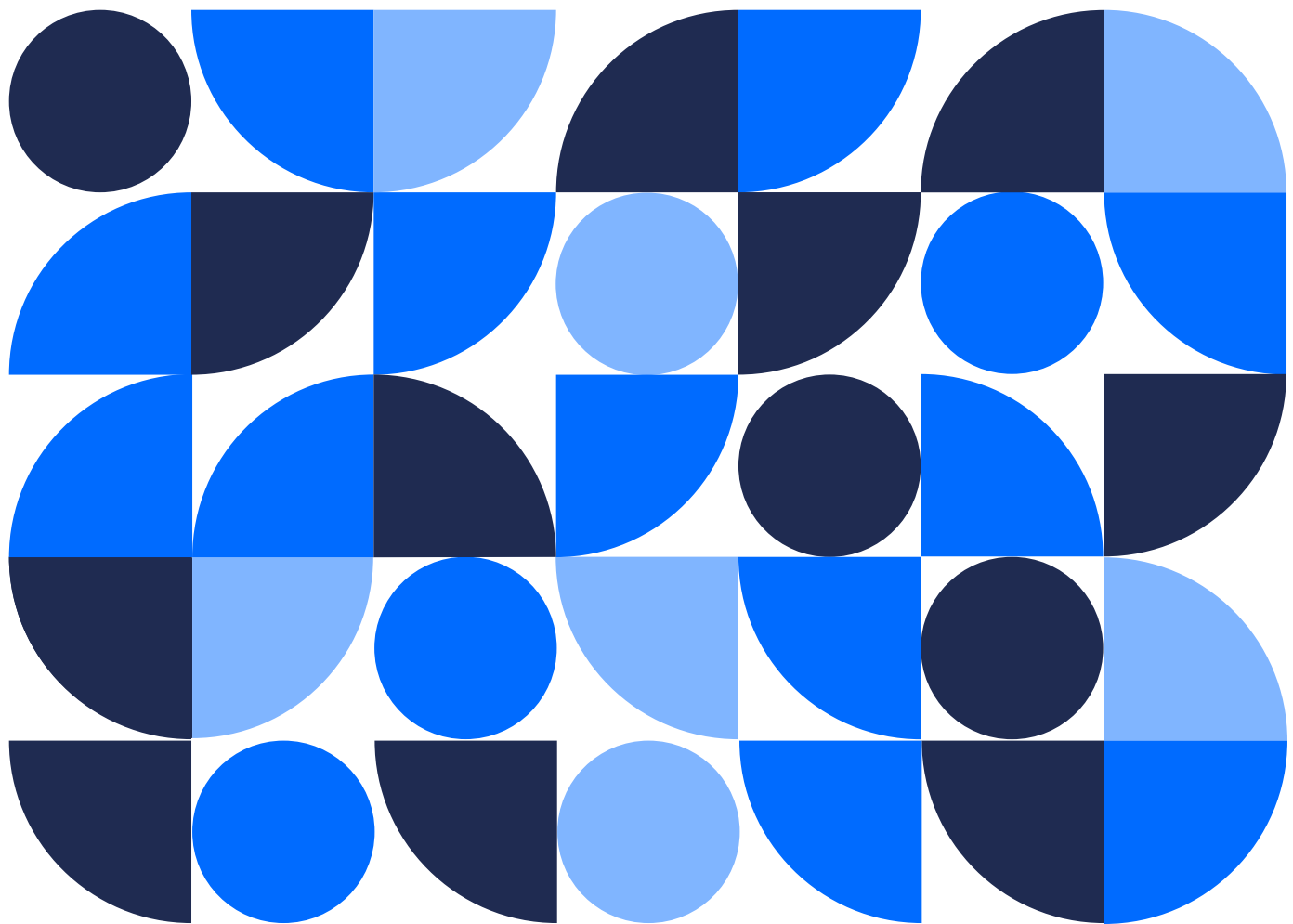




VISCREO 2023

Pricing Guide

Version Q1 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.

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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.

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](#) →

Designs - Pricing

Included	Starter	Essential
Design type	Template	Custom
One-time fee	✓	✓
2 pages included	✓	✓
Cost per additional page	£60	£135
Contact form + dashboard	✓	✓
Traffic analytics + privacy policy	✓	✓
You own the rights to the designs		✓
Unique design for your business		✓
Third-party integrations		✓
Content management system	See next section	
One-time cost:	£300	£1000



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.

Which plan should I choose?

Our Strapi platform provides a robust and scalable solution for websites with rapidly growing content. Whereas Netlify CMS is our lightweight option, geared towards smaller websites looking to edit the existing content on the website.

All our content management systems come with bespoke training and easy-to-read training material so that knowledge can be easily passed down.

Which plan should I choose?

Although we typically recommend a CMS for larger websites, if your website isn't yet quite big enough for one yet or you are looking to keep costs down, VISCREO can handle the content changes for you. We set SLA times to guarantee a fast and efficient service, while reducing the complexity of your website.

All our websites are designed with your future growth in mind, meaning if you'd like to add a CMS in the future, your website is already geared to accommodate one quickly and efficiently.

CMS - Pricing

Included	Essential	Enterprise
Platform name	Netlify CMS	Strapi
User training + materials	✓	✓
Ongoing support	✓	✓
Easy to use	✓	✓
Additional cost per page ¹	£100	£200
Schedule content release times		✓
Set different permissions		✓
Change website layout		✓
Best suited for	Smaller websites	Growing content
One-time cost:	£300	£1000

Notes

¹ This additional cost only applies to any new pages added beyond the existing 2 page allowance that comes with any new website.



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	✓	✓	✓
Hosting	✓	✓	✓
Performance audits ¹	Semi-annually	Quarterly	Bi-monthly
Maintenance and patching	✓	✓	✓
7 days a week support	✓	✓	✓
Average SLA time ²	72 hours	48 hours	24 hours
Security monitoring	✓	✓	✓
Content updates ³	Limited	✓	✓
Website backups		✓	✓
Content Management System hosting		Essential	Enterprise
Backup / failover hosting			✓
Monthly cost:	£30	£50	£100

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

Branding

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

Pricing breakdown

Included	Option Selected	Value
Design option	Starter	£300
Total:		£300

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 content management system has also been included. This can be used for anything from editing existing content, to publishing news elements on your website 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 approachable 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

Pricing breakdown

Included	Option Selected	Value
Design option	Starter	£300
Additional pages ¹	1 page	£160
Content management system £100 per additional page	Essential	£300
Team training	2 hours	£90
5% charity discount		-£42
Total:		£808

¹ Cost of calculated as --> (Starter design £60 x 1) + (Essential CMS £100 x 1)

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 Essential 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

Pricing breakdown

Included	Option Selected	Value
Design option	Essential	£1,000
Additional pages ¹	2 page	£470
Content management system £100 per additional page	Essential	£300
Team training	2 hours	£90
Total:		£1,860

¹ Cost of calculated as --> (Essential design £135 x 2) + (Essential CMS £100 x 2)

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 such large content, our Enterprise plan 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 team of staff members

Pricing breakdown

Included	Option Selected	Value
Design option	Essential	£1,000
Additional pages ¹	10 page	£3,350
Content management system £100 per additional page	Enterprise	£1,000
Team training	4 hours	£180
Total:		£5,530

¹ Cost of calculated as --> (Essential design £135 x 10) + (Enterprise CMS £200 x 10)



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.



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