

Who are we?

- Formed in 1993, we are a small company specialising in the creation and management of web projects
- We have 4 senior management staff who drive each project. Each new web design project involves 1 of the 2 directors of the company and they **retain contact** with the client throughout the life of the project
- Our programming staff mostly work from home or on-site, only coming to our offices for team meetings, design meetings and to use our extensive testing lab which comprises in excess of over **50 different computer set-ups**. To ensure the build process works efficiently all our staff work to the same strict standards and specifications. This method of working suits all our staff and keeps our overheads low and these **savings** are passed on to our customers

What do we do?

We provide a range of web design services including:

- Design and building of full websites
- Web build only - if you've got the design we'll build it to the best possible standards
- Web testing – if you've built a website but don't have the resources to create a fully equipped testing lab, come to us, our testing lab has over 50 different computer set-ups available for testing
- Project Management of web projects
- Audit of existing websites (to highlight any problem areas that make a site inaccessible to some users)

What makes Smashing Time different from the rest?

- We are **people focussed**. Our staff have selected the working pattern/environment that suits them best, we always meet the strict deadlines we set ourselves and this commitment and enthusiasm is passed on to all our customers
- Our senior staff come from large systems background which means they understand the value of **programming standards** and **full system testing**. That's why our websites are so successful. They look great and they work properly
- Our websites are built to **exclude no-one**. Many web design companies only build websites that work for customers with latest technology and software. This approach excludes up to 30% of potential visitors from accessing a website. We pride ourselves that **over 99%** of potential visitors can use our websites and this is achieved by careful planning, careful programming and an appreciation of the target audience
- We design and build your website from scratch, we don't use off-the-shelf pre-written templates and this means no-one else has a website that looks like yours. More importantly your website can be **tailored** to suit your exact requirements
- **We guarantee our work**. If there is an error in what we produce we will fix it **free-of-charge** (naturally we only offer this guarantee against the web browsers and operating systems in use at the time of the build and these will be clearly listed in the contract - FYI this clause in the contract typically covers the top 15+ of current and not-so-current computer set-ups – few web design companies come close to this level of testing)

How do I get a detailed quotation?

- At Smashing Time we like to meet our customers wherever possible prior to project commencement and that's why we offer a **free 1 hour consultation**. During this first meeting we will find out what kind of website will work best for your company and budget
- If you like what you saw and heard at the meeting we will produce a quotation. The quote is a result of entering your proposed website details into our **Web Project Estimator**. This is custom written software that our programmers have developed in consultation with our designers and account managers. All our web build knowledge and experience has been made available to this software and we find it produces very accurate results which means we can offer the **lowest possible price** to our customers.

What is detailed in our Quotation?

1. The first part of our quotation lists our assessment of your design and technical requirements and a brief description of our proposed solution
2. The second part of our quote lists:
 - The solution in detail including a schematic and a description of each web page that you have requested and any technical processes involved
 - Optional extras you may wish to consider
 - Key dates by which we need to receive info and when we will deliver things to you
 - Project size parameters (eg: maximum number of pages, images anticipated etc)
3. The third part of our quote lists:
 - The formal contract and variables such as the computer system and internet browsers we will use to test your website - this is a very important service which is not commonly provided by web design companies
 - An approval to proceed
4. These details allow both parties to fully understand the size limits of the project. When you sign our contract you know there are **no hidden extras**. Any subsequent amendments to the contract are made by mutual agreement eg: if you want some additional feature we quote in advance and then issue a **fully costed** Change Request for your approval

Please note: every website we design is **unique** - we do not use website templates. This approach provides you with a tailored website but it also means that we cannot provide any design drafts until a contract is signed

Please review our current website portfolio at **www.smashingtime.com.au** to view examples of our work

How to accept the quote

- Our quotation will be sent to you with our contract. The contract is detailed and ensures that both parties understand exactly what will be involved in each project
- Once you have selected the web build options and we have received a signed copy of the contract with a deposit payment the **work will commence**

What does the Web Design process entail?

When we receive the signed contract and payment the web design process will commence.

1. Under our normal agreement we will provide two 2D website design drafts within 10-20 working days for your review. Many companies do not provide alternatives for your selection but we find it is the best way to ensure our customers get exactly **the website they want**. Occasionally we may ask to meet with you again either at our West Melbourne offices or at your workplace to further discuss design options
2. When the 2 or more draft designs are ready we will load them to the internet as images (eg: not functioning web pages). You then have between 5-10 days to select the design of your choice. We can **always** accommodate minor variations to the design drafts
3. Once a design is selected we commence the website build. To ensure there are no delays you should plan to provide all the website text and graphics (if applicable) to our staff before we start building the website. Please note that we can source or create images and logos for you (and these costs will already be factored into your signed quote)
4. Depending on the size of your website the build process can take between 3 weeks and 12 weeks to complete. The expected completion date will be specified in the contract but this deadline is dependent on our staff receiving all website content from you in a timely manner. Most small websites can be completed to draft stage in around 15 days but if you need your website **sooner** please advise at the contractual stage as we can assign a larger development team to your project to ensure timelines are reduced
5. The first web build process ends with a working website being deployed to our test server. When we have fully tested this you will be given access to the website via the internet. You now have 5-10 days to review the website
6. During the website review stage the contract allows for up to 10% of content to change **without** incurring any additional fee. This gives you a good opportunity to change some photographs or re-word text if you wish to. When you have completed the review we seek your approval to proceed to completion.
7. When we have applied any final changes the website will be loaded to the internet

Do we do anything after completion?

