

AverDesign Costs & Features

Website Design

AverDesign specialise in creating smooth, attractive, and fully responsive websites. These websites adjust automatically and look great on any screen size.

We begin with a free consultation. This gives us a detailed specification highlighting the key needs of your new website. Your ideas shape the project. Together, we wireframe the structure and discuss the overall look and feel.

After planning, we secure the domain name and hosting. Once these are set up, we design and optimise your new website for speed, clarity, and strong performance.

When the website launches, if required, we can train a member of your team on the Content Management System (CMS)*. We use WordPress, the world's most popular and widely trusted CMS.

Every website carries essential ongoing costs. Hosting and standard domain names usually total around £40 per year. Premium domain names can cost considerably more. Certain themes and plugins may also require additional fees. 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.

Project Timeline – 4 – 8 Weeks

Week 1 – Consultation, Specification, Wireframing and Visual Direction

We hold a free consultation, gather requirements, and produce the full project specification.

The wireframes take shape, and the layout and style are agreed.

Week 2 – Domain, Hosting, and Website Build

We secure the domain, set up hosting, and begin to build your website.

Week 4 to 8 – Review and Launch*

Once everyone is satisfied, we make the final refinements and launch the website.

* Every website varies in scale, which means some require more build time than others.

Website Options

Type of site	Features	Ideal for	Design cost
Small business	<ul style="list-style-type: none"> 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* 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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* 	<ul style="list-style-type: none"> Businesses with direct competition Best for those who need to update their content regularly 	Ask for a free quote
E-Commerce	<ul style="list-style-type: none"> All the features of a 'medium business website', plus: Ecommerce functionality Order management system Delivery tracking functionality Live chat 	<ul style="list-style-type: none"> 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

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 varies and it depends on the type of product you require. The time it will take to design is the main factor. Other important factors 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 competitive quote.

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.