

PROFESSIONALLY DESIGNED WEBSITES

“PEOPLE SAID THEY WERE MORE LIKELY TO BELIEVE WEBSITES  
THAT LOOKED PROFESSIONALLY DESIGNED”

STANFORD WEB CREDIBILITY STUDY, 2002

styleeyes

"DESIGN IS A PLAN FOR ARRANGING ELEMENTS IN SUCH A WAY AS BEST TO ACCOMPLISH A PARTICULAR PURPOSE."

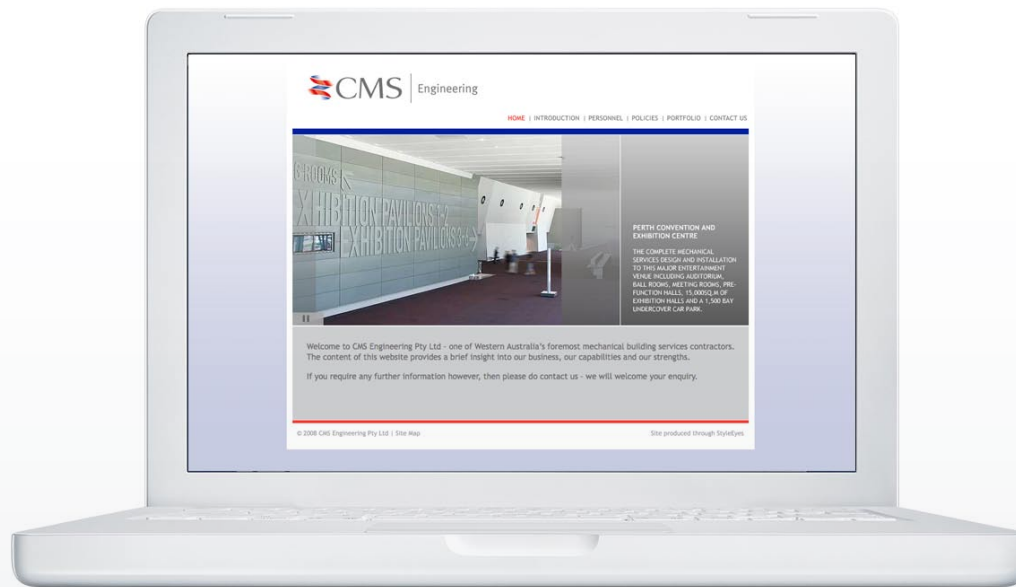
"THE DETAILS ARE NOT THE DETAILS. THEY MAKE THE DESIGN."

CHARLES EAMES

## Professional Website

Only \$750 + \$45/mth

EXCLUDING GST



StyleEyes deliver websites with the following commitments:

### Friendly ongoing service and support

Your account will be assigned to one person and you can contact that same person whenever you need to ... no helplines, no call centres – a real person.

### High-level creative

Your site is designed by professional graphic designers, not geeks. Design first, code later. Our designers are carefully selected and demonstrate exceptional flair or have proven experience.

### User-friendly admin

We have gone to great lengths to make our Admin system as user-friendly as possible ... so **you** can quickly update your website yourself, in no time at all. It's that easy.

### Affordability

A low Set-up fee followed by affordable monthly Hosting fees, which includes ongoing Service, make professional websites affordable for all businesses.

### Money-back Guarantee



If you are not satisfied with your website after 2 months, we'll give you a **full refund**. That's how confident we are in our product and service.

**No contracts, no ties ... simply pay-as-you-go.**

StyleEyes offers you a great website, which is affordable, professional, user-friendly and easy to update yourself.

### So why choose StyleEyes?

Rather than paying a large fee upfront, we charge a modest Set-up fee and nominal monthly Hosting fees.

So **your ongoing business is most important to us**. But there are no contracts or ties, you can leave at any time. We even offer a 60 days Money-back Guarantee ... that's how confident we are that you'll love your new website!

### Why pay for Hosting?

Hosting is something you have to purchase with any website. But we also **include** technical and design support. So we don't just host your site, we Service your account. We conduct periodical reviews of your website and will provide recommendations. If compatibility issues effect you, or the code within your site needs modifying in some way, we'll take care of it.

### You pay

- \$750 (plus GST) Set-up fee
- \$45 (plus GST) per month Hosting fees (free for first 3 months)

### You get

- A unique design
- Admin area (edit content yourself)
- Unlimited pages
- Free upgrades
- Design support
- Technical support
- Website and Email Hosting
- 10 Email addresses and Webmail
- Ongoing website reviews
- Listed on Google Search Engine
- Listed on Google Local Business Centre
- Google Analytics (Webstats)
- Google Maps embed

### Other benefits

- 60 days Money-back Guarantee
- No Hosting fees for the first 3 months
- No contracts or ties
- Leave at any time



### StyleEyes solution

Pay a small Set-up fee and ongoing Hosting fees which include Service and Support.

StyleEyes earn from the ongoing hosting fees, so it's in our best interest to ensure you are continually well serviced. With no contracts, no ties, and only a small investment, you can leave at any time. This solution favours the customer.

**\$750 plus \$45/month service**

FIVE YEAR SPEND \$3,450



### A typical solution

A web firm will quote for your job, charge a big fee and deliver your website. You have your website and their focus naturally then shifts from your website to their next project. The service level may be compromised, and you may incur additional charges.

And because of the size of your investment, it's difficult for you to change supplier.

