

Web Design Cost Estimate Form

www.digizoid.co.uk
contact@digizoid.co.uk

Whether you're looking for a straightforward build-only service, or want ongoing support in all areas of your business, we have a package to suit you. Each service level is priced depending on the scale of your website, and we can even bundle extra services together to reduce costs! Want to know a little more about what any of these options actually mean? We've included a quick reference guide at the back of this document.

Select your chosen package below, and add any extra services you need on the next page. Send it back to us, and we'll get back to you with an estimate as soon as possible.

	Basic Build	Ready for Business	The Whole Package
Unique website design for you to assess and approve each step of the way	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two free rounds of revision on the designs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complete website build of the approved final design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Built with modern SEO techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mobile friendly	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Link to your social channels	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Up to 5 custom email forwarders	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assistance registering your domain name		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Set up on our hosting platform		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free SSL certificate		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rollout and live server testing		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Configured with analytics			<input checked="" type="checkbox"/>
Stock imagery sourcing			<input checked="" type="checkbox"/>
Website speed optimisation			<input checked="" type="checkbox"/>
Weekly on-page SEO activities			<input checked="" type="checkbox"/>
Website maintenance (set hours per month)			<input checked="" type="checkbox"/>



Build me a site, I'll handle the rest!



Get me online and ready to go!



Take care of everything for me!



Additional Services

So you've decided the level of assistance you would like for getting your website going. Now, take a look below and see if any of the additional services would be beneficial to you.

We take pride in flexibility and offering services only to clients when necessary. If you have any questions at all, please let us know using the comment sections below! Not sure what some of these things mean? Take a look at the Quick Reference Guide on the next page.

- | | |
|---|--|
| <input type="checkbox"/> On-site Image Gallery popular! | <input type="checkbox"/> On-site Contact Form popular! |
| <input type="checkbox"/> Email Capture Form popular! | <input type="checkbox"/> Copy Writing Service |
| <input type="checkbox"/> Social Channel Setup | <input type="checkbox"/> Social Channel Management |
| <input type="checkbox"/> Stock Imagery Sourcing | <input type="checkbox"/> Stock Video Sourcing |
| <input type="checkbox"/> Blog Platform Setup popular! | <input type="checkbox"/> Blog Writing Services |
| <input type="checkbox"/> Newsletter Design | <input type="checkbox"/> Newsletter Platform Setup |
| <input type="checkbox"/> Advertisement Design | <input type="checkbox"/> Website Analytics Setup popular! |
| <input type="checkbox"/> Advertisement Setup | <input type="checkbox"/> On-site Social Feed Setup popular! |
| <input type="checkbox"/> Video Production | <input type="checkbox"/> IVR Recording and Setup |
| <input type="checkbox"/> Professional Email Inbox popular! | |

A Little Extra Info We Need

- How many individual pages will your site have? 1 2-3 5-10 10+
- What design style are you going for? I've designed it already Simple Stylised
- Will you need a database (to collect customer info etc)? No Simple Advanced
- Will you need eCommerce functionality? No Simple Advanced
- Do you want to be able to update content yourself? No Just the blog Everything

Describe Your Idea and Ask Questions

Consider if you have any "must-have" features in mind.
The more detail you can include, the faster we'll reach an accurate quote and get started!

You've done the hard part!

Send this completed form to contact@digizoid.co.uk and we'll gather all the information you've provided.
You can expect a competitive quote within 1-2 business days of sending this form.

This will be a good estimate of the final cost, but is not a guaranteed price.
We will agree a price before work begins, so you can rest easy knowing you won't get any unexpected invoices.

Thank you for your consideration!

Not sure what some of these options really mean? Take a look below to find answers to some common questions. Still stuck? Pop an email to contact@digizoid.co.uk where we'll be happy to help clear things up.

What is a 'Round of Revision'?

Once a design draft is presented, the client has 5 business days from receipt to provide feedback. Once all comments, ideas and questions are consolidated into one response by the client, and we provide a new version, that completes that Round of Revision.

What is an 'Email Forwarder'?

If you already have a personal email address, we can pass all emails sent to your domain name straight to your existing inbox. For example, customers can send to the professional looking inbox@yourcompany.co.uk, and emails arrive in your personal account. If you want a dedicated inbox for your business, we can help with that too.

What is your hosting platform like?

We host sites on a server that has 24/7 security monitoring, DDoS protection and guarantees 99.9% uptime all for a fixed monthly fee. Different websites have different requirements, so we can provide the right solution for you to meet your budget.

What is Website Speed Optimisation?

Our websites are built snappy as standard, but there are some more time consuming tweaks we can make that will really ramp up the speed of your site. Websites that load fast are given extra "points" by search engines when it comes to deciding which sites should rank higher.

What does 'Website Maintenance' cover?

Not often, but websites can go wrong for a variety of reasons. With website maintenance hours, you'll have someone on hand to fix any unexpected problems, as well as keep plugins and code libraries up to date. Out of date software can lead to security flaws and bugs!

What is a Copy Writing Service?

If you aren't sure what to write on your site, (or if you have to admit your grammar isn't so good!), we can write professional, relevant and easy to read content for your site.

What can you do with a blog?

We'll set up a blog for you with your brand style and show you how to post content yourself. If you don't have the time for that, let us take control of the content for you with our professional blog writing service.

What is advertising setup?

In addition to designing online and print adverts for your services and products, we can also help you effectively implement them into your site, as well as provide analytics on their visitor engagement.

What video production do you do?

Videos are a great way of visually interacting with and engaging your audience. This is a highly customised service, so if you want videos made to put on your YouTube channel, website or even for internal training use, get in contact with us and we can discuss further!

What do you mean 'Modern SEO Techniques'?

There are many different ways to get your site ranking higher in search engines. As time goes on, things change and older techniques become ineffective. You can be sure we keep up with the times and use up to date, effective techniques.

What is 'Registering a Domain Name'?

Every website needs a domain name (e.g. www.digizoid.co.uk). We can help you pick the right one for you, and even purchase it on your behalf if you choose.

What is an SSL certificate?

An SSL certificate is a digital 'document' that lets visitors know your site is genuine and can be trusted. Most browsers display a green padlock in the URL if the page is secured with an SSL certificate. A lot of browsers even show a warning if a site doesn't have SSL in place.

What does 'Weekly SEO Activity' include?

In order to keep your site ranking high, we need to observe user behaviour, keywords and more over time. SEO Activity means we will take these findings and revise website structure and web pages to make the most of this research.

What is an Email Capture Form?

A small input box on your site where people can give you their email address. By allowing people to opt-in by submitting a form, you can send email updates and newsletters to your customers.

What can you do with my social channels?

Facebook, Twitter, YouTube...we can set them all up with a professional style and your brand colours. Once set up, you also have the option to let us take control of your feeds and share relevant, engaging content to keep up your online presence.

What are you newsletter services?

We can design a modern email template for you (or a few if you want individual styles for different topics). These templates will be yours to use as you wish, or we can continue helping by setting you up on an email distribution service and even send them for you with helpful analytics after each campaign.

What is an on-site social feed?

Have you ever seen websites where you can scroll through a company's Twitter or Facebook feed right from their website? We can do this for you and your site too!

What is IVR recording?

You know when you phone a company and your call is picked up by an automated voice? The voice might read you options so they can direct your call to the appropriate department? We can record these messages for your company (and help you set them up) with a variety of professional voices.

