OPEN FORMULA

web design | seo | support

Brochure Standard Website Quote

Coytes Carpets

Client: **Jon Peach**
Coytes Carpets
Derby Road
Burton on Trent
DE14 1RN

Date 03 August 2018
Valid 30 days
Ref OFL-0073

Contact **Philip Levy, Open Formula Web Design Agency**

Office	**Derby**	**Burton on Trent (Main Office)**
	College Business Centre Uttoxeter New Road Derby DE22 3WZ	22 Thornescroft Gardens Branston Staffordshire DE14 3GL
Tel:	Derby: 01332 492 606	Burton: 01283 342 341
Mobile:	07837 026 055	07837 026 055
Email:	hello@openformula.uk	
Web:	https://openformula.uk	

Coytes Carpets - Quote - 43315

CORE WEBSITE / PAGE SETUP & FUNCTIONALITY BUILD INC SEO (Desktop / Laptop)	£1,075
Discount for Coytes Group	-£300
Net Design & Build cost before add-ons	**£775**

CORE INSTALLATIONS	
Configure domain / DNS (no email change required)	inc
Set up Hosting (3 months included from start of build or until live)	inc
Install Wordpress CMS & SSL Certificate	inc
Install & Configure Theme & functionality, security & SEO software	inc
Upload / optimise all web images / logos / favicon variants	inc

CORE WEB PAGE DESIGN & BUILD, INCLUDING…	
Create Core Pages: Home Page, About Us, Product Pages: Carpet / Luxury Vinyl (Karndean + Antica sub pages) / Cushion Flooring, Curtains & Blinds, laminates, Curtains & Blinds, News/Offers, Contact (with map & form), SEO Focus for Burton & Swad	inc
Add T&Cs, Privacy & Cookies Policy Pages as required	inc
Add Contact Page with tested contact form (spam compliant)	inc
Note: All pages included highly tuned, focused SEO	inc
Optimisation of images that will be supplied by Coytes Carpets / existing website	inc

MOBILE RESPONSIVE DESIGN / BESPOKE REQUIREMENTS / NOTES	
Client supplying all images, copy (from existing website) & if desired, fonts	-
MOBILE RESPONSIVENESS: Review and adjust responsive views for each page where auto-responsive page software creates less than ideal mobile / tablet layout. Adjust images & page speed for mobiles.	£200

STANDARD BESPOKE EXTRAS	**£200**

Qty	Product	Rate	Total
	SEO: Purchase additional 5 years domain	£10	
	SEO: Create Business Directory Listings and backlinks with site. Ea	£25	
	IMAGES: Additional stock images from (each)	£25	
	WEB: Additional Pages - approx rate	£90	
	Training for functionality - blogs / portfolios etc - per hour	£45	
	Additional Completed projects listings	£45	
	EMAIL: Configure Client Office 365 as domain email core	£50	
	OTHER:		
	OTHER:		
	TOTAL ADDITIONAL REQUIREMENTS / ADD ONS		£0

TOTAL GUIDE PRICE		**£975**
TOTAL GUIDE PRICE - WITH EXTRAS		**£975**

Brochure Website - Quote Notes

Timings

Go Live for Nov 2018

Images and page brand content direction required by mid to end Sept

Any specific copy by mid to end Sept

Quote Assumptions

Quote is based on using the Avada Architecture, Themes & elements

- We work broadly to the template / brief for layout, styling etc
- We accommodate greater variation from the brief, charged at hourly rate.
- We are pragmatic about change requests & will accommodate small changes.
- Design will be based loosely on Coytes theme and similar design to belper
- Only providing sample ranges not full portfolio on each product page

Build Process

The quote is based on providing an initial draft followed by 2 iterations:

Setup Info From Client	Client provides the logo / favicon or built into quote (TBC) Client confirms preferred colour scheme or defers to Open Formula design Client provides T&Cs / Contact hours / details Client provides copy and images where required 25% non refundable deposit payable to secure design & build slot
First Draft	Open Formula create the initial draft website, liaising with client for specifics Client reviews the completed initial draft and provides feedback / change requests Typically it will be about styling, colours, fonts, shop category structure / menus Open Formula work collaboratively with the client to understand feedback
2nd Draft	Open Formula take away the first draft feedback and make changes where possible Client reviews the completed second draft and provides feedback / change requests Open Formula work collaboratively with the client to understand feedback
Final Draft	Open Formula take away the 2nd draft feedback and make changes where possible Last chance for client to review the completed website as part of the build stage. Final feedback form client for tweaks / minor adjustment etc
Website Complete	The site is now complete from an initial build perspective. All changes from this point, once signed off, are considered changes and chargeable. Training takes place with client where booked / required 75% final payment + any extras payable within 7 days of completion or final draft changes completed On payment of final invoice all IPR, website content, domains, extras purchased transfers to Coytes Carpets

Managed Website Hosting

High Quality & Fast WordPress Hosting

There are 3 important factors when deciding who your website will be hosted and maintained by:

1. Speed of the hosting servers used,
2. Security of the servers your website is hosted on,
3. Trust and quality of the maintenance service the company you choose provides

Open Formula only use the best, fastest servers to host your website, using latest security software. We also take pride in keeping all our clients websites updated with all the latest software release within one month of availability.

Our integrity and trust has taken years to build. We aim to keep and honour that trust.

Important: Once your website is complete you are not tied to Open Formula. We offer a great service that we believe will prove invaluable and you continue to use our services for that reason. We maintain your website as if it were our own, giving you piece of mind.

Lite	Standard	Premium / eCommerce
£15 monthly	£25 monthly	£40
5gb Ultra-Fast SSD	10gb Ultra-Fast SSD	30gb Ultra-Fast SSD
Free SSL Certificate	Free SSL Certificate	Free SSL Certificate
90 Days Backups	90 Days Backups	90 Days Backups
Fully Managed Service	Fully Managed Service	Fully Managed Service
Shared IP Address	Dedicated IP Address	Dedicated IP Address
Annual Performance Review	Quarterly Performance Review	Monthly Performance Review
PHP7 & GZIP Compression	PHP7 & GZIP Compression	PHP7 & GZIP Compression
Optional cPanel Access	Optional cPanel Access	Optional cPanel Access
All web page content changes charged at our standard rates	Minor page content changes included free in the monthly fee	Minor page content changes included free & 10% off other changes
Suitable for very small / simple websites i.e. 3 pages	Our most popular option for sole traders & small business website hosting	Starter pack for local ecommerce websites and for large, heavy traffic & large page content websites

Please note all plans are paid via direct debit only.

Premium, ultra-fast cloud hosting available at £25 extra/month