



HSM Now Offers Enhanced Memberships Featuring Web Development Services

Historical Society of Michigan Web Services for Member Organizations

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Annual Budget	Web Service + Membership	Total
<= \$10,000	\$149 + \$35	\$184
\$10,000 - \$25,000	\$299 + \$35	\$334
\$25,000 - \$50,000	\$449 + \$50	\$499
\$50,000 - \$100,000	\$599 + \$50	\$649
>= \$100,000	\$799 + \$50	\$849

To help HSM provide these services at such a low cost, the local organization will also be asked to share its membership list so that they can be made aware of other HSM programs and membership opportunities. We will not share your list other organizations.

Historical Society of Michigan



1305 Abbott Rd. •
East Lansing, MI 48823 •
517-324-1828 •
www.hsmichigan.org •

Historical Society of Michigan Web Services for local historical societies

Quick



Easy



Reliable



Effective



- Customizable
- Affordable
- Personalized



Quick

The Historical Society of Michigan is able to create a customized web design for our member organizations within weeks of the initial contact. Most web site development companies take months to provide a customized design.



Easy

When you allow the Historical Society of Michigan to develop your web presence everything is taken care of for you. Just send us the pictures and text you would like to feature and we do the rest. Our templates are fully CSS and XHTML compliant which will drive users to your site.



Reliable

The Historical Society of Michigan was founded in 1828 and we bring that type of reliability to every service we are involved with. Our office is staffed full time giving our clients access and help anytime. Our technology is state-of-the-art giving us the ability to have 24/7 web access which will elevate any organization's profile and provide their users access to information.



Effective

Our member websites are highly effective. Indexed by all search engines and ranked highly by all. We also offer analytics services which allow content optimization, market optimization, and goal actualization.



Web Services

HSM's web services program was established in 2006 to bring another value added service to our member organizations. Many local historical organizations want to be on the web yet lack the skills to do so. We bridge the gap by helping historical societies and museums build websites, based on our template, and then provide regular updates which are critical to a website's success. Once a client's web design is customized and approved we register the domain name with ICANN and Network Solutions. This is often a difficult and costly process that is completely handled by us.



step of the way. Once the web site is established we allow for regular updates and / or changes. Smaller historical societies find that they can get the word out about anything in short order and have the entire world be in the know.

To purchase web services from the Historical Society of Michigan just join as a member organization and tell us that you would like the added web services, or add it to your already existing HSM membership. It's just that simple. Pricing is on a sliding scale making it easier for any organization large or small to get on the World Wide Web. With the added service you can see who is coming to your site and which pages are the most popular.

Domain names are also completely customizable. And we work with all of our clients to find an unique domain name that reflects the client's profile. The Historical Society of Michigan is there for you every

Analytics



Analytics tells you everything you want to know about how your visitors found you and how they interact with your site. Focus your marketing resources on campaigns and initiatives that deliver ROI, and improve your site to convert more visitors.

