

1. The “basic” website

Because every website is a unique entity with its own features, it can be difficult to provide accurate pricing until we've actually sat down with you and worked out your specific requirements, but as a guide...

A “basic” website consisting of up to 5 pages with no **additional features** (read on to see what we mean by “additional features”) and where the customer supplies all images and copy (text) content will cost **\$700** (NOTE: this does not include the cost of domain registration and hosting). Typically, the 5 pages on a basic website might consist of something like:

- A **home** page: The page the browser lands on when people visit your site. Use this page to broadly describe what your business or organisation can provide to your target audience.
- A **products** or **services** page: Shows detail on the specific products and services you provide.
- An **about us** page: Gives customers a brief history of your business/organisation and introduces some of the staff or people they might expect to meet if they get involved with you.
- A **testimonial** page or **gallery**: Allows you to showcase some of your work and/or present the extremely positive opinion of customers you've worked for in the past.
- A **contact** page: Let people know how to get in touch with your business or organisation. This can include:
 - **Email links**, which will automatically load a new email with your email address in the “to” bar;
 - **Telephone numbers**, which, when clicked on a phone, can automatically dial your number;
 - A **contact form**, which allows customers to enter their details and easily send them to you by simply clicking a button.
 - A **physical address** for your business or organisation: If you like this can be configured so that when clicked on, it links with your business location on Google Maps, showing customers how to easily get to you.

2. Additional features

The extra features we can include with your website fall into 4 categories:

- Additional pages;
- A content management system;
- A database;
- A business portal.

Additional pages: The easiest to discuss! As with the basic website, if you provide the copy and images, we will charge **\$100** for each additional page you'd like on your website. If you need us to create copy and images for you, there will be an additional charge (read on).

A **content management system (CMS):** This is an interface that allows you to add your own content to a page on the site (without having to ask us to do it for you). CMS's are commonly used for pages featuring regularly changing information, such as fundraising campaigns, or up-coming gigs on a band's website. The cost of a CMS will vary depending on your requirements, but a basic CMS can be included from as little as **\$200**.

A **database:** Websites incorporate databases for many reasons. One of the most common uses for a database is to allow users to create accounts, or log in, and save information (like account details). Databases may be used by organisations wanting to provide a portal to their members to update information. As with a CMS, the cost of including a database with your website will vary, but a basic database can be included from as little as **\$200**.

A **business portal:** A business portal allows users to conduct financial transactions on your website. A business portal will connect directly to your bank account and enable users to submit credit card details and purchase goods or services. As with the above, the complexity of a business portal can vary considerably, but we can include a business portal with your website from as little as **\$200**.

3. Domain registration and hosting

To exist in a “live” environment (so people can find it on the web), a website requires a domain and a hosting server. Your domain is the name that appears in the browser URL bar when people are looking at your web pages. It is unique, and therefore internationally-regulated. It’s fine for you to purchase a domain and web-hosting yourself, but if you’d like us to handle this for you, we can – no problem!

We work with a company named **Webcentral**, for both domain registration and hosting. Their prices vary, and are available...

here: <https://www.webcentral.com.au/domain-names/domain-pricing/>

And here: <https://www.webcentral.com.au/web-hosting/cpanel-hosting/>

At the time of writing, **Webcentral** offer domain registration from **\$14.95 per year**, and hosting packages starting at **\$6.95 per month**.

4. If you need help with your images and copy...

This is where it gets very hard to predict costs. We can definitely help you put together the images and text content needed for your site, even if you’re starting with nothing! But the only way to price it, is to discuss and agree on exactly what is required. After our initial get-together, we will give you a proposal which identifies the costs associated with the creation of copy and images.

As long as the scope remains set during the project, the price will not change, regardless of how much work is required evolving content to your satisfaction.

5. Extending your web presence

Want help extending your web-presence beyond your web-site? There are a number of common platforms businesses and organisations can use to push their brand out and connect with more customers and members. These include:

- Facebook business pages
- *Your Business* on Google (including Google Maps)
- LinkedIn company page

... and more. We can help you establish your web identity on a number of platforms, and connect these to your website. Mention any interest you may have during your first consultation with us, and we'll include the solution in our proposal.

6. Website maintenance

Once your website is live, there may be something on the site you'd like adjusted or added as your needs evolve. We're more than happy to make any tweaks or changes that are required. For website maintenance, we charge \$100 per hour, charged in 1-hour increments. We will provide you with a firm quote before we start any work, and we will stick to our quote!

Ok, that should cover everything! If there's anything we've forgotten please call Pete (0407 266 983) and let him know.

We'd love to hear from you. 😊