



ProCare + AW CONSULTING

Member Services Website and branding

2024

WEBSITE SCOPE OF WORK

What's included:

- Domain (URL) registration and website hosting package
- A standard website template that works on desktop and mobiles
- The application of practice supplied logo, brand colours etc to the template
- Content loading (all content to be supplied by the practice)
- Testing of the website, 2 x rounds of changes by the practice
- Website live, content management system (CMS) access provided to the practice
- 1 x CMS training session so the practice can make simple updates (opening hours etc)

What's not included:

- Customisation of template design (CSS development or html coding)
- Any external system integration (e.g. PMS, booking engine, payment systems)
- Copywriting and content/image sourcing (this can be quoted on request)
- Ongoing updates/changes once website is live (this can be quoted on request)

WEBSITE PACKAGE OPTIONS

	Bronze	Silver	Gold
Home page – with nav bar and large hero banner for important news	✓	✓	✓
About page – overview of the practice and care philosophy etc	✓	✓	✓
Team page – list of staff and qualifications	✓	✓	✓
Services – list of services provided	✓	✓	✓
Opening hours	✓	✓	✓
Contact – all contact details, location, parking info etc	✓	✓	✓ Plus enquiry form
Enrolment page (iframe or link to Medtech/Indici or similar)		✓	✓
Book appointment (link to patient portal similar)		✓	✓
Additional pages e.g. FAQs, invoice payments, video hosting, health tips, blog/news etc			✓

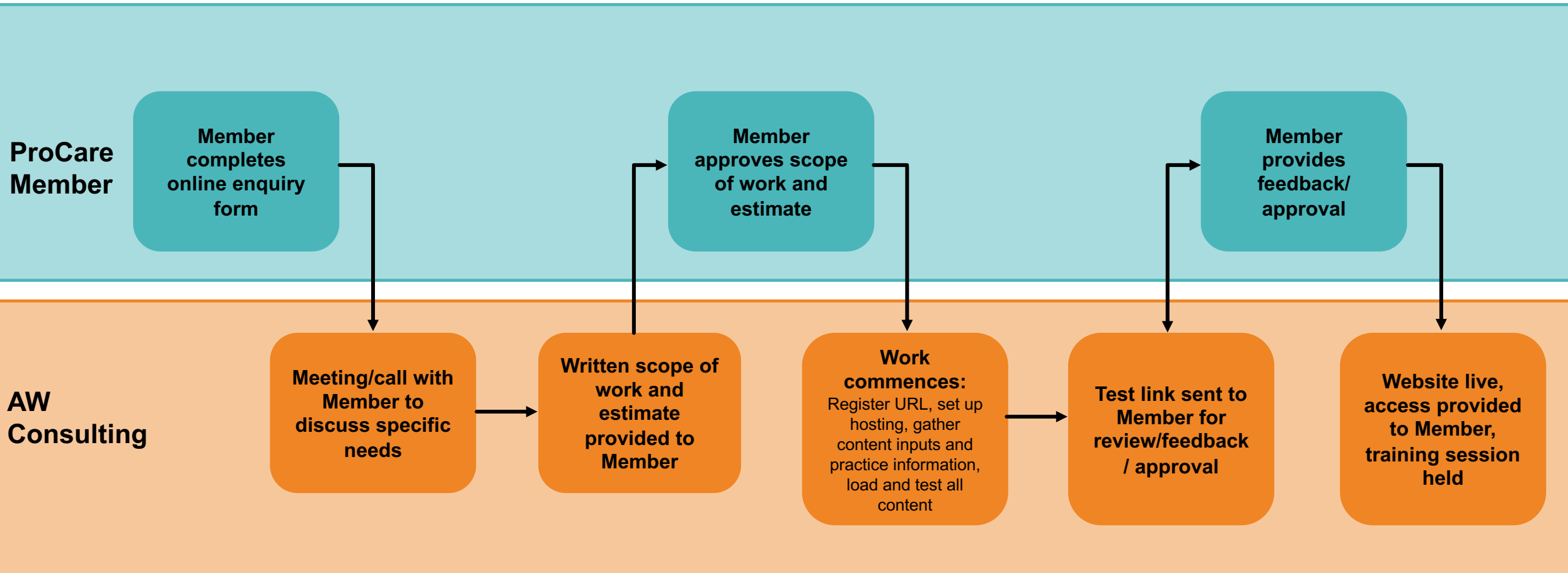
All prices are gst exclusive

WEBSITE PACKAGE PRICING

	Bronze	Silver	Gold
	For members that require a basic informational website, for patients to find practice details	For members that require a digital presence for patients to find information about the practice and make enquiries	For larger practices that require additional online functionality or have more content requirements
	4-5 pages	6-7 pages, 2-level navigation	8-10 pages, 3-level navigation
Website build, test and go live	\$2,500	\$4,000	\$6,000-8,000
Domain registration	\$45/yr (per URL)		
Website hosting	\$25/mth		
Ongoing website updates	Quoted based on requirements		

All prices are gst exclusive

WEBSITE DEVELOPMENT PROCESS



ADDITIONAL BRANDING/ MARKETING SERVICES

	Description	Price
Logo design	2-3 concepts, 2 rounds of refinement. File supply (.ai, jpeg and png)	\$895
Brand toolkit	Create additional brand elements – design assets (patterns, textures, illustrations, icons etc) tone of voice, brand guidelines etc	\$1,200
Social media page set up	Initial set up of business Facebook page and 3 x post templates for re-use NB: Excludes ongoing community management	\$750
Image sourcing and re- sizing	Stock image search, purchase and sizing to spec	\$100 per image
Copywriting	Creating and/or refining copy for website, advertising etc	\$120/hr
Signage	Building signage, window decals, reception and wayfinding signage etc	PoA, based on size, substrate, quantity

All prices are gst exclusive



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