

## The Start-up Web Package

Arrowscape's 'Start-up' web package is suitable for smaller organisations, or individuals. It is designed to provide you with a quick and easy way of getting you on the World Wide Web.

We know the steps that need to be taken in order to get a web site live. We understand the importance of structure, navigation, presentation and the content of web sites.

What's more, we can talk to you about your ideas and requirements on a 'human' level, by cutting down the technical jargon and talking to you in plain English! You don't even need a your own PC, or an Internet connection, to benefit from our Web Services.



### ***Step 1: Web Site Design and Development***

Firstly, we will create your web site.

This process includes visiting you to discuss your individual requirements and preferences of style, colour, layout, etc. We can take digital photographs for inclusion on your site at no extra charge. We will advise about the content of the site, and help you come up with the 'words' that are needed. We will always work with you, to your own timescales, to help you produce a high quality web site.

Included in the 'Start-up' web site can be four pages of information, which would generally include:

- Your home page, with a welcome message and brief introduction to the organisation.
- Information about your products and services.
- Background information about your organisation.
- Full contact information, including address, telephone, fax, email address, directions and map.

Of course, this is just a starting point. There are many other pages that could be added to your web site, including: special offers; news and events; customer information; case studies; gallery; marketing literature; annual reports; staff lists and cv's; links; history of your organisation; a guestbook, and much more.

Simply ask us to provide you a quote for any additional pages.

### ***Step 2: Web Hosting and Domain Names***

Once your web site has been developed it needs to exist on the 'live' Internet, so that it can be seen by the world. This is called web hosting, and we use one of the fastest and most reliable servers in the country.

We will register one or more domain names for you, eg. *www.yourcompany.co.uk*, helping you come up with suitable ideas to ensure your web site has the best possible presence on the World Wide Web.

### ***Step 3: Email***

Next you need to consider how you are going to handle email from visitors to your web site.

Included in the 'Start-up' web package is the facility to forward emails to any existing email account of your choice. If you haven't already got an email account, we will advise you on the process of obtaining one, but any email address of your choice can receive your incoming business emails.

### ***Step 4: Search Engine Registration***

Finally, you need to think how people are going to find your new web site.

Usually, if they don't know the exact address of your site, they go straight to one of the popular Search Engines to try and find it. These are like huge directories of web sites, and it is important that your site is registered with the main ones as soon as possible. We will submit your site to the top free Search Engines at no extra charge.

### ***Additional Services: Web Site Maintenance***

Once a web site has gone 'live' it will need regular updates and amendments. There is nothing worse than visiting a web site after a lengthy period of time and finding that nothing has changed, and the site is giving out-of-date information. Web users have high expectations and little patience: they simply won't visit again!

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We know how important it is that your site remains up-to-date, and so any sites developed by Arrowscape will have the option of future updates on an ad-hoc or regular basis at extremely competitive rates.

And even better, we'll do small amendments such as text changes and the odd 'tweak' for you at no additional charge at all (it's included in the monthly fee).



### *Web Site Training and Handover*

As an alternative to using us to update your web site, why not take complete charge yourself? We would be pleased to train you in the use of the appropriate software, and show you how to maintain and update your own web site.

Please ask for information about appropriate training, particularly in the use of Adobe (formerly Macromedia) Dreamweaver.

### *Prices*

The Start-up web package includes:

- Quality four (or more) page web site, designed especially for you.
- Site visit to discuss your requirements.
- Digital photography, if required.
- Registration of your own domain name, eg. *yourcompany.co.uk*
- Web site hosted under your own domain name, eg. *www.yourcompany.co.uk*
- Web site hosted on one of the fastest and most reliable servers in the UK.
- Email addresses using your own domain name, eg. *sales@yourcompany.co.uk*
- Email forwarded to your own email account
- Free Search Engine Registration.

Just £300 set-up fee, and £15 per month \*

**For further information, or to discuss any aspects of the services detailed above, don't hesitate to call Tony on 01527 455001 or see our web site at [www.arrowscape.co.uk](http://www.arrowscape.co.uk)**

*\* Normal contract period for a minimum of 12 months.*