



VISCREO 2023

Pricing Guide

Version Q3 2023

Pricing Guide Overview



One of our aims as a company is to be as transparent as possible. By publishing our guide prices, we can ensure that all our customers are quoted fairly. We also provide NPO and charity discounts which allows us to help even more businesses - especially those giving back to the community and this planet.

We have included a number of example scenarios to help you visualise how our pricing works against real-life criteria we have been presented with.

Table of contents

01 Overview	Page 01
02 Website Design	Pages 02 to 04
03 Content Management System	Pages 05 to 07
04 Maintenance	Pages 08 to 10
05 Branding	Pages 11 to 14
06 Examples	Pages 15 to 19
07 Contact	Page 20

Why partner with VISCREO



Human-centric design

Our human-focused approach to design aims to maximise the website browsing experience for customers from all walks of life. We always perform market research to ensure your website is tailored to engage as many individuals for your target market.

Continued support

We pride ourselves in continuing to provide care & support long after our website launches. We regularly audit all of our products, ensuring your website remains ahead of the competition.

Our team is your team

We want to understand your brand and become a part of its journey. Our team will collaborate closely with yours in order to build a strong chemistry and ensure we remain true to your creative vision.

Amazing designs

We believe our designs speak for themselves and our customers are certainly delighted with our work. Why not take a look at some of our past projects and see for yourself?

[View](#) →



Website Design

Overview

It all starts with your vision and our ambition to get you there. Working with you, we will familiarise ourselves with both your business and your industry audience to create a visually stunning design that meets your needs.

From mobile, desktop, and everything in between, we ensure all our websites use a responsive development process to provide a modern look and feel for all device types. With the world's indisputable reliance on web technologies, it's now more important than ever to modernise your website and deliver a cohesive feel for all platforms.

Making it yours

We don't use any website builders or generic templates developed by someone else. Every line of code is written by us and adapted specifically to your website. Even our range of templates have been crafted by us. Once the project is complete, you will own the rights to the code in its entirety. This includes any data you have supplied us for your website as well.

How our pricing works

All our websites include 2 page designs as standard. A page design constitutes a unique design for each page. This means that you can have 10 pages but all look the exact same (a blog for example) then this would only be considered 1 page design. Each additional page beyond the 2 included pages costs £180.

What's included

Item	Included
Design type	Custom
One-time fee	<input checked="" type="checkbox"/>
2 pages included	<input checked="" type="checkbox"/>
Cost per additional page	£180
Contact form + dashboard	<input checked="" type="checkbox"/>
Traffic analytics + privacy policy	<input checked="" type="checkbox"/>
You own the rights to the designs	<input checked="" type="checkbox"/>
Unique design for your business	<input checked="" type="checkbox"/>
Third-party integrations	<input checked="" type="checkbox"/>
Content management system	See next section
One-time cost starting from:	£500



Content Management

What is a CMS?

A CMS, or Content Management System, is an application that enables you to create, edit and publish new content on a website without the need for changing the core website code. All of this can be achieved on the go and can be accessed by either an individual or multiple users as part of a larger team.

They can be as easy as allowing you to edit predefined fields, all the way to allowing users to edit their own designs and even upload custom code.

Do I need a CMS?

Although common practice, strictly speaking, you do not need a content management system to run a website. As mentioned above, it enables the opportunity to edit your own content, without having to rely on someone to edit the core website code.

How our pricing work

We charge a one-time fee of £500 to integrate the content management system into the website. This price is subject to only have 2 pages on the website. To be able to use the CMS on additional pages, we charge an additional £90 per page on top of the £180 for designing the page. This covers our time to ensure each page is optimised, tested and documented.

What's included

Item	Included
Platform name	Strapi
User training + materials	<input checked="" type="checkbox"/>
Ongoing support	<input checked="" type="checkbox"/>
Easy to use	<input checked="" type="checkbox"/>
Additional cost per page ¹	£90
Schedule content release times	<input checked="" type="checkbox"/>
Set different permissions	<input checked="" type="checkbox"/>
Change website layout	<input checked="" type="checkbox"/>
Best suited for	All sizes
One-time cost starting from:	£500

Notes

¹ For every unique page design that needs to be managed by the CMS, we will need to spend additional time integrating this. This functionality is an additional £90 per page.



