



**Custom Internet Limited**

# **Business Web Site Starter Package Information**

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## **Your Business Web Site**

Many businesses like yours now have web sites and are using them to attract new customers, communicate with existing customers, and reduce their cost of sales.

Web sites have become a very much accepted – even expected – way of promoting a business, and it is important to remember that visitors will often form strong impressions of your business from the quality of the web site.

The Custom Internet Starter Package is specially designed for small businesses, and provides you with a simple ‘entry level’ web site, which will enable you to sample the benefits at a low cost whilst providing features normally associated with premium rate services.

### **The advantages of Internet usage.**

Information on the Web is easy to maintain and can be updated whenever you like. The starter package provides for 1 years maintenance, which equates to about 2 updates spread over the year. If you think you will need more, please contact us before ordering.

Your web site will make it easy to attract new customers from a wider area, and at a much lower cost than using traditional methods.

### **The disadvantages.**

Although Internet access and usage has grown considerably, not everyone has access and you still need to maintain all the traditional methods of communication with your customers. Indeed, for many local purposes, the traditional personal and advertising methods still work best. The Internet is an extra, not a replacement.

Users must make a conscious decision to look at your site, and so promotion is important. Details of the address should appear in all your literature etc.. Our free guide to site promotion is available to all customers, and gives you helpful action plans for promoting the site.

### **Some traps**

A Web site is very public, so there are some things which become more important on the internet. In particular you should beware of copyright issues on photographs, logos, trademarks and advertising copy.

It is very easy to get information out of date and so site maintenance must be kept up. A site that is obviously out of date (e.g. with last year’s prices) will discourage visitors from returning. This is why we offer inclusive maintenance with all our design packages.

## Things to consider ...

When considering a web site for your business, there are a number of key questions you should ask before proceeding. These concern the target audience, the purpose of the site and its place within your business plans.

### Who is it for?

Who is the target audience of the site?

Try to split your potential audience into groups and check that the needs of each are addressed. It can be helpful to group them in terms of what they are likely to want, rather than who they are.

Remember that all the best web sites are 'audience focussed'.

Don't forget those people outside your immediate target group who COULD visit the site.

### What is it for?

Why are you doing this? Is it to convey information, directly sell your product, provide a resource for others, or some other purpose? How do YOU expect to benefit from it, and how will the target audience(s) benefit?

### Where does it fit?

How does the site relate to your business activity? There should be a good relationship between your Web presence and what you actually do.

You should make sure that the Web site uses the same 'house style', logos etc. as your printed material.

## Getting Started

Once you have decided to proceed with a web site for your business, you will need to choose a web site coordinator. This person will be responsible for collating material for publication and generally ensuring that the site is kept up to date and accurate. The coordinator MUST be contactable by email.

## Your domain name

The 'domain name' is the address of your business on the internet. We suggest that you choose one that is in the form <business name><activity>.co.uk e.g.

[bloggsengineerng.co.uk](http://bloggsengineerng.co.uk)

The **.co.uk** suffix indicates that you are a UK based commercial organisation. For most UK businesses, this is perfectly satisfactory, though if you prefer the international **.com** extension, we can arrange this at extra cost.

In this example, the web site address would be [www.blogengineering.co.uk](http://www.blogengineering.co.uk) and email addresses would be in the form [someone@bloggsengineering.co.uk](mailto:someone@bloggsengineering.co.uk) .

The domain name will be registered on your behalf in the name of the business.

If your business already has a domain name, we can arrange to have it transferred to our hosting service as part of the standard package. However please note that non UK domains (i.e NOT ending in .uk) will incur an additional charge. Please call us before ordering if this applies to you.

Subject to their technical suitability, you may prefer to continue to use you existing hosting arrangements. In this case our prices are reduced, though you will have to continue to pay the appropriate charges to your hosting provider. Please contact us if you wish to do this.

## Costs

The inclusive cost of the ‘Starter Site’ package is just £299. This includes the following:

- Single page web site with your descriptive text and information – as a general rule this will be sufficient for about 1 or 2 A4 pages of information.
- Your business logo.
- A photograph of your product or premises – you will need to provide this, preferably as a digital image.
- UK Domain registration  
Additional domains are available – see order form for details.
- Hosting
- 1 year maintenance. As a guide, this provides for about 2 updates during the year. We normally aim to publish site updates within 5 working days of receipt of the material. As an alternative, you can amend the page content yourself using our ‘OnLine Support’ system.
- Performance monitoring – we will install a hit counter on the page and monitor the count. Count data is accessed through the ‘OnLine Support’ system.

Additional pages, graphics and other features will cost extra. Please call for a quotation.

At current rates, the ongoing cost of maintenance, hosting etc. will be from £185 per year depending on the number you updates that you want to do.

*Prices valid till 31<sup>st</sup> December 2008.*

## The Next Step

Provided that the standard package is sufficient for you, all you need to do is collect the information required, complete the order form included with this pack and send it to us with your payment.

If you think that you require additional pages, extra photographs or more frequent updates, please contact us to discuss your requirements.

On receipt of your order, we will contact you with an estimated publication date – usually within 3 weeks. We will also send an official invoice for your records.

## **Publication**

Once we have built your site, you will be able to view it on-line for a short period before we transfer it to the live server and make the page publicly visible.

## **Once your site is built**

### **Keep it up to date**

Once the site is built and published, the most time consuming job will be keeping it up to date. Updates are normally published within 5 working days of receipt of the material. Alternatively, you can use the ‘OnLine Support’ system to maintain the content yourself.

### **Promote it**

Users have to make a conscious decision to visit your site, so promoting it is most important. Off-line promotion through your business literature and other advertising is especially good in your local area. Our free guide to site promotion will be sent to you once the site is published.

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## **About Custom Internet Limited**

Custom Internet Limited is a web site design company based in East Dorset. As well as web site design, promotion and maintenance, we offer a range of computer training and other IT related services for business and non-commercial organisations.

We have produced web sites for a wide range of commercial and non-profit organisations. We have experience of software development in PC, Unix and real time environments using high level languages such as C, C++, Perl and PHP. Our technical expertise is matched by project management and marketing skills, which combine to deliver the optimum solution to market our client’s products and services.

As members of the UK Web Design Association, you can be assured of our standards of work and customer service.

Full details of all our services, and links to customer sites are on our Web site at <http://www.custom-internet.co.uk/>