

# Website Packages

Modernise your profile and increase your business!

Ask about our customised packages!

## BASIC STARTER

12 EASY PAYMENTS OF  
**\$75** +GST

Simple template design  
Up to 3-5 static web pages  
No Content Management System (CMS)  
1 email account  
1 contact form  
Google Analytics  
Basic hosting  
**only \$10+GST/month**  
on our dedicated  
NON-SHARED,  
FAST server.

**If invoiced ONLY \$595+GST**  
**Over 3 months \$230+GST/M**  
**Over 6 months \$125+GST/M**

## ADVANCED

12 EASY PAYMENTS OF  
**\$250** +GST

Everything from the Basic Starter package plus  
Mobile/Friendly Responsive  
Custom fully branded design  
Up to 8 dynamic web pages  
Up to 8 email accounts  
CMS - You are in control!  
(self update your content)  
Basic keyword optimisation  
Google Analytics  
Facebook/blog feed  
Contact form  
Image gallery or slider  
Automatic back up  
30 minutes of free monthly maintenance\*  
We load your content\*  
Training provided  
Normal hosting  
**only \$25+GST/month**  
on our dedicated NON-SHARED, FAST server.

**If invoiced ONLY \$1995+GST**  
**Over 3 months \$775+GST/M**  
**Over 6 months \$450+GST/M**

## ULTRA SHOP

12 EASY PAYMENTS OF  
**\$300** +GST

Everything from the Advanced package  
Up to 15 dynamic web pages  
Up to 15 email accounts  
Credit card payment gateway  
Sell your advanced products  
(different sized clothes etc)  
Display products in different categories  
Coupon options for different discounts  
Multiple product galleries  
Product searching  
Advanced shipping options  
Advanced branded design  
Advanced functionality  
(wholesale rates etc)  
...and so much more!  
SSL hosting **only \$31+GST/month**  
on our dedicated NON-SHARED, FAST server.

**If invoiced ONLY \$2995+GST**  
**Over 3 months \$1150+GST/M**  
**Over 6 months \$625+GST/M**

## ENHANCEMENTS

ADD NOW OR LATER  
FROM **\$495** +GST EACH

Audit on your current website  
Mobile-friendly/responsive upgrade  
Upgrade from your existing site to transfer to us for cheaper hosting and consolidation  
CMS upgrade to the Basic package or when you transfer your website to us – You are in control!  
(self update your content)  
POLi integration – buyers love this!  
Xero integration – Make accounting easy!  
Database or custom calculation forms  
Zshoosh or refresh your existing WordPress site  
Book online functionality  
Professional copy editing and proof of web content packages available (POD)  
Long term website leasing options available (POD)

## SSL HOSTING

MONTHLY PAYMENTS OF  
**ONLY \$6** +GST

Recommended by Google  
Avoid Google penalties  
Better SECURITY  
More TRUST  
Better SEO  
Helps rank higher  
An absolute must for e-commerce and membership websites!

## THE WEB WOF

MONTHLY PAYMENTS OF  
**ONLY \$45** +GST

Maintenance package for enhancing security, updating plug-ins and any minor changes required.

## TOP PAGE RANKINGS IN GOOGLE – FAST

ADVANCED SEO PROCESS  
FROM **\$850** +GST

ADVANCED SEO BOOSTER  
**ONLY \$150** +GST / M

Use our **Advanced Search Engine Optimisation (SEO)** services to get top page rankings in Goggle FASTER! Stay ahead of your competitors and drive more enquiries and profitable sales.



Whether you are a start-up business, larger enterprise or anything in between, modernise your profile to increase business!

\*T&C's apply. Prices can change – valid for 2017. ©XDC 2017.

Clint 021 1144 014  
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clint@xdc.nz

# We create websites that you can customise control and edit\* yourself, that are mobile-friendly and simply work.

## Package Outlines.

### BASIC PACKAGE.

A simple package best for a 'start up' company or the creation of a 'splash- or holding-page'. An off-the-shelf simple template with limited features and design. This type of website cannot be edited by the company owner, but can be upgraded at any time by adding an enhancement.

### ADVANCED PACKAGE.

A custom branded design that has everything the basic package has but has a full Content Management System (CMS) so you can now control everything on your whole website. Make changes yourself, keep things fresh and relevant and get found faster. A customised template designed around your brand. Can be upgraded at any time by adding an enhancement.

