



PACKAGE COMPARISON WEBSITES

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.

Hosting and support	Mini	Plus	Pro
Local Australian hosting	✓	✓	✓
Support	✓	✓	✓
Spam filter and malware detection	✓	✓	✓
Daily Site backup	✓	✓	✓
Regular platform updates	✓	✓	✓
Real time monitoring	✓	✓	✓
Domain registration	✓	✓	✓

Business email	Mini	Plus	Pro
POP, IMAP and webmail	✓	✓	✓
Antivirus and anti-spam protection	✓	✓	✓

Website design	Mini	Plus	Pro
Number of pages	10	15	20
Custom design	✓	✓	✓
Responsive	✓	✓	✓
Mobile version	Static	Static	Responsive
Favicon	✓	✓	✓
Social media icons	✓	✓	✓
Google maps	✓	✓	✓
Drop down menus		✓	✓
Banner	1 Image	Basic slider	Dynamic
Search bar		✓	✓
Web forms	Default	Colour matched	Colour matched
Design update	Annual	Annual	Annual
Full re-design	Biannual	Biannual	Biannual
Widgets	1	2	3
Blog		✓	✓
Design complexity	Simple	Moderate	High

SEO Tools	Mini	Plus	Pro
SEO and social monitor (reporting)	✓	✓	✓
Annual site audit	✓	✓	✓
SEO reporting keywords	3	5	10
Annual Source code optimisation	✓	✓	✓
Site submission	✓	✓	✓
Annual SEO review	✓	✓	✓
Google analytics	✓	✓	✓

Other design services	Please contact us for specific details on pricing for these items		
Pricing tables	Forms		

Website Pricing (Excluding GST)	Mini	Plus	Pro
Design credits	5	5	5
Annual subscription			
Initial cost	\$995.00	\$1595.00	\$2195.00
Live website cost	\$995.00	\$1595.00	\$2195.00
Monthly subscription			
Initial cost	\$995.00	\$1595.00	\$2195.00
Monthly payments	\$99.50	\$159.50	\$219.50

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FEATURES GLOSSARY WEBSITES

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.
Scalable cloud server	A type of hosting which hosts a service and is available for demand via the internet at anytime, the host adapts to increased demands. The cloud hosts the service frequently for to customers via multiple connected servers that comprise a cloud.
Support	We provide on going support for clients subscription for any technical and design issues
Spam filter	Spam filter used is called the reputator which collects data on IPs that are flagged as suspicious or possible spam bots from sources around the internet. The system decides if their reputation is suspect enough for the system to be confident that the traffic is from a bot. If the system detects a spam bot, the system flags or block the IP automatically.
Malware detection	Malware detection detects malicious software trying to hack the system and steal data, this detection prevents malware software from damaging or disrupting the system, examples of malware are such as a virus or a Trojan horse.
Site backup	Site backups are performed daily
Application updates	Application receives updates to improve the system and ensure that system doesn't crash or glitch 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"

Business email	
POP email	Or short for Post office protocol, a protocol used to retrieve e-mail from a mail server. Most email applications (sometimes called an e-mail client) use the POP protocol, although some can use the newer IMAP (Internet Message Access Protocol). The pop is the point of presence or the access point to the email which is generally the internet. This can be a physical location, either part of a telecommunication centre or renting a space part of telecommunication provider
IMAP email	Short for Internet Message Access Protocol, a protocol for retrieving email messages. The latest version, IMAP4, is similar to POP3 but supports some additional features. For example, with IMAP4, you can search through your e-mail messages for keywords while the messages are still on mail server. You can then choose which messages to download to your machine.
Webmail	Is run by an isp (internet service provider) or an online service that provides access to send, receive and review emails only using your web browser. Users can simply enter the Webmail Web site URL in their browser's address or location field, and use their Webmail account by typing in a username and password. An example is Gmail, Hotmail or live.com (outlook)
Antivirus protection	Anti virus protection is important against hackers and is software designed to prevent virus and works etc. It also removes any malicious software code that has already infected a computer
Anti-spam protection	Anti spam protection is a software that is used to prevent spam entering a system.

Website design	
Set number of pages	Set number of pages within each package. The level of package consist of the number of pages. A more complex brand requires more pages and a less complex brand
Custom design	Websites are custom designed by designer, is aspects is designed for clients needs.
Responsive	Website 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	Plug-ins are used to define whether a user is using a mobile devices. The plug-in 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.
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.
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
Google maps	Google maps can be added to show location or pin point location or used to show directions

Website design (continued)	
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.
Drop down menus	Or known as pull down menus, these menus are full of commands or options the menu appears as if you have pulled it down and appears when your mouse hovers over.
Search bar	A search bar allows you to you search the website quickly using your favourite search engines. For example if you are after a form or contact detail.
Web forms	Can be used to collect data, they are either the default neutral colour or they are matched to your website.
Design update (annual)	These design updates are not large but can be significant, ie content, images and staff profiles may need to be updated and change or etc
Full re-design (every 2 years)	The website will get a full refresh to suit trends and to stay update with digital trends that may have changed or occurred.
Social widgets	Social widgets are used for multiple reasons and this can be to allow viewers to connect to client profiles on social media or to share content viewers have seen on websites or blogs. The widgets covered are LinkedIn, Facebook, blog and twitter. All Plus and Pro users will receive a share widget on their blog. There are widgets for all needs like Facebook likes, connect widgets.

SEO Tools	
SEO monitor & Social monitor	Monitoring SEO is very important in relation to the health of the site. Social monitoring of brands helps us understand what audiences think of your brand. It prevent brand damage and builds and understand of audiences needs.
Site map audit	A site map review consist of looking at a list of pages that should be part of the website directory. This site map is literally like a map of the website. The reviews ensures that the site map reads properly and everything is in order.
SEO reporting keywords	When keywords are used in paid search or AdWords reports, it describes a paid keyword from a search engine results page. When used in the organic search reports, it describes the actual query string entered by a user from a web search. This keyword reporting helps us improve keyword on website pages, This improve the search engine optimisation. It also shows us what are the most common keyword searches that occur that link to the site.
Source code optimisation (annual)	Like an audit, source code then need to be optimised to ensure the page runs efficiently. The source code is essentially the website instructions in their original form or the 'program code' as it is commonly called. When the code gets optimised it is done to improve the program, this is beneficial because optimising the code can improve the health of the site
Site submission	Site submission is when we manually submit page url or site to search engines such as Google or yahoo/Bing. By doing this we are notifying search engines the site exist and increase the crawl rate. This feature is important for Search engine optimisation.
Annual SEO review	This review will consist of data from SEO metrics and looking at site impression, click, average position and CTR. This annual reviews helps developers understand how to improve features and site health and weakness' in the design or code.
Google analytics	Google analytics provides the user key insights to their website to help drive the evolution and what needs to be changed to improve reach. Showing how the site is being used and its weakness'. For example if pages are too long or unresponsive layout means lots of impression due to unresponsive designs.

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

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