

# WELCOME

Welcome and thanks for choosing Superb Website Solutions, part of the Superb Solutions Group in Yass.

In this information booklet you will find information about the design process, our design and editing platform, Pricing and our hosting and domain service.

Your standard, successful website is made from a blend of beautiful design, clearly written content and a well-thought-out conversion funnel. And all of that's great, but who wants to just be 'standard,' when you can be so much more? To maximize your website's potential as a customer-conversion machine, you need to create a visitor experience that is highly engaging and speaks directly to your potential customers' needs.

We deliver professional, high-quality websites for our clients that evoke emotion and improve interaction. Simply put, our design work delivers real, measurable results.

Our state-of-the-art features are proven to increase search engine ranking, boost sales, and deliver a better overall experience across every device type.

## OUR AIM

We take the hassle out of setting up a website and take care of the website design, domain registration, SEO and hosting. We aim:

- To design a website that the client will love
- To listen to our Clients and ensure that they get the website they want and have it looking exactly how they wish.
- To produce smart looking, visually appealing, high quality website at an affordable price, for your Clients Businesses.
- To produce website without the big price tag

## WE WILL

We will collaborate on website projects with our clients and cultivate a friendly working relationship by:

- Listen to your needs
- Value your input
- Being committed to developing a website that is tailored to your needs
- Being prompt, reliable & honest.

We know how important it is to have a Visually Appealing website, that's why when we are designing our website's we focus on the main things like branding, content, creativity, colors, layout, ease of use, and imagery.

## WHY WE ARE YOUR NUMBER ONE CHOICE

Because we don't have contracts or ongoing fees.

We only charge a one off website design and setup fee, additional fees that will be charged is a website hosting & domain registration fee (charged every one or two years), general maintenance fee if required or if you would like extra features added to your site.

Once you pay for your site it's all yours! We don't hold copyright or royalties over any content on your website. Clients will also receive a package that includes how to operate the editing platform, with statistics upon how well their new website is going, and premium support.

## BUSINESS-DRIVING FEATURES

Building a beautiful website is only half the battle—you also need a website that can perform.

### One Website That Works On Desktop, Tablet and Mobile

Traditional desktop-only sites simply won't cut it anymore. One study from comScore found that 49 percent of digital media time is spent on mobile devices, with tablets accounting for an additional 12 percent. With just 31 percent of time left over for desktop devices, it becomes clear that websites should be built mobile-friendly, tablet-friendly, and desktop-friendly. That's why we employ what's called responsive web design.

Traditionally, responsive design means stretching and shrinking your site to fit different screen sizes. However, we take it a step further by tailoring different features for different devices as well. For example, a Click-to-Call button will appear on a mobile device, but not a tablet or desktop. The experience and the needs of a visitor can greatly differ between a mobile and desktop device, and we make sure that our content and designs consistently reflect that.

### Website Personalization

Normally, the web is a uniform experience—every visitor gets the same experience on a website as the next guy. But over the past few years, large enterprises like Amazon have used a strategy of website personalization to boost their conversion rate. This is because creating a one-to-one visitor experience speaks directly to a potential customer and their needs.

However, we don't think this technology should be reserved for companies with vast budgets and endless resources. So, we've developed a way to offer this kind advanced customer-conversion technology to small business owners like you.

#### Stats on Website Personalization

There's a few statistics that show how much web personalization can help the success of your website.

- Nearly three in four (74 percent) online consumers get frustrated with websites when the content that's displayed, such as offers or promotions, has nothing to do with their interests.
- In-house marketers who personalize their customers' web experiences see an average of 19 percent uplift in sales.

Our agency can create a dynamic website that changes based off user's behavior such as visit history, proximity to

your business, time of day/week/month, device type, etc., that adapts its content to deliver a tailored experience with business-driving features that increase conversions.

Website personalization truly is the next great frontier in web design.

## *Better Search Engine Optimization (SEO)*

No matter how big or small your website is, SEO is one of the most powerful tools available. Search engine optimization relates to how well your site does in search rankings on sites like Google and Bing. The higher your site climbs in rankings, the more likely it will gain new traffic, visits and customers.

Knowing this, we employ the best of the best SEO practices on all of our sites to get our clients the most traffic possible. We accomplish by highly targeting certain keywords and optimizing the structure of your site to be the most Google- and Bing-friendly it can be.

Once again, this is where responsive design comes into play. The websites we create are structured under one URL (e.g. [www.examplesite.com](http://www.examplesite.com)), which makes it easier for these search giants to find relevant information on your site that helps give you a boost in rankings. This is especially important for highly-valued mobile search traffic.

Currently, mobile devices are winning the battle for supremacy in local search, and these searchers are looking to take action. According to a study from Google, four out of five consumers conduct local searches on search engines and 88 percent of them are doing it on smartphones. What's more, 50 percent of these people will visit a store within a day.

But we don't stop there. We'll work hand-in-hand with your business to gain a full understanding of what we can do to develop a comprehensive SEO strategy that generates more traffic on every device.

# OUR DESIGN PROCESS

Now that we have been in contact we can begin to start the design process.



## Stage One - Contact

Contact is made through our website via the form on the “contact us” page. Which then you will receive an email from one of our team, asking you to fill out the contact information form on our website; which is found by going to [www.superbwebsitesolutions.com.au](http://www.superbwebsitesolutions.com.au) then going New Clients and clicking on the “Contact information” button.

- After that email you will receive this Information Booklet containing information about the design process, our design platform, pricing and our hosting and domain service.
- Before the design process gets under way we require a deposit which will cover the hosting and domain cost, once the work is complete and before the website is handed over to you we will then require the design and setup fee to be paid.