### ULTRA SHOP (E-COMMERCE) PACKAGE.

The 'complete online store'. A great way to get right into it from the word go. This will have all of the bells and whistles for an online store, with the ability to have addons (such as advanced shipping etc). You get category pages, searching, up-sells, advanced functionality, coupons, simple and variable products and more. Can be upgraded at any time by adding further enhancements.

### ENHANCEMENTS.

Add these upgrades now or later to any package, there is no limit to what you can do and they create more flexibility, functionality and features. Think of it, we'll make it happen!

### THE WEB WOF OR MAINTENANCE PACKAGE.

For enhancing security, updating plug-ins and any minor changes that are required on a monthly basis.

### SSL HOSTING.

Google has recently updated their algorithm to favour websites that are served using SSL (Secure Socket Layers). In a nutshell, SSL creates a secure connection between a website visitor and the website server over which to send information. You can tell a website is loaded over SSL by looking at the URL – if it starts with 'https' as opposed to just 'http', then it's loaded over SSL, should be more secure and not be penalised by Google so should rank higher.

We highly recommend you load your website over SSL, which requires us to set up a SSL certificate and alter your website so it loads content over HTTPS as opposed to just HTTP.

## BENEFITS OF SSL INCLUDE...

### SECURITY.

SSL protects your website's data and visitors. It encrypts data transferred over the web, like form submissions and credit card transactions so no one can hack or intercept the data. Some web browsers may now mark websites that don't use SSL as 'Insecure'.

### SEO.

Google says it's past time to move your sites over to HTTPS. They are now giving search ranking boosts to secure sites. Simply put, you'll rank better in search results if you go to HTTPS.

### TRUST.

Your customers may see a 'Secure' bar when visiting your website, which lets them know that you are serious about your business, and protecting their data and privacy.

### E-COMMERCE.

If you're taking any payments on your website, SSL is non-negotiable. SSL is an absolute must for e-commerce and membership websites. There is however a small additional cost to this functionality, which we add on to the hosting cost. But you'll be glad to know there is no set up fee for this.

### EASY.

We handle the entire SSL process for your website, from the initial set up to the certificate renewals. All you have to do is request us to upgrade your site, and then receive the above benefits (and more!). Get in before your competition, as getting in first in a competitive market has even more merit.

### THE PROJECT COSTS.

Subject to the T&C's.

<http://xdc.nz/terms-and-conditions>

One off payment, or three choices of monthly payments for the website design and development (or by other licensing agreement).

### INCLUDED...

At no additional cost.

- Custom design and development of responsive website. Built using best practices.
- Optimised images, basic keywords and meta description.
- Entering provided content into the website, up to 10 pages of content.
- Entering uploading product pricing, details and images for up to 10 products (without variable prices) for e-commerce sites.

## ADDITIONAL†.

Optional costs may include...

- Additional domain names (\$25+GST/y).
- Data entry (adding page content above the included eight pages of data entry).
- Inputting products (uploading product pricing, details and images for any products above the included 10 products of data entry for e-commerce sites) to suit your budget.
- Graphic design (logo design, custom artwork, recreation of branding, print and signs etc) at an agreed hourly rate or job by job quote.
- Photography (usually for the content of the website) at an agreed hourly rate or budget.
- Models and makeup (POA).
- Studio hire (if required).
- Stock photography (usually from iStock).
- Content creation (copywriting, uploading additional products, marketing or additional SEO) at an agreed hourly rate, quarterly or monthly maintenance options.
- Variations and changes to the brief or extra additions to the website over and above the template itself.
- Additional website functionality such as: Advanced shipping pricing, Advanced payment functionality, Wholesale pricing etc.

## ONGOING COSTS.

Subject to the T&C's.

<http://xdc.nz/terms-and-conditions>

- 1- Annual payment of \$25+GST for renewing a single domain name (website address).
- 2- Monthly payment (paid quarterly) for hosting the website live on the internet to take traffic and transactions (for e-commerce sites).
- 3- Monthly payments for Maintenance or Advanced SEO Booster packages.

## Required Content:

For a full list of the content required, please see our knowledgebase article here:

<https://knowledgebase.co.nz/website-content>

*\*Please note that all website content is to be provided by The Client, unless arranged otherwise†.*



Put WOW in your WEBSITE!  
Put LOVE in your LOGO!  
Contact The Brand Doctor today!

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# From logo to website, stand out from the crowd and get more business faster!

