

Website packages

Each package will follow our set six stage process to ensure the best quality of service. If there is a feature that you would like that is not listed please contact us for clarification on whether it is included.

Moon and back

This package gives you a maximum of three pages. We will provide two initial designs of which a finalised design will be created. This finalised design will form the style basis for deeper pages. If you require more than two initial designs, we will charge for the time as a one-off for making the changes.

Included features:

- Image slider
- FAQs section
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form

Excluded features:

- Blog
- Forum
- News
- Shop
- Single page site (one long page)

Mission to Mars

This package gives you a maximum of seven pages. We will provide three initial designs of which a finalised design will be created. This finalised design will form the style basis for deeper pages. If you require more than three initial designs, we will charge for the time as a one-off for making the changes.

Included features:

- Image slider
- FAQs section
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form
- News or Blog
- Single page site (one long page)

Excluded features:

- Forum
- Shop

Logo & Stationery Design

We will provide three initial logo concepts of which we will provide two further designs. We will then provide a finalised design. We will design one version based on the designed logo for your letterhead, compliment slip and business card, all of which print ready and in formats scalable for large print.

Shoot for the stars

This package gives you a maximum of 20 designed pages. We will provide three initial designs of which a finalised design will be created. This finalised design will form the style basis for deeper pages. If you require more than three initial designs, we will charge for the time as a one-off for making the changes.

Included features:

- Image slider
- FAQs section
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form
- News or Blog
- Single page site (one long page)

Excluded features:

- Forum
- Shop

Logo & Stationery Design

We will provide five initial logo concepts of which a we will provide three further designs. We will then provide a finalised design. We will design one version based on the designed logo for your letterhead, compliment slip and business card, all of which print ready and in formats scalable for large print.

E-commerce packages

Moon Shop

This package gives you a template of your choice from our provider. We will revise the chosen template to incorporate your brand colours. The fonts will be provided through google fonts and we will endeavour to find the closest match to your branding. The shop will have standard functionality as provided in the base model available from the the CMS software, WooCommerce.

Included features:

WooCommerce shopping cart

Image slider

Payment gateway - paypal standard offsite

Testimonial slider

1 x Social feed (limited styling)

1 x Enquiry form

Categories

Stock control

Product

- Images
- Description
- Dropdown
- Tax options
- Standard shipping (one option)

Excluded features:

Shop integrations for payment, delivery tracking, third party systems such as Xero

Blog

Forum

News

Single page site (one long page)

Mars Shop

We will provide two initial designs of which a finalised design will be created. This finalised design will form the style basis for deeper pages. If you require more than two initial designs, we will charge for the time as a one-off for making the changes. The shop will have standard functionality as provided in the base model available from the the CMS software, WooCommerce.

Included features:

WooCommerce shopping cart

Blog or News section

Image slider

Payment gateway - paypal standard offsite

Testimonial slider

1 x Social feed (limited styling)

1 x enquiry form

Categories

Stock control

Shop integrations with third party systems such as Xero (subject to plugin availability)

Product

- Images
- Description
- Dropdown
- Tax options
- Standard shipping (one option)

Excluded features:

Shop integrations for payment, delivery tracking

Forum

Stars Shop

We will provide three initial designs of which a finalised design will be created. This finalised design will form the style basis for deeper pages. If you require more than three initial designs, we will charge for the time as a one-off for making the changes. The shop will have standard functionality as provided in the base model available from the the CMS software, WooCommerce.

Included features:

WooCommerce shopping cart

Blog or News section

Image slider

Payment gateway - paypal standard offsite & other standard gateways such as WorldPay

Testimonial slider

1 x Social feed (limited styling)

1 x enquiry form

Categories

Stock control

Shop integrations with third party systems such as Xero (subject to plugin availability)

Shop integrations for payment, delivery tracking such as DPD, Royal mail (subject to plugin availability)

Product

- Images
- Description
- Dropdown
- Tax options
- Standard shipping (one option)

Excluded features:

Forum

All package terms:

CMS Website:

Your website will be built on either Joomla! Or WordPress depending on the type of build required. We will advise on the most suitable solution for this.

Website analytics:

We will setup google analytics on your website and provide you will access. This does not include conversion goal setup or filters.

Mobile friendly:

Your website will be mobile friendly, however we cannot guarantee your website to perform the same on all devices, particularly if the device isn't running the latest operating system.

Free £75 ad voucher:

On signing up to Google Adwords for the first time, you are eligible for a free £75 coupon when you spend £25. This is subject to availability and terms specified by Google.

Local Search Network:

We will setup your business listing on google my business. This does not include any other directory.

