



the kraal

online communities in education and business

Web Design Services Information Sheet

The price charged for a website is a one-off payment (not an annual fee like some offers you will see) and includes hosting for one year if required. The fee levied is based on an hourly rate, as we have found that to be the most accurate and representative method of charging a realistic fee for the nature of the work.

In this way we can do as much or little as you wish in the development of your site, and charge for time rather than specific activities. All websites are optimized for web efficiency and tested using third party tools.

What you should provide

Apart from your ideas, requirements and suggestions, there are some aspects which are helpful to have in advance, and will also help to keep development time - and therefore costs - down. Domain name: If you are not already in possession of a domain name, but know what you would like, then provided it is available this can be registered for you, for a small additional fee to cover the cost of registration and administration.

Text based content: All content you wish to include in your site should be provided by you in an electronic format. Otherwise copy typing will incur extra time and thus cost.. The actual format is unimportant, as all necessary reformatting will be carried out by us and is included in the basic rate.

Graphical content: All graphics you wish to include should be provided in an electronic format. Whilst we carry out reformatting and optimization of graphics as part of the basic rate, extra work incurred because of low quality graphics will obviously take more time and thus increase the overall cost of developing the site. Note that graphics provided should be either copyright free or primary sourced. We can source suitable graphics for you but this can be a very time consuming activity.

What determines the price?

Small websites can range in size from a single page 'business card' type site displaying your logo (if appropriate), basic details about your business (e.g. who you are , what you do), some graphics and an e-mail contact address link.

More popular is a small 'brochure' type site of up to 5 pages, additionally including optimized graphics and pages displaying details on (e.g.) your products - such as the one featured in the introduction above. The number of pages does not really affect the cost of the website very much. Since we charge by the hour, the cost is more heavily determined by the degree of design work required, the complexity of the menu structure and the manner in which the information is provided. Therefore subsequent pages could be added for a relatively small cost. Typical costs for these sites would be £500 - £2000.

Larger sites

Adding a database to a website will involve designing a database and writing code to communicate between the website and the database. Costs of such websites depend largely on the complexity of these interactions. In addition to the interaction of the website with 'users', there may also be small additional costs for hosting a database driven website.

Catalogue type databases normally require a large volume of input initially, which is time consuming and therefore can be somewhat costly. However the work involved in designing and creating this kind of website can vary enormously, and best bet is to contact us with as much detail as possible about your requirements so that we can give you a realistic quotation.

Website maintenance

The degree to which you want or require maintenance of your site once published is entirely up to you. Some customers take their site and go, while others require regular updates from the publication date onwards. We do not believe in charging for doing nothing, and so maintenance charges are also based on an hourly rate.

If you need some work doing to your site – perhaps images replacing and text updating – which takes us 3 hours, then you will be charged for those 3 hours and nothing further. That also means that quick and easy updates will cost little. Current rate is £22.00 per hour.

For further information enquiries@the-kraal.com