Maintenance

A long-term partner

VISCREO is more than just a hosting company, we promise to be a committed, long-term partner and asset to your business that will continually adapt and grow with you far into the future.

Our key priority is ensuring that you remain online and accessible to customers in a secure and rapid manner. We regularly monitor and patch the solutions we provide, so that they don't get left behind when technology inevitably continues to evolve. We also regularly test our disaster recovery procedures to ensure we maintain full confidence in our ability to keep you online.

Why host with VISCREO



Always SSL

SSL certificates are incorporated as a standard on all of our products - keeping your visitors secure and maintaining customer confidence.

Highly Scalable

Expecting many customer website visits? We hope so! That's why we ensure our hosting is configured to accommodate the influx.

Updates & Patching

We regularly audit all of our hosted products to ensure that we continuously provide the fastest and most secure experience.

Security First

We only use trusted and approved hosting platforms, ensuring security remains at the forefront of what we do.

Maintenance - Pricing

Included	Starter	Essential	Enterprise
Domain management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hosting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Performance audits ¹	Semi-annually	Quarterly	Bi-monthly
Maintenance and patching	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7 days a week support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Average SLA time ²	72 hours	48 hours	24 hours
Security monitoring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content updates ³	Limited	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website backups		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content Management System hosting		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backup / failover hosting			<input checked="" type="checkbox"/>
Monthly cost:	£25	£50	£75+

Notes

¹ Performance goals and metrics may vary depending on the end goal or requirements of your business strategy.

² These SLA times are related to change requests. Our downtime SLA times are separate and usually much shorter.

³ Starter plan changes relate to pre-existing content, any requests to add new sections to the website may need to be quoted. The number of content updates available per month vary based on previously agreed-upon criteria.



Branding

Overview

Looking to get an insight into how effective your website is? Or perhaps considering a branding refresh to best reflect the new direction of your company?

We will work closely with you to understand your vision and provide a range of services aimed at helping you achieve your online presence objectives.

What we provide



An Extension To Your Team

We want to understand your brand and become a part of its journey. Our team will collaborate closely with yours in order to build a strong chemistry and ensure we remain true to your creative vision.

Help With Branding Image

Helping you attain the right brand image and making sure you bring in the right customers from your industry.

Branding Brochure

We'll produce an easy-to-use set of digital guidelines that all your employees can use to ensure they are adhering to your company's branding.

Design Analysis

We will analyze the design and usability of your current website and provide you with a report of our assessment.

Guide Pricing

Included	Starter	Essential
Social media assets ¹	2 platforms	Unlimited
Digital branding guidelines	✓	✓
Branded document templates ²		✓
One-time cost:	£250	£750

Notes

¹ We'll make sure your logo conforms to the sizing requirements of LinkedIn, Twitter, Facebook...

² Our branded document templates include slide decks, text documents, etc... either in Google or Microsoft format.

Recommendations

If you need help choosing which option is best for you, we have put together a setup of recommendations on which plans to pair up.

Starter Option

If your company is looking to standardise its online presence then our Starter option is perfect for you. A member of our team will work closely with your business to understand its branding vision and create a set of brand guidelines for employees or vendors to abide by.

By developing a standard, your business is portrayed in a coherent manner and becomes easier for customers to recognise.

Essential Option

If your company send out a lot of documents to customers and vendors or produces a lot of presentations then we recommend our Essential option. With this option, we'll produce a variety of templates that your employees can use in Google or Microsoft in order to ensure all documents follow strict branding guidelines.



Examples

Overview

The following sections represent example scenarios and how those tie into our pricing model. These have been designed based on real-world requirements put forward to us by customers.

Note: these are only designed to provide a guide to our pricing and should not be taken strictly; all quotes are produced on a per-customer basis and subject to price fluctuation.

