A Website & Design

Design
Before we design your site, here are some points to consider

Hosting
Once your site has been completed, in order for others to access it on the internet it must be published by a website hosting company. We will upload to any hosting company of your choosing, or we can offer very competitively priced global tier one web server hosting; this means your site will open faster than many others, giving you the advantage over some of your competitors. We offer 7 day online support. Plans start at 1000mb of space and allow up to 10gb of transfers per month and includes 50 email accounts i.e. sales@acme.com.au and Includes PHP and MySQL to support databases.
Plans start as low as $6.95 p/m (approx $80 per year $160 for 2 years or $250 for 3 years) We will publish your website to the internet for you, as well as designing it and this is included in our one off fee.
We also offer an optional on going service fee to maintain your site at $50 p/m.
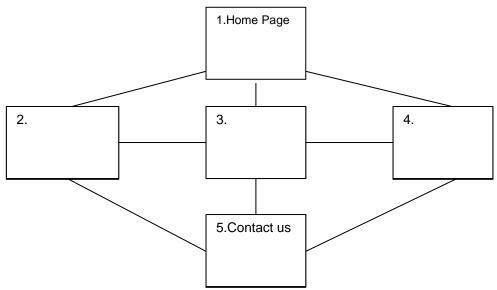
Domain name
Your domain name is your site's address. For example, if your business name is "ACME", your domain name might be www.acme.com.au or www.acme.com
You can choose to be on the world wide web or more accessible to Australian browsers. International names cost from $6 per year and include .org (organisation), .com (company), .info (info), .biz (business) and .net. Any individual may use any of these extensions. In other words, you don't have to be a company to use .com. As part of our one off fee we can purchase your domain name at very competitive prices, or you can purchase your own and then either organise to direct it to your webhosting, or have us do this for you for a small fee.
Australia .au names cost from $19 per year. These include .org.au (organisation).asn.au (association) .id.au (individual) .com.au and .net.au
You can search for domain names to see their availability if you go to our hosting and domains page on our website and scroll to the bottom of the page under searches.

Layout
Website design can be a fairly lengthy process of passing design ideas back and forth between the designer and the client. The first step of the process is to draw on paper a rough idea of the layout of the site using one piece of paper per web page.

Here are some more important points you will need to consider in preparation for your first free consultation.

Your customers

We need to tailor your site's content to hold their attention.
Once we have the basic layout plan of your site, we can start to add some detail.

Colour scheme

Because not all your customers will be seeing your web site on the same computer, colours can vary very slightly. We try to use web safe colours to limit variation. Do you have a corporate colour scheme? Do you have a letterhead or card we can imitate?

Pictures

We can add photos, drawings, banners, movies and sound, but because not everybody has the same software installed on their computer, some features of the site may not function on some customers browsers. For example, movies and animations or moving buttons produced with Flash software may not work. However, we estimate approximately 90% of computers have Flash which enables interactive buttons to work. Larger pictures are slower to download, so it is advisable to limit the number of pictures on a page, or create thumb nail sized pictures with a link to a larger version of the same picture on a separate page (this is not charged as a separate page). Keep your home page fairly basic, but interesting enough for your potential customer to want to navigate the rest of your site, rather than leave because the first page was downloading too slowly to keep their interest.

Sound

You can have background music, movies with sound, or musical demos. The larger the file that the music plays from, the longer it will take for your customers to download and hear. We suggest demos no longer than 1 minute in total unless you are only aiming at clients who use a broadband, ADSL or ISDN connections, which downloads very quickly compared to a dial up internet connection. A potential customer waiting for a slow download may be too impatient to stay around on your site. Broadband usage has doubled in the last 12 months, with well over 3 million broadband users on line.
It is recommended that you have a look at some other websites before designing your own. This will help you decide how you would like your own to look.

Information content

Below are some ideas of the kind of things that we may need to include in the site. Some features will incur an extra cost*
1. Site map and a help section
2. Links to other sites
3. Your contact details such as address, email, phone or fax numbers
4. Explanation (Alternative) text for buttons and features
5. Meta tags, keywords and descriptions to help your site gain a good rating when searched for.
6. Banners or adverts *
7. Website search optimisation and search engine registration*
8. A counter that shows how many people have visited the site *
9. ecommerce, on line store, payment gateway set up, ssl certificate set up*
10. A privacy declaration *
11. Copyright details, or disabled save options to prevent site images being downloaded *
12. Mail Manager, web based newsletter to your clients*
13. Self updating websites*
14. Data bases* Login in*
15. Drop down navigation menus*
16. Self updating gallery*
17. Flash*

Bear in mind that the simpler you make your site the quicker it will download, and the less it will cost to produce and maintain. In a recent study it was observed that about 60% of businesses update their website three times a year or less. We charge the same hourly rate to build, update or change your website, at your direction.

The finishing touches

These may include design touch ups, embedding sound, optimising images for the web, inserting meta tags, keywords and page descriptions, initial search engine registration (Yahoo, MSN & Google etc) and testing on different browsers in various resolutions, on Mac and PC. All these things take a while to finalise, and we suggest that you occasionally take time to browse your site to look for small errors that may occur. Browsing from different platforms on friends' computers, may bring to light an error that is not apparent on Win 2000 or XP but is on Win 98 for example.

Search engine optimisation* (optional extra)

This can enable your site to be found before those of your competitors, and entails a few different options. One option is Google Adwords which offers a pay per click (PPC) schedule of a minimum 5c up to a max of $100. You can set your monthly limit so that you do not go over budget. This does not guarantee a first page listing if you have many competitors, but can put your advert on the right hand side of the page, often on the first page, though many customers still fail to see these adverts.

Instead you may want to optimise your website so that the search engines give your listing preference over many of your competitors. To do this we will increase links to your site, study your competitor's tags, and improve upon them, and ensure your site has the optimum keywords and descriptions suited to your customer's searches and the site's design is optimised for search engine crawlers and preferences.

Independent advertising on your site* (optional extra)

Advertising on your site raises revenue for you with no out lay. There is a one off set up cost by your web site designer to install the code into one or all of your pages. You can decide whether any particular ads are inappropriate, and they can be replaced. All ads will be relevant to your sites content, but you can filter out any competitors. All ads are family rated. You'll receive a small fee for every click on an advert on your website.

Newsletters*(optional extra)

We can help you set up a regular 'e'newsletter to your clients advertising your products etc. Data is collected from your readers as they view the newsletter to determine which articles they read, and therefore which products they are interested in. There is a monthly fee starting at $33 with initial one off set up cost of $55

The design cost

The first consultation is free. Subsequent consultations (including travel to the client) are charged at an hourly rate of $60 per hour, but it is very unusual for the first free consultation to not be sufficient, as most content will be sourced by email and contact made by telephone/email. Whether you are a local client or long distant this will not affect the finished result, as we are able to post your site on the internet after you have chosen a hosting company, and you will be able to watch your site progress, and liaise directly with the designer as it does so. Sites start at $300 for 1 page, $500 for 4 pages, a home page, contact page and two other. Subsequent pages are charged at $100 per page. The first $300 payment is due on completion of the first page, also during this stage we will organise hosting and your domain. The final payment is due on completion. If the site is paid for in full at the commencement of designing your site you will receive a 5% discount on the total design cost. Completion usually takes between 2 - 4 weeks, but can be faster or slower depending on your pace. After completion, if you choose us to update your site for you we charge $60 per hour, and we bill at the end of each month on a 30 day account.

We look forward to creating your ideas, and thankyou for choosing us to do so.