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Page Craft Web Design
is a trading name of
CSG Computing Ltd

Does your business have a web site?

Do you want to get your business on the Web? Have you been putting it off because you're worried that it will be complicated and expensive?

We might have a pleasant surprise for you.

We can build a web site for you for as little as **£145** and run it for just **£3.50** a month.

It really is this easy ...

- You choose a web site style from our extensive range shown on our 'Style Range' section from page 8
- You can add a range of extra features for a fixed price (see our 'Prices' section on page 3)
- We help you choose a **.co.uk** name for your site. (We can provide a **.com** site name for an additional charge of £20).
- You provide us with the text and any logos or photos you'd like us to include in your web site. Don't worry if you're not sure what to include or which details should go on which page - just send us an e-mail with all your details and we'll set up a sample site for you



... and we do the rest.

You pay nothing until you've seen and approved your completed site, so there's no risk.

All our web sites are designed to be accessible to people with a visual impairment. Images have text alternatives and most text can be resized. Our sites are designed and tested to look good and work well at screen resolutions as low as 800 by 600.

Who are we?

Based in Hertfordshire in the UK, **Page Craft** is run by Peter and Catherine Gill. We are a husband and wife team; both professional IT consultants with over thirty years experience between us.



How to contact us

You can contact us through email: **info@pagecraft.co.uk**.

If you have a clear idea about the sort of thing you want, email these details to us and we'll create a draft website for you.

On the other hand, if you want to ask a specific question, or you're not sure where to start, just e-mail your contact details to us (email address, telephone number, best time to call etc.) and we'll get in touch with you.

Prices

We aim to provide affordable, professional quality, accessible web sites for small businesses, clubs and individuals.

We understand how important it is for small businesses to keep careful control over their budgets. The price you see on this page is the price you'll pay for your completed website. There are no hidden extras.

We charge £145 for designing and building a three page website. This includes acquiring a **.co.uk** website name; setting up e-mail forwarding and putting your completed site on the web. Then we charge £3.50 per month to keep it there.

Optional Features

You can add any of the optional features listed below.

Extra Pages

You can have up to two extra pages at a cost of £25.00 each. These pages will form part of the main website - they will appear on your site menu and will themselves contain your site menu.

Secondary Pages

Secondary pages appear in a separate window on top of your main site. You can use them for all sorts of things. Two common uses are:

- to show full size images when people click on a small image in the main website. You can see an example of this on our 'Style Range' page on our website at www.pagecraft.co.uk.
- to show more details about something that appears in the main site.

Secondary pages cost £25.00 each.

Online Shopping

If you would like an online shopping facility on your site we can include a customised shopping basket, integrated with **PayPal**'s secure online payment service, for an additional £65.00.

Customer Contact Form

We can add a customer contact form (like the one on our 'Contact Us' page) for an additional £30.00.

Guest Book

A guest book (like the one on our 'Contact Us' page) gives visitors to your site the opportunity to leave a message for you and other site visitors to see. The cost of this option is £30.00.

You only pay for the features you want and there are no hidden charges. What's more, you won't have to pay a penny until you've seen your completed site up and running on the Internet.

PDF Download

It's often helpful to offer visitors to your site the option of downloading a PDF document (like the one on our Home page). These documents can be read using the freely available Adobe Reader software. They can also be printed or saved to disk. You might want to add this option to your site to provide a price list; a menu; a printable enquiry/application form, or just a printable summary of your site. The cost of this option is £25.00.

Payment Methods

We will not ask you to make any payments until your website is complete. Once you are happy with your website we will send you an invoice and you can either send us a cheque or pay online through our website at www.pagecraft.co.uk.

What do you get for your money?

Whichever options you choose the following services are included in the price: We will...

Cost of Ownership

Remember when you're comparing prices to look at the costs over a period of time. Some companies charge no initial fee and a monthly charge of around £10. Have a look at the table below to see how this compares to the cost of a Page Craft web site over a period of five years.

	Typical Charges	Page Craft
Initial Cost	Free	£95
Monthly fee	£10	£3
Total Cost over five years	£600	£275

- design and build your site (including individual banner design if required).
- submit your site to ten search engines.
- manage your site hosting.
- register your domain name on your behalf.
- renew your domain name when it expires.
- manage e-mail forwarding (e.g. info@yoursite.co.uk will be directed to your existing e-mail address).
- make up to three minor changes per year to your site.

Please note: the service we offer is a complete package. We do not build sites to be hosted elsewhere. You own any text and images that are specific to your site, but we retain ownership of text, images, software etc. that are not specific to your site.

Accessibility

We aim to make all our sites as accessible as possible to people with disabilities, so

- Most text is resizable.
- All images have text alternatives.
- Our sites are suitable for text readers as the coding behind each site is kept simple and small. (This also means that they load quickly.)

Making sure your site is accessible is not only good business sense, it is a legal requirement under the 1995 Disability Discrimination Act.

What happens next?

There are number of decisions that you need to make about you web site before we build it for you:

- The style of the site chosen from our range
- The banner
- The logo or photograph
- How many pages
- The content of each page
- Extra Features
- The name of your web site

We cover these areas in more detail below and give you advice on how to decide what's right for you.

