

Peta Simpson
WEBSITES & DESIGN

PRICELIST
+ PACKAGES

2024

www.pswweb.com.au

Hello!

I'm Peta Simpson – a web designer and developer with over 15 years of experience working with local businesses to deliver beautiful, functional websites that showcase their brand and meet their goals.

I have lived in Dubbo for most of my life, having grown up on a farm nearby and returning after university to live in town. I am now accompanied by my husband and two children.

Being from Dubbo I am truly passionate about growing local businesses.

When designing and building your website I ensure it is beautiful to look at, easy for your customers to use and optimised for speed and search engines.

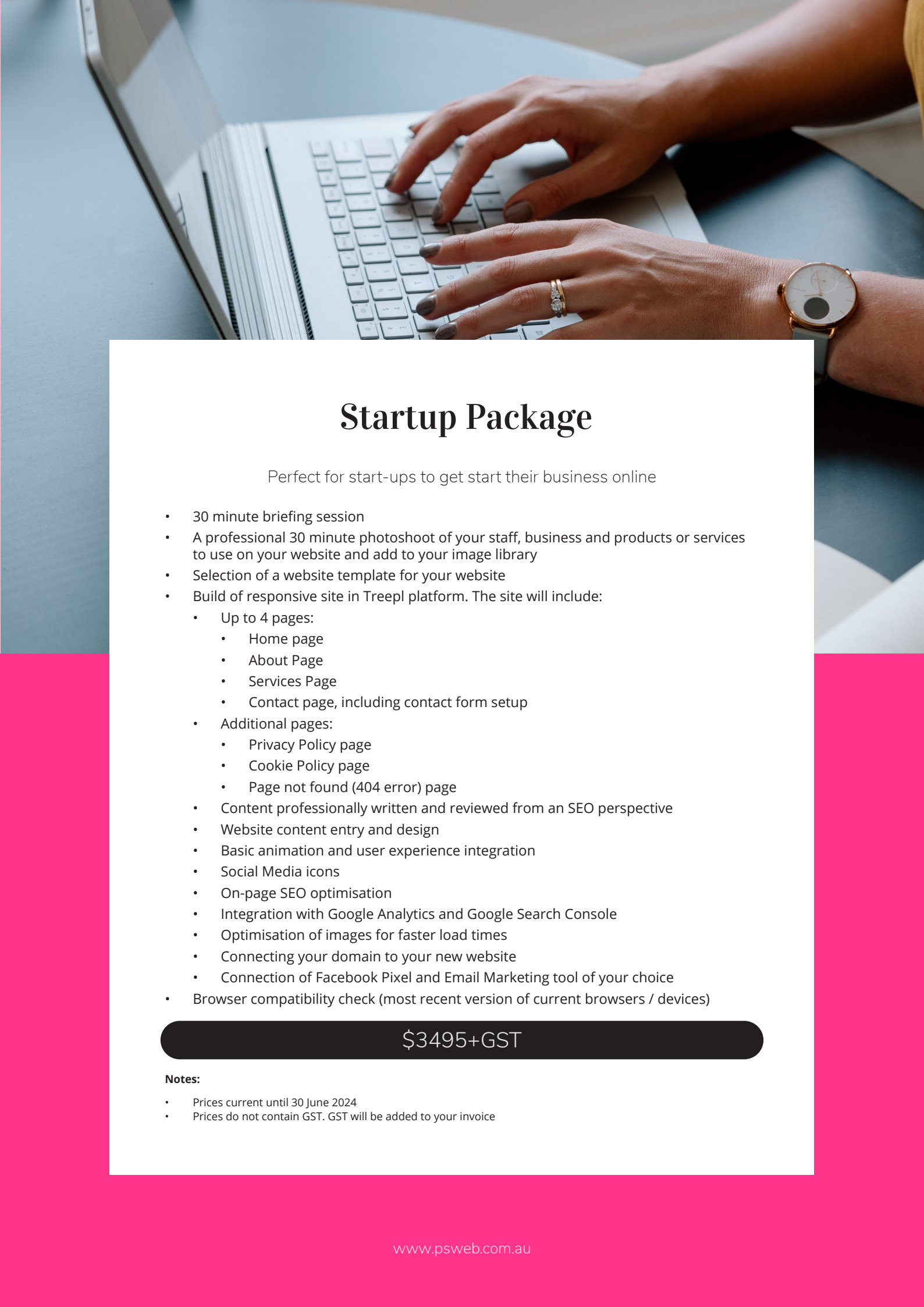
Your website can be easily edited yourself so that content is kept fresh and relevant, allowing for greater exposure to potential visitors.

I'm excited by the opportunity to make your business shine online.