## Stage Two - Design and Setup

Once the deposit is paid the design process can begin. The design and setup process can take up to 2 weeks or more depending on the work load.

- You will need to provide us with any images, existing logo, suitable colour scheme (avoid too many contrasting colours) stick to at least 3 and of course the most important thing - text content that you want on your site (client is responsible for checking spelling). You may also show us any websites that take your fancy if you have a particular style in mind. Please see section on guidelines for writing text content below on the next page.

The following information can be provided by typing it into a word document and emailed to us or by filling out the forms that is on our website, which is found by going to [www.superbwebsitesolutions.com.au](http://www.superbwebsitesolutions.com.au) then going to New Clients and clicking on the “Website Content”, “Website Design”, and “Website SEO” buttons.

- Thought-out the design process you might be emailed with information of questions regarding your website.
- While we are looking for a suitable design we may email you with a draft copy of your website to check to see if you are happy with the design. It is important for you to see exactly how your site will look and function before I go ahead and complete all pages
- Once I have a working version of your site, I will give you a temporary url to my test server so you can view your site online and test it out for yourself before it go's live - this would be the time to suggest alterations or corrections.



## Stage Three – Website Launch

- When your design is finished and you are happy with the final product we will then proceed to upload your website to our Hosting System and connect your Domain to the site.
- SEO – Search Engine Optimization is implemented into every website that we build. SEO will help your website to be found on the internet and through search engines such as google. SEO is implemented almost instantly when the website is uploaded to the internet if not it will appear within a week.
- Once we are all finished and the website is handed over to you we will continue to provide premium support to you if you have any problems or concerns.
- After the site goes live, if you require any further changes to text/images etc we charge a hourly maintenance fee.

### Tips for writing text content & general guidelines

#### Things to do:

- Write original, quality content that highlights your services or anything that differentiates you from your competitors.
- Provide your own photos, diagrams, instructional videos or graphics that complement your services.
- Provide content that is helpful, readable, and has properly formed paragraphs, punctuation and spelling.
- Spread the word about your site and business through social media and other platforms like Google My Business.
- Keep your website content fresh and up to date - search engines like Google like fresh content.

#### Things to avoid:

- Copying and pasting text from another similar website.
- Using images or other media that you don't have permission to use - you must assume that all images & media on the internet is copyrighted unless specified otherwise.
- Making false claims or making derogatory remarks about your competition.
- Having unrealistic expectations of your project - quality websites take time and effort to complete.
- Overuse of keywords in your text content - this is just bad and reads like spam.



## Our design and editor platform

On Website that we design we offer unlimited storage and unlimited bandwidth hosting.

**How easy is it?** - Well if you can use a Word processor to type a document and change font styles, colours etc.. And hit the save button then you should have no trouble using our website editing to perform any of the following tasks:

- Edit, add & format text content.
- Change font size and colours.
- Upload, resize & crop images.
- Add images to webpages.
- Upload PDF documents eg. menus, forms, fact sheets or newsletters.
- Post latest news articles.
- Create and manage unlimited photo galleries.

Our website editor is so simple and easy to use; Content elements, such as text, pictures, videos, and slideshows are easily added through a simple, drag & drop interface. Full HTML & CSS control is available for maximum customization.

Clients can edit their website in real time, right from within their web browser. There's absolutely nothing to install and no upgrades to worry about.



## Pricing and what we offer

	\$26.40 per month Includes GST. (1 year plan)
Storage	Unlimited
Bandwidth	Unlimited
Add Favicon	YES
Insights	YES
<b>Premium Support</b>	YES
Website Stats on Dashboard	YES
User Friendly Dashboard	YES
Mobile Site	YES
SEO (Search Engine Optimization)	YES

### **FILL PRICE LIST ATTACHED**

\*PRICES CAN/WILL CHANGE DEPENDING ON WEBSITE TYPE. FURTHER DISCOUNTS WILL APPLY\*



## Hosting and domain solutions

### Hosting

Our website hosting is a rock solid web host that is hosted by our datacentre redundant, cloud based hosting infrastructure. Client's websites live in multiple data centres locations to offer superior up-time, response time, and reliability compared to most any other hosting option.

On Website that we design we offer unlimited storage and unlimited bandwidth hosting. Our website editor is simple and easy to use; Content elements, such as text, pictures, videos, and slideshows are easily added through a simple, drag & drop interface. Full HTML & CSS control is available for maximum customization.

Clients can edit their website in real time, right from within their web browser. There's absolutely nothing to install and no upgrades to worry about.

### Domain

We also offer Domain hosting at competitive prices. Our SEO setup ensures that you will be found on the internet by your clients, ensuring that your services are seen 24/7.



## Premium support

At Superb Website Solutions we offer clients hosting options with Premium support. Our Premium Website Support is a service to support you when you are using your website editor to update your website and to help you understand the new opportunities that are available for your business on the internet. Most hosting companies will only provide limited support that usually means making sure the core services are working, but they can't help you to upload a photo or update information on your website. That's where we step in with our premium level of support. If we built your website, we can host it for you and provide full support whether you need to add a new page using the admin system, upload new images, or update information or ask a question - we are just a phone call away. Support is available during normal business hours, and you can contact us after-hours for urgent issues.

Throughout this process if you have any concerns or inquiries please feel free to contact us at any time.

Phone #: 0402173297

Email. [enquiries@superbwebsitesolutions.com.au](mailto:enquiries@superbwebsitesolutions.com.au)

Thank you again for choosing Superb Website Solutions to design your Website. At Superb Website solutions we take pride in design website for our clients and offer our clients the very best in their website needs without the big price tag.

You're sincerely

Nick Whiting  
Owner and Operator