The Style of the Site

The aim here is to think about the image you want to present to your customers and select the style from our range that you feel best reflects that image.

If you are a children's entertainer you will probably want to choose a bright informal theme. A financial advisor would probably prefer a more sober look. A landscape gardener might be looking for a colour scheme that reflects the colours they work with in the garden.

You can see samples of our range of styles from page 8.

You can also choose from a range of letter styles such as Comic Sans and Trebuchet. Each letter style is available in different sizes.

The Banner

The site banner is the image that appears at the top of every page. The banner is almost always the name of your business. You can combine this with a short phrase that tells people what your business does or why they should

choose you rather than one of your competitors. You might choose something like this: (these banners are shown smaller than their actual size)



If you already have a banner (perhaps on your business stationery) that you would like us to use simply send it to us. Alternatively we can design a banner for you that will match the style of the site you have chosen. All you have to do is tell us what you want it to say.

The Logo or Photograph

Alongside your banner we can also include an image that appears at the top right hand side of each page. You might want to put your business logo here if you have one. Another good way to use this space is to display a photograph of yourself. This is a particularly good idea if your business provides a service. The Internet can seem very impersonal so it's a great help if your customers can see a picture of the person they will be dealing with.

How many pages

When people visit your site they will arrive at the 'home' page and they will then be able to select other pages from a menu which is usually placed either just below the banner or down the left hand side of the screen. As your visitors move from page to page the banner and the menu remain unchanged (though the menu shows which page you're on by highlighting it).

You can have a web site with just one page. We recommend that you have at least two pages, though you can have up to five.

The content of each page

What should you include in your web site and which page should it appear on?

You can use the pages of your web site however you want, but the following guidelines might help you get started. Alternatively you're welcome to leave this to us. Just send us an e-mail with all your details and we'll set up a sample site for you.

Page One, or the 'home page' is what your visitors see when they first arrive at your web site. It's best to keep this page fairly brief. Give a short description of what your business does and two or three reasons why people should choose you rather than one of your competitors.

A good use for **Page Two** is to tell people how and when they can get in touch with you. You could include an e-mail address, a postal address, a mobile phone number, a landline number, a fax number.

Page Three is a good place to put more details. If visitors have read Page One and feel that they might be interested in what your business has to offer they will probably still have questions they want to ask. Page Three is your chance to anticipate these questions and answer them. Think about what people might ask when they phone you up: "how much does it cost", "will you give me a firm quote before starting the work", "If it's an emergency, can you come right away".

Very often these three pages are all that is needed, but if you would like to include more information in your site you can do this on a **Page Four** and **Page Five**.

Choosing Extra Features

Choose the extra features you need from the 'Optional Features' section on page 3.

The Name of your web site

Your web site name should be short and meaningful. Ideally you would choose 'your-business-name.co.uk', but it's rarely as simple as that. We can help you choose the right name for your site. We include the cost of a **.co.uk** domain name in our package price, so there is no need for you to buy this yourself beforehand.

Getting your text and images to us

You can e-mail the text that you want to include in your site to us, or if you prefer, you can prepare it as a Word document and e-mail that to us as an attachment to an e-mail. You can also send any pictures you would like to include as e-mail attachments. Photographs are usually in JPG format but we accept most formats and will do any reformatting necessary to present them on the Web.

Our Range of Styles

This page shows our range of web site styles. Simply pick the style you want and we'll create a web site for you in that style with your banner, logo and page content. If you like, we will design a banner and logo for you.

We are adding more styles all the time, so if you don't see a style that you like today come and have another look soon. You could even e-mail us with a suggestion for a new style and we'll do our best to add it to our range.

If you already have one of our web sites and you see a new style that you prefer, just send us an e-mail and we will re-style your web site as one of your three annual changes included in your maintenance charge.

