

NorthStar New Media Ltd - Serving the Orkney Community online for over 10 years

SAVE UP TO 28% ON WEB SOLUTIONS THIS AUTUMN

See details in this newsletter

Is it time to update your website design or do you need a new website? Why not take advantage of the offers now available on NorthStar's web solutions. 26/08/10

At NorthStar we continue to develop our products and services to offer a more comprehensive range of options to our customers. This includes everything from web and email hosting, through design and bespoke administration system development to post launch support and promotional services – everything you need to get setup and to keep things running smoothly, and all under one roof.

We have recently reviewed our design products and are able to provide improved rates on our packages throughout the range, targeted towards small businesses with limited budgets. For a limited time now we are offering further discounts – meaning you can maximise the bang you get for your buck.

We hope the supplied specifications and budgets are of use. If you have any questions, would like to discuss any details or would like to get started please give us a call or drop an email to us at info@northstar-newmedia.co.uk.

Design packages

NorthStar offer services ranging from budget web design packages (suited to the small business or service provider) to fully bespoke web design solutions for higher level situations.

The range of our design services can be summarised by (but is not limited to) the following.

Bronze package – A budget, template-based solution

This solution is intended for situations where a professionally designed web presence is required, but where budget available is low.

By basing this package around an established design template, a professional looking web solution can be created for applications where budgets are tight, but a professional look is essential. Being based around a template means you can make use of already established designs, so you don't have to pay for the commissioning of fresh design work.

As the customer you will have a choice of which of our recommended templates are used to create your web solution. Once selected we simply require some pictures and text to populate the site with – *we can take care of everything else.*

If you have existing promotional material such as letterheads, logo design work or colour schemes that you work to as your business identity, we can usually incorporate elements of these in the template to achieve a harmony between promotional media. If you wish the link to be stronger between promotional media, we recommend our Silver or Gold packages.

Under the Bronze package you will get;

- **Domain registration*** (we'll discuss this with you to ensure we get a domain which suits your business and works to your advantage on a promotional basis).
- **Email address setup** – As standard you'll get 2 email addresses @yourdomain.co.uk and we'll send you guidance notes that will allow you to configure your computer to send and receive email using these accounts.
- **Web design** – Working from the template selected and materials supplied by you we'll adjust the design to optimise the integration with your business.
- **Web construction and launch** – We take the final design forward, professionally building up the site and populating with the text and pictures you provide (we can also offer advice on creating this, and do offer an additional copy writing and photography service should you require) and optimising the site to present your business professionally on the Web. Once completed (and on your approval) the site will be launched.
- **Free Promotional work** – A website isn't much good without visitors, so we provide a promotional service that will ensure Google get all the information they need to see, review and rank your site appropriately under web searches. We can also provide additional ongoing promotional services as part of our maintenance packages (additional to this package).
- **Free Site updates**** – You may find after seeing your site Live for a few weeks that you want to adjust some of the wording, or change some pictures for some more sunny ones you've

recently taken. No problem – send us the updates and we'll do them for you for no additional charge.

*Domain registration – If you have a domain already and just want to do something with that domain we can help with the transfer process under this package too.

**Site updates – Free updates are available during the first 6 months of launch of the website, and are limited to a reasonable volume of updates reflecting update tweaks and adjustments. Should the work requests received exceed what we consider to represent “a reasonable volume” we would notify you prior to any work commencing and would discuss the options available.

Web design templates

To see a slideshow of the recommended templates we offer as options under this package, please go to the following web address;

<http://www.northstar-newmedia.co.uk/templates>

All the presented templates are approved by NorthStar. Some templates are presented in the slideshow with images which suggest they may only be suitable for a specific business sector (for example by use of a food related image) but images can be replaced as required to tailor the site to your business. Similarly some templates presented show the front-end of features such as News routines or Search systems – these may not be included in a standard template solution, but can be offered as additional services.

Silver package – Customised design solution

A large number of the websites NorthStar produce and continue to support are either Customised or Bespoke designs. The customised solutions are intended for situations where budget remains a major consideration for web development, but where there is a greater requirement for the finalised web solution to “stand out” as a more unique presentation than may be achieved with a Bronze solution.

This customised design solution package allows you to pick a foundation design on which to base your website (either by referring to our recommended templates from our Bronze package, or by referencing another web design you’ve seen) and using this as the basis for a custom design. We’ll take your guidance at the starting point and prepare a couple of optional draft designs to choose from. The selected design can then be refined as required during the “trimming out” stage before your final approval allows us to begin constructing the site.

In the Silver package you get;

- **Domain registration*** (we’ll discuss this with you to ensure we get a domain which suits your business and works to your advantage on a promotional basis)
- **Email address setup** – As standard you’ll get 2 email addresses @yourdomain.co.uk and we’ll send you guidance notes that will allow you to configure your computer to receive these emails.
- **Web design** – Working from your initial guidance and reference site selection, we’ll work together to create a professional web design that offers a unique design to help set your business apart from the competition.
- **Web construction and launch** – We take the final approved design forward, professionally building up the site and populating with the text and pictures you provide (we can also offer advice on creating this, and do offer an additional copy writing and photography service should you require) and optimising the site to present you professionally on the Web. Once completed, and on your approval, the site will be launched.
- **Free Promotional work** – A website isn’t much good without visitors, so we provide a promotional service that will ensure Google get all the information they need to see, review and rank your site appropriately under web searches. We can also provide additional ongoing promotional services as part of our maintenance packages.
- **Free Site updates**** – You may find after seeing your site Live for a few weeks that you want to adjust some of the wording, or change some pictures for some more sunny ones you’ve recently taken. No problem – send us the updates and we’ll do them for you for no additional charge.
- **Free web statistics** – You will have access to Google Analytics, a service that will allow you to find out all sorts of things about the people visiting your site, such as where on the web they came from to get to you, how long they spent on the site, what keywords they used to find you in Google and what pages are viewed most by your visitors.

