



IF Consultancy Price List

Last Updated March 2010 – Prices are exclusive of VAT

Thank You for requesting or downloading a price list from IF Consultancy. We hope that you find it useful when trying to make a decision about the services that you require and who will provide them. We are aware that for many people price is an important factor in commissioning any work which is why we don't keep our prices secret! However what you can't see from a price list is what the service that you get is like or just how friendly we are. The world of design and the web can be confusing and full of jargon and we aim to try and steer you through that allowing you to stay in control of your business whilst removing the worry and offering a high quality service at an affordable price. If you have any questions or would like to find out more please call or email us on 0845 652 4412 or info@ifconsultancy.co.uk or check out our website www.ifweb.co.uk

We have a range of fact sheets that may also help to make things clearer in your mind and would be happy to send you copies by email or post. (thinking About a Website?, Just What Is Web Marketing?, Choosing Design and Print, How do I get more customers?, The Basics of E commerce).

If you can't see exactly what you want, please contact us and we will put together a bespoke quote.

Finally, thanks for taking the time to read this – we hope you find it informative and helps you to make the next step.

All at IF Consultancy

If you are new to the web and are just starting out you may be interested in our “**One Page Website Packages**”

Simple One Page Site

You choose from one of our pre-made designs, add your own logo, text and contact details. We include your domain name purchase in the package and set up up to 5 email addresses. We will give you the ability to edit your own text, submit you to the search engines and provide you with summary statistics.

£40 setup and £10 per month

Bespoke One Page Site

Your site will be designed specifically to you and to your full specification. It may include a contact form, google map, images, text or basic flash animation. We include your domain name purchase in the package and unlimited email addresses. You will be given access to edit the content of your site as well as access to our online real time statistics package. Your site will be submitted to the Search Engines and a Google Local and Google Map listing created. You will benefit from monthly updates and telephone support.

£125 setup and £15 per month



Website Package Prices

All our website packages include the following:

- Bespoke design - We do not use templates to create our websites.
- Search Engine Friendly
- Submitted to Search Engines and an XML sitemap uploaded
- The purchase of a .co.uk domain name
- Unlimited Emails
- Creation of a Google Local and Google Maps listing
- Consultancy
- Optimised coding for fast site access
- Sourcing of images from our free image library for use on your site
- Internet Explorer, Firefox and Google Chrome compatible
- All packages are fully upgradeable to meet your business requirements
- Choice of Standard or Lite Managed Hosting so you can be sure of your costs and your website stays up to date!

Hosting (please note Ecommerce sites have a separate hosting structure):

Managed Hosting -

- Hosting of site on reliable, high speed UK based servers
- Unlimited Email
- Update your content at any time with our easy to use content editor
- Access to our online statistics package, track visitor information, hits, keyword analysis
- Telephone support
- Monthly Updates to text content and images included in the price

Managed Hosting Lite

- Hosting of site on reliable, high speed UK based servers
- 5 Email Addresses
- Annual Summary Statistics
- Telephone support
- Two Updates per year to text content and images included in the price
- Managed Hosting Lite is only available to customers with static sites.

5 Page Web Site

Setup: £495

Managed Webhosting Lite: £17.00 per month

Managed Webhosting Standard: £30.00 per month

10 Page Website

Setup: £795

Managed Webhosting Lite: £27.00 per month

Managed Webhosting Standard: £40 per month

15 Page Website

Setup: £995

Managed Webhosting Lite: £32.00 per month

Managed Webhosting Standard: £45 per month

Larger Websites, additional functionality and bespoke projects available – please contact us for a bespoke package price.



E-commerce Site - IFCommerce

IF Consultancy have their own Ecommerce software, based on the award winning OSCommerce system but with over 50 bespoke modules added on. This system provides everything you need to sell online.

- IFCommerce is an advanced shopping cart system offering the following capabilities
 - Edit all areas of your website
 - Create additional pages
 - Batch print invoices and packing slips
 - Offer discounts and vouchers to customers
 - Auto resize images
 - Add descriptions to categories
 - Built with SEO in mind, friendly URLs and easy to use Meta data
 - Upload and download product files to your favourite spreadsheet package.
 - Easy to integrate with several payment systems
 - Full Statistics Package
 - Multicurrency
 - Customers can view order history and statuses
 - Wishlist
 - Compare products
 - Group and bundle products
 - Customer review system
 - Google Base autofeed
 - Create orders and accounts in back office
 - Newsletter manager
 - Advanced security features
 - News Blog
 - RSS feeds
 - Social Bookmarking
 - Flexible product layouts
 - Purchase without account
 - Returns System
 - Product search and advanced search features
 - Product reviews
 - Multiple Product Images
 - Cross Sell Products
 - Breadcrumb trail for easy site navigation

IFCommerce Setup

Option One: Basic – £350

Choose from one of our templates in a variety of colourways and add your logo. Your site will be uploaded and an admin account created. Using our tutorials and factsheets you will need to set up and configure how your store works yourself.

Additional services available

Logo Design £200

Custom Header £100

Payment Integration £100

Google Base Integration £70

Product Setup inc 20 products uploaded: £140

Static Pages Created: £50 per page

Option Two: £850 Customised template

We will configure your store, set up payment integration, set up google base and shipping you will receive a fully functioning Ecommerce system ready to add product stock and be maintained but it will be based on one of the templates, headers and graphics will be customised.

