

# Bravo Web Package



## Introduction

The Bravo Web Package is designed for businesses wanting to get a professional looking website up and running fast (without spending a fortune). The offering is geared towards 'less is more', where quality is preferenced over quantity. I use the term 'businesses' here, but the package is equally as suitable for hobbyists, not-for-profit groups, etc.

## Glossary

- **CMS** → A *Content Management System* is a web page that lets you adjust the content of a website (e.g. text, photos, etc). Access to a CMS's content is achieved via a login page.
- **Hosting** → the physical computer where website files reside. This server is always connected to the Internet, making the website available to the world.
- **Domain Name** → also known as a *web address* (e.g. *www.acme.com.au*). A domain name must be purchased from a *Registrar* and requires periodic renewal.
- **Weebly** → this is a DIY web-based tool capable of creating websites online. This tool serves as the basis of this package. Weebly is also the hosting provider and CMS.

## What's Included?

The package includes the following features:

- **Professionally created template-based web design** tailored to suit the colours, branding and 'vibe' of your business.
- **Hosting** (i.e. this is the server where your website files resides).
- **Domain name delegation**; which means connecting up your web address to your to your hosting location.
- **Setup of 1 email account** and up to 3 aliases (an alias lets you 'tack-on' additional addresses to an email account).
- Submission of your website to Google's search engine.
- **Transfer of your text and photos** to your website.
- **Setup of Google Analytics** to track visitor statistics (a PDF report is automatically emailed to you once a week). A two-page primer is included which explains how to interpret your stats.
- **Creation of a contact form** allowing visitors to email you directly from your website.
- **Creation of 1 custom fill-in form** (e.g. booking form, quote enquiry, testimonial submission).
- **Video tutorials** explaining how to update text and photos on your website.
- **On-going support** and technical advice. The package comes with 2 hours of support time which can be used for trouble-shooting problems or technical advice.
- **A photo gallery** page where you can show examples of work, products, etc.

## What's Not Included?

This web package is designed as a basic yet professional offering. As such, some features are either not offered or not covered under the support umbrella.

The following is not included in the package:

- **Online shopping** facilities aren't explicitly offered. Although the *Weebly* system does have online shopping components available, no support is provided for this feature.
- **PayPal integration** is not supported.
- **A Domain name**. Purchase of a web address is not included in the package price.
- **An animated Flash banner** is not included in the package.
- **A unique custom visual design** is not included. The package is based on templates.
- **Complex forms which process data or perform calculations** are not included.
- No newsletter (e-marketing) software or faculties is included with the package.

If a feature is listed which you absolutely must have, then you are better off requesting a quote for a custom-built website. This provides for a greater degree of flexibility and customisation.

## The Build Process

The construction of your website follows along a pre-defined flight path. Each step leads onto the next, and some stages are dependent on information from previous steps before they can happen.

The following list shows the stages of the build process in order:

**KEY:** **INF** = information required → some form of information is required from you (e.g. text)  
**APR** = approval point → you need to approve something (e.g. a design)  
**ACT** = action required → some form of action is required on your part (e.g. review something)

- **ACT** **Check that the package is right for you**. Review this document to make sure the package can do all the things you want it to do. If it doesn't, you may be better off requesting a quote for a custom-built website. If in doubt, please contact me to ask questions (e: [louis.mar@bravoweb.com.au](mailto:louis.mar@bravoweb.com.au), m: 0401 151 599).
- **ACT** **Pay for the website**. The cost of the website is \$850.00 AUD (inc. GST). Payment is made via the *Bravo Web* order form → [www.bravowebpackage.com.au/order-form.asp](http://www.bravowebpackage.com.au/order-form.asp)
- **Confirmation that your payment has arrived** is usually sent within 24 hours. The website build process is about to begin in earnest!
- **INF** You will need to **fill-out the Requirements Questionnaire**: [www.bravowebpackage.com.au/req\\_questionnaire.asp](http://www.bravowebpackage.com.au/req_questionnaire.asp). This form gathers information needed to build your website (e.g. what pages it should have, how it should look, etc).
- **Confirmation will be sent** to you to let you know your *Requirements Questionnaire* answers have been successfully received (this usually happens within 24 hours).
- **INF** **Supply your domain name details**. When you purchased your web address the *Registrar* would have sent you an email explaining how to access their management panel. Please forward this email to [louis.mar@bravoweb.com.au](mailto:louis.mar@bravoweb.com.au). The information is

needed to make a link between your domain name and your hosting location (a process known as *delegation*).

