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ABOUT PDF
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Better than Average Sites is a Melbourne based business that can design, manage and maintain a new or existing website. We service small to medium sized businesses and organisations and specialise in creating unique custom designed websites to meet your specific needs. All work is thoroughly tested and completed on-time, our rates are extremely competitive, and most importantly, every job is completed to the highest standard.

Check out the below details and don't forget to try out our Quote System. Once you have received your quote, we can even offer you a free design mock-up, no strings attached!

About us

Why use us?

- We offer a complete website development service including graphic design, coding, testing, hosting and domain name registration.
- Competitive pricing at **\$33.00**** per hour (inc GST).
- You only deal with the one person.
- All work is tied to a fixed price.
- Each website is custom designed to meet your exact specifications. We don't just rehash templates.
- Your new sites can include ecommerce systems, databases, quote forms, image galleries, content management systems, animations, video, banners and almost anything else you can think of.
- We make relevant sites that promote your product or service.
- Our websites are quick, easy to navigate and catch the eye of the user.
- If you are new to web sites or computers, we talk to you in a language you understand.
- All work is thoroughly tested in Internet Explorer and Mozilla Firefox browsers.
- Our sites are tested in many different resolutions including: 800x600, 1024x768, 1280x960 and 1680x1050.
- We can organise a professional photographer to take photos of your products and services or arrange royalty free stock images to be used.
- All sites we build come with free statistics management from Google Analytics.
- Our clients say very nice things about us! See the testimonials in the "our work" page.

What can we do?

- DESIGN: We completely design your site from ideas / other sites you give us.
- GRAPHIC WORK: Using logos, photos, diagrams and drawings we will piece together artwork.
- ANIMATIONS: We can create animated GIF's , Flash, & QuickTime animations from idea's and content you give us.
- FLASH WEBSITES: We can create and manage fully interactive Flash Websites.
- VIDEO: We can create / edit video you give us, have them replay on your site or make them available for downloading in various formats.
- DOWNLOADS: Users can download content from your site including PDF files, Word documents, executable files, MP3's, video's etc.

- **QUOTE SYSTEMS:** We can create simple to advanced Quote system's that can validate data, email various users, and / or update a database.
- **DATABASES:** We can create and maintain online MySql databases with the possibility of users or yourself being able to edit / manage data, graphics and printable reports.
- **CONTENT MANAGEMENT SYSTEM:** Our custom made Content Management System allows the administrator to control text, graphics, links and downloadable files.
- **ECOMMERCE WEBSITES:** We can create fully customisable Ecommerce websites to sell your product or service directly online. Including secure payment options, shopping cart, account information, shipping options, unique search customisation, product and category administration and more.
- **HOSTING:** We offer fast and reliable Australian hosting packages to suit various requirements.
- **DOMAIN NAME:** We can setup a new domain name for you, valid for 2 years.
- **PHOTO'S:** We can send out a professional photographer to shoot images of your product's / service's or staff.
- **ROYALTY FREE STOCK IMAGES:** We can find you royalty free stock images for your website through Istockphoto.
- **PROMOTION / SEARCH ENGINE OPTIMISATION:** We can help you out with different methods of promoting your site and optimising your pages to rank higher within search engines such as Google.
- **TRAINING:** We can train you or your staff over the phone / email, to:
 - Sign up for and select royalty free stock images.
 - Upload content to your site.
 - Use content management systems tied to your site.
 - Manage and use an Ecommerce website.
 - Use statistics management tied to your site.
 - Help out with way's to promote your site.

How long will it take?

After your site design and content has been locked in, the time to site completion should be about three times that of the work quoted. This of course is also dependant on us waiting for content or questions to be answered by you! Regardless, we will keep you informed of where you are in the process and how long there is to completion.

General Pricing

- All work charged at **\$33.00**** an hour inc GST (excluding photography).
- Minimum charge is 3 hours work (**\$99.00**** inc GST).
- Any onsite work attracts a 4 hour travel charge of **\$132.00**** inc GST (Melbourne Metro Only).
- All work is invoiced at the satisfied completion of the job or in 3 month intervals from the start of work.
- Royalty Free stock Images* via Istockphoto

We recommend and use www.istockphoto.com, one of the largest and better value Royalty Free libraries on the net. You can select the photo's yourself or have us search for images based on your description (which will incur a small finders fee).

- Istockphoto charges roughly **\$1.20**** to **\$20.00**** per image (Standard License agreement) depending on image size, and US exchange rate.

- Photo Finders Fee. If you would like us to find you an image based on your description we charge **\$5.50**** inc GST per Photo.

Content Management System

Our very own custom designed Content Management System allows you to easily update and manage many aspects of your website in a secure environment. Images, text, downloadable files, links, information tables and HTML can quickly be updated and controlled by our powerful but friendly interface.

How does it work ?

Our CMS represents your site with a series of editable "blocks" and "tables" that fill your page from top to bottom. Above each block is a rendering of how the content will look on your live website.

Blocks

A block allows you to enter text and/or a combination of "scriptcode" (which gives you the ability to perform formatting options to select parts of text or code). A "block" will show a large textbox within the Content Management System. Typically, "blocks" will be used for paragraphs of text or large chunks of HTML code.

Tables

A Table allows you to setup a series of cells within a specified row or column that can contain images, text or code. Tables allow you to easily create complex scenarios within your page that can include a series of differing content. Table blocks are split into two sides. The left hand side contains a virtual representation of your content populated with text, image or blank cells. Clicking one of these cells shows you the editable content of the cell on the right hand side of the page.

