

Special Web Packages for VisitNorwich Members

VisitNorwich are committed to assisting and supporting its members, offering advice and best practise from an unbiased viewpoint.

We are extremely pleased to be working with **Jon Lear, Precise New Media** to offer you simple yet effective web packages to give you an on-line web presence whether you know very little about the web or you are already web savvy. In clear and easy to understand terms, we are offering you the opportunity to build web packages for your business with special member rates starting from as little as £195 +VAT.

If you're interested in any of the services outlined below, please contact Jon direct on 07984716671 or jonlear@precisewebmedia.com stating that you are a VisitNorwich member.

What you will get

We specialise in creating unique, exciting and accessible web pages that will really allow your business to succeed on the web. Whether you want your website to showcase your business, to sell your products online, or to be database-driven, we can provide carefully tailored solutions for each of these.

We understand that each business is unique, and as a result, the web site you will be presented with will be carefully crafted to meet the specific requirements of your business. We have a range of web site design packages available which you can choose from, or alternatively you can create your own package if you require a custom order.

We aim to provide you with **the best service at the highest quality and lowest price.** We will liaise with you at every stage of the web design process. By carefully balancing web page design with structure, we create visually appealing, robust and usable websites that quickly become a tangible asset for your business.

In order for you to reach an informed decision regarding your website, we aim to provide jargon-free terminology. We want your experience of receiving a website to be as smooth and pleasant as possible.

New Sites

Starting out on the web? From 1 page to 5 whatever you require we can implement a site that you can easily and regularly update. We call this a content managed site, this could include news stories, articles and latest information which will give your site an exciting, interactive feel. We will ensure that a content managed system maintains its theme throughout the website, and consequently cascading style sheets are used to ensure a consistent design.

Existing Sites

If you feel it is time for your website to have a make-over or you wish to compare prices against a service you are already using please contact us for a **free no obligation** website redesign quote. On your request we will visit your website and perform a virtual 'health check'.

Alternatively, if you have any features that you would like incorporating into an existing website then we will issue a low-cost estimate for the work. For example, if you wish to have an image gallery, guestbook, online calendar, discussion forum, database system, reservations form etc on your web pages then we can design and implement these for you very easily.

Defining new standards

Precise New Media create web sites and pages with extremely high design standards; writing valid code and being assessed by the W3C Validation Service for relevant programming and styling Internet languages. To signify our competence you can see the reports on all pages we create. Websites are also tested extensively in various Internet browsers (Internet Explorer 6 & 7, Firefox, Netscape, Opera, Mozilla, Camino, Safari etc) and Platforms (Windows, Mac, Linux etc).

A well-designed bespoke website not only attracts more customers but also strengthens your brand name and identity. It is not just an online brochure, but an online business representing your company to potential customers everyday. It should be:

- Professional in appearance
- Easy to use
- Easy to navigate
- Easy to comprehend
- Easy to find

With successful backgrounds in sales and marketing, and solid experience in user-centred design, Precise New Media helps clients successfully establish their company image on the internet. We have the:

- Graphic design expertise to make sure your website is laid out with effective use of text, white spaces, attractive/relevant imagery and colours.

- Sales and marketing experience to ensure the visitor is getting the correct impression of your business and the right call-to-action is highlighted to evoke a response.
- Understanding in information architecture and rules of usability to ensure the user experience is enjoyable, fulfilling and convenient, with emphasis on the pertinent information about your products and/or service.
- Ability to design accessible and disability friendly sites to comply with the latest legislation.
- Expertise to make your entire site 'search engine friendly'. If a search engine cannot find you, your customers won't either, so we have evolved a strategic optimised development process that gets corporate websites on to the first pages of leading search engines like Google, MSN, and Yahoo.

We design aesthetically pleasing and functional websites. We can also measure how successful they are and make improvements where necessary to maximise long-term growth and profitability and ensure you stay a step ahead of your competitors.

Packages

1. Starter Package £195 +VAT

The Starter Package is an affordable web design option designed for very small businesses or individuals who require a 1 page website as the first step into digital media. It is perfect for establishing an initial online presence and when your website proves successful you can always upgrade to a larger, more functional site if required. You can advertise a product, describe your business to potential customers and much more.

