

**IF Consultancy Price List** - Last Updated December 2010

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](mailto:info@ifconsultancy.co.uk) or check out our website [www.ifweb.co.uk](http://www.ifweb.co.uk)

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

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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 for 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.

**£135 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: £545**

**Managed Webhosting Lite: £17.00 per month**

**Managed Webhosting Standard: £30.00 per month**

#### 10 Page Website

**Setup: £845**

**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 our own Ecommerce software, based on the award winning OSCcommerce 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**

Chose 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 setup and configure how your store works yourself.

### **Option Two: £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: £75.00 Managed Hosting Professional**

This will include monthly updates actioned within 48 hours. We will also create graphics for sales and special events. Telephone advice and support as well as access to our tutorials and email factsheets and onsite visits where possible included.

### ***Additional Options***

SSL certificate – From £49.99 per annum (recommended)



## Email Marketing Campaigns

*1st Campaign £130 setup for template design or £200 setup for bespoke design*

*Additional campaigns £75 setup*

*Every campaign:  
£10 Design and Spam Test  
1p per email*

*Monthly plans and automated emails available on request*

## Design and Print

### Logo Design £299

- A custom logo design
- Choice from 3 different full colour logo concepts A unique design - no clip arts, Unlimited alterations to your chosen design

## 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

**We can offer a full range of printed materials on a design and supply basis. Prices available on request. We have a panel of printers and ensure we get you the best price at the time you require it.**

- 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

- Your logo delivered in multiple formats: jpeg, ai, gif, eps, cdr, tif
- The final files supplied in high resolution

**A5 Flyers**

**A6 Flyers**

**A5 Postcards**

**A6 Postcards**

**Single Sided Full Colour Business Card (400gsm)**

**Double Sided Full Colour Business Card (400gsm)**

**Compliments Slips**

**Headed Paper**

**A Boards**

**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

**SSL Certificate**

***From £49.99 per year***

**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