

Website Design and Hosting

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1.1 Website Design - Introduction

Your website is so much more than the most effective way to communicate who you are and what you do. Even the simplest website is like an electronic brochure with interactive features. Most will interact with visitor requests to provide extra details and then deliver relevant enquiries to you. Crucially updates can be made at any time with the changes immediately available to website visitors.

Take a look around the internet and you will find good and bad websites. Effective web development demands a partner who understands your priorities and works alongside you throughout the development and in to the future. DH-Systems will deliver a website which is easy to navigate, fast to load, friendly to search engines (free advertising), and all for a cost-effective price. We offer an inclusive service with no hidden extras. Unlike expensive competitors we avoid the latest gimmicks which actually prevent visitors using your website.

Complete project management for one inclusive fee

Whatever the size of your project our quotation covers initial specification and design through to testing and final delivery. Our authoring system ensures your input at every stage of the development. When your site is launched we even include 30 days of free web hosting, email services and unlimited minor corrections.

Editorial help and advice

Our authoring system is at the heart of the design process and is described fully in section 1.3. This allows our website designers to understand your priorities and harness your knowledge to create highly effective internet content. Optionally we can provide technical writers and photo researchers for a totally professional result.

Fair charges for future updates

Frequently overlooked are the potentially excessive charges for maintaining and updating your website. All our hosting packages include a quota of changes and admin tasks at no extra cost so your website remains as current as the day it was launched

Other services

Project managers and 3rd party specialists are available to ensure the success of any size of web or e-commerce development.

Network engineers, support personnel and trainers are available to help you get the most out of your investment in computers and IT infrastructure. Our service is available by email, phone or in person.

We hope you find this document useful. Please contact us with any question or comment you may have.

- Email contact@dh-systems.co.uk
- 24-hour voicemail 0114 299 8218

1.2 Website Design - Pricing

Shop-front £445

- Upto six navigation pages, five linked documents and 12 images.
- Feature home page to introduce your organisation.
- Content pages about products/services/clients/partners/case studies.
- Contacts page and links to other sites to assist search engines.
- Picture descriptions and full-size 'click-throughs'.
- Meta tag development and submission to 'free' search engines. Currently this includes Google, AltaVista, Yahoo, etc.
- Our best value package which includes many upgrades and extras.

Typical example see www.high-friction.co.uk

This deceptively simple site has five navigation pages which link through to 17 PDF's and 16 full size photos. Good web design dictates that most items can be clicked for more detail or more information.

The pop-up Members detail pages are an upgrade. This would cost approx £100.

Basic £245

- Fully functional with upto four pages.
- Introductory page about your organisation.
- Products / services pages.
- Contacts page / links to other sites.
- Fully upgradeable to the 'shop-front' website detailed above.

Typical example see www.dh-systems.co.uk

Clean navigation four page design allows easy access to all important information but without the 'depth' of extra links in the shop-front website.

The original four page design has subsequently been updated with the addition of the case study page. This would cost approx £50.

Starter £95

- £95 for one page with contact details and a summary of your organisation.
- This is a special offer price (usually £145) available when you host with us for 12 months and pay in advance (£110).
- Upgradeable through linked documents.

Typical example see www.highstreetdentalcare.co.uk

Effective single page with plenty of useful information and contact opportunities.

(Due to launch mid-April 2005)

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1.3 Website Design - The Authoring Process

Website content describes the words and pictures which your target audience has come to see. Get it right and you create a great first impression and maximise the change of repeat visits, and the visitor becoming a client.

Consider what information is relevant to the target audience for your website. How would you describe your organisation? Do you have illustrations or photographs? What documents could you make available to visitors? Most documents can be presented in the industry standard PDF format, or you can password protect sensitive documents.

Website Authoring in Five Easy Stages

Your allocated designer will guide you through these stages and create a website which will accurately reflect and promote your organisation.

One - Inspiration and Specification

Examine other websites in your industry to find out what works and what doesn't. Agree with your designer the general purpose and type of content to appear on each page of your website.