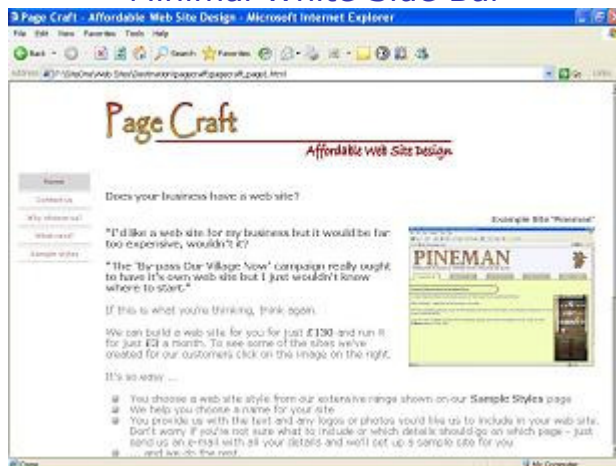
Autumn Side Bar Menu



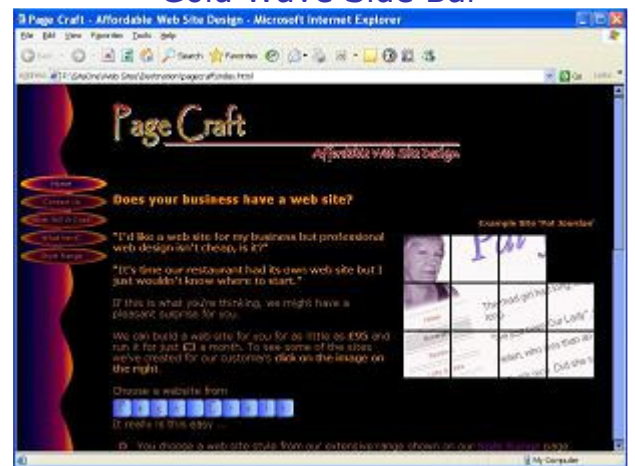
Blue Wave



Minimal White Side Bar



Gold Wave Side Bar



White Divided Side Bar



Brass Tags Menu



Lime Haze



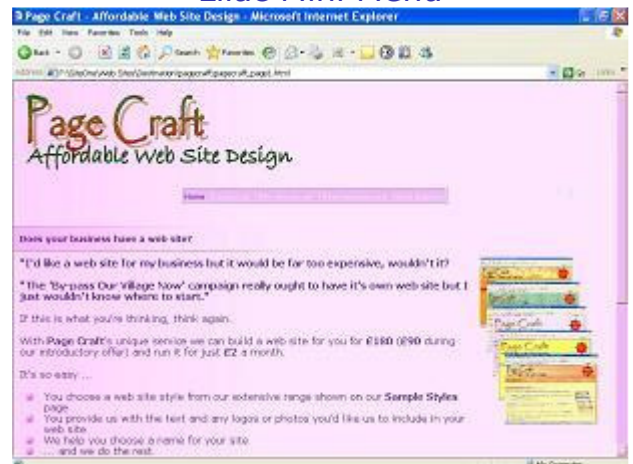
Purple Haze



Minimal White Box Side Bar



Lilac Mini Menu



Blue Tech Tags Menu



Dawn Tags Menu



Minimal Blue Menu



Minimal Green Menu



Minimal Blue Falling Leaves Menu



Minimal Blue Snowfall Menu



Green Side Menu



Pink Sky Side Menu



Blue Side Bar



Yellow Side Bar



Grey Side Bar



Navy Side Bar



Blush Top Menu



Red Line



Green Top Menu



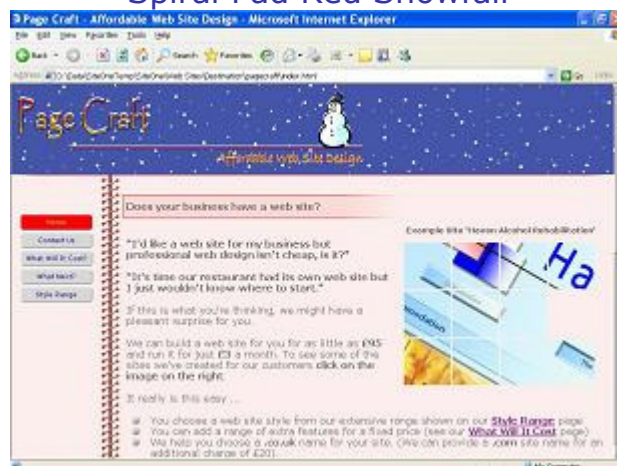
Spiral Pad Brown



Spiral Pad Gold Snowfall



Spiral Pad Red Snowfall



Spiral Pad Blue



Spiral Pad Red Falling Star



Blue Tags Menu



Lilac Tags Menu



Sepia Bridge Tags Menu



Blue Sky Side Menu



Yellow Tech



Autumn Mini Menu



Granite Offset Menu



Lemon Offset Menu



Blue Mini Menu



Blue Gingham Mini Menu



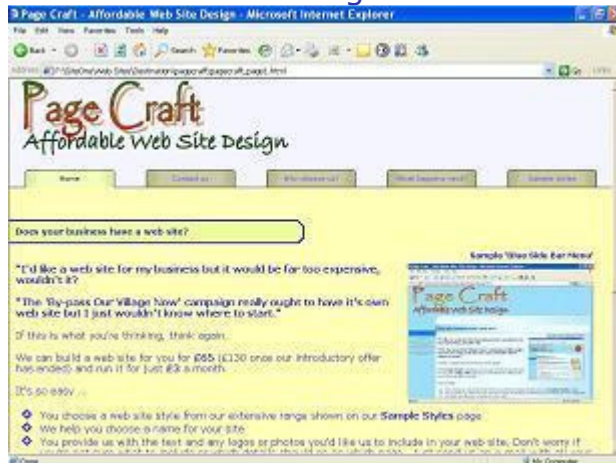
Dark Red Full Tags Menu



Yellow Gingham Mini Menu



Primrose Tags Menu



Blue Line Menu



Green Tile



Blue Sky



Green Tech



Aluminium Tags Menu



Minimal Pink Side Bar



Mint Green Fade



Sand Wave Side Bar



Dark Blue Full Tags Menu



Blue Wave Side Bar



Ocean Sunset



Dark Blue Tags Menu



Sand Offset Menu



Dawn