*Domain registration – If you have a domain already and just want to do something with that domain we can help with the transfer under this package too.

**Site updates – Free updates are available during the first 6 months of launch of the website, and are limited to a reasonable volume of updates reflecting update tweaks and adjustment. Should the work requests received exceed what we consider to represent “a reasonable volume” we would notify you prior to any work commencing and would discuss the options available.

Gold packages – Fully bespoke solutions

NorthStar has significant experience in fully bespoke web design and systems development and offers a service which can be tailored to your specific needs, whether a small, medium or large scale business.

The Gold package is intended for situations where the identity of the business is crucial, and can cover logo, leaflet and website design under one roof. Additionally, our bespoke solutions often incorporate bespoke systems within the site structure, adding features such as information databases, administration tools and booking engines.

The experience NorthStar has had with fully bespoke solutions over the years ranges from clients coming to us with a rough sketch of the kind of look they're after, to clients who know precisely what they want and have prepared presentations to illustrate the look, structure and design features they want to establish.

We couldn't list all the options which are available (as there are certainly too many), so if you're interested in talking to us about a project you require assistance with, please drop us an email at info@northstar-newmedia.co.uk and let us know a bit about what you're after. We always aim to get back to enquiries swiftly, and will provide as much feedback as we can to ensure you know we're up to the challenge

Special Offers and costs

***** Special offer – up to 28% off *****

***** Available until 23rd September 2010 *****

Indicated costs are based on a straight 5 page site in each case, using standard or stock systems and features provided for the respective solutions. If you require additional features or controls (such as a news update system, gallery or availability calendar for example) please contact us and we can prepare a quote including these features in the package.

Package	Bronze	Silver	Gold
Domain registration	✓	✓	✓
Website hosting	✓	✓	✓
Email addresses	✓	✓	✓
Web design selection	✓	✓	✓
Design customization		✓	✓
Bespoke design			✓
Site build and launch	✓	✓	✓
Promotional service	✓	✓	✓
Free updates	✓	✓	✓
Standard cost	£400	£600	POA
Special Offer Cost	£320	£480	POA
SAVING	20%	20%	POA
Renewal (year 2+)*	£0	£0	POA

Save a further 10% on your invoice if you refer someone else** to us who approves commencement of a Bronze, Silver or Gold web solution prior to the final launch of your solution.

*indicated renewal cost does not include domain name or email account renewal, which will usually be £35 annually with a recommended hosting provider, covering domain and email renewals.

**You should ensure that this person alerts us that you recommended them upon first contact, otherwise we may not be able to apply the offer.

For further details of what is provided please refer to the package specifications within this document, and feel free to contact us if you have any question.

Ordering

Once you have decided upon the solution that meets your requirements, please drop us an email to info@northstar-newmedia.co.uk, letting us know the following;

1. Your name, your business name, a brief description of your business and the services you provide.
2. Do you require a Bronze, Silver or Gold package?
3. Quote promotional code **NS1003a** to receive discounted rates.
4. If a Bronze package, which template would you like to proceed with? If Silver or Gold, what site currently online do you feel represents the direction you would like to take with the web design?
5. How many pages are you looking to include on the website (as a minimum we suggest 4 – Homepage, Information, Contact and Links)?
6. Do you have existing promotional materials for your business (such as a logo, fonts, colour-scheme or letter head)? Please attach this to the email you send us.
7. Do you have a deadline in mind for the web solution to be launched?

This information will allow us to build up a project file and get the ball rolling straight away.

Terms and Conditions

Where a template solution is used, there is an allowance for straight-forward customisation of graphics and colours at the discretion of NorthStar to help the website form a coherent link with any existing promotional materials. We will always attempt to use this budget with focus on efficiency and end-result to help create the most coherent match between promotional materials given the materials and direction we are provided with, with respect to the assigned allowance for customisation.

For all web design situations where we make allowance for adjustments or customisations to designs prior to final sign-off, there will be a limited budget made available. Therefore if you have a clear vision of how you wish a site to look, you should let us know prior to work commencing. Our packages generally assume (unless otherwise stated) that the initial design ground-work will be at the discretion of NorthStar and that the customisation budget will allow limited tweaks to this.

Any promotional codes or discount codes should be submitted to NorthStar prior the first approval stage of a project. Codes submitted after this time cannot be guaranteed to be accepted as discount on the final invoice. Discount codes will only be applicable to single invoices raised for completion of projects exceeding £250 + VAT prior to discount. Discount codes may not be used in conjunction with other offers unless otherwise stated.

These offers are valid for from the 26th of August 2010 to the 23rd of September 2010.

All prices quoted are subject to VAT at the prevailing rate and are for guidance as to the savings available. For an accurate cost analysis we would require to know the specific solution you require and can then prepare a final budget for the work as appropriate to your site. Any updates required of NorthStar to the systems (such as where administration options are not installed) and where intervention is required for updates or management, then this requires use of maintenance allowance or additional billing if not covered by the offered package. For our full Terms and Conditions, please see http://www.northstar-newmedia.co.uk/terms_and_conditions.pdf