

## Website offering overview

### Website copy guide:

My standard website package consists of up to five pages, as a guide these normally consist of:

#### *Home Page*

50-100 words. This is your chance to sell your business and to encourage users to browse your site. It is best to keep this page relatively copy light; you will have elsewhere in your site to add detail. It is also advisable to include an image on your home page to make it engaging.

#### *Business Detail Page*

100-500 words. This section is your chance to get into more detail on what you offer as a business. Remember it is advisable to keep this as copy light as possible as attention spans are far less online than with print materials.

#### *About*

100-500 words. This section is to add background information about your business. This is a chance to communicate your experience and the businesses heritage. This will enable the user to feel more connected to your business.

#### *Pricing*

Figures. This is a section for you to present your pricing structure. Prospective clients may be more likely to get in touch if they have an idea of what fee range you sit within. If your fees tend to be relatively bespoke from client to client you can use this area for case studies (25-50 words each) or testimonials.

#### *Contact*

The final page of your website is the contact page. This is where all of your contact details, this can be from as little as an email address, and up to a selection of contact numbers and a business address and map. It is advisable to have a 25-50 word introduction to this.

### Fiona Elizabeth Design Prices:

Standard website package (up to 5 pages)	£250
Additional pages (per page)	£30
Bespoke photos/ portrait photo shoot	On request

You will need to choose a domain name for your website e.g. [www.bbc.co.uk](http://www.bbc.co.uk), and also pay for hosting which is where your website will sit online. I can manage all of this for you.

Hosting and domain name registration (per year)	£60
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Google analytics are a way to track traffic on your website. It is able to tell you how many people visit your site, where they are located geographically and how long they spend on each page amongst other details. If you are paying for your website to be promoted on another website it will also tell you how many people click through from that sight enabling you to calculate the cost per click.

Google Analytics set-up	£20
Google Analytics Reporting (per report)	£30