A woman with long brown hair, wearing a teal cardigan and dark trousers, is seated at a round dark wooden table. She is smiling and looking at a laptop. On the table, there is also a notebook and a pen. The table is surrounded by four green upholstered chairs with black metal frames. Above the table hangs a large, dome-shaped brass pendant lamp. In the background, a large arched window with a dark wood frame looks out onto a street with trees and buildings. The room has white walls, a wooden baseboard, and a small framed picture on the left wall.

Website Packages



Startup Package

Perfect for start-ups to get start their business online

- 30 minute briefing session
- A professional 30 minute photoshoot of your staff, business and products or services to use on your website and add to your image library
- Selection of a website template for your website
- Build of responsive site in Treepl platform. The site will include:
 - Up to 4 pages:
 - Home page
 - About Page
 - Services Page
 - Contact page, including contact form setup
 - Additional pages:
 - Privacy Policy page
 - Cookie Policy page
 - Page not found (404 error) page
 - Content professionally written and reviewed from an SEO perspective
 - Website content entry and design
 - Basic animation and user experience integration
 - Social Media icons
 - On-page SEO optimisation
 - Integration with Google Analytics and Google Search Console
 - Optimisation of images for faster load times
 - Connecting your domain to your new website
 - Connection of Facebook Pixel and Email Marketing tool of your choice
- Browser compatibility check (most recent version of current browsers / devices)

\$3495+GST

Notes:

- Prices current until 30 June 2024
- Prices do not contain GST. GST will be added to your invoice



Business Package

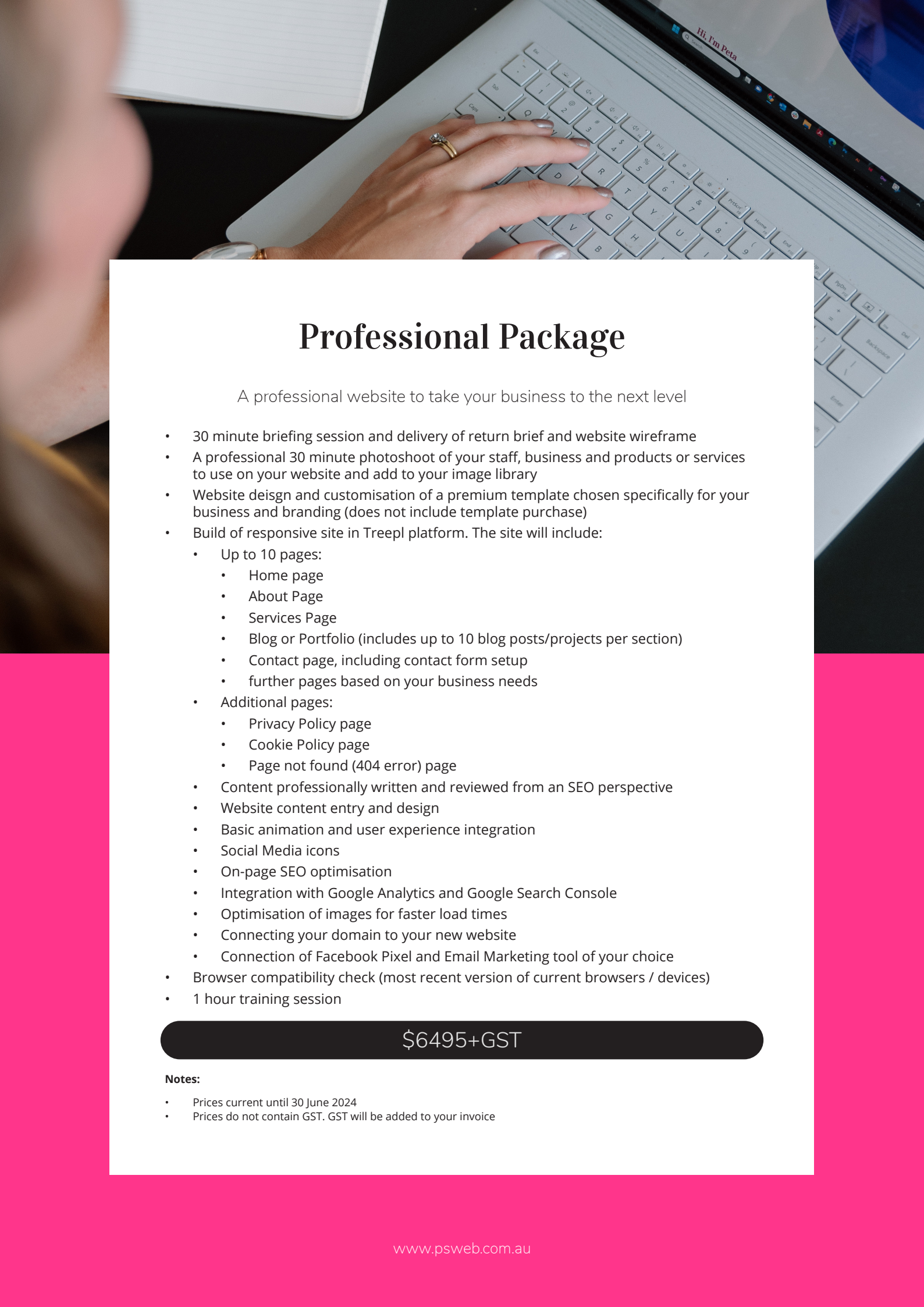
A brochure-style website perfect for small to medium business

