

every
adventure
requires a
First Step



Central Coast
WEB DESIGN

Website Packages

Follow the white rabbit...



So you've decided you need
a new website.

Congratulations!

It's a big step venturing into the rabbit hole of the interwebs and you don't want to take a wrong turn. We love helping people create something fantastic that achieves their goals. Whether you are looking to increase your sales, connect with your customers in a more meaningful way, or setup an email newsletter base, we can identify the best actions to take.

It's not enough to have something that looks pretty or has something flashy, it has to be functional. Yes, having style is important but a great website design is one that understands your users and converts them into clients.

There's a fine balance to getting everything in line.

And that's what we're about, balance.

So if you're after a website that not only impresses your users but also converts them to clients, you're in the right place.

It's time to take that first step!

we're here to take the stress
out of the process

Creating a website is supposed to be exciting,
not stressful!

We want it to excite you,
to convert into sales and to instill all
sorts of warm and fuzzy feelings
into the heart of your clients.

Follow the white rabbit...



about

Central Coast Web Design

Central Coast Web Design was born out of a desire to help local businesses create quality websites that met their clients needs.

We realised that not all businesses need the bells and whistles that comprise a large ecommerce website, so we scaled back to the essentials to help the local businesses down the rabbit hole of websites.

Bringing our over 20 years expertise from our parent company, Erudite Technologies, we are able to identify best processes for businesses and recommend the best technologies to achieve it.

After all, better processes mean better productivity!

We love nothing more than helping local businesses grow and become a thriving part of the economy. We want to work with you to achieve your wildest dreams, so let's jump into the rabbit hole together and make it happen!

packages

MAKE YOUR WEBSITE AN ASSET PACKAGE : \$1995 ex gst

Perfect for businesses looking for an online presence with some extra help from the experts

- + We select a pre-designed theme* suited to your business
- + Mobile responsive design
- + Up to 6 pages of content
- + Authoring of website content based on information that you provide us. Up to 1000 words with 1 round of revisions.
- + Tailoring of content to target your primary keywords (for enhanced SEO)
- + Ability to add and edit your own content on the website
- + 1 - 5 stock images included, applicable to your business
- + Google Analytics tracking
- + Basic SEO to assist users in finding your website through Google search
- + Ensure the website content contains keywords that will best target your customers. Focus of 2-4 keywords/terms.
- + Create a Google Sitemap to further assist with your websites SEO
- + Provide tips on things you can do to build your SEO once the website is launched
- + Submission to major search engines so that your website will be indexed by Google, Bing etc
- + Adding of your business to Google Places

PROFESSIONAL PLUS PACKAGE : \$3495 ex gst

Perfect for businesses looking for more than just an online presence

- + We select a pre-designed theme* suited to your business
- + Mobile responsive design
- + Up to 10 pages of content
- + Authoring of website content based on information that you provide us. Up to 2000 words with 2 rounds of revisions.

- + Tailoring of content to target your primary keywords (for enhanced SEO)
- + Ability to add and edit your own content on the website
- + 1 x 30 minute on-site photo session with our photographer with basic image manipulation on 20 - 30 images. If photography is not viable, up to 5 stock images will be used
(additional charges may apply if shoot location is more than 45 minutes from our office)
- + Google Analytics tracking
- + Basic SEO to assist users in finding your website through Google search
- + Ensure the website content contains keywords that will best target your customers. Focus of 6-10 keywords/terms.
- + Create a Google Sitemap to further assist with your websites SEO
- + Provide tips on things you can do to build your SEO once the website is launched
- + Submission to major search engines so that your website will be indexed by Google, Bing etc
- + Adding of your business to Google Places

SMALL BUSINESS STARTUP PACKAGE : \$3495 ex gst

Perfect for businesses that have just started and are looking not only for website but for a full digital presence and some assistance with their branding.

