@hm Website Design & IT Support Services

(Website Designer: Andrew Hill-Male)

Customer Guide Index

Welcome!

About me

My name is Andrew Hill-Male and I am originally from Aberythwyth in Wales (yes! it is a real place...). I've had several interesting careers, from grounds keeper at a local Golf Club to IT Manager for a global Bank. This has given me a wide range of experience and allowed me to interact with people from all walks of life, some with bad golf handicaps and others representing major corporate entities. I enjoy assisting small business and individuals in promoting their products, services and identity on the internet and using my extensive technical and corporate experience to provide cost effective technology support services to your business

@hm Website Design is all about you and your business. I design, manage and assist you in registering your Domain name and Hosting your website, ensuring that your services are firmly placed onto the world wide stage as painlessly as possible. Not only will you receive your own custom @hm Website Design and personalised support, but I can also assist you with managing other technology related projects or processes

Website Design

Most people have access to the internet through work, home or internet cafe computers. In most cases access to your website is the most easily accessible source of information about your business and services offered

Why should you have your own website?

Having a website (or web presence) has become almost mandatory in today's information rich environment. At the very least, it shows that your business is keeping pace with the market, but more importantly, it is an excellent promotional tool of what you and your business have to offer:

- Focal point for your branding, business image, logo (company emblem) or identity
- Your Internet address or Domain name ("www.**yourbusinessname.com**") can be used on all of your letterhead, documents and business cards. Potential customers will know exactly where to find out more about your services
- Reduces the cost of printed promotions by advertising through your website. All advertising and updated business information will be readily available from your website and accessible anywhere in the world, at any time

What is the website design process and associated costs?

There are basically 3 cost components that you need to consider when having your website designed and published (or uploaded) to the internet and accessible by your clients. You firstly need to have a website designer (such as myself) to create your website which once completed is then published to a 3rd party "Hosting" provider of your choice using your registered "Domain" name.

	Process	Cost/Comment
1	Website Designer	☐ **Cost dependent on requirements/quotation** • Completed website design is published to clients website address when available (Refer points 2 &3)
2	*Domain Name Registration	☐ **Cost is roughly $80 (per 2/yrs)** for registering a ".com.au" internet address which is renewable annually via @hm Domain Registration • This is the registered website internet address for your business such as "www.yourbusinessname.com.au"
3	*Hosting Provider	☐ **Cost is roughly $80/yr** which is renewable annually via a @hm • "Hosting" packages is the online storage space allocated to your website that allow clients to access your website address via the internet

*These are separate annual costs, independent of your website design quotation

Registering a "Domain" name

A "Domain" name is the registered name of your business identity/address on the internet which you have to purchase via a registered agent and renew annually. In my case I opted for "www.**hill-male.com**" (For some reason no one else was using it?)

The cost of a "www.**yourbusinessname.com**" Domain name is approx. $30/yr
The cost of a "www.**yourbusinessname.com.au**" Domain name is approx. $80 (per 2yrs)

To check availability of a particular domain name you can review the following registry site
Domain Name Search: http://www.hill-male.com/domain_hosting/domainorder.html

<u>Getting your website "Hosted"</u>

Website "Hosting" is the storage and serving up of your website's files (created by a website designer) from a hosting provider's network. This is the place that your registered domain name lives, allowing clients to access your website address. The storage amount allocated to you will determine how much information you can include on your website (including pictures and other files). Generally, most small business websites use less than 50 megabytes of storage space depending on their service offerings.

The cost of hosting can vary depending on your needs with an annual cost of approximately $80-$150/Yr to have your website hosted (depending on provider)

Process Summary:

I will of course assist you throughout the whole design and publishing process including helping you register your domain name and recommending the appropriate hosting package for your website. These are separate costs to your website design but are required by all websites when published on the internet. The cost of your Domain Name registration and Hosting package can optionally be added to your Website Design invoice to simplify the process by prior approval

Website Basic Concepts

The following are a few of the basic concepts that we would need to discuss to start the Website design process and enable a quotation to be formulated meeting all of your specific requirements. This document and associated Quotation form (available from my website www.hill-male.com under the FAQ section) can be used to help you identify your requirements and get an understanding of the overall process involved in publishing your website to the internet

