

Ecommerce Website Package Three

Ballpark Price: £2,950*

Deposit: £300* (This will be taken out of the above price or given back)

Hosting: £9 per month*

To try and make the whole process of creating a e-commerce website the least stressful and affordable as possible. I have come up with our 'three package choices'.

If you run a business that deals with customers, clients or the general public then you definitely need to have a website! You need to be found, you need to convey essential information and you need to be available on a person's smartphone. It is guaranteed that all your competitors are! I can provide your first business website for you at a sensible price and it will look fantastic!

Package three will have the following pages and tools:

- 1) Home page, About-us, Contact-us, Thank you page (if optin is required), terms & Conditions, Privacy & Cookies and Shop page.
- 2) Default Basket, checkout and accounts page will be used
- 3) WordPress aNd ooCommerce will be used as the main platform.
- 4) Integration with MailChimp for optins but email sequence(s) will not be included)
- 5) It will include setup for the products and insertion of three products of each type (3xShoes, 3xHandbags and 3xClothing)
- 6) Default search will be used.

7) It will include integration with PayPal and Stripe (if they want to use Stripe)

For the extra cost of £575

1) A more sophisticated search can be implemented

For the extra cost of £900-1250 (Ballpark!)

1) An API is possible for eBay and Amazon

What I can do for you?

I can build you a fully functional ecommerce website for your business. The websites I build are all on the WordPress platform and are superb value for money, responsive, brochure-type designs. I collaborate with programmers as well.

What you will receive is a well designed, extremely attractive and well laid out website on WordPress that will serve the needs of your business perfectly.

WordPress Integration

If you're in need of a CMS website, you can't go wrong with WordPress. It's easy to use, scalable and open source so it keeps down development costs while offering a platform that has a large community of developers. What do you need from the Buyer to get started?

As much information about your business as possible. If you want to write your own copy, or if you want me to work with a professional copywriter who can do this for you.

What sort of feel and design you want your website to convey. I can sort all of this out with a consultation though.

This is how the project will go forward in priority:

1) We will write a small brief that we both agree on and sign off.

2) You can choose to buy a logo package (There are two available) or I will use a logo you have, or create a very fast generic one.

- 3) I will create a WordPress website design and get sign this signed off by you, before moving to the development of your website. Sign off means I cannot change the design after this unless you agree to pay my hourly rate for the changes and starting the development of the website again.
- 4) I will start the build of your WordPress website. Which will means sorting your domain out and server space. Both need to be set up using your bank account details as will be a rolling monthly and annual payments.
- 5) I will spend three hours showing your the back-end of the CMS side of your WordPress website and any answering any technical questions you may have.
- 6) If you want more advice you will need to book me in using my hourly rate.
- 7) I will set up your WordPress e-commerce website development version for you to work on, this means you can work on changes on your website, without it affecting your live website.
- 8) If you need the dev version of the website made Live. I can do this for you on my hourly rate. Usually, takes an hour unless there are technical complications.

Some useful advice

Please bare in mind that websites are not like building a house and we would suggest you take your steps into making a website as phases.

After designing many websites for my clients the same things always come up. The need to step back and take some time thinking about what you are after rather than rushing into it.

What type of website do I need?

If you've never been involved in setting up a website before, I would start off simple. Create a small website and get it 'Live' quickly, this is a great way of getting your ideas flowing. After a month or so, you will start seeing what's working for you and what isn't. You don't want to jump into a website feet first, pay out a money for something that just isn't right. Take your time.

So now your ready to expand your website, you have experimented and got an idea what you want, now what?

Answering the following questions should give you the answers you need

- 1) Will your website have a high amount of traffic and need to be security conscious?

If it is, then you will need to use a solid programming language rather than WordPress which although 98% there, still has issues with security and speed.

2) If your website all about SEO and getting ranked well in search engines?

Then you need to get involved in Social Media and have a blog attached to your website. Your website can be built to be SEO friendly, but to be honest, even if you do everything Google says to do. If it doesn't read write or look right, customers will not contact so it's all about getting a balance.

3) Is your website likely to be used with-in a marketing team and other none-technical people.

Then it needs to have CMS back-end, where people can login and change the copy of the website easily. WordPress is miles ahead for this type of website service, if your website is all about getting people to contact via phone or email, then WordPress is ideal.

4) If your website going to have shopping facilities or a high-end booking system?

The more complicated technically your website is, and bigger in size, then WordPress isn't going to work for you and you need to employ a programmer and start using the various Frameworks That said you can do small shopping websites effectively using WordPress but it would be best to at-least to set up you products using a api feed so you not stuck with this type of website once you grow in size as you will find WordPress will get out grown.

5) Understanding your customers. If you spend the time to understand them you can answer some questions on how your website should be designed and built.

You may find they only access online via phones as they work outside of an office environment, so maybe an App will work for them.

Or, you may find they work unusual hours, so cannot get on the phone between 9-5, so having an easy way to get what they are after on the website is a must have. Like a good booking system.

People have busy lives so thinking like your in their shoes can help. Giving them as many ways to access your products and services easily. Whether this is a Newsletter, FAQ page, Video and Support Facilities. Are all going to work for your website.

4) Look at your competitors, if you look at what they have done, on their website you will see what your customers are after.

You may see they have a chat box for their customers, chances are what-ever your competitors have, means you customers are asking for this. So well worth thinking of mirroring something similar on your own website.

7) When should planning be important?

The more planning and thought done before development/build time of your website the more effective it will be.

Once your website is built, doing changes will take much longer as writing code is very long-winded compared to design/prototyping.

So it may take longer in the whole process to get something 'Live'. But you know when you get to the end result you are happy with it, and not stuck in a situation when you trying to amend a website, that just hasn't been built correctly and is difficult to change.

Terms & Conditions*

- 1) Pricing excludes printing costs but I'm happy to find a resource for this service and give you the prices. I find eBay has some great priced printers that supply an acceptable print quality.
- 2) Hosting and domains are not included with the price quotes.
- 3) There can be no alterations or cancellations in instances where the products are to be supplied and are bespoke and manufactured to order.
- 4) You accept Dolce Designer's standard trade terms & conditions as well as any terms & conditions specific to your quotation.
- 5) You accept that any alteration to the order at a later stage will attract a handling fee of £25 plus any costs that Dolce Designer incurs in facilitating the alterations such as administration.
- 6) Any alterations additions made after receiving water-marked designs will be treated as a separate order.
- 7) Pricing will not include consultation times and support will be on my hourly rate
- 8) Travelling costs to meet a client outside a 10-mile radius of my office with being included in the invoice as well as administration costs.
- 9) I will include any administrations costs that are involved in starting and completing the package