Your it'seeze website

What's included & key information

it'seeze websites

Helping your business grow

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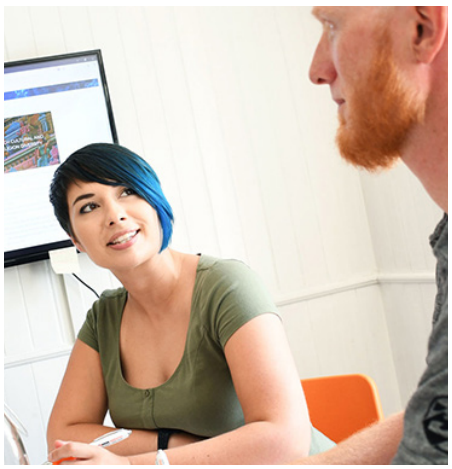

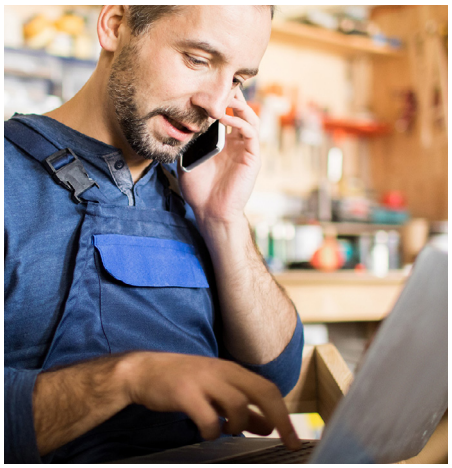

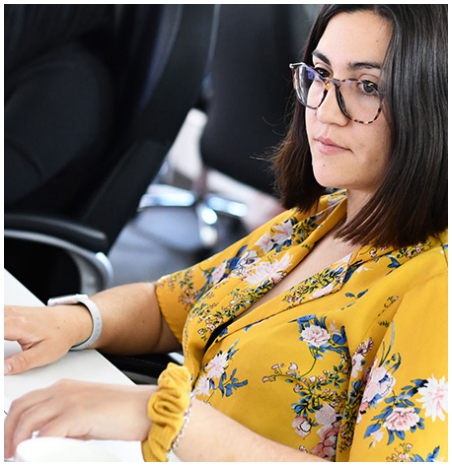

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Website Packages

With a variety of affordable website packages available, we have something to suit every client, helping you succeed online without breaking the bank.

plus

Our **it'seeze Plus** package (£350* initial setup and £35/m*) provides the website essentials you need, plus a little bit more. A 5-page website with advanced functionality, it's great for businesses looking to branch out online.

shop

If you're looking to sell online then the **it'seeze Shop** package (£600* initial setup and £55/m*) is the ideal solution. It's as easy for you to manage as it is for your customers to shop from.

max

Our most popular solution is our all-inclusive package - **it'seeze Max** (£450* initial setup and £45/m*). This provides everything you need to market and grow your business online, with unlimited pages and powerful features.

Bespoke Website Extras

In addition to all the features included as standard with our website packages, we also offer a range of extra features when you choose an **it'seeze** Max or Shop package.

These include fading images (the most popular choice), before and after sliding images, animated icons, news tickers, language translation tools, various widgets, booking systems, and more. These extras are a one-off cost - each typically ranging from £30* to £100*.

Price Plans

We offer websites that are suitable for all businesses and budgets, which is why we keep our initial setup cost as low as possible - ranging from just £250*- £600* depending on which package you choose. Our cost-effective monthly price plan offers a modern and budget-friendly alternative to the steep fees traditionally associated with website providers.

The monthly price plan covers ongoing updates and enhancements to the it'seeze website editor, including new tools and components. These will ensure that your website never becomes outdated.

Your monthly payments will also cover:

Ongoing support from your local consultant and the team at our national support hub	**Unlimited use of the it'seeze website editor**	**Ongoing reliable website hosting**
Ongoing domain renewal	**Daily website backups**	**Ongoing email hosting for up to 5 personalised addresses**
An SSL certificate	**Initial on-page optimisation for search engines**	**24/7 access to our online support centre - support.itseeze.com**

Ongoing Support

We're committed to helping businesses reach their online goals. That's why we provide all our clients with a personalised service, offering ongoing assistance for the lifetime of your **it'seeze** website. We also have a support line at our national support hub, letting you contact our team of experts, and a comprehensive online support centre filled with video guides, FAQs, and more.

Included:

Initial it'seeze website editor training (up to 1 hour)	**Tour of the it'seeze online support centre**	**Enquiries responded to by email and phone**

Extra cost:

Additional training on the it'seeze website editor	**Website editing**	**Scheduled appointments, face-to-face or remote**

What's included in my website package and monthly subscription?

