

6:1

E-COMMERCE WEBSITE PACKAGES

Custom Digital Marketing Solutions.



01252 713 540



No Nonsense Marketing

6:1

E-COMMERCE WEBSITE PACKAGES.



KEY FEATURES

Trade Online From a Professionally Built Custom Website.

Build a custom online business, plus own the respective bricks and mortar. Our e-commerce website packages include everything you need. Simply choose a starting framework. We'll help you fine tune the specification to meet both your marketing objectives and budget. Then we'll build and manage everything for you.

STANDARD WITH ALL OUR SERVICES



100% No Nonsense Marketing.

When you hire us, we promise genuine critical thinking and concise work. And we will always be honest with you. So if we don't think we can add value, then we will tell you.



Referral Discount Scheme.

When you refer new clients you'll both benefit from 10% discount. You will receive a rebate on your last invoice, once your referral has been billed their first.



Pay As You Go.

Spread the cost of your website and marketing activity with monthly payments. In most cases, pay a small deposit then nothing until your site is publicly published.



Secure Hosting Included.

A reliable home for your business with office tools that meet the latest digital standards. Relocate your website whenever you want.



Custom Design.

Own a website that's built to serve your marketing objectives with graphics and content which embody the look and feel of your brand.



Search Engine Optimisation.

We'll keep your website and its content continuously fine tuned for search engines (SEO). So everything ranks organically.



Full Backend Management.

Depend on us to operate your domain and website back panels. We'll manage updates and provide full technical support.



Marketing Campaigns.




Engage your audience with multi channel campaigns and build personalised journeys that move them towards key marketing objectives.



Performance Analytics.

Learn about what brings people to your website, measure engagement, conversions, and objective progress with periodical reports.

SPECIFICATIONS

		SAPPORO	NAGOYA	TOKYO
		Just for fun, each package is named after a famous Japanese city.		
TERMS	Product Code	SOE4530	SOE4531	SOE4532
	Deposit	£500	£500	£500
	Price Per Month	£750	£1,250	£2,000
	Total Price	£9,500	£15,500	£24,500
	Project Term	14 Months <i>(Includes approx 2 months for design and production depending on requirements)</i>		
	Fixed Payment Term	ONE YEAR <i>(After deposit further payments begin once your website has been launched)</i>		
	Payment Frequency	PAY MONTHLY		
	Continued Operations After Project Term <i>(For hosting, software updates, management & marketing)</i>	£567 /mth	£1,176 /mth	£1,624 /mth
	Cancellation Notice Period	ONE MONTH <i>(In event of cancellation during project term full payment of total price is required)</i>		
	Dedicated Account Manager	✓	✓	✓
HOSTING	Data Centre Location			
	Secure Web-space For Digital Services Infrastructure Including Email	✓ 10 GB	✓ 20 GB	✓ 50 GB
	High Speed Disk Read & Write Bandwidth	✓ 100 GB TRAFFIC /mth	✓ 250 GB TRAFFIC /mth	✓ UNLIMITED TRAFFIC
	Domain Name	✓ SUPPLIED AT COST	✓ SUPPLIED AT COST	✓ SUPPLIED AT COST
	Full Domain Management	✓	✓	✓
	SECURITY	Standard Website Security Certificate	✓	✓
Website Remote Backups		✓	✓	✓
Remote Backup Frequency - Files		WEEKLY	WEEKLY	DAILY
Number of Retained Backups - Files		1	3	3
Remote Backup Frequency - Databases		EVERY 12 HOURS	EVERY 4 HOURS	EVERY HOUR
Number of Retained Backups - Databases		2	6	24
24/7 Uptime Monitoring		✓	✓	✓
Full Disaster Recovery		✓	✓	✓

