

ALL PURPOSE WEBSITE PACKAGES

Custom Digital Marketing Solutions.



01252 713 540



No Nonsense Marketing

6:1

ALL PURPOSE WEBSITE PACKAGES.



KEY FEATURES

Grow Your Business Online From a Professionally Built Custom Website.

Break your business free from website templates, plus own the respective bricks and mortar. Our 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

		KOBE	KYOTO	OSAKA
Just for fun, each package is named after a famous Japanese city.				
TERMS	Product Code	SOE4520	SOE4521	SOE4522
	Deposit	£100	£150	£300
	Price Per Month	£100	£300	£600
	Total Price	£1,300	£3,750	£7,500
	Project Term	13 Months <i>(Includes approx 1 month 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>	£81 /mth	£262 /mth	£475 /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	✓ 10 GB	✓ 10 GB
	High Speed Disk Read & Write Bandwidth	✓ 100 GB TRAFFIC /mth	✓ 100 GB TRAFFIC /mth	✓ 100 GB TRAFFIC /mth
	Domain Name	✓ SUPPLIED AT COST	✓ SUPPLIED AT COST	✓ SUPPLIED AT COST
	Full Domain Management	✓	✓	✓
	SECURITY	Website Security Certificate	✓	✓
Website Remote Backups		✓	✓	✓
Remote Backup Frequency - Files		MONTHLY	WEEKLY	WEEKLY
Number of Retained Backups - Files		1	1	1
Remote Backup Frequency - Databases		EVERY 12 HOURS	EVERY 12 HOURS	EVERY 12 HOURS
Number of Retained Backups - Databases		2	2	2
24/7 Uptime Monitoring		✓	✓	✓
Full Disaster Recovery		✓	✓	✓

SPECIFICATIONS

Continued

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DESIGN & BUILD	Kick-off Meeting	✓	✓	✓
	Pre Production Meeting	✓	✓	✓
	Collaborative Site Map	✓	✓	✓
	Collaborative Visitor Journey Plan		✓ OPTION	✓
	Custom Project Specification Document	✓	✓	✓
	You Own All Content Copyright	✓	✓	✓
	Logo For Your Business	✓ OPTION	✓ NO COST OPTION	✓ NO COST OPTION
	Matching Social Media Channel Graphics	✓ OPTION	✓ 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	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION
	CMS: Product Showcase Taxonomy		✓ NO COST OPTION	✓ NO COST OPTION
	CMS: Custom Fields & Taxonomies			✓ NO COST OPTION
	CMS: E-Commerce Feature		✓ OPTION	✓ OPTION
	CMS: Product Reviews Feature		✓ NO COST OPTION	✓ NO COST OPTION
	CMS: Comments Feature	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION
	CMS: Site Search Feature	✓ NO COST OPTION	✓ NO COST OPTION	✓
	Visual Website Editor For Self Development	✓ NO COST OPTION	✓ NO COST OPTION	✓ NO COST OPTION

SPECIFICATIONS

Continued

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DESIGN & BUILD	Private Members Login Feature		<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION
	Standard Headline Slider	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Fully Animated Headline Slider	<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/>
	Headline Slider Content	<input checked="" type="checkbox"/> UP TO 2 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 news article page layouts)</i>	<input checked="" type="checkbox"/> UP TO 2 INCLUDED	<input checked="" type="checkbox"/> UP TO 4 INCLUDED	<input checked="" type="checkbox"/> UP TO 6 INCLUDED
	General Content Pages <i>(For example landing, contact and about pages)</i>	<input checked="" type="checkbox"/> UP TO 2 INCLUDED	<input checked="" type="checkbox"/> UP TO 5 INCLUDED	<input checked="" type="checkbox"/> UP TO 10 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"/> OPTION	<input checked="" type="checkbox"/> OPTION	<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"/> OPTION	<input checked="" type="checkbox"/> OPTION
	Google Merchant Center Integration		<input checked="" type="checkbox"/> NO COST OPTION WITH E-COMMERCE	<input checked="" type="checkbox"/> NO COST OPTION WITH E-COMMERCE
	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	✓ OPTION	✓ OPTION
	End to End Marketing Process Management	✗	✓	✓
	Website Technical Support	✓	✓	✓
	E-Commerce Store Maintenance & Coaching	✗	✓ OPTION WITH E-COMMERCE FEATURE	✓ OPTION WITH E-COMMERCE FEATURE
	Fully Managed Marketing Database	✗	✓	✓
	Marketing Database Backups	✓ LIVE	✓ LIVE	✓ LIVE
	Full GDPR Data Compliance Maintained	✓	✓	✓
	SPAM Prevention & Removal	✓ PREVENTION	✓	✓
	Continuous Development Recommendations	✓ PAY AS YOU GO	✓	✓
	Custom Online Campaign Analytics Dashboard	✗	✓	✓
	MARKETING SERVICES - CONTENT	Collaborative Content Calendar	✓ OPTION	✓ OPTION
Content Posting and Amendments		✓ PAY AS YOU GO	✓ UNLIMITED	✓ UNLIMITED
SEO For Client Supplied Content		✓ PAY AS YOU GO	✓	✓
Keyword Research Reports		✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ UP TO 3 REPORTS INCLUDED /mth
Periodic Content Origination		✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ 1 WEBPAGE / ARTICLE INCLUDED /mth
Campaign Image Set Origination For Social Media		✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ 1 SET INCLUDED /mth
Continuous Website Speed Optimisation		✓	✓	✓

