

Why? What? How much? What else...

Why do I need a website?

You might not need a website to actively run your business but customers usually expect that you will have one. Even if it is a simple site it might give your business a 'bigger' look.

What kind of website do I need?

There are effectively four types of website:

1. Online business card

A source of basic information about your company or organisation and details of how to contact you.

2. Online catalogue/brochure

More detailed information about your company and detail about what you can offer your prospective customers.

3. Online business

A business run almost entirely online or where most or all of your services can be sold online.

4. Blog

A site which contains frequent updates and also contains lots of discussion and opinion about matters relating to the area of business

The type of website will depend on how much your business model relies on the effective use of technology and internet based services.

Many businesses only need a basic form of website which provides a point of access and information at any time of the day. Your website can allow your possible customers to contact you by other means when answering a telephone is not possible.

How much will it cost?

We prefer to quote individually on each site but the prices below serve as a guideline to the costs for different levels of complexity and size.

Online business card £199
3 pages : Home – About us – Contact us
No bespoke facilities. No company logo design.

Simple website £349
5 pages : Home – About us – Contact us – News - Diary
Some bespoke functionality. No company logo design.

Bespoke website from £549
5+ pages : Home – About us – Contact us – News – Diary
plus other pages as needed. Logo design as needed. See below.

Bespoke functionality such as

- Blogs
- eCommerce
- Catalogues
- Discussion forums
- Quote generation
- Password protected areas
- Logo design

Logo design and corporate branding

We have a working relationship with a number of graphic designers who can ensure that your brand enhances the character of your business, emphasising its strengths and achievements and sets you apart from the competition.

Flash based sites.

We do not recommend doing sites entirely in Flash but can develop sections of sites using it as needed. Prices on detailed discussion with client. Costs for these sites would be at least £1000 as they are very time and labour intensive.

Website name (Domain) and hosting free for the first year for all sites above the £199 price range.

2nd year and beyond currently

Hosting : £60 per year

Domain : £12 per year

Management cost £30 per year which includes monitoring the website and tracking renewal dates.

What is the minimum specification of the site?

500MB storage
750MB / month data transfer
10 pop3 / imap email accounts
1 MySQL database

Content management system
Unlimited web pages
Unlimited menu items
SPAM proof contact form

Additional facilities on offer

News
Diary
Blogs
eCommerce
Catalogues
Discussion forums
Quote generation
Password protected areas
Logo design

How is the website kept updated?

We generally use one of a number of content management systems depending of the project:

Bespoke sites: Atom - In house CMS optimised to be simple to use
or
Joomla

Blogs: Wordpress

Online catalogue sites: Atom - In house CMS optimised to be simple to use
or
Joomla

Simple sites: Atom - In house CMS optimised to be simple to use

(1 – 5 pages)

What other services do you offer?

eCommerce

With over 20 years of programming expertise we can provide bespoke online selling functionality seamlessly integrated into the website or using open source systems such as *osCommerce*.

Database development

We have over 16 years extensive experience developing large and small database based systems for many different organisations including:

- University & Hospital departments
- Software houses
- Charities
- Recruitment consultancies
- Sports clubs
- Small businesses

Newsletter Campaigns

We can advise and set-up email marketing campaigns based on the MailChimp system.

Photography

Depending on the job we can either do this ourselves or recommend professional photographers who we have a working relationship with.

Google Adwords

Zero Degrees IT can manage and/or help the client use Adwords to the best advantage. When a user searches Google's search engine, adverts linked to relevant words are shown as "sponsored links" on the right side of the screen, and sometimes above the main search results. Advertisers select the words that should trigger these adverts and the maximum amount they will pay per click

Virtual Brochure

These are labour intensive which is reflected in the price.

Web Hosting

Web hosting is provided when necessary to run the website on. This cost is included in the first year of running a website. Prices provided at cost and are currently £45 (static non CMS sites) and £60 per year for all other sites in the 2nd year and beyond.

Domain Names

Domain names are provided when necessary This cost is included in the first year of running a website. Prices are £12 per year in the 2nd year and beyond.

Maintenance

Websites

£30 per hour

Monthly contracts quoted on anticipated workload.

Database development:

£30 per hour.

Usually quoted as a fixed fee dependent on anticipated length of project.

Networking and PC support

£30 per hour.