

going online with digitalplot

“weaving your digital web”

... guide to going online with Digitalplot

We don't offer fixed-priced websites as each of our sites varies according to the number of pages, the functionality, the images and requirements of the individual client. All our sites are unique and personal to each of our clients. We don't use templates (unless you ask us to) so you will get a bespoke colour scheme and layout. This is a guideline and final prices are discussed at consultation and whatever budget you have in mind, we will be able to provide you with a design quote.

... a basic site from £500

A very simple website with 3-4 pages to show who you are: Suggestions for pages: Home / About / Services / Contact Page with form. Up to 4 pictures and 300 words per page. Any changes chargeable at £50 per hour.

... from £700

A 6-8 page brochure site with a more robust introduction to your company: The exact price depends on how many pages, how much detail and/or pictures are required. Any changes chargeable at £50 per hour.

... an up-dateable panel to add to above for £100

An up-datable panel on requested pages so you can simply update your own text and pictures when you wish. This can be extremely useful if you have regular news items to update and can also be added to a site after completion.

... blog £180

an seamless, integrated **blogger.com** page in the style of your website.

... CMS with bespoke design

A custom designed site that you can update yourself — bespoke theme and site built in Wordpress Content Management System. You will have full control of all the text and pictures in the content areas of the site with integrated blog. Cost from £1,000 depending on how many pages and which features you require. Some degree of technical knowledge required to update.

... Hosting from £60 per annum

SEO

We use best practise techniques, giving your site its initial optimisation for search engines and add Google Analytics to give an insight into your website traffic.

CMS template site... NEW starting at £450

We are now offering a template driven from entry-level to more advanced solution based on Wordpress StudioPress.com themes.

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Optional extras

- **Additional design proposals:** Three design proposals are offered. Additional design proposals are available on request if you would like a selection of designs to choose from. Please ask for a quote.
- **Custom graphic design:** If you require custom graphics designing for your web pages then our graphic designers can create these images for you. Please contact us with your requirements.
- **Twitter pages and blogs**
We can set up blogs and twitter pages with backgrounds to match your site with feeds into Facebook pages and sites.
- **Stock images:** If you don't have your own images we have access to a number of different stock image libraries. The images available that are either royalty free or rights managed. Royalty free images can vary in price
- **DHTML:** We can add effects to your web page with the use of DHTML. Such effects include collapsing and expanding menus, drop down menus and content that is revealed when an item is selected. Simply provide us with your requirements for a quote.
- **Other optional extras:** There are many other features that are available such as a booking/enquiry form, newsletter sign up, latest news, photo gallery or slide show.
- **Content management system:** We offer our own content management system to allow you to update your website yourself. This can be supplied in the format of a full content management system with inbuilt blog or editable panels on selected pages.
- **Email newsletters:** We can design and send out for you a newsletter that will match the banding of your website.
- **Business cards and logos:** We understand the complexities of design when it comes to print and can also help with your corporate stationery.

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Going online

Before we even begin to development your website, we will need a design brief to establish exactly your requirements are.

A design brief is an understanding between a client and designer, rather than a formal document between two parties

We do a lot of research before we start a website and we do require as much input from you as possible. The more detailed the brief you give us, the better chance we have of fulfilling its requirements.

We can arrange a meeting, but if that is not possible, we can easily communicate by phone, Skype and email.

What you need to do

We will ask you the following:

- What you expect to achieve from the website;
- To send any material you may have: logos; images; textual content;
- To send links to about three web sites that you like and why you like them;
- What budget you have in mind;
- A list of the page headings you require for navigation;
- Whether you wish to be able to update the site yourself.
- If you have an existing domain name or website, as you will need to organise for this to be pointed at our servers;
- Your choice of horizontal or vertical navigation
- For SEO purposes some keywords and titles for the different pages

All of these are to give us some idea of what you require.

The process

When we have a better idea of what we are trying to achieve. We will send you a written proposal in PDF format outlining what the site will consist of, an estimated price and a sitemap of the structure of the site.

Then we will provide two graphical layouts based on information provided about the websites you like. We will combine your logo, photos and colour scheme into the design work. On feedback from you we will make minor adjustments to the chosen design.

When we have agreed the design, we will start to build the site.

The site build

Once I've built the web site home page and tested it in various browsers, we'll upload it to the Digitalplot web server space for you to take a look at.

We'll discuss any minor changes and then sign off the website template. we'll then ask you for the content for your web site (text and images).

We don't actually write the copy for you as part of the package, but can give advice on what you write or recommend a professional copywriter for you.

Signing off the site

When you're happy with the test website, we'll upload all the website files to the web space that the domain name sees and your web site will be finally online.

Throughout the process, we'll guide you and when the process has ended, we'll be there to offer advice and suggestions.

Please call us on 0208 749 9229/07921 142084 or email me at annie@digitalplot.co.uk if you have any queries or would like to set a date for your free consultation.

We look forward to working with you and helping your web site become everything you hope it to be.

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Our value promise

The agreed budget will be strictly adhered to with no hidden extras. Any additional work due to change in specification, or rushed work required in advance of the agreed schedule, will be charged at hourly rate of £40.

One set of authors corrections included, thereafter charged at the hourly rate.

Quotations are always supplied in good faith, and — in respect of web design — usually include the cost of domain name reservation, web hosting, bespoke email configuration as well as website design, search engine optimisation and submission. A detailed breakdown of what the quotation includes is usually supplied, dependent on client requirements.

After the initial brief, a fee is agreed and design work undertaken until the client is happy with the work.

Where amendments to original content (copy and imagery) start to incur additional costs (charged as author's corrections — unless errors are generated by Digitalplot) these will be charged at 40.00 per hour. There is a minimum charge of 12.00 for all work undertaken in addition to the original brief. Care is taken to keep the client informed if any additional work means that the original quote is in danger of being exceeded.

Website maintenance, updates, domain and hosting renewal costs, search engine re-submission etc. undertaken after the initial brief has been completed are usually invoiced at monthly intervals.

INTERNET EXPLORER 6

As of April, 2010, Digitalplot designs no longer support Internet Explorer 6. This is outdated technology (IE 8 and 9 are now solidly established), and ensuring website compatibility is very time-consuming and costly. While roughly 9% of users (mostly caught up in corporate IT systems) still use IE6, both Google and YouTube intend withdrawing support the browser. If you're certain your website requires IE6 compatibility please include this in your initial brief and your quotation will be amended accordingly.

Payment for services is expected within 14 days of receipt of invoice. Until such time as payment is received all work remains the property of Digitalplot. At our discretion, late payment will be charged at 3% above bank base rate.

All photography and other graphic imagery originated by Digitalplot remains copyright property of Digitalplot, and must not be used elsewhere without permission, and, if requested, payment of an agreed fee.

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