



## Website Design



## SiteStart Starter Pack

A STEP BY STEP GUIDE TO OBTAINING  
A WEBSITE AND SECURING YOUR  
PRESENCE ON THE INTERNET

BROUGHT TO YOU BY:



SiteStart is a registered business name of  
McQuillans Pty Ltd

Powered by FulfilNET

## Contents

WELCOME TO SiteStart	
So What Is SiteStart? .....	2
What Can A Website Do For You? .....	2
What Do I Get? .....	2
Three Easy Steps .....	2
Step 1 Provide Your Company Details .....	3
Step 2 Provide Your Domain Name .....	4
Step 3 Compile Your Website .....	5
Website Appearance .....	6
Choose a Website Style .....	7
Home Page .....	9
Contact Page .....	10
Latest News Page .....	11
Products or Services Pages .....	12
Final Check List .....	16
Payment Authorisation .....	16
Mail Your Completed Booklet .....	17
Updating, Upgrading and Promoting Your Website .....	17
About SiteStart .....	17
What happens now? .....	18
Glossary of Terms .....	18

**If You Require Further Assistance in Completing This Booklet  
Phone Us On 1300 782 787**

# Welcome to SiteStart



## So what is SiteStart?

SiteStart is a simple, quick and affordable way of getting a professional first Website for your business with minimum effort.

With SiteStart you can have your Website online within 10-12 working days.

Just choose from our exciting range of options, give us your content and images, and we will do the rest.

With SiteStart you can easily maintain and upload your own website so you don't need to be an internet expert.

## What can a Website do for you?

### **Increase Sales and Profits**

A professional looking Website on the Internet can enable your products and services to reach a new audience. The Internet is an increasingly effective form of advertising-potential customers will browse your Website.

### **Reduce Costs**

Save money on printing brochures and posting them to your customers. Reduce expenditure on other advertising methods.

### **Stay Competitive**

Keep your business edge, because your competitors will probably be developing their own Websites in an attempt to attract your customers.

### **Stay Open**

With a Website your business information is available 24 hours a day, 7 days a week.

## What do I get?

- A Website name and address allowing customers to locate your Website easily
- A professional Website displaying the name of your business plus your logos and images
- Registration to free Australian and International search engines so existing and potential customers can find you
- Secure and reliable hosting
- Easy access to maintain and update your Website giving clients and customers your latest news and product information

## We build it for you – it takes just three easy steps

<b>STEP 1</b>	<b>Provide us with your company details</b>
<b>STEP 2</b>	<b>Tell us your Website name</b>
<b>STEP 3</b>	<b>Compile your Website by completing the data collection pages in this booklet and return it to us</b>

We'll do the rest!

**STEP**

**1**

# Provide your company or business details

Company Name:		
Trading or Business Name:		
Company Number (ABN):		
Street Address:		
Billing Address:		
1st point of contact:	Position:	
Phone:	Fax:	Email:
2nd point of contact:	Position:	
Phone:	Fax:	Email:

## Business Description

Describe your business using 20-25 key words or phrases. This will enable search engines to easily locate your Website.

---

---

---

---

May we change the text to be more suitable for search engines? Yes  No

**STEP**  
**2**

## Choose Your Domain Name

Your Domain Name is your address on the Internet. Registering your Domain Name is the first step in building a strong brand on the Web.

You can use it in advertising, on your stationery and all your other promotional materials. It will be your business or organisation's name reflecting your business identity (eg. *www.yourbusiness.com.au*)

SiteStart can register and host your Domain Name for you.

The current charge for SiteStart to set up and register your Domain Name for 2 years with a registration body is only \$99 (including GST).

The cost of hosting your Domain Name is included in the Monthly Website Hosting charges listed on page 5.

## Domain Name Registration Form

### List Domain Name choices in order of preference

The first available name, in order of your choice will be registered as your Domain Name with the **.com.au** extension unless otherwise specified.

### Please tick ONE preferred Domain Name extension

.com.au    .net.au    .org.au    .id.au    .biz    .net    .org    .info

1st _____	2nd _____
3rd _____	4th _____
5th _____	6th _____
Full Legal Name of Organisation or Person (as it appears on legal documents) _____	
Company Name (ABN) _____	
Contact Name (Individual Person) _____	
Phone _____	Fax _____
Email Address _____	
Contact Address _____	
Signature _____	Date _____

## Already have a Domain Name?

Your Domain Name: \_\_\_\_\_

If you already have a Domain Name you will need to authorise a change of delegation so that it sits on our server with your Website. We will provide a form that you will need to sign and return. There is a fee of \$75 (including GST) for the re-delegation of your Domain Name.

