



**Custom Internet Limited**

## **Business Web Site Starter Packages**

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## **Your Business Web Site**

Many businesses like yours now have web sites and are using them to attract new customers, communicate with existing customers, and reduce their cost of sales.

Web sites have become a very much expected way of promoting a business, and it is important to remember that visitors will often form strong impressions of your business from the quality of the web site.

The Custom Internet Starter Packages are specially designed for 'new start' and small businesses, and provide you with a range of options from a simple 'entry level' web site to a more comprehensive one. This will enable you to experience the benefits of an internet presence at an affordable price whilst providing features normally associated with premium rate services.

### **The advantages of Internet usage.**

Information on the Web is easy to maintain and can be updated whenever you like. All our packages include 1 years maintenance, which equates to about 2 updates spread over the year. If you think you will need more, please contact us before ordering. Alternatively, you may opt to make use of our online support system, enabling you to make changes whenever you wish.

Your web site will make it easy to attract new customers from a wider area, and at a much lower cost than using traditional methods.

### **The disadvantages.**

Although Internet access and usage has grown considerably, many people (particularly consumers) will still rely on more traditional methods of sourcing local goods and services, so you will need to maintain other methods of communication with your customers. Indeed, for many local purposes, the traditional personal and advertising methods still work best and can be used to drive visitors to the web site for more information. The Internet is an extra, not a replacement.

Users must make a conscious decision to look at your site, and so promotion is important. All your pages will be constructed to make them 'Search Engine Friendly'. The web site address should also appear in all your literature etc.. Our free guide to site promotion is available to all customers, and gives you helpful action plans for promoting the site.

**Some traps**

A Web site is very public, so there are some things which become more important on the internet. In particular you should beware of copyright issues on photographs, logos, trademarks and advertising copy.

It is very easy to get information out of date and so site maintenance must be kept up. A site that is obviously out of date (e.g. with last year's dates or prices) will discourage visitors from returning. This is why we offer inclusive maintenance with all our design packages.

**Things to consider ...**

When considering a web site for your business, there are a number of key questions you should ask before proceeding. These concern the target audience, the purpose of the site and its place within your business plans.

**Who is it for?**

Who is the target audience of the site?

Try to split your potential audience into groups and check that the needs of each are addressed. It can be helpful to group them in terms of what they are likely to want, rather than who they are.

Remember that all the best web sites are 'audience focussed'.

Don't forget those people outside your immediate target group who COULD visit the site.

**What is it for?**

Why are you doing this? Is it to convey information, directly sell your product, provide a resource for others, or some other purpose? How do YOU expect to benefit from it, and how will the target audience(s) benefit?

**Where does it fit?**

How does the site relate to your business activity? There should be a good relationship between your Web presence and what you actually do.

You should make sure that the Web site uses the same 'house style', logos etc. as your printed material.

Our special publication 'Towards a Web Site' is available on request.

## Getting Started

Once you have decided to proceed with a web site for your business, you will need to choose a web site coordinator. This person will be responsible for collating material for publication and generally ensuring that the site is kept up to date and accurate. The coordinator **MUST** be contactable by email.

## Your domain name

The 'domain name' is the address of your business on the internet. We suggest that you choose one that is in the form <business name><activity>.co.uk  
e.g. [bloggsengineering.co.uk](http://bloggsengineering.co.uk)

The **.co.uk** suffix indicates that you are a UK based commercial organisation. For most UK businesses, this is perfectly satisfactory, though if you prefer the international **.com** extension, we can arrange this at extra cost. You can also choose to have both the .co.uk and the .com extension in order to protect the name from others.

In this example, the web site address would be [www.bloggsengineering.co.uk](http://www.bloggsengineering.co.uk) and email addresses would be in the form [someone@bloggsengineering.co.uk](mailto:someone@bloggsengineering.co.uk) .

The domain name(s) will be registered on your behalf in the name of the business.

If your business already has a domain name, we will arrange to have it transferred to our hosting service as part of the standard package, though you may have to pay a fee to transfer the domain away from the existing host. However please note that non UK domains (i.e. NOT ending in .uk) can incur additional charges. Please call us before ordering if this applies to you.

## Email

It is an essential part of your business image that all email is directed through your domain. Messages from 'someone@yourbusiness.co.uk' look much more professional and businesslike than a personal address on some 'free' service. In addition, company law and good practice now require that you include certain information in every business email, and this is much easier to manage when you use proper mailboxes. Please call us if you need further advice.

Your package hosting account includes either conventional POP3 mailboxes or email redirection so that email sent to your domain will be delivered correctly.

