

# Standard Website Project

*Last updated 14 May, 2019*

**Disclaimer:** *All costs in this document are of a general nature only and may change based on each client's specific requirements. A tailored proposal will be sent before project commencement for signing both by us and the client.*

## Overview

### What do you get?

- A totally custom website (approximately 5 page types e.g. Home, Services, About Us, Clients, Contact)
- Ongoing support including weekly reports on performance
- Delivery in 14 days
- Fixed, transparent prices (it's all here)

### What's included in each website?

- Design & development
- Content assistance
- An easy to use content manager
- SEO optimisation...
  - Keyword analysis & content strategy
  - Carefully defined meta & open graph data
  - All image and link 'alt' tags
  - Correct ordering of all heading tags
  - RSS 2.0 feed for blogs and other collections

# Monthly cost structure

A standard website costs \$390 per month, paid over 12 months (GST included)

## Why?

- **Avoid a hefty upfront investment** – a good website doesn't come cheap, and many businesses don't invest for that reason. We cover the upfront investment and split the cost over 12 months, enabling you to get a great website, now.
- **Websites aren't static objects** – no website should stay the same forever. Included in your monthly fee is allocation for 2 hours of support each month to be used however you like... customisation, blog posts, SEO optimisation, Google AdWords etc.
- **We pride ourselves on long relationships with clients** – we don't want to leave you with a website you can't update or change.

## Breakdown of fees

During the first 12 months... (Contract period)		After the first 12 months... (Out of contract)	
Item	Monthly price	Item	Monthly price
Fast web hosting & content editor	\$30	Fast web hosting & content editor	\$30
Domain registration (approx. \$24 per year depending on the domain)	\$2.00	Domain registration (approx. \$24 per year depending on the domain)	\$2.00
2 hours modifications & content update allowance (no rollover). We'll also send a report on performance every week.	\$150.00	2 hours modifications & content update allowance (no rollover). We'll also send a report on performance every week.  (optional)	\$150.00
Initial website build	\$208	Initial website build	\$0
<b>TOTAL</b>	<b>\$390.00</b>	<b>TOTAL</b>	<b>\$182.00</b>

## Cancellation policy

You can cancel anytime during the first 12 months by paying out the remaining cost of the initial website build. E.g. if you want to cancel after 4 months, you would just need to pay for whatever is owing for the initial website build i.e. 8 months x \$208 = \$1664.00

## Upfront cost structure

Want to just pay upfront? That's totally fine. It costs the same amount, we just remove the ongoing support fee. There is still a small monthly fee required to cover hosting and domain registration, which is explained below.

### Breakdown of fees

One-off costs...		Monthly fees... (No contract, cancel anytime)	
Item	Price	Item	Monthly price
Initial website build (30% required upfront, the remaining amount to be paid on publishing)	\$2496.00	Fast web hosting & content editor	\$30
		Domain registration (approx. \$24 per year depending on the domain)	\$2.00
		2 hours of modifications & content updates, weekly performance reports. We'll also send a report on performance every week.  (optional)	\$150.00
<b>TOTAL</b>	<b>\$2496.00</b>	<b>TOTAL</b>	<b>\$182.00</b>

## How do I pay?

- For upfront websites, the initial website build fee will be sent as an invoice and payment by direct deposit will be due in 7 days.

- All monthly fees can be made by an automatic credit card payment, facilitated by Webflow (we do receive your credit card details).

## Questions? Ready to get started?

Call or email Jeremy anytime.

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