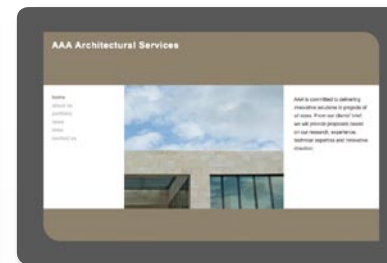
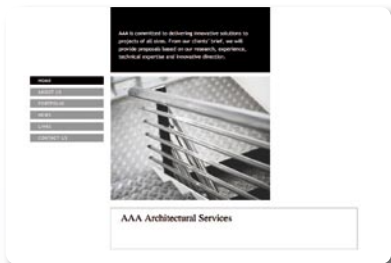
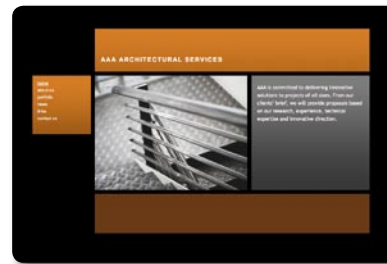
**\$4,000 plus \$25/month hosting**

FIVE YEAR SPEND \$5,500

# Money, money, money.

“TO DISMISS FRONT-END DESIGN AS MERE ‘ICING’ IS TO JEOPARDIZE THE SUCCESS OF ANY SITE.”

CURT CLONINGER, AUTHOR



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How's your website looking?

### The process

- 1 First Draft**  
We discuss your requirements with you, then we provide a first draft. We typically set up a home page and a content page.
- 2 Feedback**  
We'll show you how the Admin area works and we'll talk to you to make sure you're happy with the site, if you're not we'll revise the design.
- 3 Handover**  
When you're happy you pay the setup fee, you can bring your own web address, and we can go live.

### StyleEyes ongoing service

- 4 Optimisation**  
We'll ensure your site is listed on Google Search Engine, Google Maps and Google Local Business Centre. We'll set up Webstats with Google Analytics so we can monitor hits and performance.
- 5 Free upgrades**  
Update your Admin to support new and improved features.
- 6 Support**  
Offer free advice and support whenever possible – technical and design.
- 7 Communication**  
Contact you with courtesy calls from time to time.

### Your checklist

#### What makes a good website?

- Design**
  - Professional graphic design
  - User-friendly navigation and structure
- Content**
  - Good quality photography
  - Well written copy
- Search engine optimisation**
  - Compliant code to W3C standards
  - Meta tag implementation
- Tools**
  - Utilising web tools such as Google Maps, Local Business Centre and Analytics

**See your Website through StyleEyes?**

## Summary

Suitability	A wide range of business/organisations who require a professional website solution, including Architects, Designers, Engineers, Landscapers, Builders, Contractors, Beauticians, Hairdressers, Healthcare Providers, Photographers, Artists, Entertainers, Clubs, Charities and Associations.
Set-up fee	\$750 plus GST · Includes first 3 months Hosting fee
Hosting fee	\$45/month plus GST (invoiced 6 monthly) · Includes ongoing service · Design support · Technical support · Access to Admin · Hosting and Email hosting included
Guarantees	60 days full Money-back Guarantee
Contract term	No contract
Additional services	Available by mutual agreement and subject to design/coding fees. Additional services include: extra design or coding work, databases, submissions forms, eNewsletter systems, Flash animations, Admin modifications, Photoshop work.

## Features

Standard front-end features	<ul style="list-style-type: none"><li>· Customised unique design</li><li>· Home page animated slideshow</li><li>· Menu system, supports sub-menus</li><li>· Over 150 pages</li><li>· Home page news ticker (optional)</li><li>· Photo gallery (optional)</li><li>· Contact us submission form (optional)</li></ul>
Standard back-end features	The Admin (Content Management System) allows users to: <ul style="list-style-type: none"><li>· Add and edit pages</li><li>· Organise pages into the menu and sub-menu system</li><li>· Manage Home page header and Slideshow</li><li>· Manage a Gallery</li><li>· Control SEO (Window Titles, Meta Descriptions and Keywords)</li><li>· Set-up Google Analytics</li></ul>
Features we support/recommend	<ul style="list-style-type: none"><li>· Google Analytics for Stats</li><li>· Google Sitemap Verification</li><li>· Google Maps</li><li>· Google Local Business Centre</li></ul>
Hosting features	<ul style="list-style-type: none"><li>· Hosted in Australia on high speed Dell® 860 rackmount servers QUAD Core X3210 (4x2.3Ghz) / 2GB DDR2 ECC RAM</li><li>· Multiple 10,000RPM SATAII drives in RAID</li><li>· 100Mbps connection and offsite backups</li></ul>
Email addresses	<ul style="list-style-type: none"><li>· Up to 10 mailboxes (or Email can be hosted elsewhere)</li><li>· Webmail included</li></ul>
Website addresses	Assistance bringing and purchasing domain name(s)



Our new website looks very clean and professional – it looks more expensive than it actually was. We've also been impressed by the level of service StyleEyes have provided.

RICHARD JONES  
WWW.CMSENG.COM.AU  
ENGINEERING FIRM



Very impressive. Within weeks we had great google rankings and were receiving enquiries. I can't fault the product, service or support, well done.

GARY HINE  
WWW.THENAKEDBUTCHER.COM.AU  
ORGANIC BUTCHER



I would highly recommend StyleEyes to anyone who wants a cost effective website, which is easy to establish and update.

SONJA JOHNSON, OLYMPIC SILVER MEDALIST, BEIJING 2008  
WWW.SONJAJOHNSON.COM.AU



Our new website looks awesome. I can't believe how easy it is to update. I would recommend StyleEyes to anyone looking for a professional and affordable website.

GRANT CRAIG  
WWW.AUTOPOOL.COM.AU  
POOL PRODUCTS DISTRIBUTOR

# Let's talk...

styleeyes

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