The One Brochure Site Package - £495

The One Brochure Site Package is undoubtedly our most popular service, and offers a quality web development platform "in a box". Everything from inception to completion has been considered, making every project a streamlined and cost effective solution for those needing a quality identity online.

This package includes:

1. Corporate Branding

Starting a new business from scratch or looking for re-branding? We'll provide you with a high quality logo to use on your website that's easily identifiable and eye catching. Furthermore, we'll provide print quality high definition versions too, ideal for signs or print media.

2. Web Design

The development process is naturally a two way thing and we'll build it with you, your way. If you have a vision as to how you want your website to look, that's what you'll get – as long as you're able to get your idea across in a clear and concise manner, of course.

Short of ideas? No problem, we've got you covered. With a little feedback we'll gauge your personal preferences using other sites around the web. Perhaps you like a certain aspect from one site and a completely different facet in another? No problem. We'll take your ideas and put them all together, make your perfect website a reality, building the site from the ground up.

3. Content Management

Web development shouldn't be a headache and your website will be fully content managed using the WordPress framework as a foundation. This enables amendments and additions with the minimum of fuss, and you can easily do these things yourself once the site has been created.

4. Graphic Design

Websites today are far cleaner and visually appealing than ever before.   In order to achieve a perfect balance to your site, quality graphic design and a complimentary colour balance is essential.   We'll provide stock images for your website during the design process from our library, and while you may wish to ultimately replace these with your own images as we refine the aesthetics, these are yours to keep.

We'll also provide swatches for the colour scheme, creating a perfect visual balance on the website to your own personal taste.

5. Domain and Web hosting

If you haven't got a domain name or web hosting, we'll set it all up for you and continue to manage it for as long as you want us to. Better still, your first year's domain registration and web hosting is completely free.

Prices for renewal twelve months after your website launches are typically £11 for your domain name and £36 for the web hosting. This renewal is for another year, paid in advance. Should you wish to move your hosting or domain after the free period has expired, you are welcome to do so and we'll even help you with the process.

6. Marketing and SEO

How your website performs with search engines is a vital consideration, even before you start. Your website will be optimised perfectly using the latest SEO techniques, and a site map submitted to all of the major search engines upon launch.

Furthermore, we'll install Google Analytics for you, so you can monitor your site's performance through its lifespan, making the necessary content or structural changes as you go.

7. Bespoke Content Editing

If writing copy is not your strong point, we'll provide an editing service that's tailored to your industry and incorporates all the necessary key phrases for optimisation purposes. Simply send over your best efforts and request a re-working of the content.

We'll research your genre carefully and identify the copy's weaker points, ensuring you have content that not only reads well but also provides a foundation that has the potential for unlimited growth, where online marketing is concerned.

8. Fully Responsive Mobile Website

A website that only performs well on desktop systems is no use to anyone in today's age of smart phones and tablets. With this in mind, we'll ensure your website performs using a responsive framework, meaning your website will look, feel and function perfectly on every device.

9. Social Network Integration

Today, Social Networking is one of the fastest ways to market your website, promoting growth and attracting new business. We'll provide social media integration for you, making it easy for the user to not only visit your social media pages, but to also share your site with their own personal network.

10. Unparalleled Personal Ongoing Support

Many web development companies show little interest in providing support once you've paid their final invoice. This is the polar opposite of how we believe things should work, and an area where we truly excel. Your personal web developer will be on hand day and night long after the project is complete to address any queries, concerns or issues you may have for free.

Better still, with your website you also get at least two hours* of free maintenance. While this may not sound like much, this equates to a substantial amount of ongoing security updates, content changes, fresh graphic design work, and search engine optimisation (SEO) analysis.

The minimum amount of free maintenance is two hours with each website. For websites where the initial build time is less than typical (for example, a product mini site), clients may benefit from increased maintenance time of up to ten hours maximum.

11. R1soft Automated Backups

In the event that your website should encounter serious problems or accidental data loss for whatever reason, we have a premium backup system in place to keep you safe. Sites are backed up every day and the backups encrypted and stored off-site from the data centre as an extra contingency. Backups are created daily on a rolling basis and each back up retained for 30 days.

12. Online Security

Websites today are constantly under attack from hackers, and if marquee companies such as Microsoft, Facebook and eBay can be hacked (as they all have recently), it's essential to make sure you're protected as much as possible.

Of course it's impossible to legislate for new vulnerabilities since they're being discovered all the time, but we'll provide a three layer security system that will certainly keep you protected.

The first layer is our premium security plugins, which will automatically scan for issues or attacks, and block them at source.   A full notification system is also in place should you wish to receive emails when your site is under attack. We also provide login protection against brute force attacks, automatically blocking the offending IP address upon repeated failed logins.

The second layer is our firewall. We have two firewalls against hackers, one at the server centre provided with the hosting, and a software based one integrated into your website.

The final layer as mentioned previously is a regular backup system. Your site is backed up at regular intervals, so should the worst happen, we are always able to restore to a point where your site was clean. Furthermore, backups are encrypted and stored off site with a third party for an added layer of protection.