- **Confirmation of domain details arrival.** You will be sent an email to say your domain name details were successfully received.
- **INF Supply your logo image.** You will need to email me a digital image of your business logo (preferably as a high-quality JPEG, around 1 MB in size). You may need to contact your graphic designer to get your hands on a copy of your logo. If you don't have a logo, please contact me to discuss options.
- **INF Supply your text and photos** (collectively known as content). You will need to prepare a *Microsoft Word* document containing the text you would like to use on your website. You can do this as one big *Word* document containing all your text clearly marked with bold headings matching the pages of the website (e.g. 'About Us', 'Our Services', etc). The alternative is to put your content into separate *Word* files (e.g. about-us.doc, contact.doc, etc). You can also supply up to 20 photos to use on your website. These pictures can either be used within the body of your pages or as part of a photo gallery. The position of photos within your *Word* files will be reflected on web pages. When ready, email all content to [louis.mar@bravoweb.com.au](mailto:louis.mar@bravoweb.com.au).
- **Short-listing of potential templates.** Based on the information you supply during the *Requirements Gathering* step, 5 potential templates will be selected for you to review.
- **ACT Review potential templates.** You will be given 5 templates to review. Whichever one you pick will form the basis of your website design. Some imagination will be required to 'see your website' within the confines of the template since it exists in a mockup state (i.e. you will have to 'picture' your website within that template's layout, but with your colours and logo).
- **APR Template approval.** You indicate which template you would like to use via email (e.g. "please use template 3 for my design"). If you don't like any of the potential templates, you can request an additional round of template matching. You will then be presented with another 5 potential candidates to select from.
- **Creation of your banner image.** Part of the construction process involves the creation of a header or banner image. This commonly features your business name, your logo, and some imagery indicative of your product or industry. For example; if you offer theoretic massage, the banner could incorporate a photo of a person lying on their stomach receiving a massage. Often the imagery used within the banner will be drawn from the content photos you supply.
- **ACT Review your banner image.** Generally 2-3 potential header images will be presented for you to choose from. If none of these banners work for you, you can ask for an additional round of banner image creation (in which case, an additional 2 banner images will be generated).
- **APR Approve your banner image.** Once you decide which banner image you would like to use, you will need to let me know via email (e.g. "please use banner\_01.jpg").
- **Setup of your Weebly account.** *Weebly* serves a number of functions; it's the tool used to build the actual website, it's the hosting provider, and it's the CMS. Note: triggering your guarantee after this point usually means you receive a little less money back since money has been spent on signing-up an account for you.
- **Setup of your email account.** During the *Requirements Questionnaire* you would of said what email address you would like to have (e.g. tony.jones@ozfitness.com.au). Your email account any aliases you asked for will be created at this point.

