

## Product Description

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**BudgetLINE:** Complete website with editing software and personal training

**All prices ex GST unless otherwise stated**

# Initial Setup Costs

**Complete Website, with editing software and design template..... \$395**

## BudgetLINE Package

**BudgetLINE is a complete website package with web editing software (CMS), template customisation, personal training and support.**

**Its low price and fast deployment (live within 24 hours) make it the perfect choice for small businesses and startup businesses.**



- The editing software allows you to create, edit and manage your web pages, edit content in a user-friendly word editor and upload images. Complete with web/email hosting and domain name registration fee.
- The site is live within 24 hours.
- This is not a DIY product: We build the complete site, give you personal training and setup a custom header complete with your logo.
- No hidden costs
- The page templates are W3C standards compliant and compatible with all major browsers.
- The system is built modular and allows to be extended at a later stage through the implementation of additional functionality, such as forums, guest books, email marketing engine, online shop etc, all maintained through Typo3's console.
- Visit [www.pixelound.com/budgetline/](http://www.pixelound.com/budgetline/) for more information

### Package includes:

- Design template, complete with customised header including your logo and details
- Registration and configuration of domain name (if required)
- One hour of personal training
- A training CD with PDF tutorials, over 100 small movies and a dozen short movies directly within Typo3 help you to get started within Typo3
- 30 minutes telephone support per month.
- Upgrade available to a professional installation with dedicated database.
- Monthly service fee applies.

### For editors and administrators, features include:

- Word-like editor: transforms text into HTML
- Automatic Thumbnailer: Images that are uploaded through Typo3 are resized automatically to ensure small file sizes and faster download
- Multiple Columns: Use up to two columns per page
- Easy-to-use editing: edit content directly from inside your website
- Drag and Drop: Move pages through simple drag and drop
- Unlimited number of pages



### For visitors, features include:

- User-friendly, quick loading website
- Click Enlarge Images: on a mouse click, images open up enlarged in a popup window.



## Ongoing Costs

**Monthly Service Fee..... \$50**

**Web hosting "Basic Plus", monthly fee**

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- Web and email hosting
- Domain Name Hosting
- 100MB server space on UNIX server located in WA with 10 mega bit/sec bandwidth
- 32 Mailboxes
- PHP, Eperl,
- Database access (PostgreSQL or MySQL)
- Web statistics (Webalizer)

**30 minutes Email and Telephone support per month**

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Ongoing support for Typo3 and other issues related to your website.

Charged per 10 minute allotments or per email support request

# Optional Extras

The following items are optional. Please indicate clearly on the agreement page which options you require.

**Interface Design..... \$995**  
*Valued at: \$1085.00*

## Concept, Design and Implementation

**A small scale custom design. Based on an existing template, we further enhance the interface to perfectly match your company's profile.**

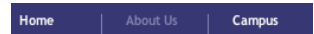


In an initial briefing we discuss the design priorities on which we build the layout for your website. Further changes are charged extra.

Image shown is an example of a intermediate design customisation.

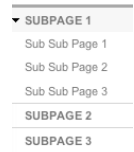
## Horizontal Navigation

Horizontal navigation with one level.



## Subpage Navigation

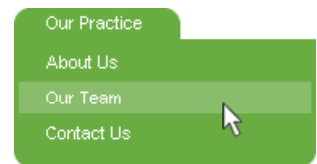
- Separate navigation listing subpages to the current page or section
- The navigation is generated automatically, no maintenance required
- In most cases this navigation is a vertical navigation along the left side



**Fold-Out Navigation..... \$495**

## Fold-out navigation

- Multi-level Navigation with drop down submenus
- Submenus unfold when the mouse is moved across
- Up to 5 levels
- The navigation is generated automatically, no maintenance required
- The navigation is highly search engine friendly and accessible



**Breadcrumb Navigation..... \$195**

## Breadcrumb Navigation

**You are here: Home > About Us > Our Team**

You are here: [Home](#) > [Services](#) > Web Design

- Breadcrumbs show the path a visitor took to get to a certain page. This allows them to easily navigate within larger sites with more than three levels.
- The navigation is generated automatically, no maintenance required

**Flash Slide Show..... \$295**

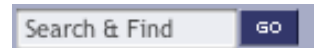
**Flash Slide Show**

Flash player showing repeatedly a slide show of a number of images. New slide shows can be created easily inside Typo3 (see www.elitevillaholidays.com.au).

**Search the site..... \$195**

**Search the site**

- Editors can place a search box on the site that allows visitors to search within page content, headings and keywords.
- This is very useful to visitors on a site with a large and growing number of pages.



**Sitemap..... \$195**

**Sitemap Page**

- We create a page for you that displays a complete sitemap
  - Sitemaps provide visitors with an easy overview of all pages in the entire website, similar to a book index
- The sitemap is generated automatically, no maintenance required.



