

# 7 Hidden Web Design Costs (and how to avoid them)

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## Did You Know?

Jon Web Design has all in one packages that combine all necessary costs into one easy to pay monthly fee with no setup and design costs.

## Sitebuilder

For your choice of monthly plan we setup and design your site so its ready from launch, from there you can add unlimited pages, more products, edit every bit of content on the site to keep it up to date and relevant to your customers.

## Mobile Responsive Websites

All our Sitebuilder designs are fully responsive, meaning they fit any size screen, from a small mobile smart phone to massive ultra wide or 4k displays.



## Topics Covered:

1. Website Design
2. Domain Names
3. Hosting
4. Data Entry
5. SEO
6. SSL Certificates
7. Website Updates

## Introduction

I often hear comments from clients about how hard it was to know what is needed when it comes to launching a website before they came to us.

Questions like:

- How much and what type of hosting do I really need?
- How much should I pay for web design?
- Why do some companies charge so much for domain names?
- How do I update my website?
- What is SEO?
- Do I need an SSL Certificate?
- Is Joomla! Or WordPress a good choice for our business website?

There is such inconsistency and when it comes to choosing a web design Service and all that comes with it.

With this information I hope to outline the costs other agencies might charge you and how Jon Web Design can help you avoid the unnecessary costs saving you time and money.

### Cross Browser Tested

All Sitebuilder Websites work with all Modern Browsers.

### Let Us Do The Hard Coding Work

You don't have to be a HTML and CSS expert, we do that for you!

### Already Have Domain Names?

When you sign up to a Sitebuilder Subscription we will transfer these names to a Jon Web Design account and renew them for you at no cost.

## 1. Web Design



There are quite a few schools of thought when it comes to charging for web design.

Many agencies charge large setup and design fee's just to finalize a design for your website, this is even before charging for entering in your information and pictures.

You have probably been quoted for a site like this and for many small businesses this puts them off from thinking about a website.

Jon Web Design has done away with design fee's, we wanted to completely remove this barrier to entry for our clients.

Instead we believe in the "Website as a Service" model. Your website should be a forever changing and updated information portal that matches your businesses design aesthetic.

All our Sitebuilder subscriptions include a custom mobile responsive design tailored to your business.

Our Sitebuilder Business and Ecommerce subscriptions even include a full theme redesign per year to keep your site fresh for customers and clients.

## 2. Domain Names



Domain name pricing varies widely from registrar to registrar, so you normally have to do your homework when it comes to choosing who to register you domain with to get the best price to avoid being overcharged.

Jon Web Design takes all the hard work out of choosing a registrar by including two domain names in all Sitebuilder Subscriptions

This way you can have a .com.au and a .com pair of domains to protect your brand. Free redirection is included from the .com to the .com.au domain. All extra domain names are priced at a flat \$25 per year.

### Have your own email hosting service which you prefer?

You might want something like IMAP or G-Suite, its no problem, we can connect our website hosting to your email hosting at no extra cost.

### What is FTP?

File Transfer Protocol (FTP) is the standard network protocol used for the transfer of computer files between a client and server.

### What is Exchange?

Microsoft Exchange is Microsoft's email server solution. In layman's terms, it's a piece of software that runs on a server and manages all your emails.

Incoming, outgoing, saved, drafts, calendars—everything is done through Microsoft Exchange and stored on the server.

This keeps all your information backed up and in sync across all your devices.

## 3. Hosting



Choosing a Hosting Package for your website can be confusing, your not sure how much space your website will take up, how much bandwidth will you need and how fast you need it to be.

Why is one plan \$20/mth and another is \$99/mth when they appear to offer the same thing? What happens if I run a promotion and I get a lot of traffic at once? What if I need more email accounts?

Jon Web Design takes this problem and makes it simple, we include unlimited website hosting on all Sitebuilder Subscriptions.