- 30 minute briefing session and delivery of return brief and website wireframe
- A professional 30 minute photoshoot of your staff, business and products or services to use on your website and add to your image library
- Website design and customisation of a premium template chosen specifically for your business and branding (does not include template purchase)
- Build of responsive site in Treepl platform. The site will include:
 - Up to 5 pages:
 - Home page
 - About Page
 - Services Page
 - Blog or Portfolio (includes up to 10 blog posts/projects per section)
 - Contact page, including contact form setup
 - Additional pages:
 - Privacy Policy page
 - Cookie Policy page
 - Page not found (404 error) page
 - Content professionally written and reviewed from an SEO perspective
 - Website content entry and design
 - Basic animation and user experience integration
 - Social Media icons
 - On-page SEO optimisation
 - Integration with Google Analytics and Google Search Console
 - Optimisation of images for faster load times
 - Connecting your domain to your new website
 - Connection of Facebook Pixel and Email Marketing tool of your choice
- Browser compatibility check (most recent version of current browsers / devices)
- 1 hour training session

\$4995+GST

Notes:

- Prices current until 30 June 2024
- Prices do not contain GST. GST will be added to your invoice



Professional Package

A professional website to take your business to the next level

- 30 minute briefing session and delivery of return brief and website wireframe
- A professional 30 minute photoshoot of your staff, business and products or services to use on your website and add to your image library
- Website design and customisation of a premium template chosen specifically for your business and branding (does not include template purchase)
- Build of responsive site in Treepl platform. The site will include:
 - Up to 10 pages:
 - Home page
 - About Page
 - Services Page
 - Blog or Portfolio (includes up to 10 blog posts/projects per section)
 - Contact page, including contact form setup
 - further pages based on your business needs
 - Additional pages:
 - Privacy Policy page
 - Cookie Policy page
 - Page not found (404 error) page
 - Content professionally written and reviewed from an SEO perspective
 - Website content entry and design
 - Basic animation and user experience integration
 - Social Media icons
 - On-page SEO optimisation
 - Integration with Google Analytics and Google Search Console
 - Optimisation of images for faster load times
 - Connecting your domain to your new website
 - Connection of Facebook Pixel and Email Marketing tool of your choice
- Browser compatibility check (most recent version of current browsers / devices)
- 1 hour training session

\$6495+GST

Notes:

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Peta is exceptional!

As someone who was overwhelmed and daunted by the idea of launching a business website from scratch, with no idea where to start, Peta was a constant source of professional wisdom and guidance. Peta made me feel heard and understood and I was able to hand over the reigns completely and watch as she efficiently brought my ideas to life.

Peta was patient with me and was able to demystify technical web jargon and explain things in a way that made sense. Her suggestions and recommendations were always well thought out and her creativity and enthusiasm were felt throughout the process. Peta is someone who genuinely wants to set people up for success and I'm so incredibly grateful that I was able to trust her with such a significant project. Thank you, Peta!

Rate Card 2024

General Rates & Services

Hourly Rate (minimum charge 30 mins per project) <i>Purchase 20 hours and receive a 10% discount. / Purchase 100 hours and receive a 20% discount.</i>	\$150
Hourly after hours / rush rate (minimum charge 30 mins per project. Client will be notified if applicable.)	\$250

Online Store

Add an online store to any Website package. Includes: - Navigation and product filters - Cart and Checkout pages - 10 products uploaded to your shop	\$1495+GST
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Hosting

Hosting on the Treepl platform is billed for the year in advance

Business Plan - Pages and Menus - Blog - Form and workflows - Photo Galleries - FAQs Module - Custom Modules - Events with Calendar - SSL Certificate	\$720+GST
Pro Plan - Everything in the Business Plan+ - Advanced custom modules - Secure zones/Member areas - Advanced CRM - Custom workflows - Paid events (Stripe, eWay, PayPal, or Authorise.net gateways)	\$990+GST
eCommerce Plan - Everything on the Pro Plan+ - eCommerce functionality with Stripe, eWay, PayPal or Authorise.net Gateways - Discount Codes - Gift Vouchers - Recurring products - Unlimited Admin users	\$1320+GST

Domains

Domains are generally purchased for 2 years and billed in advance

Domain purchase/renewal (.com.au, .com, .au)	\$130+GST
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Are you ready?

BOOK A CALL

hello@psweb.com.au
www.psweb.com.au