

# MASTER PRICE GUIDE & TURNAROUND TIMES



**it'seeze websites**  
Helping your business grow

Franchisee Copy - February 2020

# PRICE GUIDE

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# Website Pricing

## New Websites

### Responsive sites

	Upfront payment	Head Office	Franchisee	Price Plan /mth	Head Office	Franchisee
Lite	€300	€70	€230	€30	€15.00	€15.00
Plus	€430	€110	€320	€43	€21.50	€21.50
Max	€550	€140	€410	€55	€27.50	€27.50
Shop	€700	€140	€560	€70	€35.00	€35.00

### Contracts and minimum terms

	Minimum Term
Lite	24 months
Plus	24 months
Max	12 months
Shop	12 months

When upgrading, a new contract is started. In most cases the minimum term will be the standard 12 month minimum term for Max or Shop.

However, if the client is currently on the Lite or Plus package and there are more than 12 months remaining in the minimum term, the minimum term for the new contact will be adjusted to match. For example, if a client upgrades from Lite or Plus to Max or Shop after 9 months, the new contract will have a minimum term of 15 months.

### Additional Page Population

Total fee	Head Office	Franchisee
€50	€35	€15

### Additional Shop Page Population

	Minimum Price	Maximum Price	Franchisee Commission (up to)
Add products to the shop	€2	€1,400	100%

Population of a CSV file which contains details and the names of categories and subcategories each product is within,

**Please note:** All prices are exclusive of 20% VAT

## Upgrades and Re-designs

### Package Upgrades

	To Plus	Comsn	To Max	Comsn	To Shop	Comsn
Lite	€130	€130	€130	€130	€280	€280
Plus			€130	€130	€280	€280
Max					€150	€150

### Website Re-designs

	Total fee	Head Office	Franchisee
Lite	€210	€70	€140
Plus	€320	€110	€210
Max	€420	€140	€280
Shop	€420	€140	€280

# Domain Names

## Standard Domains

Top Level Extension	Monthly Cost
.co.uk	€1.50
.com	€3.00
.org.uk	€1.50
.me.uk	€1.50
.eu	€3.00
.org	€3.00
.net	€3.00
.biz	€3.00
.info	€3.00
.name	€3.00
.ltd.uk	€1.50
.plc.uk	€1.50
.dublindiocese.ie	€1.50

## Premium Domains

Top Level Extension	Monthly Cost
.irish	€2.00
.co	€4.50
.london	€3.50
.mobi	€3.50
.tv	€6.00
.club	€3.00
.co.nz	€3.50

# Email

## Email Support & Extras

Service	Cost
Additional 1GB space per email address	€1.50 per month
Telephone support for set-up of up to 5 e-mail accounts on a single device	€45
Mailbox restore	€25

## Email Packages

Storage Quota	1GB	10GB	30GB	50GB	100GB
Monthly Price	€1.50	€3.50	€7.00	€10.00	€19.00

## Extras Pricing & Descriptions

### Logo Design

	Minimum Price	Maximum Price	Franchisee Commission (up to)	Ava. on Lite
Full logo	€315	€490	€175	✓
<i>Our designers will create an original typographical logo with a unique illustrated icon integrated into the design. The logo will be styled and coloured in line with your business.</i>				

Redraw logo	€85	€140	€55	✓
<i>Our designers will redraw your logo from a poor-quality image I required, leaving you with a high-resolution design.</i>				

Simple logo	€85	€140	€55	✓
<i>Our designers will create a unique typographical (text) logo that is styled and coloured in line with your business.</i>				

### Website Extras

	Minimum Price	Maximum Price	Franchisee Commission (up to)	Ava. on Lite
Animations when scrolling	€84	€140	€56	✗
<i>Bring your website to life with animated photos, icons, or graphics that slide in from one side of the page to the</i>				

Basic holding page	€70.00	N/A	€7.00	✓
<i>Our designers will rcreate a simple holding page for your website, featuring your logo and contact details.</i>				

Before and after images	€84	€140	€56	✗
<i>Showcase your work with a before and after image slider. This allows you to easily compare two images by moving the slider over the 'before' image to reveal the 'after' result.</i>				

Fading images	€45	€70	€25	✓
<i>Highlight your products, services, special offers and more with a slideshow of images that fade into one another.</i>				

Fly-out content	€84	€140	€56	✗
<i>Encourage visitors to fill out your contact or sign-up forms with this eye-catching feature. Your form willl 'fly out' from the side of your website when clicked on.</i>				

Full-width animated gradient	€30	€40	€10	✗
<i>Add visual interest to your website with an animated gradient, featuring two or more colours of your choice that blend into one another.</i>				

Icons in navigation	€168	€224	€56	✗
<i>Our designers will create custom icons for eac section on your website, making navigation as simple as possible for your customers.</i>				

Language translation tool*^	€45	€85	€40	✓
<i>Let international visitors browse your website in their native language with this Google translation tool. *This will be added free of charge if included in the initial website brief. ^Full list of languages not recommended on mobile</i>				

