



PACKAGE COMPARISON SOCIAL AND BLOG

The table below contains the information that you need to know about each of our product ranges and the services we offer for each plan.

SOCIAL MEDIA

Social media apps	Mini	Plus	Pro
Level of complexity	Simple	Moderate	High
Facebook cover	2 credits	2 credits	2 credits
Twitter banner	4 credits	4 credits	4 credits
Google+ cover	2 credits	2 credits	2 credits
Linkedin banner	4 credits	4 credits	4 credits

Price (Excluding GST)	Mini	Plus	Pro
Design credits	Up to 10 credits	Up to 10 credits	Up to 10 credits
Design	\$295.00	\$395.00	\$595.00

BLOG

Hosting and support	Mini	Plus	Pro
Australian hosting	✓	✓	✓
Hosted on subdomain	✓		
Support	✓	✓	✓
Malware and spam detection	✓	✓	✓
Site backup	Daily	Daily	Daily
Application updates	Ongoing	Ongoing	Ongoing

Blog design	Mini	Plus	Pro
Level of complexity	Simple	Moderate	High
Custom responsive design	✓	✓	✓
Social media icons	✓	✓	✓
Favicon	✓	✓	✓
Social widgets		✓	✓
Banner	Static	Slide	Slide
Search bar			✓
Design update	Yearly	Yearly	Yearly
Full re-design	Every 2 years	Every 2 years	Every 2 years

Blog content	Mini	Plus	Pro
User content editor	✓	✓	✓
Share links	✓	✓	✓
Category list	✓	✓	✓
Widgets (contact us, archive, category)	3	5	7

Price (Excluding GST)	Mini	Plus	Pro
Design credits	5	5	5
Annual subscription			
Initial cost	\$595.00	\$795.00	\$995.00
Live blog cost	\$595.00	\$795.00	\$995.00
Monthly subscription			
Initial cost	\$595.00	\$795.00	\$995.00
Monthly payments	\$59.50	\$79.50	\$99.50

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FEATURES GLOSSARY

SOCIAL AND BLOG

Blog Hosting and support	
Secure hosting	Our secure hosting system allows clients to accessed platform where ever they are. Ensuring security to content. Data is securely stored on the host. That way if anything happens to the clients devices it does not compromise the content on share.
Hosted on subdomain	Blog is hosted on a subdomain
Support	We provide on going support for clients subscription for any technical and design issues.
Malware detection	Malware detection detects malicious software trying to hack the system and steal data. This detection prevents malware software from damaging or disrupt the system, examples of malware are such as a virus or a Trojan horse.
Site backup	Site backups are ongoing
Application updates	Application receives updates to improve the system and ensure that system doesn't crash or gitich up and updated with new features.
Real time monitoring	Real time monitoring of actions occurring on the platform. Data is collected in real time without time delays.
Locally hosted	Files are hosted on a local server not overseas/remotely. The loading of platform runs faster than loading the same web site through a remote network. This ensures the analytics are in real time if it's locally hosted"

Blog design	
Custom responsive	Blog is responsive, due to the use of fluid grids, where elements are sized with percentages instead of exact measurements, allowing them to scale and shrink with their container. That way no matter what device landing pages will be response unless client request otherwise.
Mobile version	Plugins are used to define whether a user is using a mobile devices. The plugin recognises screen sizes and response to the size to become more readable, it customizes many aspects of its appearance, and deliver a fast, user-friendly and stylish version of your site to your mobile visitors. Have a mobile friendly site is important for reach, potentially not having a mobile compatible site could mean lots of viewers due to unreliability.
Social media icon	Social media icons are icons with embedded links to their social media profiles. ie if a client click on a facebook icon it will redirect to a facebook profile.
Favicon	Short for 'favourite icon', this icon is designed to help user identify their bookmarks , typically they are miniature logo and commonly seen in page tab or bookmarks.
Share buttons	Blogs can be shared via social widget, this builds brand exposure and increase brand reach by sharing content with others
Banner	Banners can be an image or a basic image slider or a dynamics slider are more interactive and have a wider potential ie links embedded
Sidebar	The sidebar is a narrow vertical column often jam-packed with lots of information about a website.The sidebar is usually placed on the right or left-hand side of the web page.The main purpose of the sidebar has been to provide navigation assistance for the visitor - a function commonly needed to the present day. These navigation aids are designed to help people move about your site and find the information you want them to see. The list of navigation items includes Categories, Pages, Archives, and even the most recent posts.

Blog content	
User content editor	User can log in and edit blog content
Share articles	Catergories and tags arrange help arrange information, this way or catergorising helps users search topics more assessiably. Since blogs update regularly, post often get buried quickly and can be harder to find. But you can help your readers find older posts by creating useful categories to file them in.
Archived blog posts	Older blogs are harder to find, but thanks to the archiving feature in most blogging applications, your older posts can be found online at anytime in the future.

Blog content (continued...)	
Blog widgets	Number of widgets varies depending on clients package research widgets we can offer, contact us, Social media feed, categories, archives, text box, recent post, recent comments. Social media widgets.
Subscribe button	The Subscribe button helps people subscribe to your blog using any feed reader
Built in comments	Built in comments provide a space for your friends and followers to engage with your content. WordPress's comment tools give you everything you need to be a forum for discussion and to moderate that discussion.

Blog SEO tools	
Ping	Ping Optimizer are used to prevent clients from over pinging, everytime a client post they tell search engines they have new content to be crawled
Keyword plugin	Our seo plugin has a keyword feature that improves the seo and improve your user keyword search.

Social profiles	
Facebook business page set up	The Facebook business page entails creating the page, adding a custom designed Cover Image. Adding a custom designed Profile Image social brand analysis and optimisation and a company photo album for brand building
Linkedin Business page set up	Setting up a linkedin business page means setting up user account, Banner images and a profile company logo. This also means adding a descriptive narrative on the company page about how the company was established. We optimise or create the company executives profile and this contains uploading an image or touched up image of client.
Setup your Twitter account	Setup your Twitter account and also includes a custom designed banner and an optimised custom background image as well as a profile image.

Social Support	
Social media advisor	A social media is an advisor who can provide advice for running your social page. The advisors role is not to give you a social strategy plan of what needs to be done but the advisor can certain provide feedback on an idea the client has or provide advice how to deal with social confrontations.

Social Profile updates	
Twitter banner update	Twitter banners get updated depending on package level. Client are allowed to update the cover as often and they like but we offer a banner every six months to yearly depending on package.
Facebook Cover image update	Facebook cover images are updated every six months to yearly depending on package and artwork depends on what is going on with client.
Linkedin business banner	Linkedin business banners are updated every six months to yearly depending on package.

Explanation of terms	
Design Complexity	<p>Simple: Straight forward design, predominantly typographic with basic design elements</p> <p>Moderate: Incorporation of sophisticated design elements and typography</p> <p>High: Designs with highly complex elements and typography customised to suit your brand</p>
Design credit	<p>A design credit is a unit of monitoring the number of designs prepared for the client.</p> <p>1 Design credit = 1 design presented to the client and 1 Design credit = 1 revision</p>

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