

HOSTWORLD SERVICES WEB DESIGN

WEBSITE DEVELOPMENT

INFORMATION FOR SERVICES

<Public Version>

OVERVIEW

As a web design and development service, our mission is to work with you to build not only a beautiful modern website that is also mobile responsive, but also something you can continue to build and grow further to meet your business demands over time. The chosen website development tools predominantly used are Elementor & Elementor Professional on the WordPress platform due to the outstanding capabilities, as well as feature rich tools that can be used or incorporated to make your website shine and ensure your visitors achieve what they need to achieve with ease of useability. If you have a preferred alternative option, we can discuss if it is possible.

I work with one of Australia's leading legal law firms to provide you legally valid website terms & condition, privacy policies, and website disclaimers that are all an essential part of any website selling or providing a service, we can also optionally provide GDPR compliance (General Data Protection Regulation) to websites that will be accessible to the European Union and United Kingdom consumer as required by laws.

One important thing to consider as a client when having a website constructed is, to ensure it is maintained in a way to ensure it remains functional and valid to your visitors. All websites require maintenance, there really is no such thing as set and forget as nearly all elements require updates or upgrades at multiple intervals to ensure security and functionality is maintained. Not maintaining a business website leads to issues and will translate to loss of customers as, there is nothing more painful for someone looking to buy or browse on a website and the function they want to use fails or is broken, they just go elsewhere or even worse that your legal pages on your website are out of date leaving you vulnerable. Not a good impression.

Not to worry, the solution to this problem is another option we provide. For a monthly fee, we provide on-going regular monthly maintenance services for your website which, is based on the original web development package and any additions that we have made over time or where our services have solely been engaged. We do not maintain 3rd party improvements or additions. If a 3rd party addition has caused problems to the website, then we provide ad-hoc maintenance as a solution.

To take the hassles out of other things for you, we also provide a service to setup your domain name, web hosting, SSL certificates, and 5 additional email accounts. We do not provide any type of social media or marketing services for your website, we only link your current pages to their perspective site icon on your website, but we can recommend some reliable services to solve your online marketing requirements when needed.

Now let's get down to some of the nitty gritty. How much should your website cost?

This is one of the most frequently asked questions in the web design industry, but the answer is not all that simple as it seems.

There are two reasons why it is difficult to answer this question in a straightforward way:

1. Websites vary a lot in terms of their design and functionality. The type of site you're after makes a big difference.
2. The rate can vary from agency to agency with most agencies charging anywhere from \$100-\$180 per hour. Our purpose is to work with you to get you the very best results for the budget you have available at an affordable rate.

The main element that determines the cost of your website will be your requirements and how much work is involved. If you aren't very familiar with the web design industry, the pricing can appear very confusing as there really is a lot that goes on not only on the frontend, but the backend which can be far more complex and time consuming, once again based on how complex you want your website to be.

In terms of actual dollars, the cost to build a website for a small business could be less than \$1,000 or more than \$2,000. To build a modern API integrated and professional small business e-commerce website can be typically \$1,500-\$2,500 but you could spend as much as \$3,000 (or more) depending on the number of pages on the site and the number of specialized customizations required. **You can double the above or below costs if you are using one of the large website development companies who will give you basically the same.**

Classifying types of websites

Simply stated, we classify a business website into one of four types:

- **Simple, small business website:**

If your business has just a few services or products that you don't intend to sell online, a simple website will do. The site will work as your online business card, where visitors will come and look at your services and find out about your business and have the ability to contact you. This type of site is ideal for small local businesses.

- **Conversion-focused business site:**

If you are planning on using the website to attract a steady flow of new business, you'll need a more polished website that is set up to convert visitors and displays your previous work in an engaging way. These sites are good for service-focused small businesses.

- **Basic ecommerce site:**

If you want to sell your products or services online and take payment on your website, you require an ecommerce site. An ecommerce site has various features that put it in a specific category of websites. These can include a product database, shopping cart functionality, payment gateway and configuration of a shipping matrix. When incorporating some payment gateways such as PayPal, Stripe or Coinbase etc., they charge anywhere from 1.75% to 3% per transaction* which, is not included with web development fees and charges and always remains the responsibility of the client and the merchant providing the services.

(denotes above that these rates are what were available at the time of review and can change at any time at the discretion of the services provider; we take no responsibility for changes to these rates)(It is the clients responsibility to register and get the approval for their own choice of payment platform).*

- **Custom feature-rich site:**

If you run a large business, you may want to stand out from the crowd with a custom design and site-specific features. Your site may need to incorporate specially-made plugins, enterprise-level database integration, API integration or an innovative web app, depending on your business.

Of course, this is not a rigid classification. But having read this, you can get a sense of the kind of website your business requires.