## Website Extras

	Minimum Price	Maximum Price	Franchisee Commission (up to)	Ava. on Lite
<b>Multiple image carousel</b>	€45	€70	€25	✓
<i>Showcase your products, testimonials, services and more with a carousel slider, which displays content in an attention-grabbing and interactive way.</i>				
<b>Multiple language navigation</b>	€84	€140	€56	✗
<i>Make your website accessible to multi-national visitors with a navigation menu that provides a range of language</i>				
<b>News ticker</b>	€45	€70	€25	✗
<i>Highlight your latest news, special offers, or customer testimonials with this news ticker feature, which displays animated text on a loop.</i>				
<b>Popup content</b>	€84	€140	€56	✗
<i>Grab your customers' attention and generate more leads with a custom popup. This will appear as a tab at the bottom of your page and pop up as a message in the middle of the screen when clicked on.</i>				
<b>Scrolling images</b>	€45	€70	€25	✓
<i>Highlight your products, services, special offers and more with a slideshow of images that scroll from left to right.</i>				
<b>SSL certificate from it'seeze</b>	€115	N/A	N/A	✓
<i>Ensure any sensitive data is protected on your website with an SSL certificate supplied and installed by it'seeze.</i>				
<b>Installation of SSL certificate supplied by you</b>	€57.50	N/A	N/A	✓
<i>Ensure any sensitive data is protected on your website with the installation of an externally supplied SSL certificate.</i>				
<b>Styled tables</b>	€25	€45	€20	✗
<i>Present information on your website in an easy to understand and attractive way with our custom table design.</i>				
<b>Unbranded footer</b>	€200	N/A	N/A	✓
<i>We can remove the it'seeze logo from your website footer if you prefer the unbranded look.</i>				
<b>Vector icon animation</b>	€30	€40	€10	✗
<i>Add personality to your web page with custom icon animations that highlight your products or services.</i>				
<b>Video in lightbox</b>	€84	€140	€56	✗
<i>Transform your web page with a pop out YouTube or Vimeo video that fills the screen and plays automatically*, creating an engaging customer experience. * Videos will not autoplay on mobile devices.</i>				



## Widgets

	Minimum Price	Maximum Price	Franchisee Commission (up to)	Ava. on Lite
<b>Care Quality Commission</b>	€20	€40	€20	✓
<i>Display your CQC rating on your website to let customers know how well your organisation scored in your latest report with this widget.</i>				
<b>Instagram Curator</b>	€20	€40	€20	✗
<i>Show all your social media posts in one customised feed with the Curator widget - a great way to add your Instagram feed to your website.</i>				
<b>Eviivo</b>	€20	€40	€20	✗
<i>Make online bookings a hassle-free experience for your customers with this widget, designed for properties from hotels and B&amp;Bs to pubs and event venues.</i>				
<b>Free to Book</b>	€20	€40	€20	✗
<i>Allow customers to make direct bookings on your website with this widget, which is ideal for hotels, B&amp;Bs, guesthouses, hostels, holiday homes, and more.</i>				
<b>HealCode</b>	€20	€40	€20	✗
<i>Make the booking experience seamless for your customers and get real-time schedule updates with this widget from MindBody.</i>				
<b>Once booking</b>	€20	€40	€20	✗
<i>This widget makes it easy for your customers to schedule appointments without leaving your website, simplifying the booking process.</i>				
<b>Owners Direct</b>	€20	€40	€20	✗
<i>Generate more enquiries from your website with this widget, which allows customers to check your property's availability and make a booking.</i>				
<b>Site Minder</b>	€20	€40	€20	✗
<i>Simplify the booking experience with this widget from SiteMinder, which provides a customised, two-step reservation process for your customers.</i>				
<b>TripAdvisor</b>	€20	€40	€20	✗
<i>Display your latest reviews and awards, promote your local area, or encourage customers to rate your business with a TripAdvisor widget.</i>				
<b>Trustpilot</b>	€20	€40	€20	✗
<i>Showcase all the great reviews you've collected from your customers with the Trustpilot widget.</i>				

## Social Media Profile Design

	Price	Franchisee Commission
Facebook profile design	€120	€35
<i>Our designers will create a custom cover image and profile for your Facebook business page that ties in with your website design.</i>		
Twitter profile design	€120	€35
<i>Our designers will create a custom header image and profile picture for your Twitter account that ties in with your website design.</i>		
YouTube profile design	€120	€35
<i>Our designers will create a custom header image and profile picture for your YouTube account that ties in with your website design.</i>		
Facebook, Twitter, & YouTube profile design package	€310	€95
<i>Our designers will create custom header images and profile pictures for your Facebook, Twitter, and YouTube accounts that tie in with you website design.</i>		

## Turnaround Times

### New websites

Lite, Plus, Max & Shop	14-17 days**
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### Re-designs

Lite, Plus, Max & Shop	14-17 days**
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\*Dependent on number of pages submitted – please check.

\*\*At date of issue

### Upgrades

All Upgrade types	21 days
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### Extra page population

Submitted with new sites	17 days*
Submitted for existing sites	7 days

### Extras

Basic holding page	Before & after images	Colour changes on scroll	Fading images	Fly-out form	Full logo	
Full-width animated gradient	Icons in navigation	Language translate tool	Multiple language nav	New Tickers	Redraw logo	
Scrolling images	Simple logo	Slide-in animation	Styled tables	Video in lightbox	Vector icon animation	7 days

### Social Media design

Facebook, Twitter or YouTube Design	7 days
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### Bespoke Development

Please contact us for an estimated time of completion before submitting the job	-
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## Bespoke Development

### Commission Structure

Set Value	Commission
Up to €350	25%
Up to €1,400	As above plus 20% on the additional €1,050
Up to €2,800	As above plus 15% on the additional €1,400
Over €2,800	As above plus 10% on the additional €2,800

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