



## WEB DESIGN INCLUSIONS

These are the current inclusions for web design from start to launch. Any editing, updating which may occur after this process, is not included here.

- web banner design/logos (unlimited changes until design is perfect)  
a note on images used to design logos/banners etc. Images used for your logo/banner design are best purchased from reputable online stock image websites, to avoid copyright infringement, and to easily access and download hi-resolution copies. To achieve excellent results when printed, expo banners, business cards and posters etc. require hi-resolution (300dpi) quality images. I have accounts with stock image websites, which allows me to download a specific image based on a pre-purchased 'credit' system. As some clients will need/choose to have more images than others, the cost to purchase these images is not included in the web design package. Most clients will spend less than \$10, however some images can be up to \$30aud each, depending on the source and size required.
- if for any reason, we have designed/partly designed a banner, and completely start over designing a new banner/logo during the process of the website design, the cost is an extra \$100aud.
- intuitive and logical web page design and layout: without time or number of edit restrictions up to 20 pages; more than 20 pages included in price at my discretion.
- webmail form and webmail setup: webmail is [info@yourwebsite.com.au](mailto:info@yourwebsite.com.au) etc. Webmail can be working as soon as your domain name is registered and pointed to the space where the website is being built. The website itself does not have to be completed for your webmail to be active. (This means the website space is now live and your website may be seen whilst under construction, new websites are hidden until ready to be launched, if webmail is not setup until launch time).
- content: text, images, video via YouTube, PDFs, custom graphics/buttons.
- I do not recommend or work with drop-downs, except via Adaptive Website Design for mobile use (see below). These types of menus can be very user unfriendly and interfere with Google's indexing of your top tier pages (your pages linked from the main menu on each page). There are alternatives to make sure your website is user friendly if you have more than 8-10 pages. These alternatives can increase your website content, therefore Google's ranking of your individual web pages and overall search-ability.



- hand coded in the latest html, css and php code, verified by the World Wide Consortium (W3C) who set the standards for building web pages. (no it's not Google who has this control)
- SEO (web page optimisation) based on Google's own Search Engine Optimisation Guide.
- Adaptive Website Design detects the device and then provides the appropriate style sheet to display the website. Writing enlarges for easy reading, and a dropdown menu appears for ease of use when navigating via a phone/tablet.
- help with general technical issues and general business support BUT if you use a Mac, sorry but you are on your own troubleshooting.
- I do not help with extras you choose to utilise such as a blog, event websites such as stickytickets, mailchimp, or a schedule/booking system. I can link your website to these, for ease of user by website visitors, but the setup, update and use is completely in your court.
- [All Work Costs](#) – see here for a list of other work and costs

### **BENEFITS of our PARTNERSHIP**

- an intuitive and energetically inspired web and graphic designer
- someone committed to integrity and therefore helping you stay true to yourself
- someone willing to give intuitive suggestions improving content, images, design
- website and email hosting with Australia's most reliable hosting company
- no templates, complete html and css hand coding
- creativity and flexibility to bring your dream to life
- graphic design work including banners, posters, flyers, business cards
- long term support; I stay with you post launch, no outsourcing, no third parties, just me

### **ONGOING COSTS**

There are no other ongoing costs, unless you choose to have a Work Schedule set up, or another arrangement for regular work to be done.

There are no maintenance fees, no SEO fees, no packages once the website is finalised. There is an annual \$25 website hosting payment, paid to me. This covers any time I need to step in and respond to issues with the server leading to webmail not working, or website not showing live.



## WEBSITE INVESTMENT / PAYMENT

- PayPal available for international clients only
- Australia based clients pay via direct bank transfer (any payment plans MUST be pre set)
- website and graphic design package - \$1500aud without store, \$1600aud with store
- \$200 non-refundable deposit to be paid to secure your place and commitment
- work will not begin until payment plan in place, and deposit paid (this includes phone calls post new client signup)
- total cost of web design due at the end of three months from the start (from the time we start designing)
- payments made towards your website, will NOT be transferable to any graphic design work, or other work such as remote support etc.
- should you be blessed and have someone else paying for part, or all of your website or design, please ask that person to transfer the funds to you, then you to me. I can then invoice you appropriately, and it provides a clear boundary between all parties

## NEW CLIENT COMMITMENT

- I will set up regular payments before I expect any work to commence.
- I am able to commit to regularly working on my website over a continuous 1-3 month period from time of start until it's ready to launch (3 month maximum time frame).
- I am committed to continuous communication without going more than 7 days between emails.
- Due to a lack of communication and non regular payments in the past, all new clients will be asked to commit to the above. Payment of deposit represents your acceptance of these terms.



## WEBSITE HOSTING – ANNUAL FEE

- **\$25aud, non-refundable** - annual hosting payment due four weeks from when we start on your website design, not when the website is officially launched
- Invoiced quarterly. For example, those that fall Jan-Mar, invoiced in April, due end of April. Non payment will result in the website being suspended until paid. No exceptions.

## WEBMAIL HOSTING - LIMITATIONS

- up to 500mb free (95% of clients use less than 500mb)
- \$10 for every 1gb over 500mb sized mailbox
- this is to encourage clients to keep their inboxes clean and tidy, file emails appropriately into folders, and delete all emails not needed, including all spam

## CARTS/PAYPAL INTEGRATION

I exclusively use the Vibralogix software for shopping cart/auto-download on purchase systems. Included in the \$1600 website package with limitations on number of products to be added for that amount.

- **PayPal direct integration** including custom PayPal buttons (legally you must have a business PayPal account)
- **shopping cart** checkout system through PayPal using Vibracart (Vibralogix)
- **downloads** upon payment using Linklok (Vibralogix) to facilitate sales of electronic downloads (PDFs, mp3s)



**Domain name renewals**, if with crucial, see below. You are responsible for these. I do not pay them, nor remind you to. If with crucial, you will get timely reminders sent to the email used to open the account with them. If you let the domain lapse your website will not appear, and if you use webmail, it will also stop working.

## Domain Name Registration Pricing

Australian domain names are free to transfer to us, the domain name carries over the existing registration period and when it's up for renewal, we'll let you know. When transferring all other top level domains to us, the transfer includes a one year renewal fee which extends your domain name's registration period.

### Australian Domains

Extension	Pricing
.com.au	\$29.90/2 years
.net.au	\$29.90/2 Years

### New Zealand Domains

Extension	Pricing
.co.nz	\$19.90/year
.net.nz	\$19.90/year

### Global Domains

Extension	Pricing
.com	\$19.95/year
.net	\$23.95/year
.org	\$19.95/year