- **Receiving email from your new account.** You will receive assistance at this point to help you get your email address working (this will either be via email or by phone).
- **[ACT] Confirm your email account is working** by replying to a test message I send.
- **Creation of contact form mockup.** Most websites include an online fill-in form on the 'Contact' page. This lets visitors email you directly from your website.
- **Creation of online contact form.** Your contact form will be created based on the mockup you approved (or on the revised version if you added fields).
- **[Optional] Design of custom online form.** You may wish to have a custom fill-in form added to your website. For example; a form to take bookings for a service such as garden maintenance, or a testimonial submission form so your customers can submit testimonials about your company.
- **[Optional] [ACT] Review your custom form's mockup.** If you do require a custom form, then a simple mockup will be produced before the actual form is created. The mockup will be sent to you via email so you can review it.
- **[Optional] [APR] Approve custom form design.** Once you are happy with the design of your custom form (based on the mockup), you approve it via email (e.g. "I'm happy with the layout of the custom form, please go ahead with it").
- **[Optional] Creation of custom form.** The custom fill-in form is added to the website. It is usually placed on its own page (e.g. 'Testimonials', 'Booking Form', etc).
- **[Optional] Addition of 'Join Newsletter' box.** You may have a 'Join Newsletter' box added to your website. This lets visitors join your newsletter by sending you their name and email address (which you then add to your subscriber list).
- **[Optional] Incorporation of YouTube videos.** You may wish to add *YouTube* videos to your website (up to 3 *YouTube* videos can be added during the build process).
- **[Optional] Addition of Google Map on contact page.** If you have a physical store location you want your customers to know about, this is the step where a Google Map is added to your Contact page.
- **Setup of Google Analytics.** *Google Analytics* tracks visitor statistics on your website (e.g. number of visitors per week, etc). Special code is added to your site so statistics can be gathered. *Google Analytics* is setup so it automatically emails you a PDF report once a week.
- **Creation of your footer line.** This usually includes a copyright notice, a link to a generic 'Privacy Policy' page, your business phone number if you wish, and a credit to the website creator (i.e. Bravo Web). considerations
- **Complete minor technical tasks** (inc. creation of your *Favicon*, optimisation of JPEG image files, add keyword and description metatags).
- **Quality testing.** By this point your website is pretty much finished (e.g. all pages have been created, your content is in, etc). This step checks for problems which commonly affect websites (e.g. broken links, spelling mistakes, etc).
- **Correction of issues found during QA testing.** Any problems found during testing are fixed during this step. You may request a copy of the QA test report if you like.
- **Training material and CMS login details** are emailed to you. Before your website goes live, you will be given the username and password needed to access the *Weebly* CMS. In addition, you will be sent a link to a *YouTube* video which explains how to

login to the CMS to update text. Lastly, you will be emailed a 2-page PDF primer which explains how to make sense of the numbers contained within *Google Analytics* reports.

- **ACT Pre-launch website review.** Now that the website has been built and tested, it's time to review the site and make sure you're happy with everything. You will be given short checklist to go through which takes about 20-30 minutes to complete. This is the final 'whack with the buffing rag' before it goes live. The step is optional but highly recommended.
- **APR Website acceptance.** After fixing any issues discovered during the pre-launch review step, you will be emailed a message asking you to approve the website.
- **Website goes live.** Once your approval email is received, your website will be published.
- **Email to say your website is live.** You will be sent an email to let you know your website is now live and available to the Internet public.
- **30-day guarantee cut-off.** Once your website launches, you have 30-days within which to claim a refund if you aren't satisfied with your website.
- **On-going support and maintenance.** From the day your website launches, you receive a two-hour block of support time (this lasts for 12 months). If the time expires or is used up, additional support time can be purchased for \$44.00 per hour (inc. GST). Support time can be used by you to ask for advice relating your website (e.g. about SEO). Time is also consumed when undertaking technical tasks or troubleshooting (e.g. adding an additional field to your website contact form).



Please be aware of steps marked with: **INF**, **APR** or **ACT**. These indicate points at which your input or feedback is needed. If you are slow to provide information or feedback at these steps, your website may take longer to build.

## Options & Features You Can Swap

Because every business is different some features are only relevant to certain people. The package takes this into account by offering substitution of certain features and a few options which are available upon request.

- **Email forwarding** instead of an email account. You may prefer to have your business emails routed to an existing email address (e.g. john@acme.com.au → john@bigpond.com.au).
- **A custom-built online form** can be added to your website.
- **Banner image preference.** You may want to say if there is a particular photo you would like to use in header banner. When sending your content via email, simply indicate which photo you want appearing in the banner (e.g. "please use *Dog Wash.jpg* in my banner").
- **Use all the banner images generated for you.** Normally 2-3 banner image options are presented for you to select from. If you like all of them, then you can request that all of them be used on various pages. Simply indicate which banner should be used on what page (e.g. "please use banner\_01.jpg on my contact page").
- **Slideshow instead of a gallery page.** You may choose to have a slideshow page on your website instead of a photo gallery section.

If you would like to take advantage of any of these options or substitutions, you must say so during the *Requirements Gathering* phase of the build process. Generally once this phase has passed, options and substitutions are no longer available.

## Rules & Limitations

This package comes with certain rules and limitations which you need to be aware of. The rules help ensure your website is built to a high quality standard and the limitations keep the cost of the package low.