- ✓ Initial meeting to discuss your requirements
- ✓ The design and build of a bespoke website based on an agreed brief and supplied content
- ✓ Fast UK hosting, SSL certificate*, standard domain (e.g. .co.uk), email*, website backups*
- ✓ Access to the website editing system (CMS)
- ✓ Starter SEO (page titles/meta descriptions)
- ✓ Google Analytics
- ✓ Selected stock photography from our Getty stock library**. Stock photos are available during the build stage only and are licensed purely for web use
- ✓ GDPR-compliant design and privacy/cookie policies
- ✓ System updates (security updates and new features)
- ✓ Training on how to edit and update your website†
- ✓ Phone and email support
- ✓ Access to our online support centre with 'how-to' videos and key information

- ✗ Copywriting: producing, sourcing, or writing the text that appears on your website
- ✗ Branding or logo design
- ✗ Website extras such as image manipulation, animations, integrating website widgets, pop-out forms
- ✗ Additional development work‡
- ✗ Initial web page design visuals or wireframes
- ✗ Bespoke photography or video production
- ✗ Amends or changes to your site once it has gone live
- ✗ Any major changes to your website such as redesigns, updates to your branding, setting up new pages, text rewrites, additional SEO work, new photography, additional meetings, additional training on the website editor

* *SSL certificate and email setup is dependent on changes being able to be made to your primary domain. Your site will be backed up every day with previous backups available to restore. Please note that you will receive 1GB of storage with the free mailbox, but more email storage is available if required.*

** *Limits apply depending on package.*

† *One hour's training is included with your package. Additional training may be chargeable.*

‡ *Additional or bespoke development only available on Max and Shop packages.*

Production & Timescales

Typically it takes between 6-8 weeks from start to finish to plan, gather content, approve and build your website. The quicker you provide all your content, the quicker we can start production.

We'll arrange a meeting to discover more about your business and discuss which website is right for you

Initial Meeting

Sign Up & Plan

Once you've signed up, made the initial payment and set up the direct debit, we'll send you a link to the easy to use it'seeze Content Uploader. This allows you to list the pages you'd like within your website. We can help you with this process and start mapping out your website pages

Within the it'seeze Content Uploader you can provide key information about your business such as target audience, likes, dislikes, colour preference, social media accounts, keywords, text, images and contact details

Brief & Content

Review & Submit

We will review the content you've provided (website text and images). If all is OK, we will submit your content - along with the design brief - to our design and build team

Your website will typically be ready in 16 working days (following submission of the brief and content). Once we have completed the build, we'll review and check everything before sending you a link to your new site

Design & Build

Go Live

When you've reviewed your site, we can make any minor changes and get your site live for you on your chosen domain. We'll then be available for any ongoing help or advice you need for your site

Domains, Email, & SSL

New website domain

Domain name registration and renewal for standard web addresses (e.g. .co.uk) is included in the monthly price plan, and additional and premium names can be purchased from £1* a month.

Using an existing domain

If you currently have a website with another provider or one that you are hosting yourself, you will own a domain name of some sort. This can be transferred into it'seeze's control, ready for your new website to go live.

Alternatively, you may have previously bought a domain but never set a website live on it, and in this case we can also transfer the domain into our control. We make it as easy as possible to move across to it'seeze. We never charge a transfer fee† when moving your domain to it'seeze, and will make sure the whole process is quick and simple, ensuring that there is no downtime.

Email

Give your business a professional look when communicating with customers, with up to 5 email addresses that match your web address and up to 1GB of storage included in your monthly price plan. Need more? You can easily purchase additional email addresses or storage at any time.

SSL certificate

SSL security is available for all websites‡, helping to keep your visitors safe and their sensitive data protected. You'll gain customer confidence and an improved position in search results too, as Google ranks HTTPS-encrypted websites higher.

** Prices exclude VAT*
† Please note, your existing provider may charge
‡ Your domain will either need to be registered with us, or added independently to Cloudflare

Sourcing Your Content

Text

You can write your own copy. A good place to start with text for your web pages is your existing website and/or any marketing literature. If you don't have any existing text, we can advise and/or recommend a professional copywriter. Copywriters typically charge around £50-£65* per page.

Branding and logo

We can work to your brand guidelines on colour, format, and style (if you have them) or you can tell us what colours and styles you like and dislike when using the it'seeze Content Uploader. If you have a logo that you'd like us to use, we'll need a high-quality version of this to incorporate into the website design.

Images (photography)

Using high-quality images on your website is key as it shows visitors that you are a professional business or organisation. If you already have existing photography or images you'd like to use on your website you can upload these into the it'seeze Content Uploader.

Don't have enough high-quality images of your own?

