



[www.1upWeb.co.uk](http://www.1upWeb.co.uk)

## **Pricing, Functionality and Services document**

## 1. Overview & ethos of the company

Here at 1upWeb we have a simple attitude to the websites we design and create.

Simply put, we want you to love them as much as we do!

We listen to your needs and requests and always work with you to make a website that you will adore!

As much as possible, we make our websites configurable so that **YOU** can update your site as and when **YOU** choose and not when someone else gets around to making your changes. See the functionality section for full details of the services we offer in order to achieve this.

We work hard to provide an excellent and affordable service for you.

We are computer geeks and technology and the Internet is our life, so let us bring our passion and knowledge to the table to your benefit!

## 2. Design options

We currently have three different options when it comes to the design of the look and feel (colour schemes and fonts) and layout of your website. These are:

- ✓ The full design of your site, from scratch, bringing to the table our own flair, experience and originality - £350
- ✓ Incorporating your own graphics (for example [www.annafurlaxis.com](http://www.annafurlaxis.com) where the client commissioned artwork from a well known artist) - £250
- ✓ Creating your site based on your own design (usually artists and designers who already have a lot of their own graphics and a strong idea of how their site will look choose this option) - £150

## 3. Possible website functionality combinations

There are many different options we can provide when it comes to the functionality of your website. One of our most passionately held beliefs is that there is nothing worse than a web site for a business or product that you love which stays the same, year upon year, and we endeavour to make our websites as easy to update by **YOU** as possible.

### Basic static web pages

Some web pages can be created as static, non-updatable (for pages which do not get changed very often) - £50 per page

## One or more embedded, fully skinned blog feeds for updatable pages on different topics

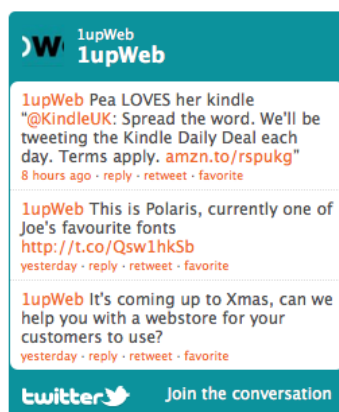
In order that you can update pages whenever **YOU** want, we can embed your blog so that it is fully 'skinned' (i.e. looks exactly the same as your web site) and integrates seamlessly with your site. To the observer, this will look the same as a static web page but will be updated as often as you like. This functionality is ideal for news pages, calendars, and links pages, for example.

Using this functionality you can easily add pictures, videos, links and text to your website. For an example, see [www.annafurlaxis.com/news.html](http://www.annafurlaxis.com/news.html) or [www.annafurlaxis.com/calendar.html](http://www.annafurlaxis.com/calendar.html)



£75 per page with embedded content.

## Embedded twitter feed



In today's rich online community, twitter is an important part of keeping your customers and interested parties updated about what you are doing – or indeed making people aware of interesting people on the Internet. We can embed and fully skin a twitter feed in a number of ways, so that it integrates and fits into your website.

£25 for an embedded twitter feed.

For an example of this, go to [www.1upWeb.co.uk](http://www.1upWeb.co.uk) (the feed is on the right hand side)

## Updatable Photo albums

If you are in an artistic or creative field in particular, having your product and creations online for people to see is an essential part of your website. Using several different methods, we can embed your photo albums into your website. This can be done with your existing flickr or picassa photo albums, or can be directly uploaded to your site and configured by you.

£75 per album.

For an example of this see [www.annafurlaxis.com/gallery.html](http://www.annafurlaxis.com/gallery.html)



## RSS feeds

We can incorporate RSS feed functionality into your website, which will allow people to add your site as an RSS 'bookmark' so they will see your blog / news updates regularly and keep on top of all of your content changes / news.

For details of what RSS is, see:

<http://computer.howstuffworks.com/internet/basics/rss.htm>

Cost - £25.

## Shopping cart functionality

If you require shopping cart functionality with your website, we can set this up for you and integrate it into your site.

We currently recommend Big Cartel ([www.bigcartel.com](http://www.bigcartel.com)) and we can set up the shop and skin it (make the colour scheme and logos the same as your site) for you, ready for you to take control of when your site goes live!

Price for set up: £100. Bigcartel charges from £6.80 a month for shops with more than 5 items.

For an example, see [shop.annafurlaxis.com](http://shop.annafurlaxis.com)

Although BigCartel is a good option for most small businesses, many other shop options are available depending upon the number of products you wish to sell, your own level of technical expertise, your business needs and the payment options you wish to receive – ask for more details.

## Google Analytics

On every site that we implement, we add google analytics tracking so that you can track visitor numbers, countries of visitors and bounce rates (amongst other data) on your own website. See [http://www.google.com/intl/en\\_uk/analytics/#utm\\_source=en\\_gb-ha-uk-bk\\_analytics&utm\\_medium=ha&utm\\_campaign=en\\_gb&utm\\_term=google%20analytics](http://www.google.com/intl/en_uk/analytics/#utm_source=en_gb-ha-uk-bk_analytics&utm_medium=ha&utm_campaign=en_gb&utm_term=google%20analytics) for details. Free of charge.

## Making pages updatable

Should you have static sites which you later decide you would like to be able to update yourself, then we have this service available for a £10 monthly subscription – ask for details.

## Wordpress sites

We are fully conversant with the skills needed to set up and skin a WordPress site for you if this is what you require. Ask for more details with regard to timescales / costing.