Our Unlimited website hosting has reliable uptime and won't slow down with lots of traffic, you can store all the files you need to run your website and upload them simply through the editor with no FTP software required.

Also included one 15gb Office 365 Exchange email account to keep all your emails in the cloud. Easily connect your mail to your device or send and receive via Outlook Webmail. I can add more accounts and storage as you require!

You can keep track of your Sitebuilder website's uptime and performance at: [status.jonwebdesign.com.au](http://status.jonwebdesign.com.au)

## 4. Data Entry



Most agencies will charge a certain hourly fee when it comes to entering information into a website, this is often only quoted after the information and pictures are provided so the time needed can be worked out.

This quote does not often account for revisions of the information or pictures either.

Jon Web Design includes setup of up to 15 pages and 25 products included with every Sitebuilder website.

From this point forward the we train you to add/update information, pictures, pages and products yourself with the editor.

### What is SEO?

SEO stands for "search engine optimisation." It is the process of getting traffic from the "organic," "editorial" or "natural" search results on search engines.

### What is SSL?

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral. SSL is an industry standard and is used by millions of websites in the protection of their online transactions with their customers.

## 5.SEO



Search Engine Optimisation is a very important part of website setup.

This process of optimisation is often quoted for as a separate setup cost or even left out completely leaving your website incomplete.

Making sure your pages have Titles, Descriptions and Keywords is important to being picked up by search engines such as google.

Jon Web Design includes initial SEO setup with everyone of its websites and will train you on how to edit it too.

Along with setting up Titles, Descriptions and Keywords we also submit a Sitemap to google so your website is easily indexed.

If you also wish to work with an external SEO agency we can provide them with tutorial documentation on how to work with Sitebuilder to build you a strong marketing campaign.

## 6.SSL Certificates



SSL is used to encrypt information transferred across the Internet.

This encryption protects your ecommerce transaction information from getting intercepted by unwelcome eavesdroppers and is enabled through an SSL certificate that allows visitors to navigate a website over a secure connection.

SSL Certificates are often an extra Yearly cost that varies from provider to provider.

Jon Web Design includes SSL Certificates for all our Sitebuilder Solutions at no extra cost.

An SSL certificate can do more than just data encryption, it also serves as a powerful trust signal for your visitors, which can help increase sales, plus google will rank you higher amongst competitors that do not have SSL enabled.

### What is Joomla! ?

Joomla is an open source platform on which Web sites and applications can be created. It is a content management system (CMS)

It is capable of carrying out tasks ranging from corporate websites and blogs to social networks and e-commerce.

### What is WordPress?

WordPress is an online, open source website creation tool written in PHP. WordPress powers millions of blogs and websites.

## 7. Website Updates



Many Agencies will offer you an open source website platform like Joomla! or WordPress.

While these platforms are very powerful and will succeed in creating you a great website, they can be hard for anyone but the web developer to edit them, the interface is often too complex for people who just want to make information edits to the site.

Jon Web Design had its beginnings on the Joomla! Platform, but what we found after years of experience that clients still had trouble updating their websites or Joomla! Would fall out of date and need manual security updates and patches.

This is why we made the Leap to Sitebuilder and have not looked back, our clients love the convenience of being able to edit their website with ease.

All our Sitebuilder Subscriptions also included free automatic platform updates and security patches, so as soon as new features come out they are available ready to go, meaning your site will never be out of date.

## Contact Us



Give Jon Web Design a call today, we can recommend a Sitebuilder Subscription that will meet your current and future needs.

We have crafted our Sitebuilder subscriptions to include everything you might need, but if you need something extra or have questions on what Jon Web Design and Sitebuilder can do for you, let us know, we are flexible and can work out a great deal for you!

View Our Sitebuilder Pricing on our Website: [www.jonwebdesign.com.au/pricing](http://www.jonwebdesign.com.au/pricing)

**Call Jon on 0409790593**  
**Or Email [jon@jonwebdesign.com.au](mailto:jon@jonwebdesign.com.au)**