13. Website Management Training

Having a website is one thing, but knowing how to maintain it is a different ball game altogether.   With each website you will also receive a free visual training session over Skype, teaching you the basic skills needed to keep your website running in tip-top shape for the foreseeable future.

14. Email

Having email addresses with your domain increases the professional feel of your online presence, and we'll provide unlimited email addresses with each website. This can come in two forms; (1) web forwarding, whereby yourname@yourdomain.com would automatically forward to a pre-existing email address of your choosing, or (2) standalone email accounts, which share your website's storage capacity.   Additional email space is available as an add-on.

Paid Add-Ons

E-Commerce Solutions   -   £245*

Got a product or products to sell? We've got you covered. Should you require it, we'll provide the means to sell unlimited products online, fully integrated with PayPal for a secure payment solution.

We can even provide the ability to import the products from a spreadsheet or .csv file if that's your chosen method of managing your store.

That's a complete online store from start to finish in a box, no added costs or ongoing subscriptions required, and compliant with strict EU distance selling act regulations.

Price includes the addition of up to 25 products, including image resizing and manipulation, Google friendly categorisation, and product variation/stock assignment where necessary.

Bespoke Programming - £35 per hour

Where your requirements fall outside of typical web site design practices, quality, multi-language bespoke programming is available.   However, most of the things you see around the web on other websites will be covered in the main web development package, without the need for bespoke programming solutions. You will be made aware of any expected additional costs prior to commencement of the development process.

Ongoing Website Maintenance - £35 per hour

Not everyone is able to, or wants to keep their website up to date, and we fully understand the need to have someone do these things for you. Ongoing maintenance and website changes are charged at £35 per hour and you will not be billed until you exceed that hour. Keeping in mind that a typical website content change can take less than a minute, this is often a very cost effective solution.

Additional Email Space - £20 per year per mailbox

With **The One Package** your webspace and email share the same server space (2GB), but it can be necessary to purchased additional email hosting if you are the sort of person that likes to keep every email attachment for reference.   Dedicated email space increases your typical email storage capacity by up to twenty times.

Your Personal Web Developer

Your personal web developer and point of contact for this project and for ongoing support will be Warren Chandler and you'll find a number of easy methods to get in touch below.

Warren's specialised services include Web Programming, Web Design, Video Creation, Graphic Design, Copywriting and SEO/Internet Marketing.

Warren is located in Frinton on Sea, Essex, England and has over 20 years experience in web applications, having been involved in over 300 design and web projects still active today. Degree educated (Business and Marketing), Warren draws on a vast programming background and also runs the largest SEO group on Facebook.   His writing credentials include credits for Channel 4 and Channel 5 as a script/press copywriter.

Contact Details

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LinkedIn: http://www.linkedin.com/company/warren-chandler-web-programmer
Youtube: https://www.youtube.com/user/SuperWazVideos/videos

Where Do We Go From Here?

Before embarking on any web project it's obviously important to have a rough idea of what you're looking to achieve.

Here's a sample of what your developer will need from you to get you started:

1. Site Structure

Think about the number of pages required to create your site, but also to populate it with content. Google wants to see high quality content, so spreading the pages thinly with very little content won't help you in the search engine rankings.

Typically, a brochure site consists of the following aspects (pages/sections). Delete each page as applicable, or add your own ideas.

1. Home page
2. About Us page
3. Services page (or Services index page and sub-pages for each service)
4. Portfolio page
5. Testimonials page
6. Blog or news page
7. Contact Us page

2. Content

In an ideal world each page will have around 1,500 words on it to ensure it's perfect for indexing by Google.   This is not always possible, but you should look to achieve at least 300 words per page, with 15 keywords included for good measure. Google wants high quality, unique, and informative copy. The more useful the content is to the user, the better you are able to rank.

3. Design

A detailed idea of what you want visually isn't always necessary, but providing examples of websites that tick all the right boxes will be hugely beneficial. For example; should you like the navigation menu from one site, the slide from another, the fonts from another, and the colour scheme of another, note these down and provide the URLs as a point of reference.

The more examples you can provide, the more likely it is that your designer will be on the same page and have a good idea of your personal taste or your corporate vision.

For reference, Adobe's Kuler colour swatch library may help you when choosing the right balance of colours for your site (try to pick a colour scheme that includes white if you use it).

https://color.adobe.com/explore/most-popular/?time=all

4. Images

Almost every site today uses images to enhance the visual appeal of their pages. If you have your own images and they are aesthetically pleasing, we should be able to use them. Should you not have your own images, there are a number of free or affordable stock image sites that you can use. A few are listed below for your convenience.

http://photodune.net/
http://www.morguefile.com/
http://www.freeimages.com/

5. Miscellaneous

While the four points above are the cornerstones of a web development project, the devil is in the details as they say.

Try to be specific with regards to anything you feel may need extra attention, or may vary from site to site. A perfect example of this is a simple contact form. Specify the fields you wish to see on the form, in addition to the email address you want it to be sent to.

Thank You!

All that's left to say is thank you for contacting us and requesting a quote. We sincerely hope you find our services attractive to you, and hope this is the beginning of a long and fruitful business working relationship.