

- **The Package**

- *When do I start to pay?* Only when you are happy with the website/e-mail. After you have approved it in a test environment the real domain name will be set up and it goes live and you make the first monthly payment. (For “e-mail only” packages, there is no test environment phase.)
- *Are there any other fees or charges other than the quoted annual or monthly payments?* No. The payment is fixed, but may be subject to annual review. You will be notified in advance of any changes in charging. If these occur they are very unlikely to ever be above inflation movements though.
- *What if I approve the website to go live and then realise something needs to change?* Don't worry! Minor changes required at launch can be taken care of without further charge. Do note, though, that updates are priced into the packages; so choose a package at the outset that reflects the updates you're likely to need. There is a “fair usage” policy for the Professional package. (This means that all reasonable changes and updates that you need will be done. You can't have a complete redesign every month though!)
- *I need to have a monthly update to certain information for my customers, how would that work?* This might be your terms & conditions, data sheets, menus, a list of items for sale, etc. The easiest way is for you to provide a list in a text, .doc or .pdf format. This will be linked to one of your web pages. You need to look at the Professional or Bespoke packages.
- *What if I want a more major change to the website?* With all packages a redesign can be done once a year. (More frequently with Bespoke.) Considering your own time for engaging in this and approving it, etc., you may find it better to review your site and ask for less dramatic changes, say, every 3 months. Note that the Starter package doesn't cater for interim updates.
- *Who owns what?* You own the domain name. If you terminate the contract before the first year is up then there will be a small administration charge for transferring ownership documentation to you. You also own the content (the information about your business) on the site. The site is marked with you as the copyright owner.
- *If after a year I want to move to a new web provider, what happens?* The domain and the site pages will be provided to you or your new provider. There would normally be no charge for this. Do, however, note that the website doesn't move as a complete entity. Your existing domain name needs to be set up with the new host and the website (and e-mail) then rebuilt.
- *Can I upgrade to a higher package?* Yes. You can upgrade to a higher package at any time. You will get a rebate for the time remaining on the old package and then start on the new package at the new rate.

- **The actual website**

- *How many pages are there on my site?* From 1 upwards. Choose the package and price you need.
- *How many e-mail addresses can I have?* From 2 upwards. See the various packages.
- *What goes on the pages?* Whatever you want! You'll probably want some pictures - you, your van, your shop, work you've done, products you deal in, etc. You'll want to have some text about what you do. You may have a logo or style that you use on business cards and letterheads - this would be good to incorporate in the website.

Perhaps you belong to a trade association and they allow the use of their logo. Check out other websites to get ideas! The content is subject to not being offensive, inflammatory, distasteful, untruthful, illegal, etc.

- **Choosing a domain name**

- *How do I choose a domain name?* Easy! Most appropriate is generally something like *www.yourbizname.co.uk* You can ask me to check what is appropriate and available, or you can do this yourself - there is a Domain Name Checker on my website. Do be aware that in choosing a domain name (as with your own trading title or trade name) you need to make sure that you won't be easily confused with any other business already using a similar name. Be especially careful of businesses in your own business sector or geographic area. Failure to take sufficient care in this respect could lead to other businesses wanting to take actions of various sorts against you!

- **Supplying the information for the website**

- *How do I get the information to you?* Firstly - don't worry! We'll discuss this before we start. Text - preferably in a .txt or .doc electronic format and e-mailed to me. If you can't do this, then we will discuss it and work it out. Likewise pictures, logos, etc. Preferred are .jpg format, but these things can be discussed and generally resolved.

- **Search Engines**

- *Will Google and other search engines find my new website?* Yes. Google in particular searches on genuine content on the website pages. We just need to make sure that the search terms you expect your customers to use are genuinely incorporated in the text. There are other technical things to attend to on more complex sites, but these will be taken care of as required.
- *How long before Google might find my site when people do appropriate searches?* Usually about 2 weeks. Sometimes direct submission to the search engines speeds things up, but general experience is that new sites only become effectively found by the search engines after their own trawling of the internet has detected and indexed them.

- **E-Mail**

- *Is the e-mail you provide a web-based type?* Your choice. The e-mail may be downloaded into Outlook or Windows Mail directly. Alternatively you can use WebMail (accessible via my website) to view and use e-mail facilities. You may want to do both at different times.
- *I hear business e-mail addresses attract lots of junk mail, is this a problem?* Not really. They do attract junk mail, especially when they are accessible on your website and can be trawled automatically by various organisations. Your e-mail can be filtered to remove junk mail so you never see it. We'll discuss the options when we set it up.
- *How do I set up Outlook or Windows Mail to receive and send e-mail?* This can seem quite daunting. Have a look at my HelpSheet on this.
- *How secure is my e-mail?* As secure as any system that operates over the internet. It is never advisable to send any really critical information by unencrypted e-mail. When e-mail accounts are set up you *must* choose a new password as soon as you start to use the account.

- **Service level**

- *Is your web service and e-mail reliable?* Yes it is. Your webpages and e-mail reside on servers in a secure data centre. It is very rare for service to be interrupted.

Occasional problems may be encountered, but this is not really a thing to be unduly concerned about.

- **Competitors**

- *If I pay you for my website will you then do a website for one of my competitors?* I have a Conflict of Interest Policy that should prevent problems arising in this sort of case. For example, say a plumber has a website package, then I may do one for another plumber, but I will tell each of you, and also make sure each business is fairly represented. Note that when I am engaged for marketing services (rather than website provision) then I will not work for two businesses in the same sector at the same time.

- **Contacting John Adams**

- *Do you offer a 24/7 service?* No I don't. Your website and e-mail are of course available 24/7. I can generally be contacted during business hours or early evening. For preference, use e-mail to contact me. Remember, these are value packages from a small business - there will be holiday periods of a week or two when I won't be available to do updates for you. Always try to give me as much notice as possible about changes. In return I'll try to keep all charges fair and reasonable!

- **Terms & Conditions**

- *Is this FAQ your Terms & Conditions?* No. Please see the separate document on Ts & Cs. However, there are no catches. It's a straightforward offer - I look after your website/e-mail for a simple annual or monthly charge.