ScriptCode

Beside the ability to enter HTML, we have developed a number of simple script commands so that you are able to quickly insert various HTML tags without learning how to code. Within a textbox of a "block" or "table" you can simply place in tags like %B which would bold text. For example: "Welcome to our %B NEW %B site" would render in the finalised site as "Welcome to our **NEW** site".

What can our Content Management System do ?

- Edit text
- Edit text size
- Add bold /italic options to text
- Left / center / right / justify align text
- Insert and delete images
- Insert and delete downloadable Files
- Insert ScriptCode anchor
- Insert ScriptCode bold text
- Insert ScriptCode bulleted line
- Insert ScriptCode email link
- Insert ScriptCode hyperlink to open in new or same window
- Insert ScriptCode indented line
- Insert ScriptCode italic text
- Insert ScriptCode linebreak
- Edit text colour
- Edit background colour
- Edit background image
- Edit foreground image
- Align horizontal and vertical position of foreground Image
- Setup table with up to 14 columns and unlimited rows.
- Insert and delete extra column's and rows with a table.
- Apply a popup image including a caption to a foreground Image
- Insert HTML, Javascript code.

Ecommerce Sites

Ecommerce websites allow you to sell your products and / or services directly online. We use and recommend an open-source system called Oscommerce, one of the most popular online shopping systems available. Oscommerce is fast, very configurable and extremely secure, giving your shoppers a safe, easy to use shopping experience whilst allowing us to design a completely unique looking Ecommerce website to meet your needs.

What is Oscommerce?

Oscommerce comes as a basic template system that allows us to amend and add to its structure using a multitude of available plug-in modules. It works like any other Ecommerce website where a user must create an account before purchasing, add items to a cart, then checkout to provide payment details and complete the transaction. As an administrator, you will receive an email of a new order, log into the system to check information including credit card numbers or other payment details and invoice out the order from the system. Oscommerce can handle the entire process from inventory control, backup, reports, newsletters, shipping slips and far more.

Here are just a few things that Oscommerce can do:

- Allow fully customised advanced searches.
- Different methods of shipping can be calculated based on customer location and / or product attributes.
- Customers can sort products by a multiple of different fields.
- The system can deal with many different payment types and fees associated with credit card, PayPal, and COD.
- Selected products can appear in a specials page or window.
- Newsletters can be automatically sent to customers that have registered with you.
- New products can be shown in a separate page or window.
- Customers can write reviews of your products.
- Customers can choose various currencies to pay in.
- Pages and products can be showed in various languages.
- Administrators can view / notify customers and orders including payment details like credit card.
- Administrators can completely update / amend the product catalogue including pictures, pricing and information.
- Administrators can keep track of stock level's, get reports on best selling items and prepare picking slips and invoices for client orders.

What is involved in setting up an Ecommerce website?

Installing and configuring a unique looking Ecommerce website using Oscommerce can take some time. Depending on the complexity of your site and product range, we would suggest a minimum of 30 hours work to completely setup and test a basic Ecommerce website.

What else do I need for an Ecommerce website?

An Ecommerce system requires 4 basic things: Fast and reliable web hosting (ideally located in the country you will be selling goods to). A SSL certificate so that customers details are being encrypted when they are purchasing goods from you. A dedicated IP address so that an SSL certificate can be attached to your site and obviously a domain name.

Hosting

A new website will require both a "domain name" and a host (a business / company that stores and serves out your web pages over the internet). Our fast and reliable hosting packages are stored on Dell 1950 servers securely housed in the TransACT data center in Canberra. Unlike some other hosts, our server resources are dedicated to Business hosting customers on the same server, and processing time and memory are not shared with any other virtual services being used on the same hardware.

In most cases, "BTA1" & "BTA2" packages should provide you with more than enough disk space and bandwidth to meet your needs. Regardless, we will need to work with you during this process to make sure you have the right hosting product to match your site requirements.

Hosting prices

Package name:	BTA1	BTA2	BTA3	BTA4
Disk space:	80MB	200MB	400MB	800MB
Monthly bandwidth:	1GB	2.5GB	5GB	10GB
Max pageloads/month):	5,000	12,500	25,000	50,000
Monthly price (paid yearly):	\$5.95** inc GST	\$8.95** inc GST	\$14.95** inc GST	\$19.95** inc GST
Yearly price:	\$71.40** inc GST	\$107.40** inc GST	\$179.40** inc GST	\$239.40** inc GST
Add-on domains:	None	2	5	10
Parked domains:	None	2	5	10
Sub domains:	None	2	5	10
Email accounts:	1	2	5	10
MySql databases:	1	2	5	10
PHP 5 enabled:	Yes	Yes	Yes	Yes
Management:	Cpanel	Cpanel	Cpanel	Cpanel
Server location:	Australia	Australia	Australia	Australia
Host server OS:	Linux	Linux	Linux	Linux

Other options:

Dynamic IP Address: **\$70.00**** inc GST valid for 12 Months

SSL Certificate: **\$39.95**** inc GST. GeoTrust 128bit encryption valid for 12 Months

Domain names

A new website will require both a domain name and a hosting package. If you are not selling your product / service internationally we recommend a .com.au domain.

.com.au / .net.au / .org.au domain names: **\$48.00**** inc GST valid for 2 Years.

.com / .org / .net / .biz domain names: **\$38.00**** inc GST valid for 2 Years.

** The above products are offered by separate businesses / companies that have no affiliation with Better Than Average Sites. They are listed because of our favourable experiences with them and their competitive pricing.*

*** Valid as of the 28/01/2009.*