Now that you have a ballpark idea of what things cost, here's a closer look at the specific factors affecting the price of building a small business website:

- **Page volume.** Let's say a basic web development package is offering a 10-page website for \$3,500, but your site needs 15 pages — how much extra will that cost? A good rule of thumb is to add about \$120/(basic page) for each page over and above what's included in the standard website package pricing. In this example, adding 5 basic pages (to the 10 pages included in the standard website package) would cost \$600. Add this amount to the original base price of \$3,500 and the revised total is \$4,100. Every situation will vary obviously, but at least this gives you a reasonable costing estimate to help understand.
- **Custom images & graphics.** Fancy images and graphics can give your site a one-of-a-kind look, but it comes at a price. Sophisticated visual effects often require special editing software, not to mention the talent of a custom graphic design specialist, whilst some other types of images and graphics are copyright protected or require a yearly licensing fee.
- **Custom logo.** Although not required, a custom logo is a nice addition to any website. A custom logo kicks up the trust/credibility factor a notch. We offer a Logo Design Service to create a decent-looking, professionally designed logo for at least 25% cheaper than any Graphic Logo Design company. Ask us for a quote.
- **Custom programming.** Sometimes you can find a trusted WordPress plugin providing the exact functionality you want right out of the box (i.e., image carousel, membership portal, payment calculator, etc.) Other times, getting your site to do what you want requires significant trial/error and testing. In a perfect world, everything would be plug-and-play and work perfectly the first time - but that's rarely the case. A fair amount of tinkering and testing is usually required to get everything working as intended. The standard rule is that some complexities take longer than others based on your requirements. We must emphasize that extra time is charged at an hourly rate in 1hr minimum blocks for special customization works.
- **Number of design revisions.** Most website projects start with an initial concept design (kind of like a rough draft template), then it's common to have 1 or 2 rounds of design revisions with the client to get everything just right, but keep in mind, every design iteration above this will add more to the overall cost of the project. In our experience, 1 to 2 rounds of design revisions are more than sufficient 99% of the time.
- **Website content development (i.e., copywriting, SEO).** Solid, thoughtful, persuasive content is the foundation of any great website. If you're launching a new site but don't have any content yet, it needs to be developed. If you have an existing site but the content is weak, stale or outdated, it'll need to be refined, enhanced or maybe even overhauled. One of the key things that presents an obstacle to launching a website is content development. So many people struggle with this because it's time-consuming and difficult to do. That's why several years ago we began working with a professional international copywriter to provide that missing link and enhance your website design and development offerings. Yes, you want your website to look modern and stylish, but it's your website's *content* that moves the needle, especially if it is enhanced with SEO content. Our SEO services provide a competitive advantage and are integrated into the content design phase of website development. Given the constantly evolving nature of search terms utilized by users on Google, regular monthly SEO optimization is crucial for maintaining your online visibility.
- **Website legal content development (i.e., privacy policy, website disclaimer, terms & conditions, GDPR).** These are essential legal requirements for any business website selling or offering a product/service online:
(Additional costs)

I have an established relationship with one of Australia's best full-service law firms that specializes in design standards for web developers. If this extra option is included with your package, you get 3 pages with the following 3 content items:

- #1: Privacy Policy** – To explain how you use, store and update customer and visitor personal information.
- #2: Website Disclaimer** – To limit your liability from information you publish and to protect your Copyright.
- #3: Terms & Conditions** – To state the terms under which you do business and clarify service expectations with potential clients. Australian Consumer Law requires this for all your customers.

For clients with a yearly maintenance plan, we also provide regulatory updates when there is any change to the legislation. Updates for non-maintenance customers are charged at 1hr minimum rate.

- **GDPR Compliance (Optional cost)** - GDPR is a set of EU regulations that require businesses to protect the personal data and privacy of EU residents. If you plan to do business with EU residents or businesses – or even if you collect email addresses from visitors to your website from the EU, you must now comply with the new General Data Protection Regulations (GDPR).
- **Yearly Licensing Subscriptions** – Business websites are sometimes designed with a requirement to incorporate professional version graphics/creatives/video/interactive elements etc., which attract yearly licensing subscription cost to allow the functions/features to work as long as the subscription is maintained. Licensing fees are billed in advance on a yearly basis at the end of the first 12 calendar months to ensure the enhanced features continue to function on the website. We always try to avoid these fees when designing our websites, but if a client insists on a specific feature that is only available as a paid or subscription feature, this cost is added to the over-all costs and do not form part of the pricing for our website design services. If you choose to use paid or subscription features you should budget a minimum of at least \$75 per year for licensing. Failure to continue yearly licensing, will cause website functionality to fail if, you are using licensed features, and it is the responsibility of the client to ensure these functions continue to work on their website by paying their associated fees.

