

Website FAQ's

- **How long does it take to build a website?**

Simple sites (subject to studio time) can be up and running within a week provided we are given all the necessary material. More complex sites Eg involving ecommerce and lots of products take longer but we will give you an indication of when your site will be ready once we have a brief of your requirements.

- **How much will a website cost?**

This varies a lot depending on whether you want to be able to transact ecommerce or have a lot of information but site builds start from around \$3,000 and our "average site" full CMS site is \$5000 - \$10,000.

- **What is a Content Management System (CMS)?**

This is a suite of software that, after a simple training session allows the user to change and update their site at will without being dependant on us as a web developer. You can easily change fonts, type sizes upload images etc TODAYS CMS's make this a much more simple task as their is no longer the need to understand HTML (the software language of the web)

- **What is W3C Compatibility?**

WC3 refers to the World Wide Web Consortium created in October 1994 to enable the WWW realise its full potential by developing common protocols to promote its evolution and ensure its interoperability. Having developed more than 20 technical specifications for the Web's infrastructure, including XML, DOM & SOX, the WC3 is now laying the foundations to meet the needs of the next generation of the Web as computers, telecommunications & multimedia technologies converge.

- **What is web hosting?**

Web hosting means that your site is held or hosted on a computer server so that people searching or looking to make contact with you can find you online from anywhere in the world 24/7. Often websites are hosted in dedicated server farms that offer redundancy and backup in the event of a power failure or failure of an internet link.

- **How much does hosting cost?**

On average around \$45 a month dependant on volume

- **Can I move my site to another host?**

Yes this option is always available to you

- **Can I use my existing domain name?**

Yes you domain name is fully transportable and we can set it up on a new site

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- **Do you supply an email program?**

Our Promail system is an easy to use online mailing system with the ability to segment your database and send electronic newsletters and even electronic postcards. It comes with an excellent reporting system and a detailed manual and CD. All this is available for a low monthly fee starting at \$65

- **How do I link to other websites?**

We can easily set you up to link to other websites by building what are called hyperlinks. You can also do this yourself via the CMS and hyperlinks to other sites can result in higher search engine rankings and also bring you more custom through compatible links.

- **Can I put a Video on my website?**

Yes we can place video directly on your site and also on YouTube giving you a link you can pass on to customers. We can also offer the production and shooting of low cost video. A great way to really highlight your products or services

- **Do you have additional Application Modules?**

We can bring a number of enhancements to your website that may be related to your industry or sector. This can range from calculators through to time and date records, interactive maps, newsletter signups, light box "blow ups" of pictures a blog etc

- **How do I get my website onto the search engines?**

When we set up your website we enhance it to optimise its ability to be found. This is done in a number of different ways from registering your site with the major search engines using key words to utilising links, specialised mini sites and looking at opportunities such as add words to drive traffic

- **How do I ensure my site lists as high as possible on the search engines?**

SEO (search engine optimisation) requires very regular attention and is a specialist's task. We supply initial instructions and can also offer an optimisation service

- **How do I sell via my website?**

Your site can be set up with full online ecommerce capabilities. This allows your customers to transact business with you online as either account customers (mainly on b2b sites) or payment via credit card. You can have your account set up to clear via the local banking system or choose to use one of the global payment gateways such as PayPal or WorldPay

- **How are my Ecommerce transactions protected?**

Using encryption protects customer's credit card details. You should always look for a little padlock that signifies you are using an encrypted site if paying by credit card

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