SPECIFICATIONS

Continued

		SAPPORO	NAGOYA	TOKYO
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DESIGN & BUILD	Kick-off Meeting	✓	✓	✓
	Pre Production Meeting	✓	✓	✓
	Collaborative Site Map	✓	✓	✓
	Collaborative Visitor Journey Plan	✓	✓	✓
	Custom Project Specification Document	✓	✓	✓
	You Own All Content Copyright	✓	✓	✓
	Logo For Your Business	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION
	Matching Social Media Channel Graphics	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION
	Content Management Software Platform (CMS)	WORDPRESS (With "Maneki Neko" by Six One Creative)		
	CMS: News / Blog Articles Taxonomy	✓	✓	✓
	CMS: Questions Taxonomy	✓	✓	✓
	CMS: Product Showcase Taxonomy	✓	✓	✓
	CMS: Custom Fields & Taxonomies	✓	✓	✓
	CMS: E-Commerce Feature	✓	✓	✓
	CMS: Product Reviews Feature	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION
	CMS: Comments Feature	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION
	CMS: Site Search Feature	✓	✓	✓
	Visual Website Editor For Self Development	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION
Private Members Login Feature	✓	✓	✓	

SPECIFICATIONS

Continued

		SAPPORO	NAGOYA	TOKYO	
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DESIGN & BUILD	Shipment Tracking Feature	<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> NO COST OPTION	<input checked="" type="checkbox"/> NO COST OPTION	
	Standard Headline Slider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Fully Animated Headline Slider	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Headline Slider Content	<input checked="" type="checkbox"/> UP TO 3 SLIDES INCLUDED	<input checked="" type="checkbox"/> UP TO 3 SLIDES INCLUDED	<input checked="" type="checkbox"/> UP TO 3 SLIDES INCLUDED	
	Licensed Stock Images Included	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Custom Photography Origination	<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION	
	Custom Page Layout Designs <i>(For example general page and product page layouts)</i>	<input checked="" type="checkbox"/> UP TO 6 INCLUDED	<input checked="" type="checkbox"/> UP TO 8 INCLUDED	<input checked="" type="checkbox"/> UP TO 10 INCLUDED	
	General Content Pages <i>(For example landing, contact and about pages)</i>	<input checked="" type="checkbox"/> UP TO 15 INCLUDED	<input checked="" type="checkbox"/> UP TO 30 INCLUDED	<input checked="" type="checkbox"/> UP TO 35 INCLUDED	
	Dedicated Product Pages	<input checked="" type="checkbox"/> UP TO 5 INCLUDED	<input checked="" type="checkbox"/> UP TO 10 INCLUDED	<input checked="" type="checkbox"/> UP TO 15 INCLUDED	
	Privacy Policy Page <i>(Copy for policy content supplied if required)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Copy Writing (SEO Optimised)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Site Wide Search Engine Optimisation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Payment Gateway Setup and Testing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Google Merchant Center Integration	<input checked="" type="checkbox"/> NO COST OPTION	<input checked="" type="checkbox"/> NO COST OPTION	<input checked="" type="checkbox"/> NO COST OPTION	
	Google Analytics Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	LAUNCH	Pre Launch Testing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		Handover Training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post Launch Operations Coaching		<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION	

SPECIFICATIONS

Continued

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OPERATIONS	Website Backend Panel Management	✓	✓	✓
	Social Media Platform Management <i>(Also see Marketing section further below for related info)</i>	✓ OPTION	✓ UP TO 3 PLATFORMS	✓ ALL PLATFORMS
	End to End Marketing Process Management	✓	✓	✓
	Website Technical Support	✓	✓	✓
	E-Commerce Store Maintenance & Coaching	✓ OPTION	✓	✓
	Fully Managed Marketing Database	✓	✓	✓
	Marketing Database Backups	✓ LIVE	✓ LIVE	✓ LIVE
	Full GDPR Data Compliance Maintained	✓	✓	✓
	SPAM Prevention & Removal	✓	✓	✓
	Continuous Development Recommendations	✓	✓	✓
	Custom Online Campaign Analytics Dashboard	✓	✓	✓
	MARKETING SERVICES - CONTENT	Collaborative Content Calendar	✓	✓
Content Posting and Amendments		✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
SEO For Client Supplied Content		✓	✓	✓
Keyword Research Reports		✓ UP TO 3 REPORTS INCLUDED /mth	✓ UP TO 3 REPORTS INCLUDED /mth	✓ UP TO 5 REPORTS INCLUDED /mth
Periodic Content Origination		✓ 1 WEBPAGE / ARTICLE INCLUDED /mth	✓ 1 WEBPAGE / ARTICLE INCLUDED /mth	✓ 3 WEBPAGES / ARTICLES INCLUDED /mth
Campaign Image Set Origination For Social Media		✓ 1 SET INCLUDED /mth	✓ 1 SET INCLUDED /mth	✓ 3 SETS INCLUDED /mth
Continuous Website Speed Optimisation		✓	✓	✓
Continuous Search Engine Optimisation (SEO)		✓	✓	✓
Search Engine Page Position Tracking (SERPs)		✓	✓	✓