**STEP**  
**3**

## Compile your Website

Compiling your Website is a simple process. Please choose from the following options.

Options	Build Cost <sup>1</sup>	Monthly Hosting Fee <sup>2</sup>
Bronze (2 pages) includes 1 x Home Page 1 x Contact Page	\$299	\$28
Silver (3 pages) includes 1 x Home Page 1 x Contact Page 1 x Latest News Page	\$399	\$31
Gold (5 pages) includes 1 x Home Page 1 x Contact Page 1 x Latest News Page 2 x Products or Services Pages	\$599	\$37
Additional Products or Services Pages	\$100 per page	\$2 per page

<sup>1</sup> One off charge. (Prices include GST)

<sup>2</sup> Hosting is for a minimum term of 24 months, payable quarterly in advance. (Prices include GST)

## Important Information

### Supplying correct material

Text you supply will be reproduced exactly as it is written. Please ensure that the information is correct, with no errors in wording or spelling and that your handwriting is legible. You may attach a typewritten sheet or Word document on disk if you prefer.

### How to supply logos and images

You can supply logos, graphics and photographs in hard copy or on disk. Please attach a paper copy of all images supplied on disk for reference.

Your images will be scanned and reproduced exactly as you supply them. All images must be large, clear high quality pictures. If you want your logo in colour please supply an exact copy. Retouching of images is not provided as part of the service.

For best results the picture you supply should be twice the size you intend it to appear on the screen, but NOT LARGER than A4. Do not supply images on textured or metallic paper and do not staple or glue the pictures to the page.

Acceptable Image Formats ✓	Unacceptable image formats ✗
Photograph Brochure Letterhead Magazine/glossy Full colour print	Newspaper/photocopies Slides/transparencies Faxed images Images less than 3cm x 3cm
Disk file formats: jpg, jpeg, gif.	Disk file formats other than those listed opposite.

## Privacy of your information

Any information we receive about you or your customers is strictly private and confidential. We do not share this information with any unauthorised parties.

# Website Appearance

Your personalised business Website will be built by our expert designers. Starting from 2 pages you can have as many pages as you like.



## Home Page

This is the first page of your Website. It gives visitors to your Website a description of your company and what you do. (This page is mandatory).



## Contact Page

Contact details of your company, your staff, representatives and branches. Have your clients email you their orders, questions, requests or more information. (This page is mandatory).



## Latest News Page

A page that keeps your customers up-to-date on the latest happenings in your business or industry.



## Products or Services Page

A more detailed description of your range of products or services.

# Choose a Website Style - 45 are available including

Tick the box of the style you would like for your site.



01 - Gears



02 - Ferns



03 - Buildings



04 - Forest



05 - Shells



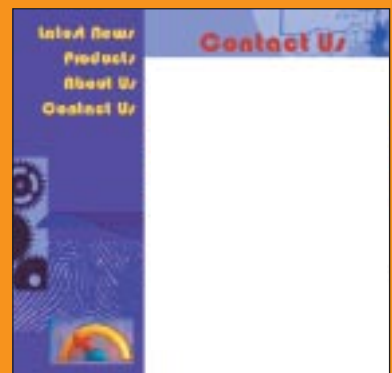
06 - Beach



07 - Sport



08 - Electronics



09 - Funky

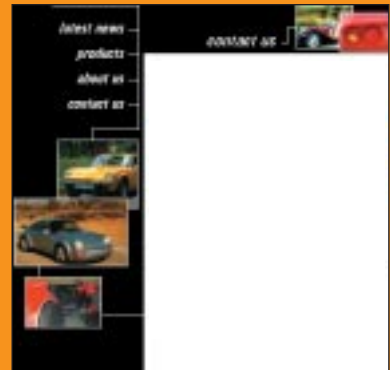
# Choose a Website Style Continued...



