

## General Information & Pricing Overview

### Domain name registration

Search for valid domain name, register and delegate name servers to your hosting

Price varies depending on type of name required

.com/.net/.org/ or country specific domains .com.au/ .com.sg

**Price range SG \$19 .00 – 58.00**

### Webhosting

Set up web hosting for your website – set up email accounts set up anti spam filters  
 Hosting is paid annually with a monthly fee range between SG\$**15.95 per mnth - 35.00 per mnth**

Some web functionality requires a mysql database and php support included in your hosting

### Basic Website Design or revamp

- plan organization of the site structure - design navigation
- create 3 draft layouts
- css stylesheet
- create web pages based on chosen design
- integrate applicable key words and meta tags
- validate site to ensure cross browser compatibility
- 3 months free support for minor modifications

All text must be supplied as 1 file per page emailed or on a disk

Images to be supplied by client in .jpg or .gif format such as logos, graphics and pictures of your product.

**Price Range approx SG\$750.00 – \$1500.0**

### Website Content

Writing for the web is very different than writing for print media – we have experienced writers and editors available for you

**Price Range - Price on application**

### Online Store

Create a catalogue template to match your website design, Set up your online store with a catalogue that allows you to update, add, delete products, modify pricing etc link the catalogue to a shopping cart that securely processes transactions through a third party processor e.g. PAYPAL

**Price Range approx SG\$1200 – 2500.00**

## Payment options for your online store

Check with your bank or credit co merchant account for options that they may offer that can be incorporated into your shopping cart. You can also set up your cart to do manual payments this allows you to securely capture order information then process through your existing credit card facility and then manually send out order confirmation.

Or if this is not possible another option is to use a third party processor

**Paypal** has over 20million users/members worldwide and is the official payment method used by worlds largest online store ebay.com. The system Paypal works on is every member sets up a paypal account and uses it to make payments from their cc or take payments on their website from other paypal members. New Paypal accounts are very easy to open and people can start taking/making payments via paypal in a matter of minutes. This ease of setup and Paypal's large user base make Paypal a very good (and much more affordable) method of taking online payments. <http://www.paypal.com> fees are: 1.9% to 2.9% + \$0.30 USD

### World Pay

<http://www.worldpay.com>

### 2 Check out

<http://www.2checkout.com>

## Web site Options

### Membership area

I can set up a secure area in your site that is accessible with a user id and password it can be set up that you create the access and then clients just login or you can have an area for them to sign up and the user id is generated automatically (no control who signs up) Once a user is created they can automatically retrieve lost passwords

This area can include any pages or information that you don't want the general public to see, it also allows you to send emails (text and images) to the entire membership database **Cost to set up SG\$200**

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### Newsletter Mailouts – simple

Set up bulk mailer for your website – allow you to send out bulk emails to your mailing list

**approx SG\$200.00**

### Newsletter mail outs with reports

Set up mail system for your website provide generic email templates – allows you to send customized emails to your clients and track the email campaign The emails can be personalized, and allows for subscribers to forward to a friend – unsubscribe and new users can sign up

The database of subscribers can be downloaded as a CSV file which you can open in excel if you want to use it for other tasks and initially you can upload your current database as a text file.

**approx SG\$370.00**

### Blog

A must have for all businesses – you can add info instantly using a variety of methods – go online and post i.e. add text and images or you can email your post (text only) or you can sms your post all of which provides your clients with instant news daily if you wish – you can also add videos (by incorporating your blog with you tube)

Blog can be customized (limited) to fit with the general look of your site and of course linked through the unsecured or secure pages in your site

The blog also allows subscriptions (automated) clients can add comments to your blog you can have an rss feed available – **Set up SG\$120.00**

Wordpress can also be used as a blogging platform and a content management system – customized and styled to your unique design – **price on application**

### Website Maintenance – Content Management System

User friendly online web management system - allows you to update your website from any browser – easy to use wsywig editor

Includes set up of the system and 1 hour orientation and information sheets on how to use the system

**Approx SG\$ 370.00**