Your Home Page – Window to the World

 Your Home or Welcome page is the first page your customers will see when they visit your website. It should clearly answer the user questions: *"where am I?"* and *"What does the website do or offer?"*

The front page of your website is also the page that the various internet search engines visit first to gather information on your website. Because of this reason, you need to have enough information on this page to cover all your keywords i.e. what words would people use in internet search engines such as "Google" or "Yahoo" to locate your business. This is a good place to put the core information regarding your services or business

Some of the key components of your Home page (if applicable):

- Business logo, graphic design or other consistent design image
- Entry point for navigation (links) to other pages on your site such as:
  - ☐ Home or Welcome Page
  - ☐ About Us
  - ☐ Contact Us
  - ☐ Products/Services
  - ☐ Courses/Workshops/Seminars
  - ☐ Testimonials/References/Clients
  - ☐ Latest News/Specials
  - ☐ Related internet Links, Articles or Research pages
  - ☐ Frequently Asked Questions (FAQ)

Typical website format:

The example below is one of the most common types of website layout for your "Home Page" (what people are used to) but there are several different options we can discuss depending on how you would like the "Look and Feel" of your site to be for your clients:

1. **Page Header** – Contains your company logo, banner or branding image
2. **Navigation Link Panel** – For linking to other pages/resources within your website
3. **Main information Area** – allows your customers to know exactly what you offer
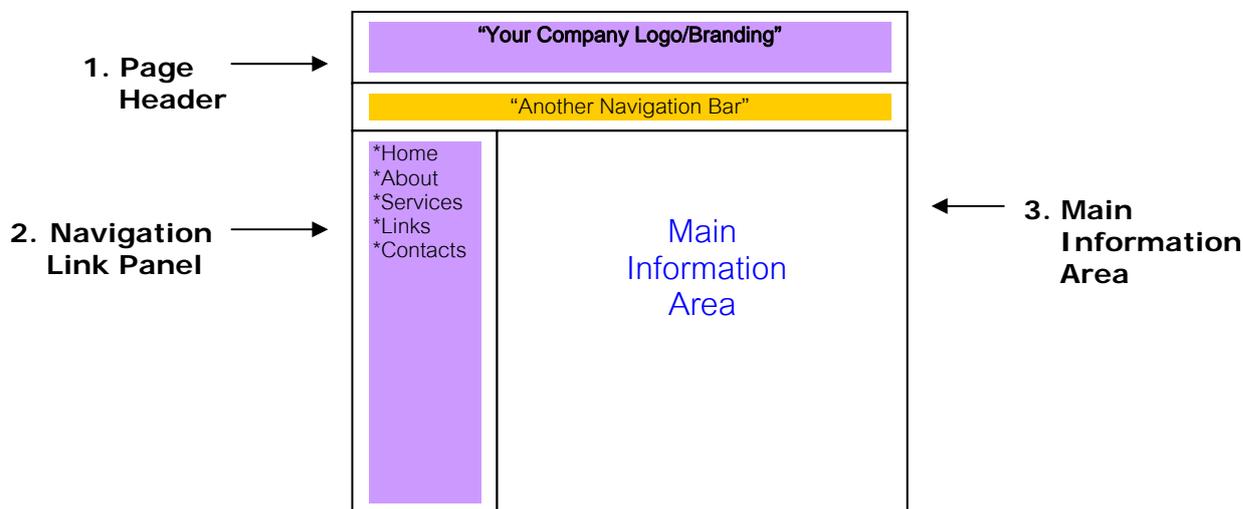
Home Page Layout Summary

- Has to convey sites' identity and mission: what it is and what it's for
- Has to provide an overview of what the site has to offer, and how it's organised
- Can all be done on one page with references to other information pages

Branding your website:

Dict. Definition of "Branding":

a) **A trademark or distinctive name identifying a product or a manufacturer,**
b) **A product line so identified:** *a popular brand of soap*.

What company logo, images or colours should be included in your website design to reflect your businesses personality? Some questions you should ask:

- Do they match my business cards, stationery or other marketing material?
- Do they deliver my message clearly?
- How will clients relate to my image or branding?

