

# Website Features List 2014

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## Website Holding page

- Your own domain name which has a graphical image on with your logo that says website coming soon
- Also listed is your email, phone number and address so customers can contact you
- Up to 10 email addresses in the professional looking format of your domain name e.g. info@mywebsite.co.uk
- 1 Years Free Mini Web Hosting (£20 a year thereafter)

## One page website

- A one page website in a professional looking template with your choice of colours
- Introduction text followed by your contact details
- A contact form at the bottom of the page so that customers can easily get in touch with you. Form submissions will also be emailed to you
- Up to 10 email addresses in the professional looking format of your domain name e.g. info@mywebsite.co.uk
- 1 Years Free Mini Web Hosting (£20 a year thereafter)

## Content Management System Website

- Website with admin area so you can update every aspect
- Add as many pages as you want
- Search Engine Friendly URLs
- Free basic logo if you haven't got one
- Enquiry form which emails you and puts data in database for him to download as Excel (csv)
- Testimonials page that shows current testimonials and also allows customers to send their own in which you can then approve in admin section Latest news area on your website which you can keep adding to. These are listed in date order and then are also placed in monthly archives so users can view past news too Newsletter signup feature to collate visitor email addresses Address in footer or on pages will have special code to tell search engines it is your address....helps seo
- Unique meta data for every web page and also the ability to update meta data on mass through website admin
- Button in CMS to automatically update your xml sitemap and send to search engines
- Change what email and web form confirmation your customers get in the admin area
- A colour customised cookie feature to meet EU Cookie Law guidelines Google analytics and web master tools installed
- Up to 10 email addresses in the professional looking format of your domain name e.g. info@mywebsite.co.uk
- 1 Years Free Web Hosting (£40 a year thereafter)

## Optional Extras

Discounts are given for the more features that are added to the website package.

### Standard Extras

- Content writing and image sourcing
- Logo and accreditation function so you can add industry specific icons to all or certain pages  
Decorative feature on your websites homepage that slides through a selection of photos to show case information  
Facebook feed on your website  
Twitter Feed on your website  
Meet the team with photos etc  
Case studies – A great way to showcase work that you have done in the past, which allows visitors to your website to relate to how your services could help them. Case Studies also show the process your services go through which can highlight to a customer how professional your company is. Case Studies can have all of the following features – text for the initial problem, text for how you solved the problem, how the outcome benefited your customer, before and after photos, assign each case study to a category, assign case studies to a certain page, product or service. You can also add bullet points with fact and figures on and implement videos within the case study page too  
Request callback - side form where just put name and number in emailed to customer and admin with option of them putting suitable time for callback  
Faq's section which you can easily add questions and answers to, plus prioritise them and group them. also fully searchable
- contact form - have as little as possible mandatory....on the confirmation page then say, you haven't filled all the form in please help us to help you by filling these details in too.
- Tell a friend function on all pages or just onto all form confirmation pages so that visitors who have shown an interest in your services can tell other people who also may be interested  
Photo Gallery page with ability to add titles and descriptions to each photo and re-order them too. On click a larger version of each photo is shown in a decorative viewer  
Adding a grouping feature to the photo gallery which allows for photos to be grouped in a decorative way

### Customer Relations Extras

- Tutorials – Categorised listings in your website that you can update with tutorials for your visitors so you can teach them relevant tasks. Can be useful for getting visitors to keep visiting or increase confidence in your services  
Customer relations management in your admin area. This would automatically put any web enquiries into this and you could also add other customers manually. You could then add reminders so that you know when to follow up on enquiries and also know when previous customer are due for more work. You can also write notes on each customer after every job so that you can refer to them if they have a query or would like more work doing in the future. This full system allows you to make the most of enquiries, gain more repeat work and also makes your work more efficient and saves you admin time.  
= price depending on customisation to your preferences
- Live chat <https://www.livezilla.net/premium/en/?action=preview> free for 1 concurrent user £140 for 2 concurrent users and then 20% discount for 3 and 25% for 4 etc.  
Remove branding <https://www.livezilla.net/premium/en/?action=option&id=nbl> (1 off fee, no yearly subscriptions)
- When visitor first comes to the website have a form that pops up saying. “In a rush?, leave your name, email address and tick which products you are interested in and we will send you a free email with info about all of them on.”  
Specialist Extras