Two - First Draft

This stage is all about ideas. Use MS Word to outline your ideas for each page and send by email. Pictures tell a thousand words so send them too! If you have ideas about how the text will flow around pictures then sketch this on paper and fax it across. Your designer will suggest what will work and how it should be presented.

Three - Webpage Layout

Your designer converts the first draft to a fully functional demonstration website. At this stage you can request structural changes or even modify the purpose of a page. Check the suggested colour scheme and fonts - do they work? Perhaps you would like the website to adopt the style of an existing brochure or headed paper?

Four - Revise and Perfect

Accuracy is vital so we make it easy to communicate corrections and clarifications to your designer. Each webpage is converted to an Excel file which is sent to you by email. For each alteration you wish to make simply alter the Excel document and highlight **bold**. Send the amended document to your designer who will update the demonstration website and return the Excel document to you ready for any further changes.

Five - Upload and Submit

The demonstration site is now ready to upload to the domain hosting which will already have been registered for you. Congratulations, your website is now live on the internet! If included (or purchased extra) your site will be submitted to search engines.

For the next 30 days minor corrections are made free of charge.

1.4 Website Design - Specifications

The following guidelines are provided without liability as any variation does not affect the fitness for purpose of the website.

1. Visually clean design for ease and speed of use, also assists indexing

- (a) Clear inter-site navigation on multi-page sites.
- (b) Avoid moving graphics and 3rd party players like Flash and Shockwave
- (c) Most content can be indexed by search engines.
- (d) Static page design.
- (e) Relevant and useful content to encourage repeat visits and brand awareness.
- (f) Images loading will be acceptable for modem users.
- (g) The site will render on graphic free browsers and settings (eg. mobile).

2. Linking

- (a) Clients are encouraged to include links to other relevant websites.
- (b) We offer a chargeable service to approach owners of 3rd party websites to develop reciprocal linking to enhance search engine placement.
- (c) The Home Page will include feedback email and link to www.dh-systems.co.uk which will be reciprocated. We will send relevant feedback to the client but will not act on this information without client consultation and agreement of costs.

3. Browsers

- (a) Compliant with HTML 4.01 and assuming IE 5 and above, or compatible.
- (b) Fully functional on Windows XP, 2000 and ME.
- (c) Win 95/98 supported if updated to IE 5 or above which is the usual situation.

4. Search Engine Placement

Submissions to free services do not guarantee a particular ranking. A search engine may choose to decline to list any site. Professional enhanced placement services are an available optional extra. Vitally important to your search engine ranking is relevant and current content along with links to and from other relevant websites.

5. Checking and Testing

Please be aware that checking and testing is a joint effort between client and designer. A demonstration version of your website will be made available during the design stages and should be checked for accuracy and feedback provided as early as possible. The earlier a problem is identified the easier it will be to fix within the price quoted. Late or major alterations will be outside of the quotation.

6. Basis of Quotation

- (a) We offer a very cost effective virtual service which is provided by email and phone. Face to face meetings are available on request subject to an additional charge for our time of £60 per hour, plus £0.40 per mile.
- (b) The client agrees to use our Website Authoring System to communicate wording and pictures (referred to as content) to be used in the website.
- (c) Responsibility for the accuracy and legality of content remains with the client.
- (d) Website design is a creative process. The client agrees that our service is offered on a best endeavours basis. Reasonable requests for changes will be incorporated whenever possible. Unreasonable or major or late requests will be subject to extra charges, and may not be possible.
- (e) A deposit of 50% of the quotation is payable at the start of the contract. An invoice for the balance (and any additional charges) will be issued when the website is uploaded to the domain if we are the host, or when supplied by email (or CD) to the client if the site is to be hosted by a third party.
- (f) All invoices are to be paid within 21 days of issue.
- (g) Clients may modify their own website pages. However the underlying design and code structure remain ©DH-Systems and may not be resold.

Questions or comments?