10 – Cones



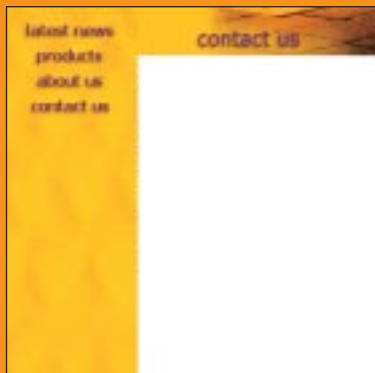
11 – Arches



12 – Cars



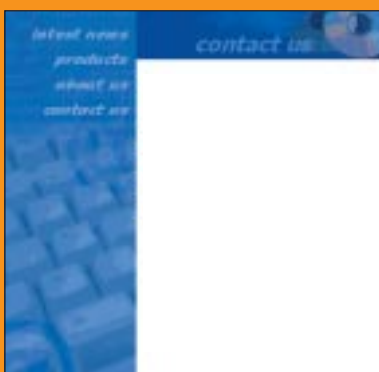
13 – Technology



14 – Tiles



15 – Wave



16 – Computers



17 – Food



18 – Figure

# Home Page

This home page contains information about your business and could include a brief company profile or any other information you would like to tell your customers. Text should be suitable for both existing customers and first time visitors to your site. Please stay within a total 500-word limit.

You may attach a typewritten sheet or Word document on disk if you prefer.

<b>YOUR COMPANY LOGO</b>	<b>HOME</b>
<b>HOME</b>	<b>Company Name</b> _____
<b>CONTACT</b>	<b>YOUR HOME PAGE IMAGE</b> eg. a photo of your business or a product
<b>LATEST NEWS</b>	<b>Text</b> [write or type here what you would like to say about your business] _____ _____ _____ _____ _____ _____ _____ _____ _____
<b>PRODUCTS</b>	

## Images to go on your Homepage

Your company logo image name \_\_\_\_\_

You can add a photograph or graphic if you wish (e.g. staff photo, building or map)

Align Image (tick choice)     Left     center     right

Your home page image name \_\_\_\_\_

# Contact Page

This is the page where visitors to your Website will look for contact details for your business. You can enter a phone and fax number. This is a good place to list your staff and their individual email addresses.

<b>YOUR COMPANY LOGO</b>	<b>CONTACT</b>		
<b>HOME</b>	<b>Your Company Name Repeated</b>		
<b>CONTACT</b>	<b>Phone Number</b> _____		
<b>LATEST NEWS</b>	<b>Fax Number</b> _____ (if you give more than one phone or fax number, they will appear on the same line)		
<b>PRODUCTS</b>	<b>Business Description</b> (describe your company in 20-25 words)		
	_____		
	_____		
	_____		
	<b>Postal Address</b>	<b>Physical Address</b>	
	_____	_____	
	_____	_____	
	_____	_____	
	<b>Email</b>		
	Name	Position	Email Address
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____

<b>Business Description</b> continued
_____
_____
_____
_____
_____





# First Products or Services Page – continued

Additional Products or Services for promotion on your Products/Services Page (items 3 to 5).

<b>Item 3 Title</b> _____	<b>ITEM 3 IMAGE</b>
<b>Item 3 Text</b> _____	
_____	
_____	
_____	
_____	
_____	
<b>Item 4 Title</b> _____	<b>ITEM 4 IMAGE</b>
<b>Item 4 Text</b> _____	
_____	
_____	
_____	
_____	
_____	
<b>Item 5 Title</b> _____	<b>ITEM 5 IMAGE</b>
<b>Item 5 Text</b> _____	
_____	
_____	
_____	
_____	
_____	



# Second Products or Services Page – continued

Additional Products or Services for promotion on your Products/Services Page (items 8 to 10).

<b>Item 8 Title</b> _____	<b>ITEM 8 IMAGE</b>
<b>Item 8 Text</b> _____	
_____	
_____	
_____	
_____	
_____	
_____	
<b>Item 9 Title</b> _____	<b>ITEM 9 IMAGE</b>
<b>Item 9 Text</b> _____	
_____	
_____	
_____	
_____	
_____	
_____	
<b>Item 10 Title</b> _____	<b>ITEM 10 IMAGE</b>
<b>Item 10 Text</b> _____	
_____	
_____	
_____	
_____	
_____	
_____	

# Final Check List

Before your return this booklet please tick the following boxes to ensure all information has been supplied.

