

**Affordable Fixed Price Website & Social Media packages for Small Business, Startups, Sole Traders and Tradespersons**

**Standard CMS Based Sites £625.00**

**E-Commerce and Online Shops £1100.00**



**Anodised Blue** Web Design

# Website Packages

**FOR SMALL BUSINESS,  
SOLE TRADERS, START-UPS  
AND TRADESPERSONS**

Affordable web design packages for small businesses, tradespersons, sole traders and startups that are comprehensive, professional and have a fixed cost.

At AnodisedBlue Web Design we know it is hard for small business and startups to gain presence in an ever increasing world of large business and expensive advertising so our packages are tailored for you and your growing business.

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**What do I get? 03**

What do I get if I buy a website from AnodisedBlue Web Design?

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**Further package details 04**

More details on what is in a website package from us

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**How much does it cost? 05**

How much is a website package and what do I get for my money?

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**Support, Maintenance and Hosting 06**

Will I get support and maintenance for my website?

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**FAQ's 07**

Questions and Answers

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**Contact Us 08**

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# 03

## What do I get?

A Professional responsive and mobile friendly web site that is custom made for your business and its services. Your site is made in our studio based near Ipswich and none of the work is outsourced to other companies or made overseas. Your package includes all the pages and functions you need for a fully working web presence:

- Homepage.
- Contact Page.
- About Page.
- Services Page.
- FAQ page.
- Blog.
- Google Maps integration.
- Contact Form.
- Newsletter sign up.
- Gallery Page.
- Social Media Integration.
- Content Management.
- Custom theme built for you.
- Google friendly.
- Tested for quality.
- Content Writing and Images if required: up to 10 pages.
- Video Integration.
- Setup of Facebook, Twitter, Gmail, YouTube and Google+ Accounts with custom covers and profile pictures.
- Logo and Business Card Design.
- SEO Optimised Site and Content.
- Indexing with Google and Bing + Google and Bing Analytics + Google Rich Snippets.
- Google and Bing Maps entries.
- Security enhancements and Cloudflare content delivery for quick and efficient site loading.
- Setup and forwarding of email accounts + MailChimp account setup.
- Social Media Integration + Free Yell entry.
- Free hosting and .co.uk or .uk domain name for one year.
- Custom robots.txt and sitemap for optimised indexing in search engines.
- Help, advice and training if required at no cost. Free consultations.
- A Static or WordPress based site. Testing on a variety of devices.
- Google Adwords account setup

# 04

## Further Package Details

Search Engine Friendly, secure and optimised to work well.

We will deliver to you a website and social media package that is custom made to suit your business and is fully optimised to work in Google and other search engines. Your site will be responsive and mobile friendly which means it will work well and look good on all devices from a PC to a Mobile phone. Your site will be fully functional and contain all the text, images and information you need for it to get to work for you.

With Google and Bing tools you will be able to track how well your site is performing and adjust it accordingly with an easy to use content management system. With a Blog and MailChimp you will be able to reach customers and send them news about your business.

Your site will be correctly indexed with Google and Bing and you will have a map entry so customers can find you. Social Media integration and profiles will help you to be able to grow your business and reach bigger audiences than more traditional advertising methods and at a far cheaper cost.

With security enhancements and content delivery your site will perform well and load quickly while being made to prevent things like spam.

On average it takes about 15-20 days to complete all the work and in that time we will be contacting you frequently to ask questions about your business and what you want to achieve from a site. We will also be sending you updates on progress and showing you how the work is progressing.

Your site will be simple to use, maintain and update, we will show you how - and it will also be future proof, reliable and work well.

# 05

## How much does it cost?

A website package from us has a fixed cost if you are a sole trader, small business with less than 10 people, a startup business less than six months old or you are a tradesperson such as a plumber, carpenter or in a similar trade.

If you would like a normal non shop based website then the cost is £625.00

If you would like a website with an online shop and e-commerce facilities the cost is £1100.00

We know that having a site built is a large amount of money to pay out, so we always offer interest free installments which are mutually agreed on.

Hosting and the purchase of a domain is included in the price but these will need to be renewed after the first year and the cost for these are:

Hosting £5.20 per month

Domain Name renewal yearly £5.25

After your site is up and running we offer an optional service where we maintain it and your social media for around £50 a month depending on the amount of work you would like done. We always give you an initial free blog post and a few posts on your social media to get started in your first month.

# 06

## Support, Maintenance and Hosting

Your site will be hosted free of charge for the first year in a professional UK based hosting package which we maintain and look after. The hosting package has 24 hour support and full daily backups if anything untoward happens.

If your site breaks, or something goes wrong with it, or the hosting is not working, we will free of charge, get it back up and running as soon as the situation can be resolved, please note the time to do this varies depending on the problem. This free service does not include problems caused by adding things like plug-ins to your site before you have asked us if it will be OK. We will however, in most cases, try our best to help you out free of charge.

You can text, email or telephone us if there are any problems. This support service does not include site updates and addition of content after the site has been initially set up and has gone live other than what is included in the package.

Most of our customers pay us around a £50 monthly optional fee to completely maintain their site, social media and blogs. For this negotiable monthly fee we add regular posts to Facebook, Twitter and Google+, add a couple of blog posts a month and generally keep it all running smoothly and in tip top condition. We also do minor updates and text changes for this fee - things like changing an image here or there or adding a new page or maybe changing a few headings.

We don't include Search Engine Optimisation in this monthly fee, however we will do a small amount of adding customer sites to trade directories. This is due to the amount of time needed to carry out a good SEO campaign. We do provide SEO but offer that as a separate service.

# 07

## Questions and Answers

**Is the cost really a fixed price? - Yes it is a fixed cost with free hosting for one year, free domain and no hidden extras. All the prices you see in these pages are what you pay.**

**Will my present site be taken off-line while you make the new one? - No it will be developed on a separate server and will not be made public until you want it to be. The change over takes in the region of 12-24 hours.**

**What if my site breaks? - If your site breaks due to something you have not caused we will get it back up and running for free as long as you stay with us as a customer and continue to pay the hosting fee during the period it went down.**

**What if I don't pay the hosting? - If you do not pay the hosting when it is due and don't have a valid reason we will take your site off-line but this is a last resort and generally we don't mind if its a few days late. If we have been waiting months for it then its a different matter.**

**I would like some SEO - Please contact us for details of an SEO Campaign.**

**Are you easy to get hold of? - During office hours we always answer emails and calls. After office hours we do check our emails and texts regularly. We will always get back to you within an hour during the day if we miss your call and the next morning if you contacted us out of hours.**

**Can I pay in installments? - Yes you can pay in interest free installments that we can negotiate to suit your budget.**

**Are you a UK based company and where can I find out more or ask you a question? - We are based near Ipswich in a home office and none of our work is ever outsourced to other countries or subcontracted. You can visit our website and social media pages for more information and testimonials or view the contact details on the next page.**

**Do you have any examples? - Yes you can view our portfolio here : <http://anodisedblue.com/anodisedblue-customer-portfolio/>**



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