We can bring your website to life with professional stock photography, with images available to suit every business. You will get access to our royalty-free stock image library, where you can find any photos you want to use on your website. Alternatively, we can recommend a local photographer.

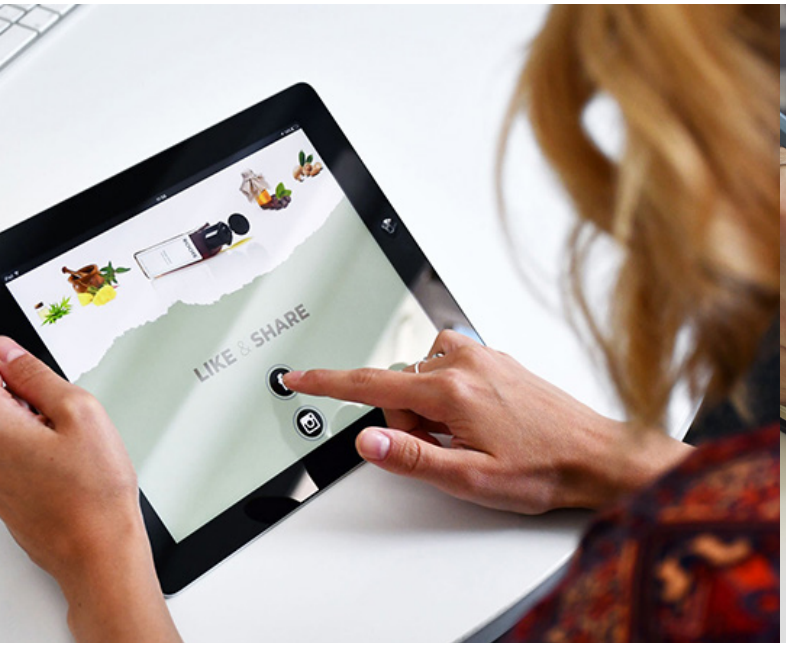
Designing Your Website

The it'seeze Content Uploader

To help you provide all the information we need to create your website, when you've confirmed you're going to partner with us, we will send you a link to the it'seeze Content Uploader. This is not a website builder but rather a platform for you to simply submit all of your content (text, images, etc.) and design requirements (likes and dislikes). Once we have this information our talented web designers can get to work.

Timescales

The turnaround time for a website to be designed is 16 working days. This is from the date in which the design brief (containing all your website content) is submitted to our design team. The sooner we receive all your website content, the sooner we can start designing your website. We create each website from scratch, which is why we need you to supply all of your content before we begin working on your new site - the more information you provide, the better we can bring your website ideas to life.



Important - Key Points to Keep in Mind

Initial Payment & Direct Debit

Once you're ready to get things started, we'll send you an email link to sign up and accept the terms and conditions. The link will require you to pay the initial website fee along with any extras or bespoke work you may have chosen. You will also need to set up the direct debit for the monthly price plan.

We cannot start planning your website until the initial payment has been made and the direct debit for the monthly price plan is set up.

Ongoing Monthly Payments

We have the discretion to delay your monthly price plan for a maximum of 2 months following sign-up. We believe that this allows you time to gather the majority of your website content and submit it or send it to us. During that time, we'll be planning your site, setting up domains and email, and scheduling time to review your content.

Please be aware that your payments will start after 2 months regardless of whether your site is still in production or is not yet live.

Amendments Before Going Live

The reason we ask that you supply all your content (text and images), discuss likes and dislikes, and approve the brief prior to the build is to minimise amendments before going live. If there are minor changes to make such as a spelling mistake or something we've missed, that's not a problem.

If you want to make major changes or you've changed your mind on the design, layout, colour, or content there will be additional costs for us to make any new changes for you.

(Major changes include any large-scale amendments such as changing the design to incorporate new branding or services, or adding significant amounts of new content not supplied within the original brief).

Making Changes to Your Website

We can provide up to 1 hour of training for you or your staff on how to make changes and add content to your site if required. You will also get access to our online support centre with guides, videos, and articles to help you edit your website.

If you'd like us to make changes to your site on your behalf, or if you require additional training on the editing system, there will be additional costs for us to do this for you (dependent on the time required or complexity of the changes).

Minimum Terms & Price Guarantee

Monthly payments are fixed for the entirety of your minimum term (12 months Max/Shop or 24 months for Plus), and we'll never charge you more than your agreed upon plan during this time. Once you have completed your minimum term, your monthly price plan will continue for as long as you choose to stay with us.

We look forward to helping you grow your business online

Got any questions?

Call us on **01206 512093** or **07906 271463**
or email **oliver.brock@itseeze.com**

www.itseeze-colchester.co.uk

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