

## Internet Services

## Price Guide

Version: 4.1

Created By: DesignCoUK

Date: Thursday, 16 November 2006

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## Websites

### Bannersite

Creative design and production of a single page, banner website. This is our entry level, single page website that can contain images, text and a links to enable viewers to email enquiries.

This is an ideal first step on the ladder for small start-up companies who want a web presence so that they can let everyone out there know who they are and how to get in touch with them. Many companies or individuals will buy a domain name to enable them to use this name as an email address so why not use the domain name as a banner website as well?

### Microsite

Creative design and production of simple, yet effective, 5 to 6 page website. A common background design would be used for all pages which would also include text-based navigation links and the main copy which would change for each different page.

For companies or individuals who want more of a web presence than a single page bannersite but aren't quite ready to go for the fullsite just yet, this is a low-cost way to get online. This package is also ideal for promoting a specific product or range of products as a separate website to the parent company or other products and ranges.

### Fullsite

This is a full blown website that can contain text, images, roll over navigation, sub menus and links. Each page, or section of pages, can have its own look and style and the site can include a range of pictures, graphics and text to get your message across to the rest of the world.

To create the right impression of your company to your clients and potential clients a full website is an excellent choice.

## Copywrite

Daily rate for professional copywriting service, sufficient time to write a small site of, say, half a dozen short pages, plus a briefing session.

Whilst organisations are often more than ready to invest in professionally-written advertisements, brochures and other marketing literature, the quality of the written word in the company website is frequently overlooked.

With over 60% of UK households and virtually every business now enjoying the convenience of internet access, the worldwide web is clearly the place that most people turn to the moment they require information about a particular company or service.

With over twenty years' expertise of producing succinct copy and advertising messages for a whole range of clients our copywriters have considerable web-based experience and have written websites for organisations of all types and sizes.

## More...

### E-commerce

The internet has changed the way we do business. The web is one of the best ways for manufacturers to sell their product directly to the public, retailers to expand into unlimited locations, or entrepreneurs to establish a new business inexpensively.

We can guide you through the process of adding the "e" to your business; from specifying requirements, through to choosing the right technology, to coding and implementation and finally aftercare.

### Contentmanage

Content management systems allow companies and organisations to quickly and easily develop and deploy content to a website without requiring knowledge of the structure of the site or underlying technologies such as HTML.

We can assist you in selecting or developing the most appropriate content management system for your business, whether it is a simple database driven website or a fully fledged XML based system providing facilities such as workflow, multilevel security and version control.

## Hosting

If you are looking for the complete one-stop-shop then why not let us to host the site for you? We can take all the hassle out of hosting by doing all the work for you. We will do a search for a range of domain names to see which are available and then arrange to register your choice in your name and set up the hosting for you. We will also set up any email accounts that you would like and give you access to live statistics for your website that will tell you everything you need to know about who is visiting your site, when, for how long, what hardware they are using and many, many other useful bits of information.

All our hosting includes:

#### **Monthly site usage reports**

- Statistics on referrals, failures and operating systems that have accessed to site
- Accurate real-time website statistics with detailed visitor tracking and analysis
- Detailed breakdown of pageloads, unique, first-time and returning visitors
- Popular Pages - what webpages get viewed and what ones don't

- Zoom in on your visitors' locations and watch in real-time as they navigate through your website!
- Search Engine/Keyword Analysis - what keywords are people using to find your site?
- Drill Down - Incredibly Powerful Tool. What navigation paths, referring links and keywords are leading to conversions?
- Email summery stat reports to be delivered to you each month
- Referring links - do you know how your visitors are finding your site?
- Country Stats - does your website have a lot of international visitors? What percentage of domestic visitors do you get?
- Browser/Resolution Info - is your website optimized for your visitors?

This is a powerful marketing tool to allow you to tune your website or just find out who's looking at your site and when. You can access these stats any time you want and you'll get a simple summery each month via email.

#### **Email address setup**

We will set up all required email addresses plus any forwarding or auto responses that are required to give the professional image you require for your customers.

#### **Arrangement for purchasing domain names and transferring sites**

Whether .com, .co.uk, .org, .net or many other domains, we can find out what's available and purchase/register the site on your behalf.

We can also arrange the transfer any domain or website from your existing host.

## Hosting Packages

### Hostsite

50mb of site space  
50mb of data transfer per month  
10 individual email accounts

This is our standard hosting package which will easily cope with all but the most advanced of websites and has a wealth of other standard features. We will deal with all the setup for you so you don't need to be technically minded.

### Hostadvance

Individually tailored hosting package

If you have more advanced needs for your website or just some specific technology that you need to make sure will be available on your site then just ask. We can usually accommodate most requests.

## Updates

One of the most important aspects of any website is the content. Visitors like to see this content change and update so that they feel they are looking at something new and fresh and the information they are reading is current. Search engines are no different, they also rank sites with constantly updating content higher than those site that remain completely static.

We at DesignCoUK can offer a completely tailored package to suit your requirements for updating your website, whether this is monthly, quarterly or just a one off update we can advise on the best approach to take and review this periodically to ensure that it still meets your needs once implemented. Some example prices are listed in the 'guide price chart'.

## Guide Price Chart

Service	Guide Price
Bannersite	£175
Microsite	£499
Fullsite	
Sitesetup - Creative design, presentation and production of site template(s).	£720
Pagebuild - Creation of website pages based on template(s) created as part of the sitesetup.	
1 to 10 pages per page	£50
11 to 25 pages per page	£45
26 to 50 pages per page	£40
50+ pages per page	£35
Copywrite - Daily rate for professional copywriting service sufficient time to write a small site of approximately half a dozen short pages, plus a briefing session.	per day £325
Hosting	
Hostsite	per month £15
Hostadvance	per month p.o.a.
Domain Registration	
.co.uk, .org.uk	2 yrs £15
.com, .org, .net	2 yrs £40
Website Updates	
Single Update	per instance £80
Quarterly update	per year £240

Monthly Update

per year

£540

An update would consist of:  
Changes to text and/or images that make up the content of up to 5 separate pages And/or the addition of a new page based on the template already created with new website build.  
And/or removal of any pages no longer required.  
Also included would be changes to the site templates that are necessitated by any of the above changes.  
(Or equivalent to be agreed by DesignCoUK.)  
Payment for single update due upon completion.  
Payment for annual contract due prior to commencement of contract period.  
All updates will be completed within a working week of the day the details are received by DesignCoUK; however every effort will be made to complete the updates much sooner than this.