

## NeedATechy required /optional items for A Website

**Domain** – The domain is the internet address of the site (e.g., [www.needatechy.com.au](http://www.needatechy.com.au)) you will need this

**Website** – The main part, the website contains pages (e.g., Home, About, Contact) and any specialist functionality that you need to fulfill your requirements. The following are the different types of websites you can buy from us (you will of course need a website).

- Basic Website (e.g., Home, About, Contact with your colours, fonts, and pictures)
- Business Website (e.g., Home, About, Contact, Products, References with your colours, fonts and pictures)
- Ecommerce Website (For businesses with more products and transactions, basically your online store)
- Custom Website (Basic bespoke web site designed and created to your requirements)
- Advanced Custom Website (Advanced bespoke web site designed and created to your requirements, possibly needing additional bespoke software development to meet your needs)

**Email** – Email communication from forms etc. on your site to your email, can be set up to compliment your Domain (e.g., [enquiries@needatechy.com.au](mailto:enquiries@needatechy.com.au))

**Hosting & Support** – To function a website must be loaded onto a server designed for websites, this is commonly referred to as hosting (you will need this) we offer a range of hosting service options including support of your site and changes to your site.

**SSL (Secure Sockets Layer)** – Creates secure, encrypted links between the web site and the server to protect information that is transferred (this is particularly important for websites that take payments or store user data, we recommend using it for all websites – basically to recognise a site secured by SSL the web address will be https: rather than http)

**Basic SEO (Search Engine Optimization)** – A combination of software tools and website content that promotes your site to become higher up the search engine (e.g. Google) rankings to attract more visitors to the site. We recommend doing basic SEO first in case the results are sufficient for your business.

**Advanced SEO (Similar to Basic SEO)** - With more time and site content research and implementation is done to increase your sites ranking further if required.

**Google Analytics** (Tools from Google that we can help you implement that show visit counts, page counts, country of origin for the visitor etc. to help you decide if your site is reaching the desired target audience)

**Changes** – As time progresses you may wish to have changes made to your WebSite,

- If you choose to host your site with us then we will provide a number of days that can be used to make minor changes for you, the number of days depends on the hosting option that you choose. More changes will be quoted for.

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- Major Changes – We will quote for any many changes you want to make to your website.
- Make Changes Yourself – We will teach you hoe to make minor changes, (like picture and text changes) yourself if you are hosting you Website with us.

**Blog** – A blog allows you to create pages of information for you users to read and comment on. This is optional but can be a useful way to exchange information with your users or provide specialist update information to your users, if this is relevant to your site.