

New Website Initial Build Guide

Most of our recent website builds featured on our home page were built for an initial fee of between only £500.00-£1000.00 plus vat.

You can view some of the samples of our most recent work by visiting our website at:

www.nrgdigital.co.uk

The initial meeting to gather your brief (1 hour) is free and no obligation. Come in to our St Peters Gate offices in Sunderland at a time and on a date to suit you.
(Appointments only - please book in advance).



Come in
to reception
and ask for
Gary - NRG Digital!



1 HOUR
FREE
DEMO!



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What is included in a basic £500.00 website?

If you come to us with everything you need for your website this saves us a lot of work (and you money) and we can quickly ascertain whether your brief will take the budget over £500.00.

When we say 'everything you need' that can take the form of either everything in Word documents on a memory pen. Images on a memory pen.

Or you can write down what you need. Or even tell us verbally in the meeting and we can record your instructions with a digital voice recorder.

Or you can email us the content / images and instructions. **Or any combination of the above!**

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New Website Initial Build

Either way a basic 8 page website will include these standard features:

Domain name

New Logo



A styling theme / colour(s) / fonts general layout

Installation of our content management system (which allows you to update yourself going forward and not have to pay us for this).

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New Website Initial Build

8 pages which ordinarily would include

1. Home page

2. About Us

3. For you to decide - Services perhaps?

4. For you to decide - One of your services perhaps?

5. For you to decide - One of your services perhaps?

6. For you to decide - One of your services perhaps?

7. Contact us - your contact details and finally

8. Enquiry Form

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New Website Initial Build

If you do not have text or images to populate the pages with initially, we can populate with what we think you need , but obviously if this needs to be changed we would have to charge for this over and above the intitial price.



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New Website Initial Build

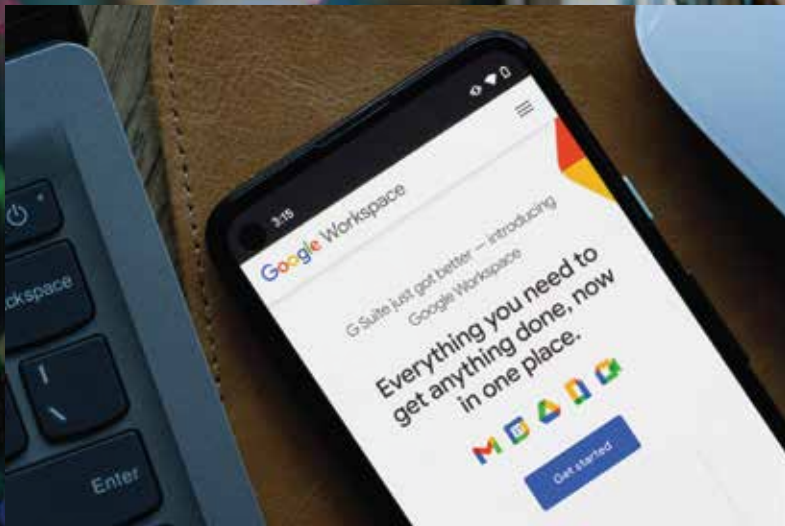
A business email account (GSuite) at least one account for Bronze package upwards. Plus logo and signature to be added to footer of email account, and any text disclaimer regarding intended recipient.

Basic Meta Data. This is keywords, description, and page titles for search engines such as Google.

We will speak in more detail about this at your initial meeting.

Social Media Links

(does not include set up of social media accounts).



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Initial Build 'Start Date'

We will ask in most cases for a 50% deposit before we commence build of website. And we will ask you to give us a 'Start Date' and a 'Go Live' date.

So in the case of a basic 8 page website this will equate to £250.00 plus vat (£300.00 total deposit). Balance and any extras payable on go live date.

We call this the 'Start Date'

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Initial Build 'Go Live' Date

In between these two dates we will need you to supply the content (between the 'Start Date' and the end of initial website build). We then complete the website build. You sign off once happy.

We call this the 'Go Live' Date

This is when the balance will become due (£250.00 plus vat £300.00 balance).

Anything over and above this will be charged at our team hourly rate of £40.00 per hour.

(From 1st April 2021) Balance of any work done will be due then.

We may need staged payments depending on timescale or if remit goes beyond initial brief.

Or if for example client delays providing us with content or if client needs more time and /or further development meetings.

All work will be itemised and estimates can be given in advance if required.



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New Website Initial Build

For example if you would like to have a second meeting to discuss ideas and you come in without any content, and discuss this verbally, we will (with your permission) record the session on a digital voice recorder.

We will then listen back to this hour long session (which will take at least an hour to author) and then action any requests you give during the session.

We will add up this time (1 hour meeting + 1 hour authoring + time to action requests) and add it to the overall balancing price.

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After the initial build is complete

Ongoing Monthly Hosting & Development Costs

After the initial build you then need to consider what resources you need to apply to your website on a regular monthly basis to keep it up to date.

We offer various packages tailored to suit every businesses budget, starting from £10.00 (plus vat per month) up to £100.00 (plus vat per month).

We also have the 'Enterprise' package for businesses that need more time spent on marketing and promoting their website as a sales tool.

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New Website Initial Build

BRONZE

BASIC 4 PAGE WEBSITE

UPDATED ANNUALLY

IDEAL FOR THOSE

WANTING A BASIC SITE

£10.00
per month

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New Website Initial Build

SILVER

8 PAGE WEBSITE

UPDATED MONTHLY

PLUS UPDATE YOURSELF!

WITH GREAT C.M.S.*

£25.00
per month

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New Website Initial Build

GOLD

25 PAGE WEBSITE

UPDATED WEEKLY

PLUS UPDATE YOURSELF!

WITH GREAT C.M.S.*

£50.00
per month

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PLATINUM

UNLIMITED PAGE WEBSITE

UPDATED DAILY

GUARANTEED 1st PAGE

ON GOOGLE!

£100.00
per month

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New Website Initial Build

ENTERPRISE	UNLIMITED PAGE WEBSITE
TOP LEVEL PACKAGE	UPDATED DAILY
£P.O.A per month	GUARANTEED 1st PAGE ON GOOGLE!
	ONGOING MARKETING

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The main benefits of dealing with us are:

- * We've been established over 25 Years! (Est. 1995)
- * We've dealt with over 1000 Clients!
- * We've built 100's of Websites!
- * We've designed 100's of Logos!
- * You can deal with us in person
- * We won't speak in techno babble

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