

AverDesign

Marketing & Design

AverDesign Pricelist – Winter 2020/21

Website Design

AverDesign specialise in creating smooth and attractive responsive websites. What is fantastic about these type of websites is their ability to adjust and look amazing on whichever screen size they are viewed on. We provide a free consultation. This provides us with a detailed spec which underlines the most important factors behind creating the new website.

With your input, we wireframe the structure of the website and discuss the look and feel.

Next we set up a domain name and the hosting, then it's time for us to design and optimise your new website.

Once the website is launched, we train a member of your team on the Content Management System (CMS)*. WordPress, the system we use, has the most popular CMS in the world.

Ongoing essential monthly costs include Hosting and a Domain name. These, on average, cost around £40 per year. However, if you require a premium Domain name, they can cost a lot more.

Themes and Certain Plugins can sometimes require an additional cost. On top of this, other costs may include advertising and promotion.

Main features

- Responsive design, the website looks stunning on any device.
- A flexible Content Management System that is easy to use.
- Business email accounts.
- SEO, to help boost your website up in google rankings.
- Our websites are produced through WordPress with high quality hosting.
- Security, Reliability and speed.
- E-Commerce, Booking forms & Newsletter options.

Ongoing support

*We can take care of things for you.

AverDesign will provide any updates and changes to the website that are requested through WordPress or the Avada theme. We will keep the website in good health by implementing recommended updates and also running a monthly check for any problems or broken links.

We will carry out any requested editing as soon as we possibly can, normally within 24 hours.

This service is charged by the hour and is invoiced monthly.

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Which type of website does your business need?

Type of site	Features	Ideal for	Design cost
Small business	Avada multi-purpose WP Theme £62 One to five pages Fully responsive Contact form Newsletter form Email subscriber system Basic SEO GDPR Consent banner Privacy Policy Business email accounts Photo gallery Business Map Links to social media platforms Basic CMS Training*	Start-ups Self-employed workers Freelancers Small businesses in traditional industries Best for those who do not need to update their content regularly	£495 – 695 Including Avada
Medium business	All the features of a 'small business website', plus: Multiple menus / dropdowns Blog / News page Booking form Google my business Google analytics Advanced SEO Basic CMS Training*	Businesses with direct competition Best for those who need to update their content regularly	£695 – 895
E-Commerce	All the features of a 'medium business website', plus: Ecommerce functionality Order management system Delivery tracking functionality Live chat	Any business looking to sell online	£895 – 1,495

*We also offer the option of maintaining and updating your website on an ongoing basis.

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Social Media Marketing

The initial consultation is free, it includes:

- Strategy and planning
- Step by step marketing plan
- Various Social Media platforms to explore
- Goals
- Budget

Following this we will provide you with a quote. The work involved to start up and design a social media page can vary. The cost is from £68 up to £272 per social media platform.

Price includes:

- Designing a page
- Linking it to your website / email / other social media pages
- Optimising the page to ensure its consistency with the website and other social media pages
- Optimising image quality

Once the page is set up you then have two options. You can then manage the page and content yourself or we can do that for you.

What we do:

- Upload posts
- Increase followers
- Optimise content and images
- Feedback reports
- Social advertising

The cost completely depends upon our involvement. Some businesses post four times per day across 6 social media platforms whereas some post twice per week to two platforms. We will help and advise to find the correct amount of exposure required. Once agreed we will then provide a quote for the management decided.

Video & Photography

Our video / photography and editing costs:

1 – 4 hours £70, 4 – 8 hours £136

Cost may vary slightly depending on location and type of camerawork required.

All finished images and videos are sent to you and are legally yours to keep.

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Email Campaigns

Start-up and design £272 - £680

Actual price depends on:

Content size

Quantity of design incorporated

Link configuration

Picture optimisation

Price Includes:

Exploring ideas to increase subscriber list

Creating a campaign plan

Designing a bespoke template

Cleaning and importing the subscriber list into their account

Adding list subscribe forms to the client's web site

Testing the design in popular email environments

Once the template is designed the future emails are easier to create.

Cost per campaign:

Up to 1000 subscribers £80

Up to 1500 subscribers £100

Up to 2000 subscribers £120

Larger numbers will require a bespoke quotation

Special offer – Half price

Start-up and design £136 - £340

Promotional Material

We can design and provide your business or project with:

Logo Design

Business cards

Newsletter Design

Brochures / Catalogues

Flyers / Leaflets / Posters

Menu Design

The cost of these items vary and it depends on the type of product you require. The time it will take to design is the main factor. Other important parts that make up the overall cost are, the amount of pages, paper quality and the quantity required. We will meet you for a free consultation and then provide you with a quote.