



WEB DESIGN INCLUSIONS

These are the current inclusions for web design from start to launch. Any editing, updating which may occur after this process, is not included here.

➤ **web banner design** (*unlimited changes until design is perfect*)

A note on images used to design logos/banners etc. Images used for your logo/banner design are best purchased from reputable online stock image websites, to avoid copyright infringement, and to easily access and download hi-resolution copies. To achieve excellent results when printed, expo banners, business cards and posters etc. require hi-resolution (300dpi) quality images. I have accounts with stock image websites, which allows me to download a specific image based on a pre-purchased 'credit' system. As some clients will need/choose to have more images than others, the cost to purchase these images is not included in the web design package. Most clients will spend \$10-20aud in total, however some images can be up to \$30aud each, depending on the source and size required.

➤ if for any reason, we have designed/partly designed a banner, and completely start over designing a new banner/logo during the process of the website design, the cost is an extra \$100aud.

➤ **intuitive and logical web page design and layout:** without time or number of edit restrictions up to 20 pages; more than 20 pages included in price at my discretion.

➤ **webmail form and webmail setup:** webmail is info@yourwebsite.com.au etc. Webmail can be working as soon as your domain name is registered and pointed to the space where the website is being built. The website itself does not have to be completed for your webmail to be active. (*This means the website space is now live and your website may be seen whilst under construction, new websites are hidden until ready to be launched, if webmail is not setup until launch time*)

➤ **content:** text, images, video via YouTube, PDFs, custom graphics/buttons.

➤ I do not recommend or work with **drop-downs**. These types of menus can be very user unfriendly and interfere with Google's indexing of your top tier pages (*your pages linked from the main menu on each page*). There are alternatives to make sure your website is user friendly if you have more than 8-10 pages. These alternatives can increase your website content, therefore Google's ranking of your individual web pages and overall searchability.

➤ **hand coded** in the latest html, css and php code, verified by the World Wide Consortium (W3C) who set the standards for building web pages. (*no it's not Google who have this control*)

➤ **SEO** (*web page optimisation*) based on Google's own *Search Engine Optimisation Guide*.



- **Responsive Website Design (RWD)** is Google's favourite method of mobile website design. It works on the principle of flexibility - a single fluid website, using only one set of instructions to display the website. The style sheet is coded so the website displays correctly on any device. Responsive websites flex and change based on a multitude of factors. The website should shrink and expand to fit the device being used to view it, and should 95% display the same on Desktops, Laptops and smaller devices.
- **help with general technical issues and general business support** (*this does **not** include setting up Mailchimp or other external software you choose to use, such as Wordpress for Blogs, Shopify, StickyTickets*).

BENEFITS of our PARTNERSHIP

- an intuitive and energetically inspired web and graphic designer
- someone committed to integrity and therefore helping you stay true to yourself
- someone willing to give intuitive suggestions improving content, images, design
- someone who has a commitment to perfection
- website and email hosting with Australia's most reliable hosting company
- no templates, complete html and css hand coding
- creativity and flexibility to bring your dream to life
- graphic design work including banners, posters, flyers, business cards
- long term support; I stay with you post launch, for as long as you like, no outsourcing, no third parties, just me
- I get a lovely new client/friend to share journeys, success and challenges