**Google Analytics..... \$195**

**Install Google Analytics**

- Google Analytics is the best tool when it comes to analysing the traffic to your website.
- See which pages are viewed how often, which promotion drives the most visitors to your site, what they searched for etc...
- Installation and Training included



**Frequently Asked Questions..... \$195**

**Frequently Asked Questions**

The advanced user experience makes this module fun to use and very user friendly. Editors can easily add new items to a list of frequently asked questions (FAQ). See it in action at www.pixelSound.com/budgetline/faq.html

Who developed BudgetLINE

Which editing software

BudgetLINE is powered by professional and highly com

**Guestbook..... \$395**

**Guestbook**

- Visitors can leave comments behind
- Positive feedback and comments from the guestbook can generate new business and can be used as testimonials in marketing material

Tuesday, 02-01-07 09:53  
 Welcome to our guestbook.

**Share Price Info..... \$295**

**Share Price Info**

Share price ticker, displaying your company's current share price. Updated every 20 minutes.



**Multimedia Content..... \$99**

**Multimedia Content**

Editors can publish multimedia files. Including MP3, SWF, WAV, AVI, AU, MOV, MPG, WMV, ASF, SWA, DCR

**Password Protected Pages..... \$495**

**Password Protected Pages**

- Visitors can login and access additional pages that are otherwise hidden
- Editors can create "hidden" pages and sections that require a visitor to login in order to view the pages. Possible usage could be a "members only" website, intranet or extranet sites or club web site. Includes a login and registration page.
- Possible usage: internal staff pages, pages for registered members or client area.
- Login box can sit prominently in the header of every page
- Visitors can create their own account and manage existing accounts
- Account list can be used for Email marketing module



**Membership Administration (Steps involved)**

1. Anybody - or only invited visitors - can apply online (to be defined)
2. Applicants receive email where they are asked to verify their application
3. Administrator reviews application (optional)
4. Administrator creates invoice in the desired accounting package and sends it to customer by mail or email.
5. On receiving payment, account is made online.
6. Any page or individual page content can be attached to a certain user group, making it accessible only to members of this group.

**Search Engine Optimisation..... \$795**

**Search Engine Optimisation (coached DIY)**

- Successful ranking in search engines depends largely on the structure of the website’s content, page titles and file names.
- Over three coached sessions we search for the optimal keyphrases and place them in important positions, such as page titles, headings, lists, links and body text. In the follow-up sessions we look at the results and possible improvements.



**News Listing..... \$895**

**News listing**

- Display and maintain a list of “Latest News” on the home page and an archive of older news stories (eg company, clients, market etc).
- A link takes visitors from the home page to the full story on a separate page.
- The archive is organised by categories and publishing date and features a search functionality.
- Including Training.



**Calendar..... \$495**

**Calendar**

Editors can maintain a sophisticated calendar similar to the one found in MS Outlook, with month, week, day, list or detail view. A small calendar can be displayed on the home page, or as a standard item on all pages. A link takes visitors to the full description of an event. Special setups are possible, where events are editable for common visitors. See www.pixelSound.com/corporate/



**Data Entry (additional pages)..... \$795**

The \$495 BudgetLINE package caters for two to three pages to be created during the training session. If you require additional pages you can create these conveniently using the editing software. However, some businesses might require us to create additional pages.

**Data Entry**

- We create the initial pages and upload all images.
- Up to 6 pages and 10 images
- All content needs to be provided in digital format, eg MS Word, PowerPoint, TXT, RTF or simply in an email. Graphics need to be provided separately as high resolution JPG, GIF or PNG.
- One webpage equals roughly one or two A4 Word pages with simple text content
- Price caters for styling of the content using the available styles, no special design work included.
- After completion we submit the site to all major search engines, including **Google, MSN and Yahoo.**



## Terms and Conditions

### **Quote/Payment/Invoices/Cancellation**

- 1.1. The quotation is valid for 14 days from the date of issue
- 1.2. All prices are ex GST unless otherwise stated.
- 1.3. 50% deposit due on receipt of the order, balance is payable on final delivery.
- 1.4. We reserve the right to invoice periodically.
- 1.5. Cancellation of an order for parts (e.g. hardware, software, consumables) is not permitted once PixelSound has placed the order with its suppliers.
- 1.6. Cancellation of an order for services will incur charges for any part of the service already performed (including planning), or 10% of the value of the order, whichever is greater.
- 1.7. Title and ownership of any or all goods supplied will remain with PixelSound until such time as payment is received in full. We reserve the right to reclaim any goods, for which payment has not been received, from you or your agent and/or any third party. In exercising our right therewith we will have lawful access to such goods irrespective of their location.
- 1.8. Terms of trading for invoices is 10 days

### **Confidentiality/Copyright**

- 2.1. This document and prices listed are confidential and may not be made public or accessible to third parties, including staff members and PixelSound competitors.
- 2.2. All rights are reserved. Content and/or parts of the content may not be copied or reproduced in any way, without written permission by the author.

### **External web hosting**

- 3.1. Support for third party web hosting services is offered at extra charge.

