

# ESTIMATE

THE COLLEGE OF PRACTICAL HOMEOPATHY

03 FEBRUARY 2023

ESTIMATE for WEBSITE DESIGN & BUILD.

ESTIMATE NO. EST030223-182

Thank you for the opportunity to estimate for your requirements.  
Our estimated costs are as follows:

DOMAINS, HOSTING & EMAIL	RATES
<p><b>DOMAIN TRANSFER:</b> Service charge to transfer current domain from existing provider to a 22 Century Design Ltd dedicated server for 12 months. <i>*Domain names are subject availability. 24 &amp; 36 month plans are available.</i></p>	£25.00
<p><b>HOSTING PLAN: [ECOMMERCE]</b> Your website hosting plan will be arranged in preparation for your projects start date and include the installation of a 12 month SSL Certificate. We use UK dedicated servers, powered by 100% renewable energy. Your hosting plan will be for 12 months* and can be paid as part of your website deposit. <i>*24 &amp; 36 month plans are available. Payment plans can be arranged upon request.</i></p>	<b>*£50.38</b> / PER MONTH BILLED ANNUALLY
<b>HOSTING TOTAL</b>	<b>£629.56</b>

Please see page 2 for web design and build costs.



**22 CENTURY**  
DESIGN & MARKETING

22 Century Design Ltd Newbold Heath Leicester LE9 9NR

T 01455 248 605 E hello@22centurydesign.com 22centurydesign.com

22 Century Design Ltd is a company registered in England and Wales. Registered No: 12176914.  
Registered Office: 14 Merrylees Road, Newbold Heath, Leicester LE9 9NR.

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WEBSITE DESIGN & BUILD [NON-ECOMMERCE]	RATES
<p><b>CONTENT PLAN &amp; SITE STRATEGY: [PHASE ONE]</b> Content gathering via existing website to minimise data loss, client will need to provide additional data &amp; information where required. Additional site functionality will be established prior to design.</p>	£120.00
<p><b>COPYWRITING SERVICE: [PHASE ONE]</b> Unique, optimised copy will be created which will be tailored to your business and specify audience.</p>	£360.00
<p><b>BESPOKE WEBSITE VISUAL DESIGN: [PHASE TWO]</b> Designs will be created and provided to the client in a viewable format for approval prior to building. Your website will allow the following loose structure*: Home, About, Student Area, FAQ's, Webinars, Clinic, Course, Meet the Tutors, Contact, Policies / T&amp;C's. Please note, all page titles are rough working titles and will be refined during the design stages.</p> <p>*Additional pages over and above will be charged as £60 per hour extra.</p>	£600.00
<p><b>BESPOKE BUILD ON WORDPRESS: [PHASE THREE]</b> Your website will be custom built using WordPress, including the latest premium plug-in's ensuring smooth operation from a user perspective and easy maintenance within the site CMS. Costs will include 12 month subscriptions to relevant operational plug-in's (renewal after 12 months will be chargeable). The site will be built using the latest in website building techniques and best practices.</p> <p>*Additional pages over and above will be charged as £60 per hour extra.</p>	£1,200.00

Please see page 3 for continued cost breakdown.



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WEBSITE DESIGN & BUILD [NON-ECOMMERCE]	RATES
<p><b>SEO LAUNCH PACK: [PHASE THREE]</b> A full SEO Launch Pack* will be applied the entire site ensuring your site is optimised for Google and other search engines.</p> <p>*SEO Launch Pack is a starting foundation of SEO optimisation, please enquire for more info.</p>	£480.00
Prices may fluctuate depending on project duration. All prices stated are inclusive of VAT.	<b>WEBSITE TOTAL</b> £2,760.00
Payments for the project total will be spread across three installments with no monthly costs upon completion.	<b>PROJECT TOTAL</b> £3,389.56

BRANDING BOLT-ON	RATES
<p><b>LOGO CREATION SERVICE:</b> Utilising a website relaunch and redesign is the perfect opportunity to rebrand and modernise your logo. We offer a logo recreation service which could be of interest to align stylings with your new website to deliver a slick and professional image as we head into 2023 which will stand the test of time, look professional and work in all disciplines such as print &amp; digital.</p>	£145.00
	<b>LOGO TOTAL</b> £145.00

We value your custom, if there are any point regarding this quote that you would like to discuss, please do not hesitate to contact us.

With kind regards,



RACHEL JENKINS

DIRECTOR & LEAD DESIGNER

The above is an estimate and is valid for 30 days only. It is subject to revision due to client changes over and above the amount state or cost of sale variations, these will be charged in material costs. Additional costs incurred will be charged at our standard E60 hourly rate. Anything not mentioned above is not included in these costs and will be charged as an extra fee stated on your final invoice. All prices stated within this estimate are inclusive of VAT.

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