

# Packages Comparison Chart

Features	Professional Package	Premium Package	Custom Package
	\$2,800	\$4,200	from \$5,880
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	✓	✓	✓
Limited customised design to suit your branding	✓	✓	✓
Unlimited colour schemes	✓	✓	✓
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)	✗	\$1,400 (15 pages)	\$1,800 (20 pages)
CMS training from Brown Ink (hours allocated)	2	2.5	3
Unlimited changes by you	✓	✓	✓
Add unlimited pages by you	✓	✓	✓
Image Gallery	(\$280 Extra)	✓	✓
Image Gallery (allocated image upload by Brown Ink)	✗	40	60
Gallery (unlimited uploads by you)	✗	✓	✓
Blog/News module	(\$420 Extra)	✓	✓
Site search tool	✓	✓	✓
Social Media Links (Facebook, Twitter Instagram)	✓	✓	✓
Contact / Enquiry form / Google Map	✓	✓	✓
Search Engine Submission	✓	✓	✓
Google Analytics (Automated Monthly Report)	✓	✓	✓
Email set-up (No. accounts / storage)	5 / 1gb each	5 / 1gb each	15 / 1gb each
Safari/Chrome/Firefox compatible	✓	✓	✓
Internet Explorer 11+ compatible	✓	✓	✓
e-Commerce Shopping Cart (see ecommerce pricing)	✗	✗	✗