- Making the website design fill the full screen no matter what the user was viewing the website on. for example on a wide screen laptop, normal PC or mobile phone the viewer would always have a version of the website that would make full use of the screen available. This is the modern way of designing website as it makes your website very user friendly
- User tools = industry specific calculators e.g. mortgage calculator for housing, single parent benefit allowance calc (money must be a big worry in divorces), Will online generator. Tools can be anything we could put on the website to; keep visitors coming back, get visitors to tell other people, or simply get an email address from people
- Competitions to generate interest in your website and get you more possible leads through entrants giving you their name and email address. You can then send these people follow up emails and build a relationship with them.
- After competition sign up ask customers if they would like a reminder setting up for regular work
- Ability for user to draw on web page a rough sketch of ideas or layouts of what they want and then send it you using the contact form. This is new technology so may not be available on old internet browsers but it would be a very useful addition for visitors who don't have old computers Swatches of colours able to be added to a gallery as an image which can be clicked to give larger image multilanguage website, this would have flags that change the language within the current website the user is on Price Graphic Design Services
- Bespoke logo design Bespoke website graphic design Product Related Features
- product list, product views and admin function to add products product filter feature where a visitor can click tick boxes to narrow down the list of products that are shown for them. For instance if Macdonalds fast food had a list of all their products on a web page the visitor may have the below options;

#### Type

- Beef
- Chicken
- Fish
- Vegetarian

#### Price

- £0 - £1
- £1 - £2
- Over £2

If this visitor then chose Beef from the first filter and £0 - £1 from the second filter just beef burger and cheese burger would be the products displayed on the page.

- Pagination of product listing page so can show different numbers of items per page and then click to view next page. Very useful if you will have lots of products on a page Product page to also show other related products (could be based on range, type or brand. Please Specify which if this option is taken) *Or choose the more flexible version below* In the admin area for each product a tick box which allows you to select which other products you want to show as related to this product (makes product association more flexible)

- Admin function to add/create brands (i.e Nike, Puma) which could then have their own page with products listed on
- Recently viewed products for each customers. This will display a list of products in a set area of the website which are populated by the system remembering what products a visitor has just viewed
- Discount coupons which can be added at the checkout by the customer. This has an admin area so the discount price or percent can be added and also a date set for validity of the offer Tabular data tables associated with products. This data can be easily added on the product edit page in the admin area and will be flexible so that new column headers and different numbers of column headers can be added for different products too Tabs on the product pages. These can be populated with items widgets in the admin area for default text like shipping or returns or specific details for each product like tabular data or related products
- Add product to compare list. This will work like the add to cart but then instead of showing the products listed in rows they will be listed in columns with key details outlined so the visitor can see the difference between products
- Facebook like or twitter retweet button on the product page
- Extra product photos which will give you the ability to have thumbnails listed next to the main product photo which will allow the visitors to click to see different photos for the product
- In conjunction with the sample add function mentioned in standard extras a feature can be added to allow you to associate certain colour swatches with products
- Zoom on hover over image so user can easily see the fine detail of the product or any photo
- Stock inventory including upload facility to change quantities and be notified when certain stock gets to a specified level. This includes the ability to edit all products at once in excel and upload back to the website. You can also edit via the website on mass using filters and pagination for the product listings Using the above stock inventory an icon can be shown on each product to show if it is in stock or not and paypal could update stock inventory automatically upon a sale

## Blogs

### Wordpress

Wordpress Blog in theme of website with dynamic navigation adding = **£135**

## Website Maintenance

To make the most of your website you really need to keep working on it and make it a fresh and interesting place to visit. Regular work and updates on your website will also help improve search engine rankings.

The admin area of the website allows you to add new content and photos yourself whenever you choose. Most people however are too busy with their day jobs to dedicate regular time to spend working on their website. For this reason I offer monthly maintenance packages where I dedicate time to work in co-operation with you to make your website as successful as possible.

As websites are my expertise even a couple of hours of my time a month can go a long way with your website. **arting from 2 hours a month if you wish.**

### Regular website tasks

- Creating videos to put on website and youtube to boost profile and hopefully to get people to link to your website
- Facebook page where we can try and get more and more people to join your page, thus putting you in front of people on a daily basis and at an easy to reach place if they require your services
- Adding new content, products, services and photos to the website
- Updating the blog or news section within the website to keep website content fresh
- Find opportunities to build google profile with the aim of being at the top of the local free listing for google
- Research ways to interact within your industry to raise brand profile too
- Link building
- Contact your customers as an after sales service in the hope of gaining an online review. This is very important for brand trust and also search engine optimisation.