Option Three: £1650 Bespoke design

We will design a totally individual look for you with all graphics and images inc headers etc.. your store will be configured and your choice of payment system and shipping integrated. From the data you provide 20 products will be uploaded.

Option Four: £2450 Bespoke Design plus full consultancy

We will design a totally individual look for you with all graphics and images inc headers etc. Your store will be configured and your choice of payment system and shipping integrated. 20 products will be uploaded, product attributes created, payment and shipping systems integrated, google base and google sitemap uploaded. One to one training and full consultancy and project management.



IFCommerce Hosting

Option One: £19.99 per month Hosting Only

Hosting Only. You will receive email factsheets and can phone for advice. Any work done on the site will be billed at our standard monthly rate with a minimum of 1 hour. You will manage and administer your own email accounts.

Option Two: £37.50 Managed Hosting Standard

This will include monthly updates actioned within 8 working days to your site and we will setup and manage your email accounts. We will also offer you telephone advice and support as well as access to our tutorials and email factsheets.

Web Marketing Services

Standard Web Marketing

£1200 PER YEAR (payment terms negotiable)

- Research and assistance with choice of keywords.
- Optimisation of content on up to 10 pages
- Submission to search engines and free directories.
- Advice on paid directory submission
- Monthly statistics on website use and search engine ranking.
- Reciprocal link programme research and implementation

Option Three: £75.00 Managed Hosting Professional

This will include monthly updates actioned within 48 hours. We will also create graphics for sales and special events as well as update and amend your site setup for these events. We will take a proactive approach to managing your site advising you of changes that could be made to increase sales as well as monitoring your site statistics. Telephone advice and support as well as access to our tutorials and email factsheets and onsite visits where possible included.

Additional Options

SSL certificate – personalised SSL certificate £150 per annum (recommended)

Bespoke modules can be added to IFCommerce, examples of previous modules include health consultation, bespoke blind quotation and birthday reminder service

Email Marketing Campaigns

1st Campaign £100 setup for template design or £200 setup for bespoke design plus 1p per email sent

Additional campaigns £75 setup plus 1p per email sent based on original email design.

- Design of email template
- Email designed so as not to be marked as spam
- Content of newsletter/email uploaded to site for accessibility
- Advice on best practice and marketing techniques
- Advice and sourcing of relevant databases of contacts.
- Emails sent through dedicated server.
- Private login to view campaign activity

IF Consultancy



Design and Print

Graphic Design

£40.00 per hour

- Experienced and qualified graphic designer
- High quality marketing and print material to promote and present your business
- Samples of work available
- Design of any printed materials, including leaflets, flyers, banners, posters, business cards, marketing materials etc...
- We can arrange for the printing of your material and deal with the printers on your behalf POA

Print and Design Packages

All Design and Print Packages Include:

- Bespoke Design
- Other quantities and specifications available on request.
Print ready within 10 days of design approval
- Delivery available at additional cost
- Express Service Available at Additional Cost

A5 Flyers – Double Sided Full Colour - 135gsm gloss paper

250 - £145 (no VAT charged on this item)

1000 - £185 (no VAT charged on this item)

10000 - £265 (no VAT charged on this item)

A6 Flyers – Double Sided Full Colour - 135gsm gloss paper

250 - £135 (no VAT charged on this item)

1000 - £155 (no VAT charged on this item)

10000 - £166 (no VAT charged on this item)

A5 Postcards – Double Sided Full Colour – Laminated Gloss Front

250 - £190

1000 - £217

10000 - £537

A6 Postcards – Double Sided Full Colour - Laminated Gloss Front

250 - £199

Logo Design

£199

- A custom logo design
- Choice from 3 different full colour logo concepts A unique design - no clip arts, Unlimited alterations to your chosen design
- Your logo delivered in multiple formats: jpeg, ai, gif, eps, cdr, tif
- The final files supplied in high resolution

1000 - £229

10000 - £589

Single Sided Full Colour Business Card (400gsm)

250 - £90

500 - £93

1000 - £100

Double Sided Full Colour Business Card (400gsm)

250 - £110

500 - £113

5000 - £120

Compliments Slips

1000 – £125

Headed Paper

1000 - £102

IF Consultancy



Extras

URL Purchase

.co.uk or .org.uk two years **£17.50** for two years
.com or .org two years **£30.00** for two years

URL Renewals

Price on Application

SSL Certificate

£150.00 for one year

Laser Printing

Full Colour laser Printing from hard copy, disc or email **£00.05 per side**

Notes

- Bespoke packages will be quoted individually (these may include gallery, forum, additional artwork, customer management systems, tailored web marketing solutions and bespoke e-commerce facilities)
- All materials – text content, images and photographs to be supplied by the customer
- Site redesign – POA
- Additional artwork and formatting charged at £40 per hour

Copywriting

£50 per page

We will write the copy for your site from notes and discussions with you. We will help you to organise your information in a clear way and incorporate any of your chosen keywords to maximise your exposure on Search Engines.

Proof Reading

£25 per page

We will proof read the text you supply and check any spelling and grammar mistakes and help you organise information.