



What sort of photographer are you?

weddings portraits bands photo journalism landscapes
 sports commercial nudes pets nature aerial photography

Smallworld Web Photography Software will help your business grow significantly.

We are now at an age where a most of the younger population and more and more everyday for the middle aged are not using the phone book or the local newspaper to find the service they want. They are simply going to the web typing "Photographer Coffs Harbour" into their computer, browsing the web sites that appear before them, maybe sending an email or two to the sites that appeal to them and making a choice on the following factors:

Which site looks the best, how prompt your follow up reply is, and price.

Is your business even getting a foot in the door?

As we move into the future your business will need to exist in this format to survive, customers will **expect** to be able to view their wedding or order their prints online, don't get left behind by holding back your business's potential.

Embracing this extremely powerful advertising and marketing medium in conjunction with our Photography software makes the following a reality:

- The chance to advertise your business and show your level of professionalism to the ever growing online world.
- Take orders online for framed images or prints from anywhere in the world.
- Take a shoot for a client, post your files online in a secure gallery where the client can view the shoot, choose prints and buy them from their lounge room or office. You get emailed the order from the client and a copy is inserted in your online database.
- Keep a list of personal contacts, business contacts, customers, suppliers, and web enquires in an online database.
- Add, edit and remove images on your website so that you have complete control over your web content and always have your freshest shots displayed.
- Create Price Sets to have different pricing structures for different photographs, sizes, frame types, or clients.
- Create online galleries to organise your different photographs making your clients navigation easier.
- Completely customized and personalised website with your unique look and feel that will make you stand out from the rest.
- Personalised domain name eg. www.yourname.com and professional looking email addresses like sales@yourname.com.



custom designed web site with smallworld back end \$999.99

one years domain name and web hosting \$349.99

Total Price \$1349.98





The Fine Print

Deposit

We will require a 30% deposit before we commence design this allows us to purchase your domain name and set up your hosting account to get the ball rolling

Web Design

We have allowed for the design of five pages.

It's your choice, but as a guide they are usually

Home Page

Gallery

Contact Us

About Us

A Promotional Page

Additional pages can be organised at \$100 per extra page

Graphic Design

Excess graphic design will attract extra charges, we allow 24 hours (3 full days) of graphic design for your customised website, if you need more you will have to submit your graphics to us or we can charge \$40 per hour for extra graphic design work.

Hosting

You will receive your first years hosting included in your package.

This package includes 150Mb of disk space; this will give you enough room to store up 250 images, if this is not enough we will have to move you up to a bigger hosting plan.

Your hosting charges will be \$29.99 per month or \$349.99 per year after the first anniversary of your website.

Email

You will receive 4 email accounts as part of your hosting package; if you need more this can be arranged.

Domain Name

We will register your domain for you as part of your package; your domain name registering will be \$49.99 per year after the first anniversary of your website.

Search engine optimization: if you would like to rate higher on search engines for example www.google.com Summit Web Design can optimize your site through our search engine optimization service.

We can tailor a package with statistics and certain "keywords" to any budget. Please enquire for pricing.

Ongoing Costs

Your only ongoing cost will be:

Hosting \$29.99 p/m or \$349.99 p/y

Domain Name: \$49.99 p/y

Training

You will receive an hours training with your website on how to upload and maintain Photo's, Galleries and price sets on your site.

If you need more training on the use of computers or software this will be charged at \$30 per hour.

The Next Step

In order to let us know what you have in mind for the look and layout of your website, the ideas you can give us the faster we can design a product you are happy with. Use the following as a guide to getting your site content together

Step 1, Site Layout

How many pages do you want and what do you want on each page?
Here are some ideas to help you and us.

Browse the web, have a look around the internet at other photographers web sites and get some ideas for your own, write down the web addresses below of the sites you like and what you like about them.

Use the attached pieces of paper, turn them horizontal and sketch in colour text's or pen some ideas for the colour schemes and layout of your different pages.

Using Photoshop or similar you can open up a canvas (1024 x 768 pixels) and draw how you would like your finished site to look.

Step 2, Graphics

You will need to work out what colours you would like us to use as your colour scheme, these should complement your existing logo and business colours.
You need to give us as much material in digital form as possible, eg your business logos any other images you would like to include on the site need to be given to us in as high a resolution and quality as possible. You can also scan any material you would like on your site and provide that to us as well. You can email or give the files to us on a compact disc.

Step 3, Text

Write down the text content for each page on your site eg.
The text you want on your main page, the about you text, your address and contact details and what email address or addresses you would like us to set up for you.
It would be best if you give us your text in a digital form eg. Microsoft Word Document or similar.

That's it once we get this material we can commence the design of your site
Try and get all of this information to us as soon as you can, this will expedite the building of your website.

We look forward to working with you soon.

Kris Flanagan



Director
Summit Web Design