Media99 Wedding Gallery Details

Both of the Media99 wedding galleries, standard and custom, focus on the use of wedding product images and local SEO content to boost your wedding business. While the standard gallery uses stock images and basic SEO practices, the custom gallery allows you to display your own images, have numerous categories, more in-depth wedding-related SEO and much more. This document will cover the options currently available.

Standard Wedding Gallery - **$125**

The standard version of the wedding gallery is a turnkey product. All images used are stock images provided or designed by Media99 and are not changeable.

The standard gallery comes with four gallery categories: bouquets, ceremony, reception, and wedding party. Each section contains at least 40 images. Additional images will be added to these sections on a periodic basis.

The local wedding SEO content is placed on the standard gallery home page. This information should include things like local wedding venues, services, etc. Along with this content will be the downloadable wedding flower checklist.

If a wedding consultation request form is requested it will be made and linked to your gallery for the standard $25 form fee. If you already have a consultation request form there is no additional charge.

Custom Wedding Gallery - **$250***

The custom version of the Media99 Wedding Gallery allows you to use your own images, customize and expand your wedding SEO content, add downloadable content and more.

*The setup fee begins at $250, which covers setup, the first 200 pictures, local wedding SEO development, wedding consultation request form, and custom title and category header graphics.

Additional customization could incur additional cost depending on labor needed to implement the requested actions. All prices will be agreed upon before work begins.

Custom gallery features that can be customized:

- Title graphic(s)
    - The graphic on the wedding gallery homepage can be changed to an image of your choice. This image can be supplied by you, or we can create a custom image for your homepage.
- Categories
    - The standard gallery has four categories; bouquets, ceremony; reception; and wedding party. Your custom gallery can have additional categories chosen by

you. If you want a section devoted to unity candles, corsages and boutonnieres, or any other product you want to showcase you can have an additional category with photos and content. The current limit on the number of categories is eight, and you do not have to have four categories. The naming is up to you, and so is the content.

- Category graphics
  o Header graphics for each of your image categories can be changed. You can supply us with the desired graphic, or we can create a custom graphic based around one of your products in the category in question. These category header graphics can also be combined with wording and/or links.
- Category headings
  o Each category heading is customizable with images and content alike. You may want to place detailed information about ceremony locations on your ceremony image page; this way any brides viewing your gallery will garner ideas on where to use your flowers.
- Navigation Menu
  o The navigation menu can be customized with colors, fonts, dropdowns, etc. This is probably the most changeable feature of the wedding gallery.
- Image thumbnail sizes
  o While the way the thumbnail images are arranged is not changeable, the size of the thumbnail images is flexible. The standard gallery uses at 200px by 200px thumbnail. For the custom gallery they can be larger or smaller, whichever works best for your page setup.
- Image text
  o Each image can have associated text. This text will appear when the image thumbnail is clicked. The large image appears on the screen with text underneath. This text is a great place for local wedding-related content. You can describe your images with cities, buildings, venues, etc. Each image can, and should have its own original text. This adds to the organic content of your site and relates specifically to weddings.
- Downloadable content
  o The flower checklist we have available is an example of downloadable content. The ability to put something into a bride's hands with your florists name attached is a good way to keep your shop in their minds when they are ready to send in that consultation request.
- Additional images
  o You can add images to your gallery after it has been put in place. Currently Mediia99 staff will process and put the images in place. There could be a charge for labor involved depending on the quantity of images submitted at once. Please contact us regarding this before sending additional images to ensure clear communication.

Both versions of the gallery are designed to fit seamlessly into your Media99 website. In order to accomplish the release of a product that is not only beneficial to our client/partners, but also manageable and affordable some limitations have to be made. There are changes to the wedding gallery that simply cannot be made due to coding/application interference with core Media99 software, or will not be made due to compatibility issues and/or best practices.

Features that **CANNOT** be customized include but are not limited to:

- Image display matrix – the arrangement of the thumbnail images
- Image display method – the way the large images appear when the thumbnail is clicked
- Image navigation – the process in which image queues are navigated

Media, code, and other things that **WILL NOT** be added include but are not limited to:

- Flash animation – due to compatibility
- Music – due to web design best practices
- Third-party advertising campaigns – advertisements like you see on the side of Facebook or Google.

Wedding Gallery Upgrade

If you decide to go with the standard wedding gallery initially, the standard price of $125 ($150 with consultation form) applies.

If you decide to upgrade from the standard gallery to the custom gallery, the original $125 you paid will be counted as a credit towards the custom price.

For example, if your custom gallery would normally cost $300, you would only owe $175.

This gives you a chance to put the gallery in place on your website and then upgrade later when you are ready.

For any additional questions about the Medi99 Wedding Gallery or Media99 products and services please contact us.

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