

WEBSITE PACKAGES FOR ALL BUSINESSES AND BUDGETS

www.thesmartbear.co.uk



All Smart Bear websites come with added creativity, social media savvy and jargon-busting explanations as standard – we don't talk geek unless you do! And because we're switched-on to SEO, your website will be too – even the basic packages are constructed with search engines in mind.

Whether you're a creative/artist, professional service, charity, health & beauty specialist or something more commercial – everyone needs an online presence! Explore the packages below and the optional extras like maintenance, copywriting and logo design, to see which is right for you.

	Shrewd Package	Smart Package	Clever Package	Wise Package	Genius Package
	£595	£795	£995	£1495	£2495
Standard Features:					
Your own domain for 1 year If you don't already have a domain, we'll purchase one on your behalf	✓	✓	✓	✓	✓
Hosting and email accounts for 1 year We will host your website, and provide email accounts for you for the first year	✓	✓	✓	✓	✓
A Content Management System (CMS) We use a WordPress content management system to make it easy for you to stay in control of your website and easily make changes yourself	✓	✓	✓	✓	✓*
Exclusive access to Video Training, Help Articles, and special Cheat Sheets All our clients gain exclusive and unlimited access to our Support Website	✓	✓	✓	✓	✓
A premium template We'll select the best layout options for your brand, following our design consultation and then we will customise the look to include your brand colour scheme, logo and images with 1 round of layout revision	✓	✓	✓	✓	✓
A homepage with logos and calls-to-action(s) and up to 5 additional pages Your homepage will include your logo, represent your brand and include appropriate call to actions, and up to 5 additional pages of your choice	✓	✓	✓	✓	✓

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The ability to add your own pages Alongside the pages we build for you, you'll be able to add your own pages and blog posts easily	✓	✓	✓	✓	✓
Search facility We'll add a facility to help your customers find the information they need on your website with a comprehensive search facility	✓	✓	✓	✓	✓
Submission of your website to Search Engines To ensure your site is listed	✓	✓	✓	✓	✓
Technical Search engine optimisation structure built in and the facility for ongoing optimisation We will build in the structure for optimal results as we create the site and advise how you can improve your own SEO going forward	✓	✓	✓	✓	✓
Social media icon links built in We will provide icons to your social media accounts - as many as you have!	✓	✓	✓	✓	✓
Security plugin set up to prevent and monitor hacking attempts We'll help prevent against people trying to hack your website by making it as safe as possible from the start.	✓	✓	✓	✓	✓
A Blog facility/ blog page We'll input up to 3 blogs for you	✓	✓	✓	✓	✓
A Google Map facility, testimonials display, a newsletter sign-up form and a social media share facility All these options are included if you need them	✓	✓	✓	✓	✓
Package specific options:					
1 hour of face to face or Skype training for 1 person and up to 1 hour of telephone after-support We will provide 1 hour of face to face training (or via Skype depending on location) and up to 1 hour of telephone after-support		✓	✓	✓	✓
SSL encryption//certificate We'll add an SSL encryption in line with the level you require to aid security but also to help you rank better with Google.		✓	✓	✓	✓

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Download monitors, Event listings, Event booking or Appointment booking Monitor who is using your free downloads or collect vital customer information, advertise/show upcoming events and sell online tickets or let your clients book appointments (and pay for them in advance)		✓	✓	✓	✓
Portfolio display or Photo galleries Show off your portfolio or work with use of galleries, and add watermarks easily for added protection		✓	✓	✓	✓
Either Directories, Job boards, Product Catalogues OR Secure sign-in free membership facilities Choose one feature/function			✓	✓	✓
Either Complex Membership facilities, Client Portals, Job or Property Listings, Online training facilities, bespoke coding or larger E-commerce facilities Choose one feature/function				✓	✓
Multiple Features and Functionalities or custom/bespoke coding For if you need more than one feature, for example, a shop AND a job board. Or, if you have something more bespoke in mind					✓
Additional options:					
Extra pages If you'd like us to create extra pages for you, just tell us how many you need	£35 each				
Logo design Do you need a logo or a rebrand? We can organise one for you and ensure it will work over a range of digital and print media	Bespoke price given on request				
Maintenance or ongoing Marketing/SEO support We can help you keep your website software up to date, take off-site backups, monitor security for you or provide ongoing marketing or search engine optimisation support	Bespoke price given on request				
Page speed management We'll make sure your website is always performing at its best by monitoring the speed over time	Bespoke price given on request				
* additional charges may apply depending on the size and functionality of the build.					

NEXT STEPS

If you're interested in any of the packages above, or need more information contact The Smart Bear and book in a **FREE** consultation:

Tel: 0161 8186470

Email: hello@thesmartbear.co.uk

Twitter: @thesmartbear