Fast UK Hosting:

We will host your website and manage it throughout the duration of the contract. We will remain your main point of call. The hosting platform you will be on is a UK provider called Xilo and you will be on a reseller platform.

Domain name:

We will purchase on your behalf your domain name within the contract fee. If the domain you require exceeds the annual buying cost of £15 + vat. You the customer will have to pay the cost difference. For example: If you wish to have the domain www.yourbusiness.uk.com the domain annual cost is £23.49 + vat. Therefore you would pay £8.49 + vat additionally each year.

Any domain names purchased by ourselves within contract will be registered in our name for the first 2 years, or until you have paid the full amount of the contract's total cost.

Website maintenance:

Because your website will be built using a CMS (Content Management System) throughout the year, updates are required to maintain the latest version of the software. This is for security or maintenance. Note, this is not to be confused with monthly support of making changes to your website.

Google Apps Included:

As part of having your email setup through our reseller of Google Apps, you have access to the other services from google such as calendar and drive.

Build terms for all packages**Content:**

All content for the pages must be provided, by you, in one go. We will provide a content checklist to guide you. You must provide content within 2 months of the contract start date. Charges may apply if content is not delivered within this period - see our terms of service for more information.

Shop products

Moon shop - you are responsible for adding all products

Mars shop - we will add up to 50 products

Stars shop - we will add up 200 products

Managing your project

All project work is managed through our project management system TeamWork. You will be given access to collaborate throughout the build and duration of the contract.

Design meeting the final product:

The finished website may not exactly meet the finalised designs due to the nature of web design.

Adding more pages/features to your website

If you require additional pages/features, we will quote you for the work required. This is calculated at our hourly rate of £90 + vat and is based on the time estimated.

Your monthly contract amount will not change unless you are changing package type, for example changing from a website to an e-commerce shop. In this case, we will charge you a one-off cost for the change and your new monthly total will then reflect the equivalent package type.

Monthly support:

We will provide (depending on your package amount given) a set amount of hourly support each month. If the support is not used it can not be carried across to the following months.

If you require more support than allocated we will provide this on a pay as you go basis at our hourly rate of £90 or we can provide fixed monthly support packages.

Business email account:

We will setup (depending on your package amount given) email account(s) which will run through our google reseller program. The account will give you 30GB of space. If you require more email accounts, they are available for £6.99 per account per month.

Finance:

On signing up to a package, you are entering into a contract of paying the monthly total for 24 months. You can pay the total value at any point you wish.

You cannot cancel the contract until the full total has been settled.

If you fail to meet any payment, we will suspend all services (this will result in your website going offline, your email being suspended and your domain becoming available to purchase by the public) until payment has been received. Continued failure to provide payment will result in legal action and interest will be applied for all outstanding amount due and which application legal fees associated.

Website packages:

Moon and Back Package: **£90 + vat This equates to £2,160 + vat.**

Mission to Mars Package: **£200 + vat This equates to £4,800 + vat.**

Mission to Mars Package: **£300 + vat This equates to £7,200 + vat.**

E-commerce packages:

Moon Shop Package: **£200 + vat This equates to £4,800 + vat.**

Mars Shop Package: **£350 + vat This equates to £8,400 + vat.**

Mars Shop Package: **£500 + vat This equates to £12,000 + vat.**

End of contract:

After the 24 months has past you can:

- A. Cancel all services -
- B. Continue with ongoing services such as hosting, email and maintenance at our standard rates (see our website for more information)
- C. Renew your contract and have a brand new website at the package rate at the time of renewal

Notes relating to options A & B:

If you select package A, "if you wish to cancel all services" this will result in your website, and email being deleted. Your domain becoming available on the market for resale and all other items ceasing to exist. If you wish to move your website and email to another provider, we can

provide the necessary support to facilitate this, which will be charged at our hourly rate of £90 + vat at the time required to action.

If you select package B, monthly support will cease, but if you wish, we can provide monthly support packages.

Terms for all Digital Marketing packages

Each package provides:

- **Google Analytics**- we will setup google analytics on your website and provide you will access. This does not include conversion goal setup or filters.
- **Inspectlet Tracking** - we will setup the basic, free version of inspectlet on your website and provide you will access.
- **Free £75 ad voucher** - on signing up to Google Adwords for the first time, you are eligible for a free £75 coupon when you spend £25. This is subject to availability and terms specified by Google.
- **Mailchimp managed** - we will set-up and manage one Mailchimp account. If the account exceed 2,000 subscribers, there will be additional costs associated with running the account, subject to Mailchimp's membership fees.

Moon and back terms

This package provides:

- **1 research & written article** per month, comprising solely of text. If you wish to have infographic or video content created, this will be quoted and charged at our hourly rate of £90 + vat, and will be an additional cost to the monthly package.