## Your Website Details

- Completed company and business description details on page 3
- Completed Domain details on page 4
- Chosen a Website style on pages 7 or 8
- Added text to your chosen Website pages
- Attached your logos and images in the correct format as explained on page 5

## Terms and Payments

- Read and signed the Website Content Guidelines and Terms & Conditions on page 16
- Read and signed the Payment Authorisation section below and ticked the relevant boxes
- Provided credit card details or attached a cheque made payable to **McQuillans Pty Ltd** for the Domain Name Registration OR the Domain Name Delegation amount on page 4.
- Attached a cheque made payable to **McQuillans Pty Ltd** and/or credit card details for the website build and hosting costs including GST.

# Payment Authorisation

Please complete the Order Confirmation Form and (if necessary) the Upgrade Order Confirmation Form:

- 
- 

			□
			□
			□
			□ Qty

|

# Mail your completed booklet back to us

**Where to send  
the completed booklet  
and material:**

**SiteStart  
PO Box 993  
Subiaco WA 6904**

**Or, if you require further assistance completing this booklet please call our Helpdesk on 1300 782 787**

## Updating your Website

From time to time you will need to update the information on your Website to allow for changes in your business e.g. your business develops a new product or service, moves to a new location, or your contact details need updating. SiteStart uses 4SiteCreation™ software to update your Website.

There are two ways to update your Website:

**Either** Use 4SiteCreation™ software to update your Website

(You will be sent a login and password that will enable you to access and edit your site)

**Or** Contact us on 1300 782 787 and obtain a quote for us to update your site for you

## Upgrading your Website

As your company grows and the use of your Website increases, you may wish to upgrade your Website to include additional Products and Services Pages.

For further information contact us on 1300 782 787.

## Promoting your Website

Promoting your Website is crucial if it is to be successful. We suggest you include your Web address on:

- All your stationery, letterheads, fax cover sheets and business cards
- Any brochures or advertising materials
- On store signage and vehicles

SiteStart will submit your Website to some of the most popular international search engines as well as top local search engines. You are able to submit your Website to other search engines and directories yourself or contact us for pricing.

## About SiteStart

SiteStart is a registered business name of mcQuillans Pty Ltd, a Western Australian company specialising in making business technology work for small and medium sized businesses (SMEs). mcQuillans experience extends to working with national organisations project managing implementations of business system and eBusiness solutions in Perth, Melbourne and Sydney.

SiteStart and its associates provide Website content collection, building and hosting services for major telecommunication companies and internet service providers assisting their SME customers in creating an internet presence through affordable and effective Website solutions.

## What happens now...

- We design and build your personalised business Website
- We will notify you within 10 – 12 days of receiving your booklet for you to view your Website online
- You can make one set of edits to your Website for FREE. We'll fax you a form for your amendments
- We will make your modifications and then seek your final approval for your Website
- Once we have received your signed approval form, we will register your site with search engines
- We then send you the software Website address that allows you to edit and maintain your Website. Alternately you can call us for help on how to update or upgrade your Website on 1300 782 787.

**...AND your SiteStart Website goes LIVE!**

## Glossary of Terms

### **Domain Name**

This is the name which represents your unique Internet identity on the Web. Your customers will remember this name and use it to find your Website, for example: In the Web Address *http://www.yourbusiness.com.au*, the Domain Name is *yourbusiness.com.au*

### **Hosting**

The information of every Website is stored on a computer server that always remains connected to the Internet, enabling users to access this information.

### **Internet**

The vast collection of inter-connected networks that all use the same protocols to access information.

### **ISP (Internet Service Provider)**

A company that connects you to the Internet.

### **Web Page**

Every time you are on the Internet, you are looking at a Web Page.

### **WWW (World Wide Web) W3, The Web**

Popularly refers to the whole constellation of resources that can be accessed and allows various formats, such as text, graphics, to be mixed together.

### **GIF (Graphic Interchange Format)**

A common format for image files, especially suitable for images containing large areas of the same colour. GIF format files of simple images are often smaller than the same file would be if stored in JPEG format, but GIF format does not store photographic images as well as JPEG.

### **JPEG (Joint Photographic Experts Group)**

JPEG is most commonly mentioned as a format for image files. JPEG is preferable to the GIF format for photographic images.

### **Search Engine**

A program located on the Internet that helps users find text based information. Some search Engines maintain an index or database of Websites available on the Internet e.g. Alta Vista.

### **Web Address**

When people want to see your Website, they will enter your Web Address into their browser, e.g. *www.yourbusinessname.com.au*

### **Website**

A complete document with one or more Web Pages published on the Internet.