- + All inclusions of the **Make Your Website an Asset Package**
- + 1 - 5 stock images included, applicable to your business
- + Google Analytics tracking
- + Basic logo design service with initial consult to discuss concepts & 1 round of revisions
- + Basic business card design (does not include printing costs)
- + Establish Facebook for Business page & branded image templates for use on your Facebook posts
- + Setup Google For Business should you choose to use it for your business email (up to 3 users) with on site setup of Google Mail accounts on up to 3 computers/devices & 30 minute training session on basics of the service
(does not include monthly costs for the services that are payable to Google - \$5/month per user)

CUSTOM WEBSITES

We are experts in the creation of custom designed websites, after all our own website is a custom design! We are happy to work with you to ensure you get a tailored website that best reflects your brand and message. We understand that developing a custom website is a process that requires time and attention to detail and we would love to work with you to see your vision come to life! Speak to us about your needs and we would be more than happy to provide a quote. Our custom websites start from \$5,000 EX GST.

ECOMMERCE WEBSITES

We have extensive experience designing, building and implementing both packaged and custom ecommerce solutions for our clients, tailored to suit their needs. Speak to us about your business setup and we would be more than happy to provide a quote.

ongoing costs

WEBSITE HOSTING : \$30 / month ex gst

Ongoing website hosting will be billed annually and exclusive of GST should you choose to host the website with us. **NOTE:** Our website hosting includes installation of security patches and Wordpress updates and our environment is fully monitored. **Please Note:** Our hosting is for website hosting only. We recommend Google For Business for email hosting or an alternate provider.

BASIC WEBSITE SUPPORT PACKAGE : \$20 / month ex gst

6 x 15 minute support requests over the course of a calendar year. This is billed annually in January. Our basic website support package is required as part of our hosting services.

HOSTING WITH ANOTHER PROVIDER : \$250 ex gst

If you don't wish to host your website with us and wish to source your own hosting there is a one off \$250 EX GST cost for us to install the website onto the 3rd party host for you. This cost is to cover our costs for the time taken to install the site on the host for you.

the only way to achieve the impossible
is to believe

the impossible

faq

I'M HAVING CONTENT WRITTEN FOR ME BY YOUR CONTENT WRITER, HOW DOES THIS PROCESS WORK?

Our content questionnaire will assist us in getting a background on your business and products/services. Content will then be developed for you. After we have completed the content we will send it across to you for review. Once you have completed your review we ask that you send us a single email with an outline of amendments or changes you would like to see. Requested changes will then be made. We will then send across the final content and ask for confirmation/sign-off from you. This completes the content writing process. Should you decide that you would like alterations or to add new content after this time we would be more than happy to assist you with this and can provide you with a quote for this additional work.

I'M HAVING PHOTOS DONE AS PART OF MY PACKAGE, WHAT DOES THIS ENTAIL?

We will brief and arrange a time for our photographer to attend the agreed photo-shoot location. Please note, that should the shoot location be further than 45 minutes from our office then additional charges apply (don't worry we'll always provide you with a quote if this was the case).

Our photographer will be on-site for the photo-shoot for 30 minutes. Given the shoot time we ask that you have all props and people that are to be included in the shoot at the ready. This will ensure we can make the best use of the time we have for your shoot.

Once the shoot is completed our photographer will make minor image tweaks to enhance images and hand the images over to our design team for incorporation into your new website. You will also receive high resolution copies of all images once the project is completed which you can use for other marketing activities.

If you feel you would like a longer photo-shoot than what is included in our package then please let us know prior to the shoot and we can provide you with a quote for this and brief our photographer.

ARE THERE ANY RESTRICTIONS ON WHEN THE SHOOT CAN OCCUR?

Our photographer is available during business hours and this is subject to availability. Should you require a shoot outside of regular hours or on a weekend, additional charges will be incurred and we can provide a quote if it is required.

HOW MUCH NOTICE SHOULD I GIVE WHEN ORGANISING THE SHOOT?

As much notice as possible is preferable and shoot times are subject to our photographer's availability. Please allow at least 1 week notice when planning for this.

AT WHAT POINT DOES MY NEW WEBSITE START GETTING BUILT?

We will schedule the build of your new website once we have everything we need from you. This may include:

- Content (if we're not writing the content for you)
- Images (if you are providing us with any images for your new website)
- Logo (if you have a logo please provide us with a high resolution version)

As we cannot schedule in the build until we have what we need from you we really encourage you to provide us with assets as soon as you're able so we can get your site up for you as soon as possible.

