

C h e c k l i s t

The following provides a price guide towards producing all the website elements you require. It also provides a useful checklist of features you may wish to consider including on your site. Please carefully read through the features and prices before deciding what you and your customers require. If you are in any doubt, would like to ask questions or perhaps raise any queries please telephone or email:

Tel: 01332 210169 / 07900 955914

Email: david@i-line-design.co.uk

Basic Information (Please complete all sections)

Number of web pages produced:

1-5	£150
6-10	£200
11-20	£250
21-50	£300
51+	£400
Additional pages	£20

Number of illustrations (photographs, tables, charts, etc)

Up to 3 per page, no additional charge	
Each additional illustration (except for picture gallery)	£5
Photographic enhancements and alterations (per illustration)	£2.50
Proof read and corrected text (per page)	£2.50
Bespoke text (per page)	£10

Fading Slideshows (priced individually) £10

Picture gallery / Products List:

1-15 images	Bronze £15 / Silver £20 / Gold £25
16-50 images	Bronze £25 / Silver £30 / Gold £35
51-100 images	Bronze £40 / Silver £50 / Gold £60
100+ images	call for tailored quote

Navigation Bar

Bronze FREE / Silver £10 / Gold £20

Online forms e.g. feedback, order, reservation (Priced individually) £10

Guestbook £20

Discussion Forum (Requires at least Silver Hosting) £40

Logo Design (Various examples available on request) £50

Other graphic design (please specify for tailored quote)

Online shopping cart powered by Paypal, accepts all major credit and debit cards
From as little as £50 (call for tailored quote)

Website Optimisation (price varies depending on whether buying a website as well)

Search engine submission (see additional material for more information)

Bronze: 12 monthly re-submissions to 100 search engines
Monthly reporting via email
£50 / £90

Silver: As Bronze plus guaranteed listing in Google (within 8 weeks)
12 months guaranteed inclusion
Submitted to over 400 search engines compared to 100
£99 £125

Gold: Everything from Silver plus Top Ranking in Search Engines
Website Analysis
Competitive Analysis
Statistical Analysis
Optimisation Instructions
£175 £225

Website analysis: Track how well your site is doing with our quarterly reviews.
£50 per quarter

Hosting (Must have one)

Windows or Linux: free .co.uk domain with every new site

Bronze - £25 for one year or only £35 for two years.
150mb of space, unrestricted bandwidth, 1 email address.

Silver - £35 for one year or only £50 for two years.
500mb of space, unrestricted bandwidth, 10 email address, 2 MySQL databases.

Gold - £50 for one year or only £70 for two years.
Unrestricted amount of space, unrestricted bandwidth, unlimited email address, 5 MySQL databases.

Additional design work / consultancy charged at £30p/h

Total Cost: _____

All charges are inclusive of VAT
30% non-refundable deposit on all orders
Remaining due after 30 days of order

Sites under £300 completed in less than 2 weeks, over completed in a month (from the date customer delivers all information required including all text and pictures)

Company Signature

Customer Signature

Date

Search Engine Submission

Bronze: £50* annually

This plan provides basic submissions to over 100 search engines each month for a full year. With this plan, it typically takes 6-8 weeks for site to start appearing in the search engines, while all you need to do is order the service once and we will handle the submission process for a whole year

- We will submit your web site to the leading 100 search engines and directories, reaching over 85% of Internet users. Don't get misled by submission companies that offer 100,000+ submissions as they are simply sending your web site to small niche directories. These pages may no longer exist and in many cases were set up to collect e-mail addresses to use or sell. In the web site promotion game, quality and reach wins over quantity. We are constantly updating our list of search engines to make sure that your site is submitted to the best search engines, those that will drive the most qualified traffic to your web site.
- Your site will be submitted each month for a full year. Submitting your website manually to one search engine is not enough. Submitting manually to hundreds, each month, is impossible. We submit your site every month, to make sure search engines will not drop your listings.
- Monthly summary submission reports are sent to you by email. Once a month, immediately after your scheduled monthly submission, we will send you detailed report that lists out all the search engines and directories that your site was submitted to, so you can keep track of the submission process.

Silver (inc Bronze): £99* annually

This plan provides fast automatic submission to over 400 search engines and directories, reaching close to all Internet users. This plan is ideal for customers that do not need help optimizing their website while having the need for maximum reach and exposure. This plan includes everything from the **Bronze** plan, plus:

- We will list your site in Google within 8 weeks, guaranteed, or you'll get your money back.
- Typically, web site owners have little control over when the search engines list and drop their web site. With this plan, we guarantee that your web site will be listed for a whole year.
- Now that you have an online business is the right time for unlocking the full potential of the Internet, reaching customers worldwide. With this plan, we submit your site to over 400 search engines, assuring worldwide exposure and reach.

Gold (inc Bronze & Silver): £175* annually

We will analyze your website from the perspective of a search engine. Every element of your web page will be closely inspected, results in detailed instructions telling you where to make specific changes in your web page. We do not rely on the general guidelines published by the search engines. Our analyzing system is based on the research of thousands of top ranking web pages on the search engines, along with data taken live, in real time, from the top-ranking websites. We compiled this huge amount of data, combined with reverse analyzes of the search engines, into a sophisticated advisory system that is constantly updated by continuous research. This plan includes everything from the **Silver** plan, plus:

- The most important task of search engine optimization, and by far the trickiest and the hardest to accomplish one, is finding the right keywords (search phrases). With this plan, our marketing professionals will review your website and will come up with a list of targeted, popular and competitive keywords.
- We will provide you with a detailed report of how your website performs in the top search engines. We will crawl 100 results within each of the search engines, for each of your keywords, saving you hours of work. The ranking report will provide the following information about your site:
Ranking Position - This is the first position found for the website according to the selected keyword, and the most likely to be clicked by the user.
Ranking Page Number - As search engines display different amounts of results when a search is performed, we display the page number that the first result is found on. You may be number 35 on Yahoo, but that is still on the second result page, not the fourth.
URL Count - This is the number of times the search engine finds a listing for your website within its indices. For some engines, the more times you are listed, the better your chances of showing well.
- We will provide competitive analysis, query the search engines and take a look at the websites that are listed higher than your own.
- Statistical Analysis - We will provide you with an exact score of your web page, for each of the properties, elements, keywords and the combination of all. The score is compared with the statistical data we have collected from thousands of highly ranked sites, along with the statistical data of your competitor. We use these scores to provide you with detailed step-by-step instructions of how to optimize your website.
- Optimisation Instructions - We will provide you with a detailed instructions of how to fully optimize your website, not leaving even one element that is meaningful for search engines untreated from META Tags to Hyperlinks.

* These prices do not include any changes to the website, if you wished to make any of the recommended changes to improve your search engine ranking, a separate quote would be made available upon request.