## Fundraising Features

- Use <http://www.easyfundraising.org.uk/how-it-works/> to generate income through affiliate links on your website. All members family and friends go to your website first before buying anything online and click on your links first, which gains you commission
- Make it easy for people to donate money to you via a PayPal donate button
- Local business directory on your website which you can add companies to. You could also add categories to break the companies into sub sections. Each company will also have their own page with more info on and a contact form
- PayPal Integration so that you can charge companies a yearly fee to be placed in the directory. They would fill all the details in and once they have paid you will get a notification and can approve or reject the listing

## Media Work

### Video on your website

I would recommend a video on at least your most important service. The cost of this would vary on how many videos you would . This includes visiting your premises for a couple of hours, taking the video and setting the correct lighting, then editing the video and publishing to youtube and the website.

### Photography

This also includes the lighting and the venue if required and also photo editing.

### Brochure Download

#### Adding the brochure download functionality

There are several ways of implementing brochure downloads on your websites each with a different purpose and also mechanism.

- Simple brochure download where you add brochures in the admin area and they appear on one particular page on your website Categorised brochure downloads where they can be added to different sub headings on a page Ability to only show brochure downloads once a user has input their email address which is good for building customer leads and mailing lists

### Creating of PDF downloads

One thing which would engage a large number of people who visit your website would be a PDF download that they can input their email address onto a form on your website and receive. The PDF would be something useful to them that is just information that you probably give to most of your clients anyway. This could be “top 10 tips on something”. You would just write some notes on the subject and I would research and expand on this to create a full decorative PDF for download.

The idea behind this method of working is that the visitor gives you their email address and then you can contact them a week or so later just introducing your self and asking them what they thought of the PDF. This strikes a conversation up with the visitor and then if they do want a service related to your business in the future you will be the first person they contact. In some cases the initial email to them will probably get a response which asks you a question about a service and then you can give them a quote.

## Marketing

### Google Local Business Page

If you do a search and google and see the map appear with A, B, C, D etc the websites you see listed here are displayed because they have a google local business page. For your local area it is fairly easy to get you listed here but for towns and cities it becomes more difficult and further work is required.

I can create you a google account (if you don't already have one) and then create you a google local business page filled in with your details and a correct industry associated with it.

### Google Local Optimisation

The size of the area targeting and also the competitiveness of the keywords dictates how much work is required to get you to the top of google local search results. For small areas and less competitive keywords you may be near the top with just the map adding.

#### Details of the local work

- adding more content to your website
- filling meta data in for each targeted page of your website
- Interlinking pages of your website
- Adding your website and address to directories so that google can trust your website
- Getting links from industry specific places
- Getting links from location specific places
- Getting reviews for your website
- Informing you of a review process so you can ask every future customer to leave you a review



### Price bands for the local work

- Basic Local Optimisation Medium Local Optimisation Advanced Local Optimisation Search Engine Optimisation

I would need google analytics login to quote fully . This can be increased or decreased depending on how quick you want results.

SEO has changed a lot recently so the service I offer is not just about getting you as high in the search engines as possible. What I do is continually amend your websites to improve the user experience and increase enquiries.

I also market your website in different areas so that search engines notice it more. This whole process has an end result of more enquiries for your business as well as you climbing the search engines because everything is done the right way following search engine guidelines.

*My SEO service is usual combined with my website maintenance services with just an overall aim of generating more enquiries*

### Google Adwords (Pay Per Click)

A PayPer Click campaign is a good way to start getting traffic to your website instantly. This can also target specific areas or nationally too which is a good way to achieve a national audience without a long term investment in natural search engine optimisation. At the same time the ability to target local areas means you don't have to waste money on visitors from all of the country if that is your preference.

### The process involved

- Keyword research to find out which keywords would give the best return on investment. E.g. for me "website design" would be too expensive to get a good return on investment (ROI). "bespoke website design" may be a better option for instance.
- Using these keywords to create multiple ad groups so that specific ads are targeting relevant keywords and directing them to specific pages.
- Creating a detailed landing page that will act as a sales pitch for new customers and will have clear time sensitive calls to action on. This will make people more likely to want to contact you instantly, instead of thinking I'll come back to this later and forgetting.
- I will discuss with you the possibility of giving something away for free in exchange for the visitors email address. This will help you build up a list of potential clients
- Monitoring of keywords and costing to make sure that value for money leads are being generated over time.
- This process can be done for as many of your groups of keywords as you wish. This will all depend on your budget initially but then overtime it will depend on what return on investment you are getting and hopefully how much work you can take on.