WHAT IS THE DESIGN PROCESS FOR OUR PACKAGE WEBSITES?

Filling out the Website Project Questionnaire will give our designer a better idea of what styles you are looking for. It is best to be as detailed as you can so we can provide a site that meets your needs. Our designer will then select an appropriate theme for your website and apply appropriate styling to this and then build your website. It is important to note that the design process for our package websites does not involve website "mockups" and does not include provision for major design changes. The design of your website is primarily left up to us.

We understand that whilst we have found this approach works for the majority of our customers there are some who are after a more tailored website design and would like to be involved in the design process. We are more than happy to work with you in this manner but it is not how the package websites are developed. A custom website development is what is required should this be the approach that you are after and we would be happy to provide you with a quotation should you feel this approach is what you're looking for. Our custom website developments generally start from around \$5,000 EX GST (for non e-commerce websites).

ONCE MY NEW WEBSITE IS BUILT WHAT HAPPENS NEXT?

Once we have completed the development of your new website we will be in touch and provide you with a link which will give you an opportunity to review the website. You have up to 21 days to review the website.

Once you have completed your review we ask that you send us a single email with an outline of amendments or changes you would like to see. It is important to understand that for our package websites the process there is a single review iteration allocated for projects so we encourage you to take your time and ensure you come back to us with a single list of items.

After we receive your list of review items we will review them and clarify any

items that need to be clarified and also advise you of any review items that may not be possible or warrant change requests.

Common Acceptable Review Items Raised

- Minor design tweaks. For example, moving the placement of image within text on page.
- Minor text re-positioning (not text changes).
- Changes to images or stock image selection. For example, replacing image with alternatives.

Review Items that are outside of project scope or may warrant change requests

- Major design changes. For example, change of layout, change of theme or change of colour scheme
- Addition of new pages
- Text changes from what was provided to us or signed-off
- Additional review items provided following the Review Feedback being sent to us.

WILL MY WEBSITE LOOK THE SAME ON ALL BROWSERS AND ACROSS DIFFERENT DEVICES?

No, each browser and browser on different devices and operating systems have slightly different ways of rendering websites. This means that things like font sizes, zoom levels and other aspects of your website will look different depending on what you are using to view the website. Don't panic this is the same for all websites but it is worth keeping in mind. Also remember that all of our websites are mobile responsive so they will render differently on mobile devices which ensures those viewing your website will be able to easily use your website.

WHY THE PROCESS?

In order to offer our packages at cost effective prices for our customers we need to ensure we are able to meet our costs for these projects. In order to do this we need to have a defined process for development. We understand that our process is not for everyone and we also welcome customers who would prefer a more custom development process which is why we are more than happy to develop using a more iterative approach using our Custom Website development approach. If you would prefer a custom approach just let us know and we'd be more than happy to provide you with a quotation on this basis rather than our package approach.

WHY ARE YOU BEING SO OPEN ABOUT YOUR PROCESS?

Our aim is to not only develop you a great new website but also to establish a positive business relationship with you moving forward. We feel that by being open about how your new website will be developed there will be no hidden surprises for you during the project and you will know what to expect.

I REALLY WANT MY NEW WEBSITE AT THE PRICE OF YOUR PACKAGES BUT FEEL THE CUSTOM APPROACH IS BEST FOR ME. SHOULD I JUST GO WITH THE PACKAGE OPTION?

Whilst this is up to you, it is important to understand that unfortunately we are unable to change our process for our packages due to the extra time it takes to develop custom solutions. Our goal is to develop you a website that you'll be happy with so if you feel that won't be possible without you being involved in the design process then the package approach doesn't sound like the correct fit for you.

CAN I GET SOME TRAINING ON HOW TO EDIT THE WEBSITE?

Of course! We have a number of training options available, which include:

- Document outlining all major tasks
- Video demonstration of major casts
- Over the phone training
- On site/in office training

Please contact us for pricing.

WHAT HAPPENS AFTER THE WEBSITE GOES LIVE?

Your website will be included for indexing on major search engines. If you have any questions or would like any changes made to the website, please email helpdesk@eruditetechnologies.com.au and our support staff can assist.

contact us

if you have any questions

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