If you don't already have any existing "Branding" design or logo, I can assist you in designing your own custom logo which can be used to identify and symbolise your services to your clients*

*NOTE: It is important that you have the "Copyright" to any images published on your site. Make sure you receive written permission to use designs from the original creator/designer

Other website features

There are many ways to give your site that personal touch such as customised bullet points (used to highlight items in a list), fonts (text or typeface) or colours which match your other promotional and marketing material such as brochures etc

<u>Bullet Points</u> can be any shape or colour that you require. Some examples:

Colours

When you view an image on your computer monitor, it is displayed using the RGB color pallet i.e. Red, Green and Blue (RGB). Web browsers will only support the viewing of 256 colors for any given image, in order to produce that image with clarity and precision.

What colour combinations will make your website appealing to visitors and co-ordinates with your other promotional material? The following Chart indicates colours that are compatible with the Web (including their reference number) from which you can select your Primary and secondary colour combinations for text, backgrounds and other aspects of your site:

000000	333333	666666	999999	CCCCCC	FFFFFF	FFFFCC	FFFF99	FFFF66	FFFF33	FFFF00	CCCC00
FFCC66	FFCC00	FFCC33	CC9900	CC9933	996600	FF9900	FF9933	CC9966	CC6600	996633	663300
FFCC99	FF9966	FF6600	CC6633	993300	660000	FF6633	CC3300	FF3300	FF0000	CC0000	990000
FFCCCC	CC9999	FF9999	CC6666	FF6666	FF3333	FF0033	CC0033	CC3333	993333	990033	330000
FF6699	FF3366	FF0066	CC3366	996666	663333	FF99CC	FF3399	FF0099	CC0066	993366	660033
FF66CC	FF00CC	FF33CC	CC6699	CC0099	990066	FFCCFF	FF99FF	FF66FF	FF33FF	FF00FF	CC3399
CC99CC	CC66CC	CC00CC	CC33CC	990099	993399	CC66FF	CC33FF	CC00FF	9900CC	996699	660066
CC99FF	9933CC	9933FF	9900FF	660099	663366	9966CC	9966FF	6600CC	6633CC	663399	330033
CCCCFF	9999FF	6633FF	6600FF	330099	330066	9999CC	6666FF	6666CC	666699	333399	333366
3333FF	3300FF	3300CC	3333CC	000099	000066	6699FF	3366FF	0000FF	0000CC	0033CC	000033
0066FF	0066CC	3366CC	0033FF	003399	003366	99CCFF	6699CC	3399FF	0099FF	336699	006699
66CCFF	33CCFF	00CCFF	3399CC	0099CC	99CCCC	66CCCC	669999	339999	006666	336666	CCFFFF
99FFFF	66FFFF	33FFFF	00FFFF	00CCCC	99FFCC	66FFCC	33FFCC	00FFCC	33CCCC	009999	66CC99
33CC99	00CC99	339966	009966	006633	003333	66FF99	33FF99	00FF99	33CC66	00CC66	009933
99FF99	66FF66	33FF66	00FF66	339933	006600	CCFFCC	99CC99	66CC66	669966	336633	003300
33FF33	00FF33	00FF00	00CC00	33CC33	00CC33	66FF00	66FF33	33FF00	33CC00	339900	009900
CCFF99	99FF66	66CC00	66CC33	669933	336600	99FF00	99FF33	99CC66	99CC00	99CC33	669900
CCFF66	CCFF00	CCFF33	CCCC99	666633	333300	CCCC66	CCCC33	999966	999933	999900	666600

Tip: It is recommended using only a minimum number of colours across your site

Fonts (text & typefaces)

You may not realise it, but not everyone has the same fonts or (text types) installed on their PC. This means that most sites use a combination of the most common fonts that are typically available on most computers and will substitute with other font types if the original font is not viewable on that particular computer

Here are some of the most common fonts that can are used on Websites for compatibility:

Font Style Name	Example of Font Style
Arial	The quick brown fox jumps over the lazy dog
Arial Black	**The quick brown fox jumps over the lazy dog**
Book Antiqua	The quick brown fox jumps over the lazy dog
Comic Sans MS	The quick brown fox jumps over the lazy dog
Georgia	The quick brown fox jumps over the lazy dog
Impact	The quick brown fox jumps over the lazy dog
Tahoma	The quick brown fox jumps over the lazy dog
Times New Roman	The quick brown fox jumps over the lazy dog
Trebuchet MS	The quick brown fox jumps over the lazy dog
Verdana	The quick brown fox jumps over the lazy dog