### Things I will avoid to maximise ROI

- Avoid having just one advert for all keywords
- Avoid sending all clicks to the same page. Different pages will be more relevant for different keywords and thus visitors
- Avoid aiming for number 1 position as the cost per click for this position may be too high to get a good (ROI)
- Avoid too general keywords as they may be the internet equivalent of a "tyre kicker"

## Social Media

### Why use social media

- Increase exposure
- Increase website traffic
- Encourage loyal fans/customers
- Generate sales leads for your business
- Engage with potential clients
- Improves search engine optimization (SEO)
- Grow new business partnerships

### Facebook

- One post per day
- Finding the right balance of social posts and business posts
- Set up Facebook advertising campaign to attract new customers (targeting local area)
- Running competition to generate customer leads
- Engagement with audience

### Twitter

- 1 x Daily update:- Content based around ProElek website, offers, competitions, lifestyle and industry related news.
- Daily retweets on industry related information
- Engage with audience, respond to questions and create conversations
- Develop account to attract new followers by following competitors, and twitter accounts in a similar industry

I also suggest creating a LinkedIn Page and possibly post updates to LinkedIn.

## Mailing List

Once you have got a list of peoples email address who want information from you, you then need to start sending them regular information. Your newsletter could just contain quick ideas of how to help businesses, it could also contain links to other services that might help them (you could gain money from affiliates then). Any tips on business is usually what sign ups will be looking for and occasionally you could link this to a service of yours. I would also set you up a business template for your newsletter with your logo on which you could edit through your mailing list software.

### HTML template setup

Designing the html newsletter template in your style and then making it so you could edit it easily in the future to add new content

### Mailing software option 1 - Aweber

<http://aweber.com>

With this option you pay a monthly fee which is based on how many people you have signed up to your mailing list (subscribers). The basic package starts at \$19 (approx £13) a month as you can see by the full list of prices below;

- Up to 500 subscribers = \$19 per month
- Up to 501 - 2,500 subscribers = \$29 per month
- Up to 2,501 – 5,000 subscribers = \$49 per month
- Up to 5,000 – 10,000 subscribers = \$69 per month
- Up to 10,001 – 25,000 subscribers = \$149 per month
- 25,001+ subscribers = custom quote required

### **Mailing software option 2 – Prime Mailing**

<http://mailing.emailprime.co.uk/>

This option costs 3p per email that you send out. This is useful if you don't have a huge number of recipients on your mailing list and you don't send regular emails out, as there is no monthly fee.

### **Leaflets**

Creating flyers is a great way to either hand to existing customers or contacts and entice them to use your services again or to recommend to family or friends. Other options also include creating flyer for special events or promotions and have them posted out to addresses.

I would recommend something like 1 sided full colour silk finish letterbox size (74mm x 210mm) and from <http://www.printing.com/uk/flyers> the prices are as follows

- 250 = £63.90
- 500 = £70.20
- 1,000 = £84.60
- 2,000 = £107.10
- 5,000 = £129.60
- 10,000 = £174.60
- I could do all the liaising and ordering if you wish
- I could also do the artwork for the above flyers Leaflet distribution via looklocal is £20 per 1000 (will presumably be similar for local papers in any area).  
[http://www.looklocal.org.uk/wordpress/?page\\_id=93](http://www.looklocal.org.uk/wordpress/?page_id=93) Apps

### **Phone Apps**

Starting price for apps which are downloaded from Itunes (Iphone) and the Play store (android)

### **Website Apps**

The most cost effective way to have an app like feature available for mobile devices is to have a purpose built mobile optimised website. The user can then save a link to your website app on their mobile devices homepage.

Then every time they want to use the function they would click on the icon on their mobile device, just like they would an app. Instead of the link opening an app it would open the web browser and the mobile optimised website would look and behave just like an app.

## Industry Specific Quotes

These are just some ideas of specific features I have done for other clients that may give you ideas for your industry.

### Electrician

- Do you do outside lights or any special service that would be good to promote in some way for the summer?
- Have a cost calculator for full rewires. This could be any calculation you want, for example; (house m<sup>2</sup> x 30) + (number of bedrooms \* 40) which would = £2400 for a rewire of an average sizes (76m<sup>2</sup>) 3 bedroom house. The reason for the number of bedrooms calculation would be to allow for the inconvenience of more rooms and more sockets just as an example.

## Ecommerce Features

### PayPal

Setting up a website with PayPal is the cheapest and easiest way to get started taking payments through your website. The reason for this is because the sign up process is very quick and paypal includes a merchant bank account so you don't need to pay to set one up.

