

Website Pack

Description and terms and conditions

This pack is for you if you need a small website to represent your business and what you're all about to your audience and to the world.

With this offer, everything to do with your website from design and development through to website hosting and SEO (Search Engine Optimization) is taken care of.

Experience the comfort of one point of contact. I'm here to answer your questions as they arise and make sure your site is not only communicating effectively but also fast and of a high technical standard.

Unpacking the website pack

Initial meeting/questionnaire

Good design is all about effective visual communication of core information. In this step, I will meet with you virtual or in person, or if that's impossible, I'll send you a questionnaire. I make sure I capture those crucial bits of information so that I can represent your business and its values well in my design.

Research (understanding the market, the competition and the customers)

In this step I help you stand out. By learning about the market you're in, discovering your direct competitors' strengths and weaknesses, and understanding who your core customers are we can identify what to highlight that sets you apart from the competition while resonating with your customers.

Architecture and design of a simple 3-4 page website

A good website requires careful planning of content placement. This decides what sections or pages are needed for your website. From there, the visual design of the site starts.

Additional services

- Additional pages are \$200 + GST (price is valid for six month after website completion).
- Monthly support is available for \$69/month + GST This includes:
 - » Making sure the tech on your site is up to date
 - » Troubleshooting if anything stops working
 - » Up to one hour of my time per month for content changes and updates.

Timeframes

I strive for a turnaround time of six weeks for a 3-4 page website. This is subject to my availability and given that you provide information required within the agreed upon timeframes. I will create a specific schedule for this project when we start working together.

The process starts with payment of deposit after quote acceptance and finishes with the site being ready to go live. I require finalised content and images by the time development starts (beginning of week 3).

Coding and Development

After the design is approved, I enter the development stage. Your site will be built on a CMS (Content Management System) that allows you later to edit the content of your site. During this step, I make sure that your site not only looks great but also works well across the main browsers and that it is responsive (works well on mobile, tablets and computers).

Search Engine Optimisation (content and speed)

Search engines take up to 6 months to properly index your site. There are a few steps I can do to speed up the process and to ensure that your website is found for the most important keywords.

Domain and hosting for one year

My hosting provider of choice is Siteground.com. They have a data center in Australia which ensures quick loading times and they are concerned with the wellbeing of their staff and the environment. The cost of the hosting and one .co.nz or similar domain are included.

Content creation & Graphics/Photography

If you need help with your copywriting or in the creation of infographics as well as photographs, let me know.

I'm happy to provide quotes for any graphic design and image editing work. I have talented photographers and content writers in my network and am willing to engage them on your behalf or to make the introduction.

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|-----------------------------------|---------|
| • Design and concept | 2 weeks |
| • Coding and development | 2 weeks |
| • Finalising website content, SEO | 1 week |
| • Final testing and go live! | 1 week |



The fine print

- Website designs and code is owned by you once all project fees have been paid in full (until then I remain the copyright)
- I will remain the right to use the design for self-promotion.
- Two rounds of iterations are included, any further changes will be charged at \$60/hour.
- The final website requires your signoff to be released.
- Signoff means that you accept all responsibility for the content of the design
- The web pack excludes e-commerce sites, get in touch for a quote
- If additional plugins are needed, I will discuss this with you and will add the charges to the final invoice
- Due to limited capacity I might have to refuse or delay the project

Subscription (optional)

- Monthly support fees will be charged at the start of every month once the website has been published
- One month notice is required for cancellation of your website support

Payment

- You'll receive an invoice of 50% of the charges at the time of acceptance of the proposal
- Payment is required for the project to commence
- The final 50% will be invoiced on project completion
- Payment is due at the latest 14 days following the invoice date
- All prices are shown excluding GST and will have 15% GST added if you are a New Zealand tax resident.

In case you accepted the terms and conditions via the website regina-speer.com no further steps are needed.

If you didn't order through the form on the website please sign this form and email a copy of this document to say-hi@regina-speer.com.

If you have any questions, please get in touch.

Your full name

Your Signature

