

# **SITECREW CRAFTERS WEBSITE PACKAGE**

## **INTRODUCTION**

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Sitecrew's Crafters Website Package offers a complete website with a range of pages suitable for most Crafters businesses at a very affordable price. This document provides a description of what the package includes and how much it costs.

## **WHAT'S INCLUDED IN THE STANDARD PACKAGE**

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The standard package includes the following...

- Registration of a suitable domain name, eg. [www.my-website-name.co.uk](http://www.my-website-name.co.uk)
- Website hosting (200MB)
- Up to 10 email addresses @ your domain name.
- Telephone and email support
- Creation of a website with up to 10 pages including Welcome Page, Location Details Personal Profile, Craft Details, Photo Gallery, News, Forthcoming Diary Events, Contact Details and Website Information. Pages can be turned off if not required and more pages can be added if required.
- A site style chosen from an off-the-shelf range. These can be adjusted to suit the client's needs at no extra cost.
- Site submission to the top search engines including Google, MSN & Yahoo
- A Content Management System (CMS) enabling nominated users to update the entire site content at any time.

## **COSTS**

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The standard package, as described above, costs £350 to for the first year. There is an annual charge of £200 per year from the second year onwards. This provides ongoing support, hosting, routine maintenance, re-registration of the domain name (every two years) and an annual upgrade to the latest version of the CMS.

## **OPTIONAL EXTRAS**

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The standard package includes a selection of off-the-shelf styles which can be adapted free of charge. Clients may choose to have a style created specifically, perhaps based on existing printed material. There will be an additional charge for this work, typically £100-£200 depending upon the amount of work involved.

Clients may also choose to have up to ten extra pages added to the standard package. There is no charge for additional standard pages but we may need to make a small charge for pages with special functionality. This work would be quoted for in advance.

If the site grows beyond about twenty pages we recommend changing the navigation system to divide the pages into a number of separate areas. This helps to keep it simple for visitors to find their way around.

We have also just developed a new on-line shopping module, which can be added to the site for an additional £250. This increases the second and subsequent years costs to £250 per year.

## **STANDARDS AND ACCESSIBILITY**

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Sitecrew are fully committed to ensuring that all their websites are standards-compliant and are as accessible as possible to people with visual or physical impairments. Our sites are all tested to ensure compliance with the W3C Markup Validation Service and that they display correctly in all the popular browsers and screen sizes.

All our sites use 'relative font-sizing'. This means that users can scale text up and down in size using whatever mechanism their browser provides for this function. Most Web browsers include functionality to let you increase or decrease the text size by holding down the [Ctrl] key and turning the mouse thumbwheel. Our Crafters Website Package sites contain Text Size links within the navigation system. Clicking on one of these resizes the text and the site will 'remember' your setting when the visitor returns to the site.

Sitecrew sites also follow the UK Government convention for access keys. Access keys let users navigate to certain pages or areas within a page by pressing a key - often in combination with another key.

## **UPDATING THE SITE**

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Our Crafters Website Package includes a complete Content Management System (CMS) which enables authorised users to update the website via a separate password-protected area. The CMS is browser-based which means that no special software needs to be installed on your computer and the CMS can be used from any computer with access to the Internet.

The CMS is very simple to use and includes on-line documentation and help. If you have broadband access and can use your computer at the same time as your telephone, we will happily talk you through the first time use. In practice, however, it has been our experience that most clients are comfortable using the system without our help.

If you want to add photographs to you site – and we recommend that you do - you will need some form of image editing software to prepare them for use on the site. Most modern computers come with suitable software, as do most digital cameras. If you have nothing suitable we can recommend a number of options.

As well as adding images to your pages you can also add documents in Word or PDF format, even video clips. You may need special software to prepare such material – we will be happy to advise you on suitable packages.

We have many clients happily using our CMS to make frequent updates to their websites – however, if you do find it to difficult we can always do the work for you although we may need to make a small additional charge.

## **GETTING STARTED**

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If you are interested in a Crafters Website Package from Sitecrew, call us on 01234 713104 for a friendly chat or email us [info@sitecrew.co.uk](mailto:info@sitecrew.co.uk). Once we have chatted through your requirement we will send you a written quotation for the work and ask for an initial deposit of 50% of the cost. If you are dissatisfied with our work at any time we will refund the entire deposit.

We will then set up a test site and begin to develop the site's style while you begin to add site content. We will also register your chosen domain name for you and set up a web hosting account and the required email addresses.

When you are happy with the site we will publish it to the proper domain name and submit the site to the major search engines. Thereafter, you can update the site whenever you wish via the CMS. AT the same time we will send you an invoice for the remaining 50% of the cost.

After the first year (and every year thereafter) we sill send you an annual invoice to cover hosting, domain name re-registration, maintenance and CMS upgrade costs.