Small Business

Sometimes all your business needs is a small online footprint but there's no reason why that footprint shouldn't be captivating. VISCREO has you covered with our new template option.

All our templates are designed and built from scratch by us, meaning you know that every line of code has been meticulously thought out. On top of including a home and contact page, we also provide a secure contact form and the ability to track your website's visitor traffic.

Worried about not having a CMS? Don't be, even our Starter plan maintenance service allows you to request content changes to your website!

Requirements overview

- A reliable, scalable and affordable website design
- The capability to grow and add a CMS at a future date
- A low cost to entry with a minimal maintenance fee

Included	Value
Website design	£500
Total:	£500

Charity

We've gained a lot of experience working closely with charities and NPOs in the past and we continue to apply that knowledge to deliver exceptional service, on a human level. VISCREO is also very mindful of budgetary restrictions and how to deliver an amazing product while working within those.

Charities have many sides to them, so in this example, we have added an additional page on top of the 2 already included. This provides the opportunity to go into greater depth about the services you provide. A CMS has also been included for editing existing content & publishing news elements about latest events, causes and fundraisers.

All charities and NPO organisations are eligible for a 5% charity discount, no matter the project size. This is our way of saying thank you for the work you are putting into our planet and community.

Requirements overview

- An affordable yet captivating design
- 1 extra page dedicated to teaching people about the charity mission
- A lightweight and easy to use content management system
- An in-person training session for a handful of staff members

Included	Option Selected	Value
Website design		£500
Additional pages	1 page	£180
Content management system <small>One-time cost of building the CMS</small>		£500
CMS page add-on <small>£90 per additional page</small>	1 page	£100
Team training	2 hours	£90
5% charitable discount		-£68
Total:		£1,292

Small to Medium Sized Business

Your business is growing fast and you need something to grow with it! If you need an edge on the competition, why not choose our bespoke design service? We will work with you to understand your vision, conduct competitor analysis and deliver a visually stunning website, aimed at giving your business an edge.

In this example, we have added an About and Services page to help you provide as much information to your consumers as possible. To help manage those pages, our CMS option will provide you with the tools you need, while remaining lightweight and cost-effective.

Requirements overview

- A bespoke and approachable design
- An additional 2 pages to showcase services and background about the company
- A lightweight and easy to use content management system
- An in-person training session for a handful of staff members

Included	Option Selected	Value
Website design		£500
Additional pages	2 pages	£360
Content management system <small>One-time cost of building the CMS</small>		£500
CMS page add-on <small>£90 per additional page</small>	2 pages	£180
Team training	2 hours	£90
Total:		£1,630

Enterprise

From large charities to growing venture capital firms, we are no strangers to producing top-quality designs that will see you far into the future!

For companies of this size, we've typically found that anywhere from 7 to 12 extra pages are required to display all the necessary business and customer-facing information. This includes various forms of news feeds.

To support even the largest of content, our CMS has you covered. It provides varying degrees of permissions and can scale to any size required; meaning you don't have to worry about an influx in website traffic!

And for companies concerned about data ownership, all our products come with the option to self-host; giving you peace of mind that you control 100% of the information 100% of the time.

Requirements overview

- A bespoke and robust design
- A total of 12 pages to showcase all company information
- Content management system to handle growing content
- Additional training time for a large department of staff members

Included	Option Selected	Value
Website design		£500
Additional pages	10 pages	£1,800
Content management system <small>One-time cost of building the CMS</small>		£500
CMS page add-on <small>£90 per additional page</small>	10 pages	£900
Team training	4 hours	£180
Total:		£3,880



Get In Touch

Here at VISCREO, we believe that every company should have the opportunity and access to digital transformation solutions. From beautifully designed websites aimed at attracting more customers to custom web apps to support your business' ever-expanding and changing needs, through to managing your core email, file, and security infrastructure. That is why we will always aim to keep our pricing competitive and fair - ensuring that any sized business has the opportunity to become amazing.

If you have any questions or would like to further discuss our pricing options, please get in touch using any of the contact methods below.



02382 444 386



www.viscreo.co.uk



sales@viscreo.co.uk