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assisted by

PRH SERVICES

YOUR NEW WEBSITE

This document should be used as a guideline in assisting you in understanding the various aspects of a new or redesigned website for your organisation. It explains both the cost elements as well as the workflow and performance obligations required by you and us as your service provider. It illustrates our approach to your website and we hope it provides you with the correct information required for you to make a website service provider decision.

Elements of a website

the basic building blocks

When requesting a website from a service provider, there are always a set of basic elements required in order to get the site published, accessible and able to guide your audience to your products and/or services. Following is a brief explanation of the 7 elements required:

1.   Domain Registration

You need to select a short, easy-to-remember domain name, decide if you want a .co.za or a .com extension. A .com is more expensive, both to register and also in terms of the annual renewal fee. Submit a few alternatives to us and we will check to ensure that the domain has not been registered by someone else. Once agreed on, we will register the domain for you and also take care of the annual renewal payment on your behalf.

2.   Domain Hosting and Management

We offer the management of your domain as a service, ensuring that it is continuously kept up to date across the board of all major Service Providers in the world; this will ensure that your website is always reachable and your e-mail is always delivered to you on time. We also ensure that the Domain is applied on multiple servers so that in the case of a server failure for any reason, your domain is not affected and other servers will take over the functions after 5 minutes at any time of day or night. night.

3.   Website Hosting

We provide a superior quality of hosting service including website monitoring, award winning security services, daily backups of your website content and data, and all of this is supplied on the main Internet backbone ensuring optimum speeds and quality of service.

4. Website Design

We will do the graphic design "Look and Feel" for your site (and logo if required) and ensure that it promotes a user experience which is easy and intuitive to navigate as well as ensure that it complies with the latest industry standards and design trends.

5. Loading your information

You need to supply us with a word document that contains all the information that will be required on your website. Each page needs to be identified with the web page name and the contence needs to be proofed and checked for accuracy by yourself before handing it over to us. We do not provide proofing or editorial services. If specific images are required, you need to also supply them grouped by the website page name and complete with the captions required. If stock images are required, then details of the image requirements need to be provided. If custom photographic service is required, then we need to be briefed in advance in order to ensure that the images are prepared in time.

6. Website Implementation

Once the design, images and script has been approved, we then transcribe the details into code which is required to make the site efficient, readable and navigable from all popular browsers and quick to load. We also embed the additional code required to be able to get monthly usage reports. This is a highly skilled function and there is no substitute for good quality coding as it forms the foundation of a properly functioning and quick website.

7. Search Engine Optimisation

The value of your site is directly related to the amount of quality traffic that you receive on your website. A small amount of quarterly search engine optimisation is required to ensure that your site does not become a "white elephant". If the hits on your site are particularly low then Google ad words may be required to boost traffic at an additional cost to you.

Collaboration

What do you need to do?

As we simply translate your information about your organisation and publish it on the internet, we ask you to supply us with the correct information in a timeous fashion in order to ensure a successful website. Please study the following to determine what you and your team need to do.

1.   Do your own research to determine what you want from your site

We ask you to give us a list of 5 to 7 sites that you like as a starting point in the design process. This will get you focused on what your competitors and similar organisations to yours are doing throughout the world. It will help is assisting you in seeing how well your competitors are optimised in terms of speed of the sites and search engine ranking. The process will also help you to decide on the size of your site and what contence to display and what not to display. Hopefully you will be able to recognise and confirm your competitive advantages / strategies and have your site place the correct emphasis on the correct issues.

2.   Ensure that you prepare your script and images in time

Websites need to be short and to the point as it is a fact that people are reluctant to read lengthy passages on websites. If you have any such lengthy information to share, then confine this to a downloadable PDF that can be printed and read as a brochure. We suggest that you start with a 4 page site containing basic information such as HOME, PRODUCTS, SERVICES and CONTACT US and then flesh out your additional information from there. The onus is on you to prepare your script, edit and proof and then give it to us in a word document. Please ensure that you have a commitment to this part of the process as it will cause serious delays if you do not get the information to us timeously. Give serious consideration to the images you want to use and let us know in good time if you need additional stock images.
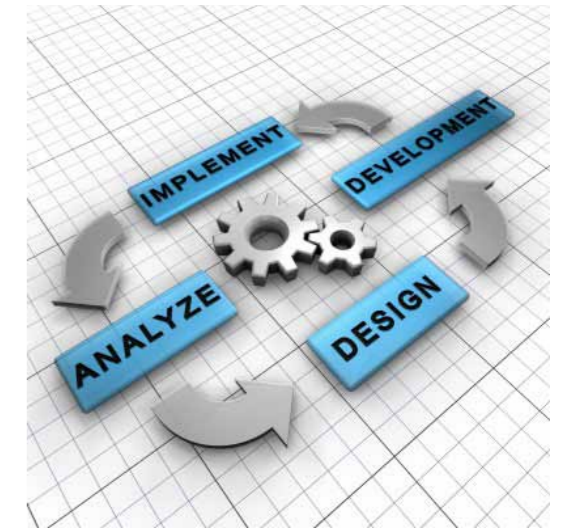
3.   Coordinate your internal approval process

Please ensure that ALL stakeholders in your organisation specifically approve the script, design and page layout as the process of building a site is cumulative and if you change your mind about these issues, we will need to start from an early stage again and will need to charge you for the time taken to re-work the site. The additional cost could be as high as 75% of the initial price quoted so please be mindful about your internal approval process.

4.   Send us regular updates and improvements AFTER the site has been completed

Regular updates are essential to keeping your audience coming back to your site as well as keeping your search engine ratings high. No-one will keep on visiting your site if the information stays static month in and month out. Just as your business or organisation goes through continuous change, your website needs to mirror the relevant changes.

5.   Promote your website

Please ensure that all your printed material, business cards, vehicles, flyers, brochures, display material, e-mail etc. always contain the details of your website so that it is easily accessible to your customers and/or target community.

Basis of Quotation

How do we charge?

The following portions of our quotation are static and therefor will not change much over the period of the year for which you subscribe with us.

1.   Domain Registration

2.   Domain Hosting and Record Pointing

3.   Website Hosting (This will change if your site grows enormously or if have really serious traffic on your site)

The following elements are quoted on a "best estimate" basis according to our experience on similar sites and based on your brief to us. Should you however exceed the hours quoted for, then we will bill you on a hourly basis for the ad hoc additional hours used.

1.   Website Design

2.   Loading your information

3.   Website Implementation

4.   Search Engine Optimisation

Payments and Fees

All payments are required annually in advance. Should we need to do any additional ad hoc work, then this will be due on presentation of a monthly invoice. Any overdue payments will result in interruption of your services.

CONTACT DETAILS

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