

# Phoenix East



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## Phoenix Standard Rate Card

### 1. Work rates

All work performed by Phoenix that is not covered by a fixed price quote will be charged at the rates shown below in ½ hour minimums\*.

ITEM	DESCRIPTION	HOURLY RATE
<b>Planning and architecture</b>	Site architecture, navigation flow, page planning and documentation	£90.00 + VAT
<b>Senior designer</b>	Designer with more than 5 years commercial experience	£90.00 + VAT
<b>Junior designer</b>	Designer with less than 5 years commercial experience	£75.00 + VAT
<b>Senior developer</b>	Developer with more than 5 years commercial experience	£90.00 + VAT
<b>Junior developer</b>	Developer with less than 5 years commercial experience	£75.00 + VAT
<b>Server and domain admin</b>	Web-server and domain records administrator	£90.00 + VAT
<b>Project manager</b>	Project management, client liaison and account administration	£75.00 + VAT
<b>Search Engineer</b>	Title, Meta and Content Editor and PPC administration	£75.00 + VAT
<b>Search Consultant</b>	Content, link and URL strategy consultancy and documentation	£90.00 + VAT
<b>Content Entry</b>	Content entered into client accessible content management systems	£60.00 + VAT
<b>Training</b>	Onsite training of provided systems (including photoshop and other image software)	£250/half day £450/full day

\* £75/hour ½ hour rate is charged at £40.

## 2. Hosting and domain rates

### Web hosting plans.

We offer a wide range of hosting plans to suit all budgets and requirements. All our hosting is provided with a customer control panel that allows you to control your email and hosting. Our servers are Linux based Apache servers and have PHP5 enabled by default.

If you need more power and flexibility our Virtual Private Servers (VPS) or Dedicated Servers may suit you better. Please call us to discuss your exact requirements and recommend a specific package for your needs.

ITEM	DESCRIPTION	COST PER YEAR
Red	100Mb web space , 3 mail boxes and 1 MySQL database	£14.99 + VAT
Red Plus	250Mb web space , 3 mail boxes and 1 MySQL database	£24.99 + VAT
Red Pro	500Mb web space , 5 mail boxes and 1 MySQL database	£49.99 + VAT
Silver	1Gb web space , 10 mail boxes and 3 MySQL databases	£75.00 + VAT
Silver Plus	2.5Gb web space , 15 mail boxes and 4 MySQL databases	£99.99 + VAT
Silver Pro	5Gb web space , 20 mail boxes and 5 MySQL databases	£149.99 + VAT
Business	10Gb web space , 50 mail boxes and 10 MySQL databases	£199.99 + VAT
Business Plus	20Gb web space , 100 mail boxes and 20 MySQL databases	£249.99 + VAT
Business Pro	30Gb web space , 200 mail boxes and 30 MySQL databases	£299.00 + VAT
Enterprise	Dedicated Dual Core (3.32Ghz Xeon) 160Gb (RAID1) & 2Gb RAM	£1,200.00 + VAT
Enterprise Plus	Dedicated Quad Core (2.5Ghz Xeon) 250Gb (RAID1) & 4Gb RAM	£2,400.00 + VAT
Technical support	For hosting & email control panel requests	£75.00 + VAT
Additional Mail boxes	Additional POP Boxes for your plan	£4.99 + VAT
Additional MySQL db	Additional mySQL DB for your plan	£7.49 + VAT
Additional FTP Users	Additional FTP users for your plan	£2.50 + VAT

*All plans must be paid yearly in advance unless agreed otherwise. Enterprise and Enterprise Plus may be paid monthly in advance. (Enterprise £110.00 +VAT PCM & Enterprise Plus £220.00 + VAT PCM)*

### Domain registration and management.

ITEM	DESCRIPTION	COST
Global domains	Registration or renewal of .com type domains for 2 years	£24.99 + VAT
UK domains	Registration or renewal of .uk type domains for 2 years	£9.99 + VAT
Special domains	.tv, .uk.com, .eu.com, .gb.com, .gb.net, .uk.net, .mobi or .cc for 1 year	£34.99 + VAT
Domain transfers	Transferring a domain in or out of our hosting <sup>1</sup>	£12.50 + VAT
Email Virus Scanning	Annual email virus protection per domain	£34.99 + VAT
Domain administration	Custom DNS configurations	£75.00 + VAT

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<sup>1</sup> This does not cover charges by other hosting companies for the transfer. You may be charged by the receiving or releasing company for transferring in or out your domain in addition to our charges

### 3. SEO rates

Before any search engineering can really be effective it is essential that your website has a comprehensive tracking and statistics package. We recommend **Google Analytics** as it is both a free service and tightly integrated into the Google Adwords for detailed analysis of your Pay per Click advertising campaigns.

Search engineering is the key to ensuring visibility for your website. We provide low cost solutions for natural search engines results as well as paid for (PPC) management services to help your site perform as well as possible.

Our **SEO Basics** ensures that your site is manually submitted to all the major search engines and is titled and meta tagged to ensure the best visibility for your keywords. With **SEO Performance** and **SEO Professional** we update the initial titles and tags with each review. We analyse your statistics and optimise the keyword strategy and content relevance to ensure that your site is constantly tuned for the best performance and write a report on the performance in the last period and the changes made to improve performance going forward.

With our **PPC Management** service we concentrate heavily on Cost per Click (CPC) through targeted keyword combinations and intelligent bidding to ensure you only pay for clicks that are likely to be interested in your products and services. We manage campaigns from spend levels of £100.00 per month and above.

If you have a lot of diverse people working on your site via a Content Management System you may wish to consider our **Best Practice Guides** that explain in clear and manageable chapters how to optimise your website and write new content with both humans and search engines. Tailored for your website they will help to ensure that the site remains highly optimised going forward and helps you to develop a content strategy that will drive targeted traffic to your website in increasing numbers.

ITEM		COST
<b>Google Analytics</b>	Installation of Google Analytics code and goal definition	£120.00 + VAT
<b>Google Maps &amp; Mobile</b>	Submission of your business to Google Maps, Mobile and Local	£49.99 + VAT
<b>SEO Basic</b>	Titles, Meta tags and Submission service with report after 3 months	£150.00 + VAT
<b>SEO Performance</b>	As above with 4 quarterly reviews and reports	£600.00 + VAT
<b>SEO Professional</b>	As above with 12 monthly reviews and reports	£1,800.00 + VAT
<b>PPC Management</b>	Full management of campaigns and spend balance	15% of spend
<b>Best Practice Guides</b>	Tailored guides on how to write effective copy for your site	£1,200.00 + VAT

*SEO Performance can be paid quarterly (£150.00 + VAT) in advance*

*SEO Professional can be paid either quarterly (£450 + VAT) or monthly (£150.00 + VAT) in advance*

#### 4. 3<sup>rd</sup> Party costs

All 3<sup>rd</sup> party costs are charge at Cost +15% unless otherwise stated.  
Example costs are as follows:

ITEM		COST
<b>Photo purchasing/licensing</b>	Minimum cost £35 Royalty free images incur search fees	Cost + £15%
<b>Printing services</b>		Cost + £15%
<b>Copywriting services</b>		Cost + £15%