## Other CMS sites

We have a vast amount of experience setting up other types of CMS (Content Management Systems) based websites. Ask for details. For info about what a CMS is, see: <http://php.opensourcecms.com/>

## 4. Training

Dependent upon the functionality you choose, we offer an afternoon of training when your website goes live.

### Topics covered:

- ✓ How to blog / use the blogging software of your choice
- ✓ How to update your photo albums
- ✓ How to manage RSS feeds

£100.

## 5. Support

### Future updates of static pages

We fully appreciate that there will be times when you need to make small changes to the static pages of your website, and for these the price is negotiable, depending on the amount of time the change will take.

Should you need an entirely new web page adding, we charge a flat fee of £50.

### Enquiry turnaround

At 1upWeb we are fully connected Internet geeks and guarantee a reply to any e-mailed enquiries by the end of the working day (if the enquiry is received before 2pm!) – we always get back to you as soon as possible, even if your actual needs can't be met the same day.

## 6. Web hosting

We recommend [www.godaddy.com](http://www.godaddy.com) hosting for your website if you do not currently have hosting.

Costs start from around £10 for a domain name (this is dependent on what domain name you want) and £40 per year for basic web hosting.

If you have your own web hosting available then we can work with that and upload your new site onto that space.

## 7. Pricing, Payment plans & options

Description	Price
Design of site from scratch	£350
Site created around existing artwork / logos / theme	£250
Site created from an existing design	£150
Static web page	£50 each
Embedded blog / updatable page	£75 each
Twitter feed	£25 for standard Twitter widget
RSS feed	£25
Set up of shopping functionality	£100
Big cartel shop pricing (Other shop pricing available on request)	Free for 5 items or less, from £6.80 per month for a 25 item catalogue (see <a href="http://www.bigcartel.com/signup">http://www.bigcartel.com/signup</a> for details)
Domain name	From £10 per year
Web hosting	From £40 per year
Embedded photo gallery – updatable by you	£75 per gallery
Training afternoon	£100

So, for a web site designed around existing artwork, with 4 static pages and an embedded blog, the price is £525.

A 50% payment of the total fee is required on agreement of price and product.

The balance of your payments can be made in instalments (if agreed in advance).

We can always work within your budget, from a simple re-work and freshen up of your existing website to a complete artistic site redesign and shop implementation – ask us for details!

## 8. Examples of previous projects / customer testimonials

Previous projects include:

- ✓ [www.annafurlaxis.com](http://www.annafurlaxis.com)
- ✓ [www.kevgrey.com](http://www.kevgrey.com)
- ✓ [www.chrislamberttattoo.com](http://www.chrislamberttattoo.com)
- ✓ [www.katykamikaze.com](http://www.katykamikaze.com)

## Testimonials

To see our latest testimonials, visit [www.1upWeb.co.uk/testimonials.html](http://www.1upWeb.co.uk/testimonials.html)

## 9. Other services

We're adding to our services all the time, for more up to date details, see our website [www.1upWeb.co.uk](http://www.1upWeb.co.uk) – if you see something you love, ask us, if the technology exists, we can incorporate it!

## 10. Terms & Conditions

1. Original mockup includes up to **FIVE** revisions of the first proof – which is usually more than enough to settle on a design – this process is helped along if the customer provides us with lots of references of sites / colour schemes / look & feel details of other sites that they particularly like. Any further revisions will be subject to hourly charges (£20 per hour).
2. Once mockups are approved & the site itself is **being built**, any further amendments to graphics or layouts / content layouts are charged by the hour (£20 per hour).
3. Site design prices include **ONE** look & feel / layout for the entire site – should you wish different pages / areas of your site to have different graphics / layout / look and feel, then we charge £100 extra per different layout. (and each layout may have no more than **FIVE** revisions, extra revisions are charged by the hour at £20 an hour)
4. Site design prices include **ONE** method of laying out the textual content on your site (e.g. with interactive pop-out windows) – if you wish different pages to lay out content in a different way, this will be charged by the hour (£20 per hour). Ideally, you should provide us with a reference for a site which lays out its content in a way you like before we start working on mockups.
5. A 50% **non-refundable** deposit will be paid to us before we start working on mockups for your site.
6. The balance for your site is due before the site goes live (may be paid in instalments on request and this must be agreed **BEFORE** the project begins).
7. A quote price is valid for 30 days after which a new quote must be agreed before we begin creating a site.
8. **Proofreading:** 1upWeb strive to ensure the final product is free of any errors, before the client receives the final version. It is the client's responsibility to ensure that there are no ] errors contained in the final site before it goes live. It is agreed that the 1upWeb are not responsible or liable for any errors contained in the final product after the final product has been made live.
9. Any errors or problems with a design or website must be reported within fifteen (15) days of completion of the project. After that, fees at our hourly rate of £20 an hour will be chargeable against any revision.
10. Please sign below and return our terms and conditions before the project begins. It is best if you do this by printing this page and emailing a scanned version to us. Should you be unable to scan the document or digitally sign it, then send an email to [legal@1upWeb.co.uk](mailto:legal@1upWeb.co.uk) stating “I have read the Terms & Conditions on page 8 of your pricing document and agree to abide by them in the matter of **<INSERT WEBSITE NAME HERE>**” These actions indicate that you agree to abide by the above conditions.

Name: ..... Signed: .....

Website name  
(if different from Client name): .....

Date: .....