

Guide to Website Costs

This price list will help you establish a budget for your website project. Some of the technical terms may puzzle you, but is important to grasp the basics so that you understand what it is that you are paying for.

Modern websites are built using three core elements:

- Hyper Text Markup Language (HTML and its successor, XHTML)
(X)HTML code includes the content and the semantic structure of the site.
- Cascading Style Sheets (CSS)
CSS provides the layout structure and typographic styling.
- Javascript
Java is used to implement functions such as video and audio.

Many sites use Flash technology as well, for site-wide content and structure, or for audio and video items within a traditional HTML structure.

All Frari websites are validated to current standards for each of these technologies.

Cross-browser compatibility is assured for browsers in use since 2001.

Metadata for search engines is included in every page.

Images and HTML are optimised for fast page loading.

Keeping your site up-to-date is as important as building it ! See page 2, Maintaining Your Site.

Price List

Standard Rates

Daily	£300.00
Hourly	£45.00

Design and Implementation

Starter Site

If you're new to the web, and you want to keep your startup costs to a minimum, a one-page site can be highly effective in getting your message across.

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|--------------------------------------------------------------|---------|
| • Visual design: layout, styling, typefaces, image placement | £200.00 |
| • Development: building the pages | £200.00 |

Four-page Site

Home, Contact (with contact form), and two additional pages.

Coding for site content (HTML or XHTML), coding for page layout and styling (CSS).

Full Head content (metadata) including page titles, content summaries, search engine tags.

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|-----------------------------------------------------------------------------------------|---------|
| • Visual design: layout, styling, typefaces, image placement | £600.00 |
| • Development: building the pages | £600.00 |
| • Additional page, visual design | £150.00 |
| • Additional page, development | £150.00 |
| • Implementation of Google Analytics for visitor tracking and optimised site management | £150.00 |

Options

Image Gallery

Dual-view gallery (thumbnails and selected image) with links to pages containing high-resolution versions.

Upgrade option for a 'light-box' display of a high-resolution image on the same page for more impact.

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|------------------------------------------------------------------------------------------------------------------------------------------|---------|
| • Gallery page with visual directory for large lists and links to detail page. Preparation of images and metadata (titles and captions). | £600.00 |
| • AJAX* upgrade, using javascript to retrieve high resolution images floating in front of the main gallery page. Add: | £150.00 |
| • Search facility. Add: | £200.00 |

Design and Implementation Options, continued

Flash®, Google®, Spotify®, Twitter®, YouTube®, RSS, etc.

You can enhance your presentation and maximise your investment in hosting and design by adding content from popular rich-content and social networking technologies.

• Visual design for new feature page, e.g. displaying your Flash video or audio files	£150.00
• Development: building the new page, implementing and testing progressive streaming	£150.00
• Embedding off-site content in existing pages	£50.00

Enhancements

You should ensure that your site is updated on a regular basis, to encourage repeat visits and to make your site of greater interest to other websites (both highly recommended for search engine placement).

If you're running a business you may want to implement features such as ecommerce, customer feedback, and blogging pages.

Maintaining Your Site

Regular updates are important for good search engine rankings, helping to bring visitors to your site. You may receive valuable comments from your visitors; implementing their suggestions shows that you value their input.

Maintenance / Update Plans

Changes include text, graphics, images and programming of existing on-line tools.

• Hours as requested @ £45.00 per hour	
• 5 hours minimum per month @ £35.00 per hour	£175.00
• 10 hours minimum per month @ £32.50 per hour	£325.00
• 20 hours minimum per month @ £30.00 per hour	£600.00

Ecommerce

Product Catalogue

The first step to selling goods or services on the Internet.

Catalogue pages include product listings and detail pages created as an additional feature for your new or existing site. Secure payments via PayPal® or your preferred payment gateway.

• Visual design: layout, styling, typefaces, image placement	£450.00
• Development: building the pages Upload and manage product images, titles, descriptions, prices, stock info, categories and tags.	£450.00
• AJAX* upgrade, using javascript to demonstrate product details	£150.00
• Search facility. Add	£200.00

Shopping Cart

Bespoke shopping cart fully integrated with your new or existing site.

Requires [Product Catalogue](#), inheriting the design to maintain consistency. Secure customer login and accounts with registration available on request.

Integrate an AJAX* shopping cart (dynamically updates without reloading the page)	£450.00
'Save shopping cart' function	£150.00
'Email product to a friend' including HTML email to fit with site design	£150.00

Enhancements, continued

Community

Blogs

Keep your site visitors, friends and colleagues up-to-date with your activities. Options include a fully integrated blog, or an off-site system such as WordPress.

• Standard 2 page blog on your site with title list and full article pages and a straightforward web form to update your articles.	£800.00
• Add a testimonial / comment system to your shopping cart to reassure new customers that others are buying successfully from your site with your own approval system.	£400.00
• Integrate off-site blogging platform with your new or existing site	£200.00

Examples

Basic Website

• Visual design: layout, styling, typefaces, image placement	£600.00
• Development: building the pages	<u>£600.00</u>
Total	£1200.00

Basic Website with two additional pages and Google Analytics

• Visual design: layout, styling, typefaces, image placement	£600.00
• Development: building the pages	£600.00
• 2 additional pages, visual design @£150/page	£300.00
• 2 additional pages, development @£150/page	£300.00
• Google Analytics	<u>£150.00</u>
Total	£1950.00

Terms

Confirmation of order:	30% deposit
At visual design review	30% progress payment
At development review	30% progress payment
Site goes live	10% final payment.

Enquiries

I happy to discuss your proposed project in detail, at no obligation to you. Please feel free to contact me by telephone or email. I look forward to hearing from you.

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