



www.nutshellwebsites.co.uk

Basic Website Costs

Payable to Nutshell Websites at start of project – 50% of basic website costs, besides hosting, which is paid to service provider directly by the client.

<u>Service</u>	<u>Details</u>	<u>Cost</u>
Basic Website	<p>Includes:</p> <ul style="list-style-type: none">• template worth \$80• up to 6 pages• Personalised home page• Plugins to improve website performance• Social media buttons• Basic SEO (Search Engine Optimisation)	£250
Hosting	<p>Varies depending on your needs, such as how much disk space and how many email addresses. To be purchased from external service provider.</p>	<p>Monthly fee from £3.99 +VAT</p> <p>Annual fee from £39.99 + VAT</p> <p>Paid directly to your service provider.</p>



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Website with Extras

Logo	If you want a logo, the cost is one logo for £20 or 3 logos for £50.	£20 or £50
Banner	This is the header at the top of the website. A banner is included in the price of the website, which will contain the logo. If you want a professional banner done by a graphic designer, this is £75.	Basic – free Banner by graphic designer - £75
Extra pages	6 pages included in price of website, further pages charged at £25 per hour.	£25 per hour
Paypal	Setup of functionality to sell products on your website	£50
Special fonts	Charge for specific fonts to be added to website	£10 per font
Slider	Moving pictures on your home page. Price includes cost of software and setup	£30
Communications	Meetings and correspondence. First meeting free. Subsequent meetings charged at rate of £25 per hour. Email and telephone correspondence free, with policy of fair usage.	£25 per hour
Photos	Provide photos yourself - Photos provided by Nutshell -	Free Variable according to size and source
Photo editing	Where required (many photos don't need this)	£2 per photo
Revisions and amendments	One free revision to the website, further revisions charged at an hourly rate	£25 per hour



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Additional Costs

Some of these costs are optional, depending on the client's requirements.

Communications	Meetings and correspondence. First meeting free. Subsequent meetings charged at rate of £25 per hour. Email and telephone correspondence free, with policy of fair usage.	£25 per hour
Photos	Provide photos yourself - Photos provided by Nutshell -	Free Variable according to size and source
Photo editing	Where required (many photos don't need this)	£2 per photo
Revisions and amendments	One free revision to the website, further revisions charged at an hourly rate	£25 per hour
Training document	Instructions on how to update your website personal to your requirements	£25
Training	If you want to manage your own website updates, one or two hours or training should be enough. Then email any queries you have on a one-off and I will guide you. After that you will need to buy a support voucher or take out a support contract, details below.	£25 per hour

Optional Extras

SEO	Search engine optimisation, to get your site picked up on google with the right keywords. Basic SEO included in original price, extra charged hourly.	£25 per hour
Copywriting	Clear and concise writing will attract more customers. Harriet can write all your website content for you, or you can write the text yourself and have the copy improved. You choose the level of input to suit your budget.	£25 per hour
Website tools: Google Analytics Google Adwords Email marketing	See how well your website is doing. Pay for a pay-per-click campaign Entice people to sign up for a newsletter	£25 per hour
Website updates voucher	Voucher for one hour's updates, valid for 2 months.	£25
Website updates contract	£20 per month for an hours' worth of updates or £35 for two hours' worth of updates	Monthly payments at £20 or £35