

## Responsive Website Design

### You need 3 components to "make" a website

- A Domain Name (your web address) either *www.something.com* or *www.something.com.au*
- A Website Hosting Package (this is a space on a commercial server where your website files are stored and accessed to display the pages)
- The creation of pages/files which are stored on the server and which will be displayed on typing the web address

### What is a Responsive website?

- A Responsive website is designed to display differing page configurations to suit the device on which it is being viewed – desktop, laptop, tablet or iPad and smartphone



### Why does it cost more than an "old style" website?

- A Responsive design comprises at least 4 different styles and layouts so that viewers can navigate the website no matter what size their screen – this is at least 4 times the work previously required to design a website

### What is the cost for a Responsive design website?

- The design cost for a basic business website suitable for small to medium sized businesses starts at \$1500 and may be more depending on what extra features you require (such as shopping carts, large photo galleries or CMS - the ability to manage and update your own content) and the scope of the design - how large the site is and/or how many pages you need
- There is also an administration fee of \$500 for all the "behind the scenes" work - setting up and registering a Domain Name and/or Web Hosting Package (if provided by me the first year's web hosting and basic domain registration costs are included in this price), making that domain name link to/point to the website files that will be created, creating email addresses, making and uploading files with instructions for Search Engines as to how to index the site and what content might need to be hidden/private as well as adding Google Analytics etc. to the site.

This fee also covers the time to liaise with others to complete these setup details when you have bought your Domain Name and/or Hosting package elsewhere, or if they have existed previously but now need to be updated (eg. for a redone website/web makeover)

## **What do I get for that \$1500+ cost?**

- Your website will display nicely on the various different screens and types of computers commonly used now and will be easy to navigate through, and easy to read
- You will receive a complete and error-free website including the required "meta tags" which enable Search Engines such as Google to "index" it (which means to be listed and available to display in a search results page)
- There are no other ongoing or "hidden" costs such as for Search Engine Optimisation (SEO) - all pages will be made friendly for the Search Engines (eg. Google)
- Please note that Page Ranking (which page/position your website displays in a search results page) is determined entirely by Google and the other Search engines - there is no guarantee that having the required meta-tags for indexing will place you at the top of the list - but it will ensure that you will be listed!

## **Payment Process**

- Generally after establishing your needs and scope of design you will be required to pay 50% of the agreed invoice total as a "commencement fee" to start working on the website, with the remaining 50% payable after the preview design has been finished and prior to making your website public

## **Ongoing and Running Costs**

- Every year you will need to renew your domain name (currently \$40 for 2 years registration of a .com.au domain) and web hosting package (\$100 a year for a standard package provided by me)
- If you have bought your domain and/or web hosting elsewhere, then you will be responsible for maintaining and paying for the continuation of those items at renewal time

## **Design and Build Process**

- After we have registered and/or setup your Domain Name and setup your Hosting Package your web address will be "live" or "online"
- The first thing to do is build a temporary page with address and general contact details as well as an advisement that the website is being built
- Then a "Previews" folder (hidden from the public, but you will be able to see it through a link sent to you) is created where you will be able to watch and participate in the build process
- Firstly a colour scheme (usually based on your business logo) is decided upon
- Next the "Menu" items are discussed and identified so that page construction can start
- The pages are built on the information that you provide, as well as any pictures that you may wish to include (you also have the option to use "Stock Images" which are professional photos from a commercial photo library to add picture content)
- When you are happy with and have finalised the content on all of the pages then the completion payment 50% is paid
- Lastly we replace the initial temporary page with the new pages that we have made, and the Website is "live" and ready to be viewed

## **What will I need to do?**

- One of the first things you will need to organise/provide is a "high-resolution" (the largest and clearest) copy of your business logo for me to work with (or you can arrange to have a logo design done for you if you don't already have one)
- Then you will need to start "writing" (either by email or in a Word Document) the things you would like included such as:
  - An introduction to your business outlining who you are, who you cater to, where you operate from, your opening hours etc.
  - A list and/or description of your Services
  - Information about your Staff (where applicable)
  - Information about your Fees and Policies and whether you provide an online Booking Service (where applicable)
  - Is there a list of Frequently Asked Questions that you think might help people looking for more information about your services?
  - Do you have accreditations or affiliations that you wish to display (a logo) or provide details about?
  - Will you need a space/page for "News Items" and/or regular notices for the public

The information that you provide doesn't need to be in any specific order or contain formatting, it just needs to be clear and legible.

You will be able to see the content created and placed on the pages as we go, and that also might prompt you to include something you hadn't previously considered.

It usually takes a couple of weeks for the build, depending on how organised you are and how quickly you can provide the information for the pages - there is no huge rush unless it is from your side - I am happy to work with you, until you are happy with the result.

## **Do you provide business stationery and signage to match the look of my website design?**

- Yes - further design work including business cards, stationery headers and logos, printed designs etc. that match your new website can be provided at a separate cost

## **Who "owns" my website after it is completed?**

- Once you have paid for the design and the files that are created you will have "ownership" of the page content, however a Domain Name (web address) is only ever "leased" to you subject to the conditions of the AuDA (Australian Domain Authority) - you must renew that "lease" every 2 years and abide by the conditions outlined by the AuDA (more information can be found here - [AuDA Information on Domain Names and Eligibility](#)).

## **Does your business logo (as designer) display on my website?**

- No – my logo will not be on your website, but there will be a small text reference/link at the very bottom of the page as well as links to provide "validation" of your website – meaning it has been checked and is error free.