



**WEB & PRINT HUB**  
Freelance Digital and Print Solutions

# The Launch Pad

**\$2079 inc GST**

*2 years domain name registration, 12 months website hosting,  
responsive 1-4 page basic WordPress website  
a WOW worthy logo and 500 brand  
boosting business cards*

## WHAT YOU GET - THE SETUP:

**A domain name registered for 2 years.** Choose .com or .com.au. I'll send you a renewal invoice prior to expiry. This currently costs \$66 including GST for a further 2 years but is subject to change.

**Website hosting for 1 year.** I'll send you a renewal prior to expiry. This currently costs \$165 for a further 12 months but is subject to change.

**NOTE:** If you already have a domain and/or website hosting, the start-up price remains the same.

**5 email addresses.** I'll create the email addresses and provide configuration details. You are responsible for setting up email accounts on your computer/devices. You may need to engage an IT expert.

## YOUR WEBSITE

Launch your online presence with a great looking responsive (works on mobile devices) website.

## WHAT'S INCLUDED?

**Up to 4 pages.** Most often these are: Home, Product/Service, News/Blog (or About) and Contact.

**Up to 5 stock images.** You can buy additional images at \$11 each including GST.

**Up to 30 minutes of training** via Skype or at my office so you know how to update your site to keep it safe, and minor text changes. Alternatively, I can send you a video on how to do these updates. We do this training and Google stuff after the final invoice is paid and your site is live.

**NOTE:** I can take care of your basic website maintenance for \$55 per month including GST. (cost subject to change).

## A WORD ON SEO

I build SEO friendly websites. However, it takes time for your site to move up the search engine ranks based on a keyword/s search.

SEO works best when you incorporate the key words specific to your business type into your text for each page.

**A professional copywriter is highly recommended for best results.**

**NOTE:** YOU need to give me a list of key words as well as including them in your text.

To raise your site rankings you can use additional SEO Optimisation services or a Google AdWords campaign.

## GOOGLE STUFF

I'll help you set up your Google Analytics and add a plugin that will provide a screenshot of your analytics on your WordPress Admin dashboard and add your site to Google Search Console.

## YOUR LOGO & BUSINESS CARDS

A stand out vector logo and style guide that gives split second insight into your business story and a beautiful business card that makes you memorable.

## THINGS YOU NEED TO PROVIDE

**Good quality images** if you have particular ones in mind for each or all of your pages. You must own the copyright to these images. Images off Google are not recommended.

**Between 300 and 400 words** for each page include as many keywords as possible in ALL your text but match right key words to the most appropriate pages.

**A detailed accurate overview** – around 300 words describing your product/service - tell me about your customers and how your product solves problems for them.

**A design brief for your logo and business cards** - including your ideas for fonts, colours, images or symbols and taglines that describe your brand.

**Contact details** including links to your social media accounts.

## PAYMENT DETAILS

I'll start your project as soon as I receive a non-refundable 50% deposit. The balance is due before the site goes live and we do our training.

**NOTE:** If you'd like to contract me for additional work outside the scope of this package. I charge \$99 per hour including GST for graphic design (flyers, newspaper advertising etc.), printing, Powtoons and social media marketing.