Starter Web Design Package

- 1 page website carefully developed and programmed
- Up to 1,000 words on the web page
- Up to 3-5 images can be included on the website
- 1 Years FREE hosting & FREE .co.uk domain name
- Up to 5 professional email addresses ?@yourdomain.co.uk with desktop and WebMail access
- Real-time statistics about visitors to your website
- FAST web site loading times
- FREE Web-to-email contact form so your visitors can submit information or requests which you will receive by email

Customer to provide

- Copy
- Images

After your website is built

- Website maintenance, optimization or content amendments will be charged at £10 per 15-minute block with a 72-hour turn around. Number of blocks and total price will be clarified before changes are made
- Minor changes like a spelling mistake; a new telephone number or a single price change **will carry no cost** with a 7 day turn around

2. Simple Package £375 +VAT

The Simple Package is perfect for small businesses and organisations wanting to showcase their business, product or service and is an ideal way of attracting new customers and increasing the awareness of your business. It is perfect for establishing a simple online presence and when your website proves successful you can always upgrade to a larger, more functional site if required.

Simple Web Design Package

- Up to 3 web pages carefully designed, developed and programmed for your website
- Up to 1,000 words per page
- Up to 6-9 images on the website
- 1 Years FREE hosting and FREE domain name with this website design package
- Up to 10 professional email addresses ?@yourdomain.co.uk with desktop and WebMail access
- Statistics about visitors to your website
- FAST web site loading times
- FREE Web-to-email contact form so your visitors can submit information or requests which you will receive by email

Website maintenance, optimization or content amendments will be charged at £10 per 15-minute block with a 72-hour turn around. Minor changes like a spelling mistake; a new telephone number or a single price change **will carry no cost** with a 7 day turn around. Number of blocks and total price will be clarified before changes are made.

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3. Standard Package £495 +VAT

The Standard Package is perfect for companies and organisations looking for a more comprehensive web presence. This package could be used to describe your business in detail providing information about your products and or service, for example. The more relevant information the customer is presented with, the more likely they are to know about your business and to use you rather than your competitors. It is perfect for establishing a competitive online presence and when your website proves successful you can always upgrade to a larger, more functional site if required.

Standard Web Design Package

- Up to 5 web pages carefully designed, developed and programmed for your website
- Up to 1,000 words per page
- Up to 10-15 images on the website
- 1 Years FREE fast and reliable hosting & FREE .co.uk domain name.
- Up to 15 professional email addresses ?@yourcompanyname.co.uk with desktop and WebMail access
- Statistics about visitors to your website
- FAST web site loading times

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4. Custom Package – price on application

The Custom Package is perfect for established or new medium and large-scale companies and organisations looking for a solid and comprehensive web presence. This package is ideal for utilising the Internet as a full-scale sales medium by qualifying and generating leads, selling products or any other call to action your business may require.

- Any number of web pages carefully designed, developed and programmed for your website
- Any number of words per page
- Any number of images on the website
- 1 Years FREE fast and reliable hosting & FREE .co.uk domain name
- Up to 50 professional email addresses@yourcompanyname.co.uk with desktop and Web Mail access
- Statistics about visitors to your website
- FAST web site loading times

Customer to provide

- Copy
- Images

After your website is built

- Website maintenance, optimization or content amendments will be charged at £10 per 15-minute block with a 72-hour turn around. Number of blocks and total price will be clarified before changes are made
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Other important points

Hosting

Fully managed hosting will be charged at £75 per year after the **first free year**.

Domain Names

- .co.uk domain names have a minimum registration period of 2 years. To re-register your domain name after your **2 year free registration period** there will be a charge of £20 for a further 2 years.
- .com domain names have a minimum registration period of 1 year. To register your domain name there will be a charge of £20 per year.

Other services available from Precise New Media and VisitNorwich

If you have further services you require for your business eg. copywriting, photography, logo design, business cards, we would be happy to provide you with a quote.

Copywriting for any promotional material	£30/hour
Photography available	£100 per session (from)
Logo Design	£160 (from)
Letterheads, business cards, other stationary	Price on application