Concept to completion



Let's take a look at the common set of steps and requirements taken along the web development journey

- **Getting a Domain Name**

The first thing you need for a website is a domain name, assuming you don't already have one. A domain name is the address of your site on the web. Provide us with your business name and we will find the best domain to suit. We provide 1 domain name per website design plan which included the first-year costs. Every website owner must renew their domain name licensing at the end of their subscription.

- **SSL Certificate**

You should have an SSL (Secure Socket Layer) certificate installed after getting your domain and setting up your site. If you are an ecommerce site or your website deals with a lot of sensitive information like credit card information, usernames, and passwords, then SSL is a must. We provide the basic Let's Encrypt SSL certificates from Sectigo that will suit nearly all individuals to small business. We offer the complete range of SSL certificates from the worlds leading SSL providers being, Sectigo, DigiTrust, and GeoTrust. No matter what type of SSL certificate you might need or how big or small your business is, we provide them all.

- **Website Hosting**

Website hosting alone can cost anywhere from around \$5 per month for standard websites, and much more if you're hosting large or complex sites or web applications and using VPS or Dedicated type servers. We provide free cPanel website hosting with all our website design packages based on their size and requirements.

- **Development and Design Phases**

A very important part of the project is developing appealing aesthetics and a positive user experience. Thus, there are two aspects of the design. One is the visual language of the site. Another is its usability. As with the development phase, there are numerous ways to create visual content and present information on your website, whether static images, video or interactive elements. The cost varies entirely on how you want your site to look.

A website based on a simple design template with a few pages will not cost much. The more you want to customize your site, the more you will be charged. The cost can range anywhere between \$650 and many thousands of dollars. An interactive web app or advanced features like database integration/API Integration will always require an even larger budget as, these are extremely time-intensive projects to incorporate and require extensive testing to be exact and functioning as intended.

In the web design industry, there are many different options and technologies available, many of which do the same thing and solve the same kind of problems. It all comes down to your specific requirements as to which is the most appropriate. We will always do our best to find the best solution that balances your requirements and budget.

- **Copywriting and SEO service (Optional Extra Service)**

Search Engine Optimization is no longer just an option; it has become mandatory for any business website that wants to remain competitive. It is a service that helps improve your visibility in search engines to reach your target customers more efficiently. Here the cost depends on what type of business you have.

You might want our professional writer to create the initial page content for you, which would be SEO-optimised.

The cost of copywriting depends on many different factors. Your SEO package may include some copywriting, as the content is very important for your rank in Google. Content can either be general or SEO orientated.

Regardless of the size or industry of your business, having a strong online presence is going to benefit you. So, SEO is certainly worth looking into as soon as your website is up and running. SEO services are ongoing in nature and generally cost a minimum of \$50 and can go as high as \$1000 monthly depending on your requirements. We offer an optional monthly SEO and maintenance package for every website. The plan includes once-off SEO optimization for the month, as well as weekly maintenance services that keeps a check on your WordPress back-end and ensures all maintenance, updates, and backups are managed. You also get a monthly maintenance and SEO report for your website.

- **Ongoing maintenance**

Once completing the web development for your website and the keys are handed over to you, the process isn't over. Any modern site will require maintenance to keep it relevant and technologically up to date on a monthly basis.

Unless your site is really simple or you have a certain level of technical know-how, you may need to allocate a monthly maintenance budget for your website. Our regular maintenance plan will cost you \$89.95 p/mth and is billed monthly and you can cancel at any time. Website maintenance is updating plugins and apps, tweaking any settings, account management, backups, and preventative maintenance to keep your website running trouble free. Extra time above the maintenance plan time allowance is charged at our standard ad-hoc

maintenance charges of \$29.95 for every 30 minutes either part or whole, and in advance of any works being carried out.

- **Cloud backup storage**

Client are required to supply access to a Google Drive account or Dropbox etc, with adequate storage capabilities to allow for backup of the website using our preferred application. This is a mandatory requirement to ensure we can capture backups of your website. We do not support or accept any liability or responsibility for damages caused to the website for any backup and restore issues, and this is enforced by us also if the client chooses to use a different type of backup/restore application than the one supplied in the original web development package.

If you have any questions or any of the above items require further clarification, please let us know. You can email us at info@hostworldservices.net and our sales team will get back to you to discuss further.

For all person-to-person discussion involved, please advise of your preferred medium to use for example; Skype, or Zoom.

Disclaimer: The prices listed in the preceding pages are only an estimate for the types of services discussed. This document is not a summary or warranty of a final price. Estimates are subject to change if project specifications are changed or costs for included incidentals are changed by suppliers. Web development packages do not include media advertising in any form. This is the responsibility of the client.