**There are two options available for paypal;**

- Simple e-commerce using paypal which has shopping cart on website and sends user to paypal to pay. No Customer details held in website admin Advanced Paypal integration with all of the above but details of the order are also put into the website admin area where you can see all customers and order history Advanced PayPal further info

This will enable you to view all order history in your admin area and add notes to orders for future reference. You can also use this to integrate with your inventory so that when someone purchases an item it automatically decreases the quantity in stock.

Having the order details in your admin area also opens up the possibility to have a full customer login area where they can see past orders and easily re-order items.

### Merchant Bank Account

With all payment processors except PayPal a merchant bank account is required. They usually charge a set up fee and also a percentage of each transaction which varies depending on which bank you are with.

The payment processor company will also charge a percentage transaction fee.

### General

Customer login area so they would be able to see their order history or see which items they have added to favourites

### SagePay

Shopping cart integrated with Sagepay iFrame so it appears the customer never leaves your website. The credit card entry form is however displayed on your website in an iFrame using all the security features of the Sagepay server. This takes the majority of the PCI compliance requirements away from you.

Full details of the order will be kept in your website with the ability to do refunds, partial refunds and voids from the website admin section too. SSL license, customer login area and merchant bank account all required

Sagepay prices can be found below;

<http://www.sagepay.co.uk/our-payment-solutions/online-payments/pricing>

## Worldpay (Streamline)

The customer will be taken to the worldpay website to input payment details but the payment pages are fully customisable. This will allow for the payment pages to look like your website. This ensures that PCI compliance is covered by WorldPay.

Full details of the order will be kept in your website with the ability to do refunds, partial refunds and voids from the website admin section too. SSL license ,customer login area and merchant bank account all required.

WorldPay prices can be found below;

<http://www.worldpay.com/products/index.php?page=ecom&sub=business&c=>

## Netbanx

Shopping cart integrated with Netbanx iFrame so it appears the customer never leaves your website. The credit card entry form is however is displayed on your website in an iFrame using all the security features of the Netbanx server. This takes the majority of the PCI compliance requirements away from you.

Full details of the order will be kept in your website with the ability to do refunds, partial refunds and voids from the website admin section too. SSL license ,customer login area and merchant bank account all required. - <http://www1.netbanx.com/payment-gateway/connection-methods/hosted-payment/#iFrame> -

## Ebay Shop

- We can setup an ebay store for you in a basic design Or we can graphically design an ebay shop for you and implement this into the ebay shop

## Currency

- Multiple currencies so different prices can be shown, manually updated through the admin area
- Implementing a data feed to automatically update from a web service
- Free data feed are available but with free data feed there is always a chance the service will cease to exist. If the free feed fails then the manually set currency conversion will be shown and an email sent to the website admin to notify.
- Paid data feeds are available which cost around for example = <http://www.xe.com/datafeed/>

## Shipping

- A set price for shipping is included within the price of the shopping cart. This price can also be amended in the admin area.
- A quantity based shipping calculator. This works by adding an extra set percentage of the standard shipping on to the shipping cost for every item in the basket priced over £100 (this can be set as high or low as you wish). The minimum price setting is so that small low cost items don't have unreasonable shipping costs.

- Add for collection and for delivery feature so customer can have the option of how they wish to receive their goods
- A custom shipping calc which allows you to have a standard UK mainland shipping charge and then an international shipping charge. You can also add as many other shipping varieties as you wish for UK shipping e.g. Next Day Delivery £10 or Registered Delivery £15. A weight based shipping calculator can be added which can have different price zones depending on how much the total order weight is. Each product would then have its own weight value input box in the admin area which would be used to calculate the total weight of the order to be shipped. This shipping calc can be used on its own or added to any of the above too
- A custom shipping calc quote can be given based on anything you wish
- An input form can be put on the cart page so that the visitor can input their country and postcode and get a shipping estimate before they checkout.

## Security and Trust Features

### SSL Costs (including dedicated IP address)

1 year = £70 + £30 install = £100

2 years = £125 + £30 install = £155

3 years = £180 + £30 install = £210

4 years = £225 + £30 install = £255

### Trust features

Icons and pointers that highlight to visitors and search engines that you are a genuine website are becoming more important

- Norton web safe registration and installation adds your website to Norton's lists of safe websites. This also puts a Norton safe icon next to your website listing in search engines which can improve the chances of people clicking on your search engine listing - <https://safeweb.norton.com/> Macafee secure scanning and verified badge. The badge can be shown on your website to let visitors know that your website is hacker safe which can improve customer confidence and thus enquiries and sales. The daily scanning of the website also ensures that any loop holes that hackers might target are closed before they have chance to exploit. - <http://www.hackersafe.eu/>