

Packages Comparison Chart

Website Features	e-Commerce Professional Package	e-Commerce Premium Package	e-Commerce Custom Package
	\$4,660	\$5,995	from \$6,995
Fully Customised Design	✗	✗	✓
Design based on Word Press Theme	✓	✓	✓
Site Map / User Experience Design	✗	✗	✓
Information Architecture / Wire-frames	✗	✗	✓
Responsive Website (Mobile Devices)	✓	✓	✓
Design Framework Implementation	✓	✓	N/A
Limited customised design to suit your branding	✓	✓	N/A
Colour scheme to suit your branding	✓	✓	N/A
Built in Content Management System (CMS)	✓	✓	✓
Pages of content added by Brown Ink	5	15	25+
Hours of consultation (client liaison)	3	3	4
CMS training from Brown Ink (hours allocated)	2	3.5	4+
Unlimited changes by you	✓	✓	✓
Add unlimited pages by you	✓	✓	✓
Image Gallery	(Optional Extra)	✓	✓
Image Gallery (allocated image upload by Brown Ink)	✗	40	60
Gallery (unlimited uploads by you)	✗	✓	✓
Blog/News module	(Optional Extra)	✓	✓
Site search tool	✓	✓	✓
Social Media Integration (Facebook, Twitter)	(Optional Extra)	✓	✓
Contact / Enquiry form / Google Map	✓	✓	✓
Search Engine Submission	✓	✓	✓
Google Analytics (Includes Automated Monthly Report)	✓	✓	✓
Hosting Setup and number of months FREE	(3 months)	(3 months)	(3 months)
Email set-up (Number of email accounts)	5	10	15
Safari/Chrome/Firefox compatible	✓	✓	✓
Internet Explorer 10+ compatible	✓	✓	✓
Search Engine Optimisation (SEO) Website Components			
Search Engine Optimisation (SEO) Included	Basic	Basic	Basic
Advanced Search Engine Optimisation (SEO)	\$500 (5 pages)	\$1,400 (15 pages)	\$1,800 (20 pages)

Packages Comparison Chart

e-Commerce Features	e-Commerce Professional Package	e-Commerce Premium Package	e-Commerce Custom Package
	\$4,660	\$5,995	from \$6,995
Fully customised shopping cart design	✘	✘	✓
Shopping cart products added by Brown Ink	10	20	30
Shopping Cart Features			
You can add unlimited pages/products/categories	✓	✓	✓
Product stock control	✓	✓	✓
Compare Products Feature	✓	✓	✓
Related Products Feature	✓	✓	✓
Shop Product Gallery (Multiple images of the one product)	✓	✓	✓
Shop Product Attributes (size, colour, shape, material)	✓	✓	✓
Wish List Feature	✓	✓	✓
Promotional feature with coupons	✓	✓	✓
Featured / Related products cross promotion	✓	✓	✓
Customer Reviews and Ratings	✓	✓	✓
Sales and Specials capabilities	✓	✓	✓
Customer Account (log-in and tracking)	✓	✓	✓
Shopping Cart Optional Features			
Product Zoom Feature (scroll over image enlargement)	\$60	\$60	✓
List/grid view in the products page	\$60	\$60	✓
PayPal Payment Gateway (Bank is optional extra)	✓	✓	✓
Your Bank (Payment Gateway Integration)	(Optional Extra)	(Optional Extra)	(Optional Extra)
Real Time Shipping/Freight Calculator (Aust Post)	\$100	\$100	✓
Real Time Shipping/Freight Calculator (Fed-Ex)	\$100	\$100	✓
Tabbed Checkout	\$100	\$100	✓
Website Optional Features			
Basic Mega Menu with images support	\$200	\$420	✓
Gift Certificates	\$60	\$60	✓
Gift Registry	\$60	\$60	✓
Pop Up Promotion/advertising/data collection	\$100	\$100	✓
Customer Membership and Rewards Points	\$60	\$60	✓
Data Exporter Plug In (Exports data as an XML file)	\$60	\$60	✓