The following is a list of rules and limitations that come with the package:

- Logo images need to be emailed as a high-quality JPEG or PNG. You will know the quality is suitable if the image's file size is over 500 kilobytes (closer to 1 MB is better).
- Only 1 email address is included with the package (e.g. [john@acme.com.au](mailto:john@acme.com.au)).
- Up to 3 email aliases can be connected to the primary email account. Aliases 'tack-on' to an email account and are commonly generic sounding like [info@acme.com.au](mailto:info@acme.com.au) or [sales@acme.com.au](mailto:sales@acme.com.au). They let you avoid having to setup multiple accounts within your email software when one person is receiving all mail.
- Only 2 rounds of template searching and review are offered. In the first round a short-list of 5 potential templates are presented for review. If none of these is found to be suitable, then an additional round can be requested. In the second round, an additional 5 templates will be presented as potential candidates. Out of these 10 recommended templates, if one isn't chosen then two options exist: 1) trigger your money-back guarantee, or 2) request that your package be upgraded to a custom-build (which allows for a totally unique design).
- Only 2 rounds of banner image creation are offered. In the first round you will receive 2-3 candidate images to choose from. If none of these are suitable, you may request an additional round. In the second round you are presented with an additional 2 options to choose from. If it turns out you don't like any of the banner image options, you have to options: 1) trigger your money-back guarantee, or 2) upgrade your package to a custom built website.
- You may choose to have either a photo gallery *or* slideshow page on your website if you wish.
- You can submit up to 20 images to be used on your website. These should generally be in JPEG or PNG format. The placement of photos is derived from your *Word* document files (e.g. the order in which images appear in *Word* documents will be reflected on your website).
- If you're sending photos which you want to appear on a photo gallery page, you will need to mark the order in which they are meant to appear by their file name (e.g. 01-gardening-work.jpg, 02-landscaping.jpg, etc). If no clear marker is present in file names, you will need to re-order photos using the CMS after the site launches (i.e. photos will be uploaded to the photo gallery in an arbitrary order).
- The online fill-in form which appears on the Contact page may only contain a maximum of 8 fields (e.g. name, phone, etc).

- Custom online forms are just for information gathering purposes, they have no ability to do special processing or calculations. Custom forms are limited to a maximum of 10 fields (e.g. name, number of guests, date, comment, etc). Information gathered by custom forms is emailed to you (i.e. it's *not* stored in a database). Form fields are limited to the following web controls: textboxes, textareas, radio buttons, drop-down lists, checkboxes, and file upload.
- Support is *not* provided for anything to do with online shopping or ordering on the website. This includes both the *Weebly* shopping components and anything to do with *PayPal*.
- The package includes enough time to create up to 5 web pages or 'sections' (e.g. 'Home', 'About Us', 'Services', etc). This generally equals about 5 pages worth of a *Word* document. More pages can be added to the website after launch by using the *Weebly* CMS.
- The package makes now allowance for a concerted off-page SEO campaign or strategy.
- It is intended that you as the customer take over content management once your website goes live.
- The package does not provide facilities to integrate with any e-newsletter software you may be using. A 'subscribe to newsletter' box can be added to your website, but this just emails you a person's name and email address. You then have to manually add this to your e-marketing software.
- You may have up to 3 *YouTube* videos embedded into your website during the build process. Additional videos can be added by you after launch using the *Weebly* CMS.



If you find these rules and limitations to be too restrictive, it's a good sign that you are probably better off with a custom built website. To request a quote for a custom build, please contact me on [louis.mar@bravoweb.com.au](mailto:louis.mar@bravoweb.com.au)

## Buying a Domain Name

The package does not include a domain name for two reasons: 1) most people have already registered a web address for their business, and 2) it's so easy to do, it doesn't require a technical person.

If you haven't already bought a domain name, you can buy one from either of these companies: [www.crazydomains.com.au](http://www.crazydomains.com.au) or [www.godaddy.com.au](http://www.godaddy.com.au). Both are large well established companies that offer decent prices and service. You should not be paying more than \$30-40 AUD for an Australian domain name (i.e. one that ends in .com.au).

## Converting to a Custom Build

If during the build process you feel that the package is no longer suitable, you have the option of either triggering your money-back guarantee, or requesting that the package be converted to a custom build.

If you decide to convert to a custom build, a quote will be prepared for you which meets your needs to a much greater degree (i.e. fewer limitations, a custom visual design, etc).

The quote will factor in the money you have already paid (e.g. if the quote comes out to \$1,200.00, then the balance would be \$350.00 since you've already paid \$850.00).