined by the number of items incorporated into the site, allow 1 to 2 business days for each add-on. The selected item(s) will be incorporated into the website and the site will move to the pre-launch phase.

Phase 4 Pre-Launch:

Once all pages and add-ons are approved your website will "go live" on a dummy URL. Having the site located on a dummy URL will enable our staff to work with you in a live environment to determine any final design changes. Any final design changes will be completed within 1 business day and your site will move to phase 5 Launch!

Phase 5 Launch:

Once all pages and add-ons are approved in the dummy environment your website will "go live"! Once the site is loaded onto the MDSI servers, your site will be viewable by the World within 24hrs.

Website Hosting

MDSIHosting.com is a world class hosting platform with 99.999% up time over the past 11 years. We provide free 24/7/365 support to answer any questions you might have day or night.

Deluxe Hosting Plan:

We have upgraded all hosting platforms for DenMat Doctors to our Deluxe Plan. The Deluxe Plan includes unlimited bandwidth which means you never have any billing surprises. Whether you have a visitor a day or 1000 a month your hosting fee of \$20 will never go up for the life of the account. Secure, reliable and affordable, MDSIHosting.com!

MDSI Email

Creating a unique, memorable, personalized address based on your domain! With MDSI Email, you also get powerful protection against viruses and spam, easy-to-use organizational tools and much more. We have also made MDSI Email affordable for DenMat Dentists! No set up fee with unlimited email, all for a low monthly of \$10 for the first email account and \$3.00 for each additional email account. You can also add and delete email addresses for free for the life of the account!

MDSI GraphicMail

DenMat Dentists can now participate in their exclusive marketing program! MDSI GraphicMail is a perfect solution for marketing to DenMat leads through email. We provide you with an interactive template detailing your exclusive offer with links to a landing page on your site that provides additional information to the recipient. We manage every aspect of your email campaign and provide you with real time reports detailing delivery rates, open rates and more! For a flat fee of \$165 we will design your campaign email template, include your offering, provide a landing page on your site and provide you with your first 1000 email credits!

Social Media



Social Media is all the rage and a great way for your office to interact with existing and new patients. As a DenMat Dentist we can create your Facebook page branded with your logo and office information for a onetime fee of only \$85.00*. We also add the Facebook logo on your site with links to your Facebook page at no additional cost!

* social media is a great way to keep your patients informed BUT we recommend that you DO NOT have a Facebook page unless you have staff that can update the page a minimum of 2-3 times per week.

Photo Gallery

The MDSI Photo Album gives you an online photo album built into your website for sharing photos, as well as easy-to-use editing tools to make sure your photos look their very best. Included in your account is 2.5 GB Storage / 150 GB Bandwidth for only \$20.00 per month.

Best of all, MDSI Photo Album provides **login-free photo sharing** at your personal domain name, so your patients don't have to hassle with signing up or logging in just to view your pictures. It's the perfect solution for viewing, sharing and storing all your office images from the reception area to patient success stories!!

Merchant Credit Card Services

Are you paying too much for credit card fees? Is the level of service not what you were promised? Does your staff stay on hold forever trying to get information? If you answered yes to any of these questions then MDSI can help! We have been providing merchant services to our clients for the past 11 years, providing prompt courteous service to all of our merchants! If you would like MDSI to evaluate your current provider please call us at 208-883-9789 and we will provide you with a free quote and answer any questions you might have!

Website Design Project Pricing Overview

Below is a detailed overview of the exclusive DenMat pricing for your review.

Domain Name:

Each domain per year \$19.00

Logo Design:

Entry Level Logo \$395.00

Professional Level Logo \$695.00

Website Design:

Basic Package \$595.00

Plus Package \$895.00

Professional Package \$1595.00

Website Hosting:

Per Month unlimited bandwidth \$20.00

MDSI Email:

First email address \$10.00 each additional email \$3.00 includes unlimited incoming and outbound email and email storage

MDSI GraphicMail (campaign email marketing)

Template, landing page and 1000 email credits \$165.00

Social Media Facebook Page

Complete set up of Facebook page with link on main website \$85.00

Photo Gallery

2.5 GB Storage / 150 GB Bandwidth \$20.00 per month

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