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2.1 Website Hosting - Introduction

What is hosting?

Every website on the internet is hosted on one or more special servers which are permanently connected to the internet. These servers also look after services such as processing your email.

What is a domain?

This is simply your unique name on the internet. For example `bbc.co.uk` is a domain. Notice that there is no 'www' as a domain covers all possibilities including email (`name@bbc.co.uk`) and website (`www.bbc.co.uk`). All our hosting packages include at least one domain which ends '.co.uk'.

Why do I need maintenance?

Look around the internet and you will find many out of date and neglected websites. Your credibility on the internet is determined by whether or not your website has useful and current information. A poor website discourages people from dealing with you.

Why host with DH-Systems?

We offer a cost effective and inclusive service for your domain, website and email. More importantly each hosting package includes an allocation of routine maintenance tasks.

You could employ specialist staff for this maintenance, but they tend to be expensive. We provide the highest level of skills for an industry-leading price.

We are upfront about ongoing charges. Some website designers offer initially low prices which are then made up with prohibitive charges for minor updates or moving your domain elsewhere, costing you far more in the long run.

Routine Maintenance - examples of what is included

Website

- Minor text alteration or deletion for sites designed by us. If your website was designed by another company extra work may be required.
- Replace a single file or image with similar.

Email

- Add a new email address with mailbox or forwarding service.
- Modify an existing email address.

Hosting

- Upload a replacement file(s) to a single location.

How do I request routine maintenance?

Simply email your instructions to your named maintenance manager. They will acknowledge your request within 2 business days and process your requests as a batch, once per month. This highly cost effective system minimises our overheads and the savings are passed on to you.

What about urgent or larger requests?

No problem, but to have staff on standby costs considerably more, so you can't use your allocation of maintenance tasks. Instead there is a low fee for each request of £15 with discounts for frequent users of this service. We quote for larger requests.

2.2 Website Hosting - Pricing

Standard £9.99 per month or £100 per year

- Compact website with 1-9 pages or max 7500 page views per month.
- One (1) '.co.uk' domain (eg. *www.YourChoiceOfName.co.uk*)
- Four (4) routine maintenance tasks per quarter.
- 15 email addresses / mailboxes / forwarding services.

Enhanced £14.99 per month or £150 per year

- Larger website with 10-100 pages or max 25000 page views per month.
- Three (3) '.co.uk' domain names.
- Six (6) routine maintenance tasks per quarter.
- 150 email addresses / mailboxes / forwarding services.
- FrontPage extensions, password protection, CGI and PHP scripts.

Options

- Each extra '.co.uk' domain is £1 per month.
- Additional routine maintenance tasks are £7.50 each. If you regularly buy extra tasks it will probably be cheaper to upgrade to a higher package.
- Urgent tasks are £15 each. Regular users qualify for a discounted price from the 5th task in a month of £10, and from the 11th task in a month of £7.50 each. Let us be your IT department!

Corporate Hosting and Beyond

A good website is great for business! Our cost effective services develop with you. More pages or visitors or email addresses; add e-commerce and e-sales; use a SQL or MS Access database; employ scripting (Perl, ASP, SSI); and plenty more besides.

What else do I need to know?

- Monthly hosting is invoiced quarterly in advance. 6 month minimum contract.
- Annual hosting is invoiced at the start of the hosting year.
- We send a monthly email update to advise remaining routine maintenance tasks.
- Extra tasks are invoiced monthly.
- At the time of writing we are not required to add VAT to our invoices. VAT may be added in the future at the prevailing rate.
- To keep overheads low invoices must be paid within 21 days of issue. Unpaid invoices after 21 days will have interest added at the rate of 1% above the Bank of England Base Rate per month.
- Should an invoice payment not be received we will be unable to make payment to our service providers on your behalf and they may suspend your website hosting or email. If a domain name renewal is unpaid it may be released and could be acquired by someone else. This is beyond our control and your domain name is unlikely to be recoverable.
- For administrative simplicity unused tasks can not be carried forward.

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