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MARKETING SERVICES - CONTENT	Continuous Search Engine Optimisation (SEO)		✓ OPTION	✓
	Search Engine Page Position Tracking (SERPs)	✓	✓	✓
	Target Search Keyword Tracking		✓ TRACK UP TO 50 KEYWORDS	✓ TRACK UP TO 50 KEYWORDS
	Organic Traffic Insights	✓	✓	✓
	Organic Search Keyword Insights	✓	✓	✓
	Competitor SERPs Monitoring	✓	✓	✓
	Periodical SERPs Performance Reports	✓ MONTHLY	✓ MONTHLY	✓ MONTHLY
Competitor Website Reports	✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ UP TO 3 REPORTS INCLUDED /mth	
MARKETING SERVICES - AUDIENCE	Automated Audience Acquisition	✓	✓	✓
	Audience Segmentation		✓ OPTION	✓ OPTION
	Conditional Logic Website Forms	✓ 1 INCLUDED	✓ 1 INCLUDED	✓ UNLIMITED
	Website Pop-up Campaigns		✓ OPTION	✓ OPTION
	Custom Social Media Campaigns	✓ OPTION	✓ OPTION	✓ OPTION
	Competitor Social Media Monitoring		✓ OPTION	✓
	Periodical Social Media Analytics Report		✓ OPTION	✓ MONTHLY
	Integrated Website Chat Feature	✓ FREE WITH £195 SET UP CHARGE		
	Custom Automated Webhook Processes		✓ UP TO 3 INCLUDED	✓ UP TO 5 INCLUDED
	Email Campaigns (For example monthly newsletter)		✓ 1x ACTIVE CAMPAIGN INCLUDED	✓ UP TO 2x ACTIVE CAMPAIGNS INCLUDED

SPECIFICATIONS

Continued

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MARKETING SERVICES - AUDIENCE	Automated Shopper Email Campaigns <i>(For example abandoned basket follow-up)</i>		<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION
	Periodic Email Campaign Origination & Setup		<input checked="" type="checkbox"/> PAY AS YOU GO	<input checked="" type="checkbox"/> PAY AS YOU GO
	Email Campaign Content Origination		<input checked="" type="checkbox"/> PAY AS YOU GO	<input checked="" type="checkbox"/> PAY AS YOU GO
	Active eMail Campaign Audience		UP TO 2,000 CONTACTS INCLUDED	UP TO 2,000 CONTACTS INCLUDED
	Periodical Email Campaign Analytics Report		<input checked="" type="checkbox"/> AD-HOC	<input checked="" type="checkbox"/> AD-HOC
	Event Based Marketing Contact Tagging		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Event Based Social Media Posting		<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION
	Goal Conversion Tracking		<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/>
	Backlink Monitoring		<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/>
	Brand Monitoring		<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> OPTION
	Periodical Website Visitor Analytics Report	<input checked="" type="checkbox"/> OPTION	<input checked="" type="checkbox"/> MONTHLY	<input checked="" type="checkbox"/> 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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