Tip: if the text is saved as a graphic image (such as your business logo) in can be any font style you like i.e. it will be saved and viewed as an image file and not as text

Accessibility features

For those unfamiliar with accessibility issues pertaining to Web page design, consider that many users may be operating in contexts very different from your own:

- They may not be able to see, hear, move, or may not be able to process some types of information easily or at all
- They may have difficulty reading or comprehending text
- They may not have or be able to use a keyboard or mouse
- They may have a text-only screen, a small screen, or a slow Internet connection
- They may not speak or understand fluently the language in which the document is written.
- They may have an early version of a browser, a different browser entirely, a voice browser, or a different operating system

@hm Website Designs incorporate many of the accessibility features which make it easier for all clients to access your website. Some examples of this would be the ability to adjust the font size on their web browser (to larger or smaller text) so that it is easier to read or having text alternatives for any images displayed on the screen, if visually impaired

Additional Services

These are some additional value added services that I can support you with:

Managing your website

If your site was designed by me or another website design company, I can operate as your "Webmaster". This is the role of the person responsible for the development, updating and maintenance of your website. This is a common practice which allows you to get on with running your core business and ensuring that your site maintains its integrity and consistency throughout it's' design and navigation structure. This also includes the addition of more pages or service content

Need to add a couple of new pages to your site, or just change some text?
Most of your changes can be completed by me in just a few hours (or sooner!). Instantaneous updates or modifications to new or existing sites are one of the many benefits of having your own personalised @hm Website - and one of my specialties

Want the capability to update pages yourself?
I design websites so that clients have the option of updating the main pages from the comfort of their own homes and internet connection. This is achieved by the client purchasing software which will then allow secure editing of their website pages from their own PC and operates just like a simple word processor. This ensures that the design integrity of the site is maintained (text formatting, page layout, headings etc) and protects the core framework of the site. Templates are provided so that you can add new pages, links and images as you expand your services or if want to update your Newsletter or "specials" on the fly (this is a very popular option...). Of course, I am always here to support you if you require assistance with more intricate design components

Additions to search engines/ranking

If you created a new website and published it on the internet today, the major search engines such as "Google" and "Yahoo" would eventually find it. But without manually submitting (or adding) your site to the various internet search engines and "free" online directory listings or alternatively paying for "sponsored" links it might take quite a while to turn up. As different search engines use different methods to "Rank" a site (how close it is to the first search page result) you need to improve your odds of being found

To improve your visibility to search engines I can offer to manually submit your new Website address (once Hosted) to over 40 different search engines including several Australian business directories. This will definitely increase your Google/Yahoo ranking as the major search engines will cross reference and find lots of links to your site i.e. your site is "popular"

You can also increase your ranking by having as many other sites link to your site as possible. You can achieve this by ensuring that you advertise your web address at every possible opportunity. This could be an online listing with your particular association, forum or other online directory which allows your web address to be included. The "popularity" of your site (how many other sites, directories, advertisers' links to it) encourages the various search engines to rate your site higher than others

Once this addition or "submission" process has been completed you should see results after about 6-8 weeks. I have the tools to monitor your site rankings based on your "Keywords" (what words would you use to search for your site/services) and provide reports on your current search engine Ranking

Customer activity statistics

The capability to monitor the visitor traffic to your site can be added to your website to provide valuable information on your potential customers, such as:

- How many times your site has been viewed/accessed
- From what country/region did they access your site
- How many unique or returning visitors do you have
- How did they find your site? What navigation paths, referring links and keywords are clients using
- Search Engine/Keyword Analysis - what keywords are people using to find your site?

