

# Your Internet Solution

## Four Steps to your Internet Presence:

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1. Domain Name & Email/URL Solution
2. Website Development
3. Web Hosting
4. Web Management, including Search Engine Submissions

Thank you for giving URL Media & Marketing the opportunity to provide you with information on our products & services.  
PLEASE NOTE **THIS IS NOT A QUOTE**

## Step one: Domain Name

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### Domain Name

If you do nothing else, this step is the most important. There are a variety of domains to choose from. The most common are either .com or .com.au. These relate to commercial enterprises, and should be as short as possible so that your customers can remember it!

**SECURE YOUR DOMAIN NAME.** When purchasing a domain name for your business, it is important to remember to purchase both .com & .com.au (if available), or this may lead to your opposition buying it before you do. Or worse still someone may secure the domain name and resell it back to you for an inflated price. Other domains are .net.au, which signifies an Internet business.

## **Availability** (click the link below to check availability)

<http://www.melbourneit.com.au/domainname/>

## **Cost per domain** (N.B. Melbourne IT charge \$150.00)

- .com.au           \$79.00 (every 2 years - price changes)
- .com               \$39.50 (every year) + \$44 one off fee  
for DNS Management - includes email solution
- Domain URL redirection (to another website) \$10/year

## **Order your domain**

- URL Media & Marketing will advise you of the best domain name for you to secure
- We welcome any suggestions you have, so let us know
- Please keep in mind that the best domain name is the shortest & easiest to remember

## **Email Solution**

By simply having a domain name, it does not give you email addresses. These are available when your domain name is “hosted”. See web hosting below.

If you choose a .com domain name, DNS management is available immediately and 5 email addresses can be setup at a one off extra cost of \$44.00 (1 email for .com.au domains).

For more information please visit our website

[www.urlmedia.com.au](http://www.urlmedia.com.au).

## Step two: Website

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Having a successful website built that will work for your business, is a very cost effective marketing strategy. The long-term gains will far out way the initial investment, if you do it right! The most important feature in a website is to make it easy for your customers to navigate around the site. Gone are the days with top-heavy sites, which have all the bells & whistles. Your customers will not wait for large image files to download or fancy flash screen animations. Sharing your web space with another business, just doesn't work either, because your customers won't find you. Having a dedicated website will capture YOUR customers.

**We can design & build your website to suit any budget.**

Here's what we offer for a standard website.

### What's included in a Standard Website?

- Up to 5 pages, designed with you, for you
- Back-end admin control panel for you to make changes to your website, using a Wordpress platform
- Your colours, logo & up to 5 pics/page (supplied by you)
- Your content (supplied by you within 10 days of deposit)
- Contact form and email database integration
- Extensive plug-in installation to drive your website
- Social media integration

### Cost

- From **\$1895.00** (total cost)

**PLEASE NOTE OUR TERMS:** This is not a quote or offer of sale, merely information on our products and services. 50% deposit is required to commence building your website, then a final payment of 50% is to be made once the website has been constructed, using the information and images you supply (unless specified differently in your quote). When minor changes to the finished content are made 7 days after construction, the job is deemed complete.

Any re-work after practical completion, or addition to the website is charged at the standard contract rate of \$75.00 per hour, or part thereof (minimum ½ hour). You must supply all content (unless specified), before construction of the webpage is commenced. URL Media & Marketing will assume creative direction, including generic photos for the design if the client offers no creative direction. Other options which may vary the cost: existing website integration, extra pages, video integration or extra photos. Please ask for a quote.

## Step three: Web hosting

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Web hosting drives your Internet presence. Your website must be hosted on a server for people to view it on-line. Our web hosting facility is specifically designed to meet the needs of SME business owners. All our customers are hosted on a Complex Web hosting Infrastructure typically designed for multi-million dollar Websites, but made available to our customers in a shared environment.

All customer websites are hosted in a fully redundant, load-balanced Web cluster with no single point of failure.

### What's included? (other plans are available, with higher specs.)

- 500Gb web space
- Back-end admin control panel for you to make changes to your website
- Unlimited Gb/month transfer
- 10 POPs, eg. *yourname@yourdomain.com.au*
- Unlimited email aliases

### Cost

- **\$44.00** set-up fee
- **\$12.50** per month (paid in advance for 12 months)



## Step four: Website maintenance

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Website maintenance is equally important. The secret to a good website and continued business, is to have your customers keep coming back. This is only achieved by changing your website content, ie. new stock photos, specials, promotions, social media posts, latest news, etc.

We offer all websites that are built by URL Media & Marketing a free maintenance program, at no extra cost, if the task takes less than 15 minutes to complete. Otherwise see below

### Cost

- **\$195.00** per PAGE
- or \$75.00 per hour (whichever is cheapest, min ½ hr.)

## What's next?

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If you would like a quote from URL Media & Marketing to build your new website, we will send you a “quote to build” after our initial no obligation consultation. This will inform you of your exact price in writing, as well as your payment options.

After our initial consultation, we should have been able to outline what is important in your new website, and the basic structure. You will need to supply the actual content to us within 10 days of your deposit paid. Then we can get started on your new exciting website!

Thank you for allowing us to present to you information, on our products and services, and please don't hesitate to call 0408 780962 if you have any further queries.

Regards,

Mike Doroshenko