

Packages Comparison Chart

Features	Professional Package	Premium Package	Custom Package
	\$2,200	\$3,500	from \$5,120
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
Unlimited colour schemes	✓	✓	N/A
Built in Content Management System (CMS)	✓	✓	✓
Pages of content added by Brown Ink	5	15	25+
Hours of consultation (client liaison)	2	3	3+
Search Engine Optimisation (SEO) Included	Basic	Basic	Basic
Advanced Search Engine Optimisation (SEO)	(Optional)	(Optional)	(Optional)
CMS training from Brown Ink (hours allocated)	2	2.5	3
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 (Automated Monthly Report)	✓	✓	✓
Hosting Setup and number of months FREE	(3 months)	(3 months)	(3 months)
Domain registration (if required)	(Optional)	(Optional)	(Optional)
Email set-up (Number of email accounts)	5	5	10+
Safari/Chrome/Firefox compatible	✓	✓	✓
Internet Explorer 10+ compatible	✓	✓	✓
e-Commerce Shopping Cart	(Optional Extra)	(Optional Extra)	(Optional Extra)