

# Maintaining your website

## Options and costs

### Note about costs and prices

VAT is charged extra on all prices quoted. All orders are accepted subject to our standard Terms and Conditions.

When calculating your website budget, you will need to allow for any maintenance costs as well as your annual fees for **web hosting** (including extras such as password protection, statistics package, secure server requirements, etc) and your **domain name registration fee**, which is usually payable every two years.

**We offer a choice:** you can pay for changes to your website as and when required, or else we have maintenance packages that can be paid for quarterly or annually in advance.

### 'Pay as you go' changes or alterations to your website

Alterations can include additional or revised wording, price changes, new photos etc. This work will have to be done by us unless *either* the website was constructed in the first place with a content management facility (which would enable you to make your own changes), *or* you have the necessary knowledge and software to do this yourself. Please note that it is not usually possible for us to make alterations to websites that have been constructed by someone other than us.

**Pricing:** Charged on a time basis at our standard hourly rate (currently £55/hour), with a minimum charge of £10. Timing starts from the point at which we have received (and understood) your copy and instructions, which should preferably be sent to us by email. We will normally be able to quote a firm price before proceeding with the work, but any subsequent changes to your instructions or copy may well affect the final price charged. Payment must be made at the time of ordering unless you have an account with us.

Note: We do not accept responsibility for mistakes or misunderstandings arising from telephoned instructions, so it is in your own interest to send us an email clearly detailing the alterations that you want making. We are happy to give brief general advice over the phone, free of charge within reason.

### Scheduled maintenance and/or search engine optimisation (See also our Factsheet about Search Engine Optimisation)

We offer various options, such as the 'Silver Star' and 'Gold Star' packages listed below, or else we are happy to construct a bespoke solution for you.

**'Silver Star' quarterly maintenance:** Once a quarter, we revisit and review your website and then make an appointment to contact you to discuss any possible ways of improving or revising the site, and ways of trying to improve your search engine results.

**Price** includes the initial review and consultation, plus 15 minutes work on revising content and a further 15 minutes of search engine optimisation (see below): £30 per quarter if paid quarterly, £110 per year if paid annually in advance.

**'Gold Star' quarterly maintenance:** As above, but with more extensive work done on search engine optimisation.

Price includes the initial inspection, plus 15 minutes work on revising content and a further 30 minutes of search engine optimisation (see below): £45 per quarter if paid quarterly, £165 per year if paid annually in advance.

In both cases above, any additional work requested by you which exceeds the times specified will be charged at our standard hourly rate.



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PLEASE NOTE. All prices shown are subject to VAT at the standard rate. Prices are subject to availability and acceptance and subject to our standard Terms and Conditions, available on request.

Other products and options may be available – please email or phone for more information. Revised April 2010.

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