**Costs / Packages**

**-Website**

We previously indicated that the more basic website would suit your needs but the bespoke website would be a better fit, you can see an increased number of features which include but are not limited to

Ecommerce – provided by Paypal, one of the most well known and trusted providers.

Order management and delivery tracking – these are primarily for the customer once they have created an account

Social media functionality – this is best displayed in the banner on the website that is fed from your social media account/s which can also be used to prepare emails for customers

Mobile and tablet friendly – self explanatory really

**-CRM**

Both packages share the same core features and again the bespoke package would better suit your needs. It includes an enhanced reporting functionality, automatic product replenishment system, mobile and tablet friendly and the three databases

**Ongoing support and costs**

Included in the fees are the following

SEO or search engine optimization

SSL cert

Hosting

Domain

Customer tech support – any website related issues they have come straight to us

On call tech support for the business

**Accessibility**

The website and crm have been designed to be totally user friendly. Some of the measures we have taken to cater to the widest user base are

An adjusted colour scheme that you will see shortly, what you will see is exactly how everyone else will see it

Text to speech for the visually impaired

Totally keyboard friendly – it is totally navigable by keyboard without the use of a mouse

Captions on any audio or video content

These measures will have a positive impact on the mobile friendliness and SEO as well as making a big difference to your customers.