IT support services

I also offer IT support services to small businesses or individuals in the following areas:

- **Technical Liaison** - I can assist you to communicate and manage your technology requirements with other companies or individuals acting as your project manager
- **Product Sourcing** - Provide recommendations on what technology is appropriate for your particular project, business process or budget. I also have contacts who will provide exclusive discounted pricing to @hm Website Design customers for new hardware and software requirements
- **Process Improvement** - Let me assist you by improving or finding a more cost effective solution for your particular process or project to save you time and money
- **Internet Research** – You may require someone to conduct and correlate internet research to provide reference material on a particular topic. This includes the gathering of images or graphic designs to be used in your promotional material

Please contact me to discuss your businesses requirements and I will endeavor to locate, uncover or dig under very large rocks to identify the most appropriate solution

Pricing & Rates Guide

Website design quotations

The cost for designing your Website is obviously dependent on a number of variables such as the number of included pages, images, links and of course the complexity of your vision for the site. As a very rough guide, a simple site would cost approximately $1000 and be ready for publishing within 14 days. Additional pages would be negotiated depending on your expectations, complexity or other requirements you may have

The best thing to do is to give me a call (02 9436 0620) so that I can find out what you need and we can negotiate a very competitive price for your personalised Website design

Note: The cost of obtaining a "Domain Name" or Hosting provider is a completely separate cost which is paid to a third party. @hm is a registered reseller of Domain Names and Hosting Packages and will publish your site to its new home when access is available. This only takes a short amount of time to order these items online via my website and activation is usually within 48hrs

Website maintenance & IT support service rates

Payment for your @hm Website Design is normally made once you have confirmed that the requested design has been completed (as per the original quotation). When payment has been received, your website will then be published to your hosting provider and submitted to the various Internet search engines. If you require some small changes to be made to your site after this point, I will be more than happy to support you in fine-tuning the site or to provide other advice that you may require. Any additional pages or new projects after this point would be charged on a case by case basis.

My rates are as follows and can be negotiated depending on what you need and what I can provide. Chargeable time would be accumulative (I would not charge for a 5 min task!) and I would let you know of any charges prior to commencement of any projects:

Website Maintenance & IT Support Services: $88/hour (Inc GST)

Please contact me (02 9436 0620) to find out how I can assist you in maintaining the integrity of your site and provide value added services allowing you to focus on what is really important – Your Business!

What I can do for your current web site?
- Provide a Hosting Package to meet your needs and attach to your Domain name
- Provide Additional Domain with other prefixes e.g. ".com, ".com.au", ".net", ".biz" etc
- Optimise your current web site to achieve a higher page ranking in search engines
- Create website online forms to allow for customer comment, suggestions or contact form to be emailed to you
- Change the look of your site, but still retain the current content and information
- Update your website, add new pages, images, information
- Create a backup CD of your site or files and resources

Hilltop-Mail Email Marketing

Hilltop-Mail Email Marketing is a powerful yet uniquely simple Do-it-yourself (DIY) online direct email marketing solution that provides you with hands-on management of your email marketing campaigns using our Email List Management Software. You can create, send and track your first email marketing campaign in just 5 minutes!

With Hilltop-Mail you can easily:
- Create powerful email marketing campaigns and Newsletters using our exclusive online Newsletter Click & Replace Wizard
- Automate your Subscription process with built-in Web forms, "send to a Friend' Features and allow your clients to update their contact details.
- Build, profile and target customer databases Create online forms for marketing Surveys and event registration
- Efficiently track and analyse email marketing results in real time
- Hilltop-Mail's unique wizard will walk and 'literally' talk you through the main features of the email marketing system.

You can apply for the 30day free trail and review pricing from www.hilltop-mail.com

Contact Information

Designer: Andrew Hill-Male
Contact No: (02) 9436 0620
Mobile No: 0402 306 680
Email: ahm@hill-male.com
Website: www.hill-male.com

Additional Resources

Please visit my website to find useful information such as:

	Domain Name Registration:	You can purchase Domain names or check on availability from my Website
	Hosting Packages:	You can add a Hosting package to your Domain Name order
	Customer Guide:	A copy of this document which you can review online or send to other interested parties (under FAQ Section)
	Quotation Form:	Used to identify your website requirements for quotation and gets the ball rolling (under FAQ Section)
	FAQ:	Answers to "Frequently Asked Questions" (FAQ) from my clients
	Interesting Links:	Some of my favourite sites covering the weird and the wonderful and includes some useful business related links
	Software Links:	Links to Freeware or Shareware which you may find useful
	Email Marketing	Hilltop-Mail is your do-it-yourself (DIY) email marketing solution for Newsletters, eBrochures and Subscription Forms

Website Address: http://www.hill-male.com/