

Now on Queensland's Gold Coast



The BUSINESS INTRO Website Offer

10 Pages (or Screens)
Domain Name Registration
12 Months Hosting.

Details about what's included in this offer:

Q: How much is it?

A: \$650 including GST. This includes 12 months hosting and domain name registration in the International Registry. We can also register you in the Australian directory (dotcom.au) but qualifying conditions concerning the actual business name and an additional charge of \$40 applies – however registration is for a two year period. See our Domain Registration Terms and Conditions for details

Q: What do I need to provide for my website?

A: We need a description of what your company does, its products or services. If you have any brochures, data sheets, company logos – anything that you can scan, send electronically or snail mail to us. If you've already invested in brochures etc, it may be advisable to carry their design theme across to your website.

Q: Do we need a Logo ?

A: If you haven't a logo, you should consider having one designed professionally, along with your company's colour scheme. A logo is what helps you establish an image with prospective clients and is will be used on letterheads, business cards and your website.

It's important to have a correctly designed logo - one that's appearance is suited for web as well as print use. Often logos are designed without the web in mind which can present

problems when they are reduced in size and applied to web headers. Our associates can offer a complete design service and will create one that compliments your corporate image. So consult with us for guidelines before having your logo designed – whatever you have in mind though, speak with us first. Too many first time website owners create amateur logos or design business cards that are unsuitable for web use.

Q: Photos. What to send to you?

A: Send us what you have – we'll resize and optimize them for the web. You don't need high resolution photos for computer viewing, around 800x600 (pixels) in size is what's needed – make them too big and you'll be limited sending via with email. A good photo utility that makes sizing and sending photos by email a breeze is Picassa by Google. It's a free program , click on the url below to go direct to the Google Picassa Download page.

http://picasa.google.com.au/intl/en/#utm_source=en-all-more&utm_campaign=en-pic&utm_medium=et

Q: How long does it take to get my site on the web?

A: Within a day of getting the go ahead we'll have a cover page displaying – complete with a description of what your company does, a photo (if you have one) plus a mailer to your existing email address. This will be a preliminary page only, designed to get a flying start on alerting the search engines that you're now on the web.

Note: this may vary depending on the time taken to register your domain name. This is normally a quick procedure, however delays can occur – the Australian Registry can take up to 48 hrs to confirm your new web address. Depending on what material is provided we should have your site completed within 2-3 working days. This also can vary depending on a number of factors, such as copy approvals etc.

Q: Options – what are they and what will they cost?

A: Your website can be expanded at any time. We can add video, streaming sound, create animations, add shopping trolleys, secure funds transfer, membership databases, financial calculators, online stock control that's linked to your retail outlet – whatever is needed to allow you to transact business. We also can provide a complete multimedia CD-ROM authoring service, plus through our associates we can film TV Commercials, Corporate Video – even documentaries - for use on the web, CD-ROM, DVD or TV broadcast.

If you have any special requirements we also have software developers who can custom design special functionality. The cost of all options is subject to quote.

Our suggestion is though, before adding bells and whistles, unless you know exactly what you need, go with the basic site first. Get some experience then work out what you need, it will save you money in the long run. We can then scope out exactly what's required based on this experience and submit a design proposal.

Q: I need more pages, how much will they cost?

A: For "standard" pages (as shown on our demo site) allow \$50 per page. This includes header creation, photo processing, layout etc. The more pages the less the cost – we'll quote you when required, but use \$50 as a guide.

Q: Can I have brochures and catalogues downloaded from my website?

A: Yes there is no problem doing this. If you've had any "paper" promotional material printed, then chances are your design service has a copy of it in PDF format. All you do is ask them for a copy of the PDF file – tell them what you want it for and request them to reformat the file in a lower resolution more suitable for downloading and viewing on the web. This should only be a matter of opening the master file and saving it again in a slightly different format and should not be an expensive procedure.

If you haven't PDF versions of these files we can create them for you. Cost depends on the work involved - contact us for further information.

Note: Theoretically there's no limit on the file sizes that can be downloaded from a website, but the smaller the file, the quicker the download time.

Q: Hosting after the first 12 months, how much does it cost?

A: It will cost you \$15 per month. (Payable 12 months in advance)

Q: Can I edit the content of my site?

A: "Anyone can edit a website using our system..." We've heard this claim many times - often after a dissatisfied client from another web design company has come to us for help.

Your website is built so that we can add an editing utility at any time. This is a comprehensive system that allows all or part of the website to be edited. The skill level required is equivalent to mid level competence with Microsoft Word. However our suggestion is for you to get used to your basic site first and use it until you establish a working pattern.

Experience has taught us that this is the best course of action, as the degree of editing you can do always depends on the skills available within your organization. Remember no matter how "simple" an editing system is claimed to be, they all have a learning curve.

Q: How do you ensure we get visitors to our website?

A: We build the site using keywords and text that is easily found by search engines such as Google. There's no mystery to this, although there are some techniques used to optimize the site and give it the best chance of being as far up the search list as possible.

We also submit the site to the search engines that will register its presence (you'll see when these "robots" visit in your stats module) Unlike some hosting services, we do this for you at no charge. We'll also give you a guide to increasing your web exposure – tips that you can implement that cost you nothing. For example you should register your business on Google Maps – a free service that allows clients to locate you quickly and simply.

For more information view our Guide to Increasing Search Rankings at:

http://www.kissmultimedia.com.au/newsletter/info_bulletin_october.html

Q: Can I get statistics from my website?

A: For an additional \$50 we'll configure a web statistics module for you and you can access this whenever you like to view actual statistics of activity on your site. This can be valuable if conducting marketing campaigns.

Q: Who owns the website?

A: On receipt of payment the website is your property.

Q: If you register the domain name for me, who does it belong to?

A: We register the domain name to your company and it belongs to you – we cannot "poach" domain names. Registration is for a 12 month period (DOTCOM) and this cost is included in the website price. Registration in the Australian Registry (DOTCOM.AU) is an additional cost of \$40 which gives you 2 year's registration. Sometimes it's advisable to register domain names in both registries.

Renewal is annually at \$40 per year for the international registry after 12 months and \$40 per year for the Australian Registry (after the initial 2 year period).

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