WEB

WEB DESIGN & DEVELOPMENT
PACKAGES

Contact us on +61 2 9593 4693 to obtain a quotation on your tailored website package

WEB 1.0 (START UP) PACKAGE:

This affordable package delivers a simple online business card that allows viewers to contact you.

The perfect package for establishing an online presence for communication between you and the consumer without being a burden on the initial capital expenses associated with starting up.

Features include:

- 1x html page with basic contact information and a brief description on the business
- Consistent content (text, headings and links) formatting with Content Style Sheet ('CSS')
- Search Engine Optimisation through coded "Tags" for Search Engines to view
- BONUS - WEB 1.0 (Start Up) package value is credited back to you when you upgrade to a WEB 1.0 (Standard) package within 12 months of project completion

Example: **www.LakesLandscaping.com.au**

What is Web 1.0?

- ONLINE BROCHURES
  The main characteristic of web 1.0 sites is that it simply presents information to the viewer with minimal user interactivity in terms of personalised content. Many corporate websites use web 1.0 sites for its effectivenes as an online brochure.

WEB 1.0 (STANDARD) PACKAGE:

This economical package delivers an engaging and user-friendly online brochure. When used together with your business cards, corporate stationery and advertising material, this package is an effective marketing and communications tool.

It allows consumers to review your credentials and make an informed decision when committing to your products and services. Qualified sales leads can be generated through the submit query form.

Features include:

- 6x html pages, e.g. home, profile, products or services with your contact details available on each individual page
- Submit query form including a link to the privacy policy page, as well as mandatory fields
- '3 Mouse Clicks' Accessibility throughout the site
- User-friendly and engaging Graphic User Interface ('GUI') – 2x concepts for you to select from
- 'Sitemap Navigation' to indicate the current page in relation to the home page
- 'Footer Text Link Navigation' for easy accessibility when the bottom of the page is reached
- Consistent content (text, headings and links) formatting with Content Style Sheet ('CSS')
- Search Engine Optimisation through coded "Tags" for Search Engines to view

Example: **www.jtpair.com.au**

WEB 1.0 (PREMIUM) PACKAGE:

This deluxe package delivers an engaging and user-friendly online brochure. When used together with your business cards, corporate stationery and advertising material, the package is an effective branding, marketing and communications tool.

It allows you to brand your business effectively via an animated flash banner that engages the viewer. Qualified sales leads can be generated through the submit query form.

Features include:

- 6x html pages, e.g. home, profile, products or services with your contact details on each page
- Animated flash banner on home page
- Submit query form including a link to the privacy policy page, as well as mandatory fields
- '3 Mouse Clicks' Accessibility throughout the site
- User-friendly and engaging Graphic User Interface ('GUI') – 2x concepts for you to select from
- 'Sitemap Navigation' to indicate the current page in relation to the home page
- 'Footer Text Link Navigation' for easy accessibility when the bottom of the page is reached
- Consistent content (text, headings and links) formatting with Content Style Sheet ('CSS')
- Search Engine Optimisation through coded "Tags" for Search Engines to view

Example: **www.FrozenFrenzies.com.au**

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WEB 2.0 (CONTENT) PACKAGE:

This flexible package delivers a powerful content
management system ('CMS') in either an online or
offline option.

It allows the webmaster to update and maintain
their website themselves. This package is ideal for
websites that require frequent content updates and
have the personnel to look after it.

Features include:

• Content Management System ('CMS') comes in
  2x options: Online or Offline. Offline option utilises
  Adobe Contribute software

• Online option has an administration area for
  webmaster to manage the website's content

• 1x html template page with defined areas where
  content can be edited through the CMS

• Consistent content (text, headings and links)
  formatting with Content Style Sheet ('CSS')

• Search Engine Optimisation through coded "Tags"
  for Search Engines to view

What is Web 2.0?

• ONLINE APPLICATIONS
  The main characteristic of web 2.0 sites is that it
  delivers an online service application. The user is
  able to interact with the application to achieve a
  goal. This goal determines the online application
  best suited to delivering the service.

WEB 2.0 (MEMBERSHIP) PACKAGE:

This essential package delivers the core component
to establishing a community. Online communities
are powerful markets on the internet that command
premium advertising dollars.

It allows the viewer to register for a membership on
your website and upon approval, provides exclusive
'members only' content. This is the main attraction
for viewers to sign up.

Features include:

• Administration area for webmaster to manage the
  member database, as well as deleting old and
  uploading new exclusive content

• Registration form for viewers to sign up for access
  to exclusive content inside the members only area

• Login and Forgotten Password forms for existing
  members to enter member's only area and retrieve
  their passwords

• Members area for registered members to access
  exclusive content on the website

• Email notification system to inform members and
  the administrator of registration and password
  retrieval requests

• Consistent content (text, headings and links)
  formatting with Content Style Sheet ('CSS')

• Search Engine Optimisation through coded "Tags"
  for Search Engines to view

WEB 2.0 (ECOMMERCE) PACKAGE:

This sophisticated business package delivers a
convenient and secure way to shop for products
and services without leaving the comfort of your
own home.

It allows the shopper to browse through your
website's products and services at their leisure.
When the shopper goes to checkout, any shipping,
taxes, postage and handling are all calculated for a
quick and queueless transaction.

Features include:

• Administration area for webmaster to manage the
  product database, as well as deleting old and
  uploading new stock

• Registration form for people to sign up to make
  secure online purchases

• Login and Forgotten Password forms for existing
  shoppers to make secure online purchases and
  retrieve their passwords

• Shopping cart system for shoppers to browse
  products and make secure online transactions

• Email notification system to inform members and
  the administrator of registration and password
  retrieval requests

• Consistent content (text, headings and links)
  formatting with Content Style Sheet ('CSS')

• Search Engine Optimisation through coded "Tags"
  for Search Engines to look at