

## Online Store website design pricing April 2010

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INCLUDED FEATURES	ONLINE STORE I	ONLINE STORE II	ONLINE STORE III
<b>WEBSITE DESIGN</b>	<b>\$2,990</b>	<b>\$3,990</b>	<b>\$4,990</b>
One-on-one Consultations [Unlimited]	✓	✓	✓
Information Gathering & Planning Assessment	✓	✓	✓
Inspiration Assessments	✓	✓	✓
Choice of 3 Customized Website Designs	✓	✓	✓
Design Revisions Before Development	unlimited	unlimited	unlimited
Initial Pages Setup Included (Additional Available)	15	20	25
<b>DEVELOPMENT</b>			
Search Engine Friendly Site Structure & Coding	✓	✓	✓
URL Rewrites give full control of URL's	✓	✓	✓
Search Engine Friendly Page Titles & Meta Tags	✓	✓	✓
WC3 valid HTML/CSS, PHP, Javascript &	✓	✓	✓
Website Error & Cross browser Code Testing	✓	✓	✓
Website Host Setup, Submission & Testing	✓	✓	✓
<b>SEARCH ENGINE OPTIMISATION</b>			
100% Search Engine Friendly Framework	x	✓	✓
Choice of 9 Search Engine Optimisation Key Phrases	x	✓	✓
Level 1 Optimisation ( 1 round before completion )	x	✓	✓
Level 2 Optimisation (2nd round, 1 month after )	x	x	✓
Level 3 Optimisation ( 3rd round 2 months after )	x	x	✓
Optimisation & Proofreading of Website Copy	x	✓	✓
<b>SEARCH ENGINE MARKETING</b>			
Submission to Google, Yahoo & NineMSN	x	✓	✓
Submission to 10 Local Business Directories	x	x	✓
Google Adwords Setup & \$100.00 Credit	x	x	✓
Google Maps & Business Listing	x	x	✓
Social Media Article Submission	x	x	✓
Google Analytics or Statcounter Reporting	x	x	✓
<b>ONLINE STORE (SHOPPING CART)</b>			
Analytics with Sales & Order Reporting Tools	✓	✓	✓
Product & Category Browsing + Advanced Search	✓	✓	✓
Compare & Recently Viewed Products	✓	✓	✓
Related Products & Cross Sell Modules	✓	✓	✓
Catalog, Category & Pricing Management	✓	✓	✓
Checkout, Order, Shipping & Payment Management	✓	✓	✓

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INCLUDED FEATURES	ONLINE STORE I	ONLINE STORE II	ONLINE STORE III
<b>CONTENT MANAGEMENT SYSTEM</b>			
Article Management Easy to use WYSIWYG Editor	x	x	√
Media Manager (Pictures, Movies & PDF Documents)	x	x	√
Website Admin Access & Popular Page Statistics	x	x	√
Image Gallery/Slideshow & Management Tools	x	x	√
Custom Designed Forms + Easy Management Tool	x	x	√
Add/Delete Unlimited Pages, Menus & Blog's	x	x	√
<b>NEWSLETTER TEMPLATE &amp; CAMPAIGN SETUP</b>			
Newsletter Template Design & Setup	x	x	√
Email Management Easy to use WYSIWYG Editor	x	x	√
Client List & Category Management Console	x	x	√
Sent Email Reporting & Analytics Tools	x	x	√
Subscribe & Unsubscribe Auto Management	x	x	√
4 Campaign Mailouts Included	x	x	√
<b>BUSINESS WEBSITE HOSTING</b>			
Business + Website Hosting Upgrade	x	x	√
Easy Access Control Panel Manager	x	√	√
200GB (200,000 MB) Website Storage Space	x	√	√
Unlimited Visitor Data Transfers	x	√	√
Anti Spam & Anti Virus Protection	x	√	√
Hosted in Australia with Uptime Guarantee 99.5%	x	√	√
<b>BUSINESS EMAIL HOSTING</b>			
Unlimited Email Accounts	x	√	√
Unlimited Email Forwarders	x	√	√
Unlimited Automated Responders	x	√	√
WebMail Access with Secure Login	x	√	√
POP3 & IMAP Mail Boxes	x	√	√
Anti Spam & Anti Virus Protection	x	√	√
<b>TRAINING &amp; SUPPORT</b>			
Website After Sales Support	LIFETIME	LIFETIME	LIFETIME
Google Analytics or Statcounter Training	x	√	√
Online Store Management Training	x	√	√
Content Management System Training	x	x	√
Newsletter Management Training	x	x	√
Email Setup & Management Training	x	√	√
Prices Quoted Include GST (AUD)	<b>\$2,990</b>	<b>\$3,990</b>	<b>\$4,990</b>