- We submit your website to important search engines and relevant service directories
- Your website is added to our monthly search engine optimisation modules which ensures that whilst you remain a Smashing Time Web Design customer your web site will be constantly optimised to ensure it is found by search engines. This service is **free for existing customers** but should you cease to be our customer (by not making website changes for over 12 months or by using the services of another web design company) you can continue to utilise this service for an annual fee of \$700
- We provide a **backup** copy of your website on CDROM, a 10+ page **Final Delivery Report** (which contains important account and design information relating to your website), a useful leaflet for new website owners explaining how to maximise the success of your website and our final invoice
- During the first 2 months of operation of your new website we provide **2 hours of free website updates**. We do this to demonstrate how easy and cost effective it is to keep your website up-to-date. We don't abandon our customers once the website is built so whenever you need changes simply contact us and we will provide a quick written quote. Most changes can be made within 5 days or less

What are the typical costs of a Smashing Time website?

As previously mentioned we don't use templates to build our websites (unless requested) so it's impossible to provide a simple answer to this question as each website is truly unique. However we do have some **fixed cost website packages**:

- Simple BCOTW (Business Card on the Web) – this provides a single webpage that can be used as a temporary page or as a simple information page. It typically contains a few pictures, a logo, 1-2 paragraphs about your company, a clickable email link and some contact information. Most importantly it receives the full search engine optimisation treatment so it can prove surprisingly effective for just a single page. The cost of this page is \$395
- 2 draft BCOTW – this is similar to the above except we provide 2 drafts for you to choose from. The cost of this package is \$550
- Both the above packages can be enhanced by the addition of an **Interactive Map** showing the location of your business (see the map on the Smashing Time website for a sample) - this add-on will cost \$280

Indicative costs for **larger websites** are shown below:

- 3-4 page website approx \$1500-\$3500
- 4-10 page website \$3000 - \$6500
- 10-100 page website \$6000 - \$15,000
- 100+ website \$15,000+

Note: template based websites will be around \$200-\$500 cheaper

Why are our costs displayed in ranges?

Many things affect the effort required to build a website, costs are kept lower if:

- website does not require custom graphics (ie good graphics already exist)
- text is all available electronically
- does not require database access
- many pages using the same format/layout
- a strong design identity already exists
- does not need Flash animation technology
- does not need a Content Management System
- does not need extensive server side processing
- client already has a strong plan of how the website will look and behave

Other things to consider?

- Many web design companies use pre-written templates purchased off-the-shelf to produce your website. We typically design your website from scratch so you get a unique solution for your needs. Template websites are often **not well programmed** so if we are asked to use template designs we will always re-write the underlying programming code to make them standards compliant and therefore easier to update in the future
- We have **not yet** evaluated a Content Management System (CMS) that we consider to be cost-effective and which produces fully usable websites. CMS appears attractive to customers as it allows them to make website changes without having to use a web design company each time changes are required. As each website we produce has to be tested on a MINIMUM of 15 different computer set-ups (PC, Macs, Linux, multiple Browsers and multiple operating systems) to adequately ensure maximum accessibility we recommend **against** using a CMS UNLESS you as the customer have access to sufficient testing environments. However we have developed our own CMS package based on existing high-quality and well written CMS programs. Our programmers have amended and improved these programs to provide our customers with just about the safest CMS package available, however as even this cannot screen all possible customer-introduced errors we have to **withdraw our guarantee** that all webpages will view correctly for all users for those pages amended via a CMS

Considering other web design companies?

Then ask them these questions:

- Will they accept a small deposit payment up-front with the **balance on completion**?
- Will they offer **multiple draft designs** for you to select from?
- Do they offer any **free allowance** to make final changes to the website prior to its release?
- Will they test your website on **at least** 15 different testing platforms that include Mac, PC and Linux operating systems?
- Will they test using web browsers over 18 months old?
- Will they test using the **slower** non-broadband Internet connections?
- Will they provide **free search engine optimisation** and will this be ongoing after the website has gone live?
- Will your website be accessible to visitors who have no plug-ins? (not everyone has the Flash animation plug-in and some websites **don't function without it**)
- Will they adhere to the latest programming standards such as XHTML which will make applying future changes **easier**?
- Will the programming be as 'open' as possible so that if you ever need changes made by **another web design company** that will be possible?
- Will they be available to **maintain** your website after it goes live?
- Do they offer a **guarantee** to fix errors **free-of-charge** after your website goes live?
- Do they provide any **free maintenance allowance** after going live?
- Will they optimise your search engine positioning month by month?

At Smashing time Web Design we can say **'YES'** to all the above