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Continued

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MARKETING SERVICES - CONTENT	Target Search Keyword Tracking	✓ TRACK UP TO 50 KEYWORDS	✓ TRACK UP TO 250 KEYWORDS	✓ TRACK UP TO 250 KEYWORDS
	Organic Traffic Insights	✓	✓	✓
	Organic Search Keyword Insights	✓	✓	✓
	Competitor SERPs Monitoring	✓	✓	✓
	Periodical SERPs Performance Reports	✓ MONTHLY	✓ MONTHLY	✓ MONTHLY
	Competitor Website Reports	✓ UP TO 3 REPORTS INCLUDED /mth	✓ UNLIMITED	✓ UNLIMITED
MARKETING SERVICES - AUDIENCE	Automated Audience Acquisition	✓	✓	✓
	Audience Segmentation	✓ OPTION	✓	✓
	Conditional Logic Website Forms	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
	Website Pop-up Campaigns	✓ OPTION	✓ UNLIMITED	✓ UNLIMITED
	Custom Social Media Campaigns	✓ OPTION	✓ OPTION	✓ OPTION
	Competitor Social Media Monitoring	✓	✓	✓
	Periodical Social Media Analytics Report	✓ MONTHLY	✓ MONTHLY	✓ MONTHLY
	Integrated Website Chat Feature	✓ FREE WITH £195 SET UP CHARGE	✓	✓
	Custom Automated Webhook Processes	✓ UP TO 5 INCLUDED	✓ UP TO 5 INCLUDED	✓ UP TO 20 INCLUDED
	Email Campaigns <i>(For example monthly newsletter)</i>	✓ UP TO 2x ACTIVE CAMPAIGNS INCLUDED	✓ UP TO 2x ACTIVE CAMPAIGNS INCLUDED	✓ UP TO 5x ACTIVE CAMPAIGNS INCLUDED
	Automated Shopper Email Campaigns <i>(For example abandoned basket follow-up)</i>	✓ 1x ACTIVE CAMPAIGN INCLUDED	✓ 1x ACTIVE CAMPAIGN INCLUDED	✓ UP TO 2x ACTIVE CAMPAIGNS INCLUDED

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MARKETING SERVICES - AUDIENCE	Periodic Email Campaign Origination & Setup	✓ PAY AS YOU GO	✓ 1 CAMPAIGN INCLUDED /mth	✓ 2 CAMPAIGNS INCLUDED /mth
	Email Campaign Content Origination	✓ PAY AS YOU GO	✓	✓
	Active eMail Campaign Audience	UP TO 2,500 CONTACTS INCLUDED	UP TO 5,000 CONTACTS INCLUDED	UP TO 10,000 CONTACTS INCLUDED
	Periodical Email Campaign Analytics Report	✓ AD-HOC	✓ MONTHLY	✓ MONTHLY
	Event Based Marketing Contact Tagging	✓	✓	✓
	Event Based Social Media Posting	✓ OPTION	✓	✓
	Goal Conversion Tracking	✓	✓	✓
	Backlink Monitoring	✓	✓	✓
	Brand Monitoring	✓ OPTION	✓ OPTION	✓
	Periodical Website Visitor Analytics Report	✓ MONTHLY	✓ MONTHLY	✓ MONTHLY



TERMS OF BUSINESS

All prices are plus VAT, please settle invoices on time and in full, 30 days net following invoice date. Deposit invoices are due immediately. Subscription packages are invoiced at commencement of service and on the same day each calendar month thereafter. Scan the QR code to review our full terms of business document.



Six One Creative is a trading name of Six One Enterprises Limited
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