The article length will be at the discretion of our team, but it will not fall below the 250 word mark. Where possible, our team will include relevant keywords & use internal linking for SEO purposes.

- **SEO keyword research** of a maximum of **10 keywords** researched.
- **Essential report** comprising of analytics data showing the essential elements to traffic & engagement statistics. This report will not include any written analysis.

Mission to Mars terms

This package provides:

- **1 research & written article** per month, comprising solely of text. If you wish to have infographic or video content created, this will be quoted and charged at our hourly rate of £90 + vat, and will be an additional cost to the monthly package.

The article length will be at the discretion of our team, but it will not fall below the 250 word mark. Where possible, our team will include relevant keywords & use internal linking for SEO purposes.

- **SEO keyword research** of a maximum of **10 keywords** researched.
- **In-depth report** comprising of analytics data and basic analysis of statistics shown.
- **2 x google/social campaign** created on either platform with only 2 campaigns running at any time across any platform. Additional campaigns can be created and pricing for this can be found on our Add-Ons. Any add-ons will be charged in addition to the monthly contract. Alternatively, campaigns can be paused so that new campaigns can be created as long as this does not exceed 2 campaigns in total.

All costs associated with paid advertising campaigns are to be paid directly by the client to the 3rd party ad provider.

- **4 x social media posts** across a maximum of 3 platforms including: Facebook, Instagram, Twitter, LinkedIn & Pinterest. Content for the posts must be provided you, the client. Posts can be scheduled and if less than 4 posts have been created in one month, this cannot be rolled over into the next months.
- **1 x email marketing campaign** created in Mailchimp. Content for the email campaign must be provided by you, the client, and will be sent out once per month. If an email campaign has not been sent through delayed content by the client, this cannot be rolled over into the next months.

Shoot for the Stars terms

This package provides:

- **1 research & written article** per month, comprising solely of text. If you wish to have infographic or video content created, this will be quoted and charged at our hourly rate of £90 + vat, and will be an additional cost to the monthly package.

The article length will be at the discretion of our team, but it will not fall below the 250 word mark. Where possible, our team will include relevant keywords & use internal linking for SEO purposes.

- **SEO keyword research** of a maximum of **10 keywords** researched.
- **Advanced report** comprising of analytics data and in-depth analysis of statistics shown.
- **5 x google/social campaign** created on either platform with only 5 campaigns running at any time across any platform. Additional campaigns can be created and pricing for this can be found on our Add-Ons. Any add-ons will be charged in addition to the monthly contract. Alternatively, campaigns can be paused so that new campaigns can be created as long as this does not exceed 5 campaigns in total.

All costs associated with paid advertising campaigns are to be paid directly by the client to the 3rd party ad provider.

- **4 x social media posts** across a maximum of 3 platforms including: Facebook, Instagram, Twitter, LinkedIn & Pinterest. Content for the posts must be provided you, the client. Posts can be scheduled and if less than 4 posts have been created in one month, this cannot be rolled over into the next months.
- **1 x email marketing campaign** created in Mailchimp. Content for the email campaign must be provided by you, the client, and will be sent out once per month. If an email campaign has not been sent through delayed content by the client, this cannot be rolled over into the next months.
- **1 x landing page** created for lead & conversion generation. We will produced one design and allow for minor amendments to this, subject to our discretion. A maximum of 1 landing page can be created each month and if a landing page has not been created, this cannot be rolled over into the next months. If a new landing page is not required, we can make changes to a landing page for testing purposes.

Finance:

On signing up to a package, you are entering into a contract of paying the monthly total for a **minimum of 3 months**.

You cannot cancel the contract mid-month, and there is a one month notice period should you wish to cease services with us.

If you fail to meet any payment, we will suspend all services (this will result in any ads being paused and any work on the site, content, email campaigns or social postings being paused) until payment has been received. Continued failure to provide payment will result in legal action and interest will be applied for all outstanding amount due and which application legal fees associated.

Digital Marketing packages

Moon Package: **£250 + vat This equates to £750 + vat.**

Mars Package: **£500 + vat This equates to £1,500+ vat.**

Mars Package: **£1000 + vat This equates to £3,000 + vat.**

Results:

Despite using all modern digital marketing techniques, we cannot guarantee any results in the form of traffic, engagement, conversions or otherwise.

Key information

- Any package contract that you, the client, may enter into is **not** a finance or hire agreement. You will be entering into a standard monthly contract with us, Huga Digital Marketing, and will therefore be subject to the terms outlined in our agreement.
- We, Huga Digital Marketing, withhold the rights to all intellectual property of an designs, development and advertisement until the full payable amount of the contract total is settled.