

AverDesign Costs

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.

Which type of website does your business need?

Type of site	Features	Ideal for	Design cost
Small business	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	Ask for a free quote
Medium business	All the features of a 'small business website', plus: Multiple menus / dropdowns Blog / News page Booking form Google my business Google analytics Basic CMS Training*	Businesses with direct competition Best for those who need to update their content regularly	Ask for a free quote
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	Ask for a free quote

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

Other Services

Photography

Do you require a professional photographer? If so, please visit photosra.com

Email Campaigns

A coordinated set of individual email messages sent to a list of subscribers over a specific period of time to achieve a particular marketing goal.

We will;

- 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 can vary, we will happily provide you with a free quote.

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.