



WORDPRESS SITES – YOU COULD DO IT YOURSELF BUT WHY WOULD YOU WANT TO?

You can make your own site on Wordpress – but it can be time-consuming and confusing (and you have a business to run, right?).

You can pay a web design consultancy a lot of money and get a fabulous site, using their custom-built themes or having them code the site for you. If you have the kind of business that needs that kind of shopfront, that is what I recommend.

But if you have a small business, and just want an attractive and efficient website that will advertise your services and allow customers to contact you, you are in the right place.

Here you get that site, training in how to run it yourself and no intimidating jargon. You also get a writer and editor with SEO training who can take care of content for you, if that's what you need.

NOTE: You will have looked online for website builders, and will have seen long lists of WordPress features they offer you. **I will let you in on a secret:** many of those items are standard Wordpress offerings – responsive design being an example. Or they are done by the simple installation of a plugin (think of this as an extra “app” that offers something needed), with no complex coding required. You would get them if you built the site yourself, just as part of the furniture. I have indicated those items in the list below with asterisks – one for a feature that is part of the base code, two for a feature done via a plugin.

The list items without the little stars you could do yourself, and often involve plugins. but here you would be making choices or doing actual time-consuming work.

Why am I telling you this? Because I really want you to understand what you are getting from me – a guide through WordPress and other web complexities, a working website, content if you need it and – above all - no bullshit.

All Safe Hands packages include:

WordPress installation and setup

A choice of standard Wordpress themes (three choices tailor made to your business, based on a quick questionnaire)

Your logo or image prominently displayed (artwork supplied by you)

Custom header (that's the bit at the top of the site – image/s supplied by you)

Custom menu creation (you supply the items you want, eg Home, About, Contact, Services Offered)

Blog setup, with up to six categories, if needed (a page where you can post articles – initial blog article supplied by you)

Populating the website with content (supplied by you)

Training manual and videos to show you how to maintain the site yourself

* Responsive site (it will look good on phones, tablets and computers)

** Cookie notification if appropriate (necessary if you do business with the European Union)

**Online website stats

**Basic SEO setup

**Contact/enquiry form

Built in 14 working days, with 50% deposit paid upfront

Hosting and domain registration

If you already have a domain and a hosting company, I will need login details. If your hosting company has a particularly complex WordPress installation setup, or does not offer such a service, there may be extra charges or we may need to transfer your domain to my preferred hosting provider. These extra fees would be agreed upfront.

If you do not have a domain registered (that's your web address, like safehands.co.za), I will register one using my preferred hosting company (Hetzner.co.za) but it will be set up in your name with your banking details. The initial registration fee of your domain can vary (for instance a co.za domain is cheaper than a .com) and the subsequent annual renewal fee (R79) are for your own account. I will set up your site with Hetzner as your hosting company and guide you through the process of signing up with them for your monthly hosting package – their cheapest option, which is suitable for almost all small business sites costs R99 a month.

Your hosting package will include an email address with your domain name – I can help you set that up as your business's email address.

Security

If you host with Hetzner, I will set up their SSL certificate as part of your package (that's the thing that means your site is https rather than just http – it's needed as Google has said that will stop indexing non-SSL sites at some point)

If you want more peace of mind, I recommend Sucuri. For an annual fee, they keep your site safe from hacking (WordPress has some security features but Sucuri is safer). This would be for your account, but I can help you set it up.

PACKAGE ONE - R4500

1 to 4 pages

PACKAGE TWO R5500

1 – 6 pages

PACKAGE THREE R6500

1 – 10 pages

PACKAGE FOUR R8500

10 pages plus

Extras

Purchasing of professional WordPress theme template – the cost of the template, plus an hourly rate of R500 for setting it up

Writing content for the site – R500 an hour

Image sourcing – R500 an hour, plus any costs involved in purchasing images

Setup of e-commerce component and/or setting up a shipping component – R500 an hour

Training in person or over Skype R500 an hour

Ongoing monthly support – R500 a month