## Advanced SEO.

### FAST TRACK YOUR GOOGLE RANKINGS.

Once we've finished building you an attractive and fully-functioning website, the next step might be to consider using Advanced SEO (Search Engine Optimisation).

Advanced SEO is a method of promoting your website to Google in such a way that it decides your website is the most relevant one for searchers looking for your particular Keywords or Search Terms.

In purely commercial terms, top rankings mean you'll get the maximum number of site visits, enquiries and of course sales opportunities ahead of your competitors.

It also ensures you get the fastest return on investment from your new website.

### USING ADVANCED SEO SERVICES.

Advanced SEO is a complex process that most web designers and developers like ourselves don't provide in the build budget, however we partner with a colleague that's had great success for clients in this area for some time.

And of course, the process is extremely cost-effective, usually paying for itself in a matter of months through increased web traffic, enquiries and profitable sales.

Note: We'd be happy to supply samples of the results they've had for their clients and arrange a quotation for you if you'd like to use their services.

### WHY TOP RANKINGS MATTER.

The following shows the effects of search traffic volume based on the top fifteen positions in Google.

- The first 3 positions on Page 1 get 61.5% of all searches between them
- 91.7% of all Google searches are completed on page one.

As you can see, getting your site to top rankings in Google is an essential part of generating the maximum number of site visits and enquiries to your website.

Advanced SEO is a one-time only fee designed to get you top page rankings in Google – often within a matter of a few months.

However, to ensure you maintain those rankings, we highly recommend using our Advanced SEO Booster Package with monthly Website Analytics reports that allow us to monitor any changes and adjust keywords or copy etc to maintain your ranking positions.

## Helpful Links.

**NZ Post API** <https://knowledgebase.co.nz/nz-post-shipping-calculator/>

**Payment Express Gateway** <https://sec.paymentexpress.com/pxmi3/apply>

**PayPal** <https://knowledgebase.co.nz/paypal-payment-gateway/>

**POLi** <https://www.polipay.co.nz>

**Our Full Knowledge Base**  
<https://knowledgebase.co.nz/>

## Examples Of Our Websites.

<http://4es.nz>

<http://amuriproducts.co.nz>

<http://axxatrailerhire.co.nz>

<http://beemyhoney.nz>

<http://commercialfitout.nz>

<http://corcelsingleface.com>

<http://cufc.co.nz>

<http://dunham-consulting.com>

<http://dunsandelstore.co.nz>

<http://ecoquip.co.nz>

<http://flightgse.com>

<http://forkrent.co.nz>

<http://icebankbeersystems.co.nz>

<http://integralvax.co.nz>

<http://legacymetering.nz>

<http://metalbydesign.co.nz>

<http://methodglobal.co.nz>

<http://michellesartworks.co.nz>

<http://nagabynevara.co.nz>

<http://redgroup.co.nz>

<http://rollestondrycleaning.co.nz>

<http://rollestonflorist.co.nz>

<http://rossgrayartist.co.nz>

<http://sceptresteel.nz>

<http://selwynvet.com>

<http://shapeearthworks.co.nz>

<http://southernscreenworks.nz>

<http://telelift.co.nz>

<http://townandcountrygates.nz/gates/>

<http://tudorrosegifts.co.nz>

<http://utilitiesinfrastructure.co.nz>

<http://wesco.co.nz/>

## Logos, Graphics And Branding.

These are one of the quickest things to become outdated in website design and in print/offline too. Unless you think very carefully and have a timeless design like Apple, many logos could do with an update every 2-3 years – not necessarily a complete overhaul, but sprucing it up, with your branding, to bring them all in line with modern practices. You can also completely redesign your logo too, but all the implications of this need to be carefully weighed up first. Call me for a “brand health check”.

## Website Design.

If you want to keep your existing logo, company name and branding, you can achieve a lot by simply refreshing the design of your site. Web design practices change every few years, so it's imperative to stay on trend to convert new customers quicker and be found more rapidly. Now is the time to make your site mobile-friendly (Mobile-responsive). This is where the bulk of your customers are right now. Want to go get them?

## Call Us, We Can Help.

XDC is local, fast and friendly with extensive, helpful experience. Maximise your market reach and profit from smarter, higher quality branding on all your marketing material, that simply attracts more prospects. I know what it's like, that's why I am here to help you get more business. Get the design and content right, get the results you deserve!

***We're experts at marketing your business online or offline.***

***Contact us today for all your creative web, logo and graphic design needs.***



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