

## Price list

### Website Options

#### A. Website from template (PSD to XHTML/HTML) (from £100)

Ideal for:

- ★ Web designers
- ★ Clients who can host and maintain their own account

#### B. Just website design (from £200)

Ideal for:

- ★ Clients who want a unique site (i.e. not use a template) and can upload and maintain their own website
- ★ Web developers who'd rather concentrate on coding

#### C. Web design & CMS/Bespoke Blog (from £250)

Ideal for:

- ★ Clients who want a unique site (i.e. not use a template) and wish to amend their own site content/run a blog.

#### D. Web design plus blog (from £400)

Ideal for:

- ★ Clients who want a unique site (i.e. not use a template) and a bolt-on blog to be able to update readers on recent news, products, stories etc.

### Complementary Services

The following can be re-designed to reflect your website design:

- ★ Customer Documentation i.e. forms, information sheets, SCDD (financial services KFI) etc.
- ★ Business cards
- ★ Newsletter design
- ★ Online Magazines/Brochures
- ★ PowerPoint presentations
- ★ Mailing list management (send emails/newsletters to your database)

### Maintenance & support

If you'd prefer, I can look after the upload of your site, maintain your domain and site, and make minor alterations. In other words, your website and domain (including your email accounts etc.) are completely taken care of and supported, allowing you to concentrate on running your business.

### Add-ons/Includes

Standard inclusions:

- ★ Site map submission
- ★ Search Engine Submission (to major search engines)
- ★ Search Engine Optimisation (on page)

Optional extras:

- ★ Real time website analytics/Website analytics reporting
- ★ Bespoke contact forms (& functionality)
- ★ Domain purchase & setup (price depends on domain)
- ★ Image gallery and other extra features
- ★ Social media integration e.g. Twitter
- ★ Google Adwords campaign setup
- ★ Email account setup
- ★ Remote assistance setting up email client inc. signatures etc.

### Coding/Website Structure

All sites are coded in valid XHTML/HTML using cascading style sheets (CSS) and a div-based structure. All sites are on page search engine optimised i.e. include meta information, H tags, alt attributes for images etc.

Service/Product	Fee	Comments
Domain purchase & set-up	£15 for .co.uk (2 years) £10 for .com etc. (1 year)	
Front (Home) page	£200	
Additional pages	£50	
Blog	Wordpress template: from £50 PSD template: from £150 Bespoke design: from £350 As a bolt-on: from £200	
Hosting (Basic package)	£30 per annum	100MB Webspace 5GB Bandwidth 10 Mailboxes 2 Databases
Support & Maintenance	From £15 per month	Minimum 12 month contract Terms and conditions apply
Content Management System (CMS)	£50 plus £10 per page to set up	
Custom Contact Form	From £25	Price depends on size and functionality required
Real time web analytics	£50 set up fee	
Monthly reporting	£5 per month	
Extra site features e.g. jQuery, Flash, etc.	From £25 - dependent on requirement	
<b>Once live</b>		
Additional pages	£50 each	
Extra email accounts	£1.50 each	
Other tasks	Chargeable at £30 per hour	For anything not included within the standard Terms of Business

## Terms Explained

### Custom Contact Form

A contact form allows potential customers to contact you and allows you to collect information from them. A standard contact form will generally collect a name, contact details and a message. However, a contact form can ask whatever information you wish. Also, the form can send your customer an automatic email e.g. *"Thank you for your message... We will be in touch with you soon."*, send an attachment i.e. a brochure that a client has signed up to receive. The contact form will deliver the form information to your email inbox, and even store the results in a database if required.

### Content Management System

A CMS enables the site owner to change and add new content to their site. It is an online based system which enables you to log in and change the text on your site. You can change headings, update a news section, edit text, amend images etc. You do not need any coding knowledge.

### Blog

Short for weblog, a blog enables the user to post regular information on a site. Your readers can then comment on your content. Readers can subscribe to your blog so that they receive notification of new posts. A blog is a great add-on to your main site and can really enhance your presence on the web.

### Support, Maintenance & Hosting (SM&H)

Once your site is ready, it needs to be uploaded to your domain via FTP. In addition, your mailboxes would need creating and setting up in your email client. Down the line, you may need minor alterations made to the content of your site or have problems with an email account. With SM&H, this can all be taken care of for you – all products and services supplied are supported.

### Real time web analytics

Once your website is live, it helps to know how many people are visiting your site, how they are finding your site i.e. which keywords are driving visitors to your site, how long people are spending looking at your site, what information your visitors are downloading etc. With real time web analytics you can see the activity on your site in real time. This tool also assists in the continuous development of your site from a search engine optimisation point of view.