Please note that we do not recommend redirecting email to an 'AOL' or 'Hotmail' address.

If you want to set up additional addresses e.g. for 'sales' or 'enquiries' or specific individuals, please specify them on the order form. Your hosting account can have up to 5 mailboxes. Any email not addressed to a known address will be rejected.

## **Your Site Design**

Bronze packages consist of a single page showing your company name, logo, contact information and the additional information you supply to us.

The Silver and Gold packages include additional pages with details of particular aspects of your product or service.

On receipt of your order, we will call to discuss colours, page layout, font options etc..

## **Graphical Elements**

We will need a copy of your business logo. A digital image in .gif or .jpg format is required.

In addition, photograph(s) of your products or business premises are often helpful. All photographs must be supplied as a digital image (.jpg format).

Please note that if your photograph shows people, you must have their permission. We will assume that any such permissions have been given.

We will also assume that all images supplied to us for publication are free from copyright restriction.

## **Textual Material**

You will need to include a brief description of your business. Be sure to include details of your products, services, location and any other information you consider relevant or of use to a customer. For Silver and Gold packages, you will need copy for each page. In general, you should use each extra page to focus on different aspect of your business, product line etc.

Contact information will need to include your full postal address and telephone number as a minimum. If this is not included in your text, we will use the details given on your order.

If you include people's names and / or personal contact details, be sure that you have their permission. We recommend that this is obtained in writing.

As a guide, do not exceed 2 pages of A4 per web page. If you need more than this, please call us to discuss your requirements before ordering.

Textual material should be in Microsoft Word 2003 (.doc) format.

## **Costs**

The inclusive cost of our packages is from just £379. This includes the following:

- Your web site with your descriptive text and information – as a general rule, each page will be sufficient for about 1 or 2 A4 pages of information.

All the pages will be designed specifically for you with your choice of colours, layout etc., and made 'Search Engine Friendly'.

- Your business logo – we will need this in digital format (.gif or .jpg).
- Optional photographs of your products and/or premises – you will need to provide these as digital images (.jpg).
- UK Domain registration  
Additional domains are available – please call for details.
- Hosting
- 1 year maintenance. As a guide, this provides for 2 or 3 updates to existing material during the year. We normally aim to publish site updates within 5 working days of receipt of the material. As an alternative, you can amend the page content yourself using our 'OnLine Support' system.

We offer three different packages:

<b>Bronze</b>	A single page starter site	£379
<b>Silver</b>	Three pages	£486
<b>Gold</b>	Five pages	£559

All these packages can of course be added to and upgraded as your business moves on. If within the first 6 months of the initial publication of your site, you decide that you want to upgrade to one of the other packages, then the upgrade cost will simply be the difference between the two packages.

Additional domain names, more pages, custom graphics and other features will cost extra. Please call for a quotation.

For Bronze packages, we require full payment with your order. For Silver and Gold, we ask for a 50% deposit with the order and the balance as soon as you approve the site for publication.

At current rates, the ongoing cost of maintenance, hosting etc. will be from £215 per year depending on the number you updates that you want to do.

*Prices valid till 30<sup>th</sup> June 2011.*

## **The Next Step**

To order the Bronze package, all you need to do is collect the information required, complete the order form included with this pack (or downloadable from our web site) and send it to us with your payment.

If you require additional pages, extra photographs or more frequent updates, please contact us to discuss your requirements.

For Silver or Gold packages, please email or call us to discuss your requirements.

On receipt of your order, we will contact you with an estimated publication date – usually within 3 weeks. We will also send an official invoice for your records.

## **Publication**

Once we have built your site, you will be able to view it on-line for a short period before we transfer it to the live server and make the page publicly visible.

## **Once your site is built**

### **Keep it up to date**

Once the site is built and published, the most time consuming job will be keeping it up to date. Updates are normally published within 5 working days of receipt of the material. Alternatively, you can use the 'OnLine Support' system to maintain the content yourself.

### **Promote it**

Users have to make a conscious decision to visit your site, so promoting it is most important. Off-line promotion through your business literature and other advertising is especially good in your local area. Our free guide to site promotion will be sent to you once the site is published.

## **About Custom Internet Limited**

Custom Internet provides businesses and organisations with practical web sites and tailored IT solutions. We help you both attract more customers through web sites that work, and reduce your costs through improved systems.

Serving local customers from our base in East Dorset since 1991, our technical expertise is built on software development skills honed in PC, UNIX, and real time environments.

As members of the UK Web Design Association, you can be assured of our standards of work and customer service.

Full details of all our services, and links to customer sites are on our Web site at <http://www.custom-internet.co.uk/>