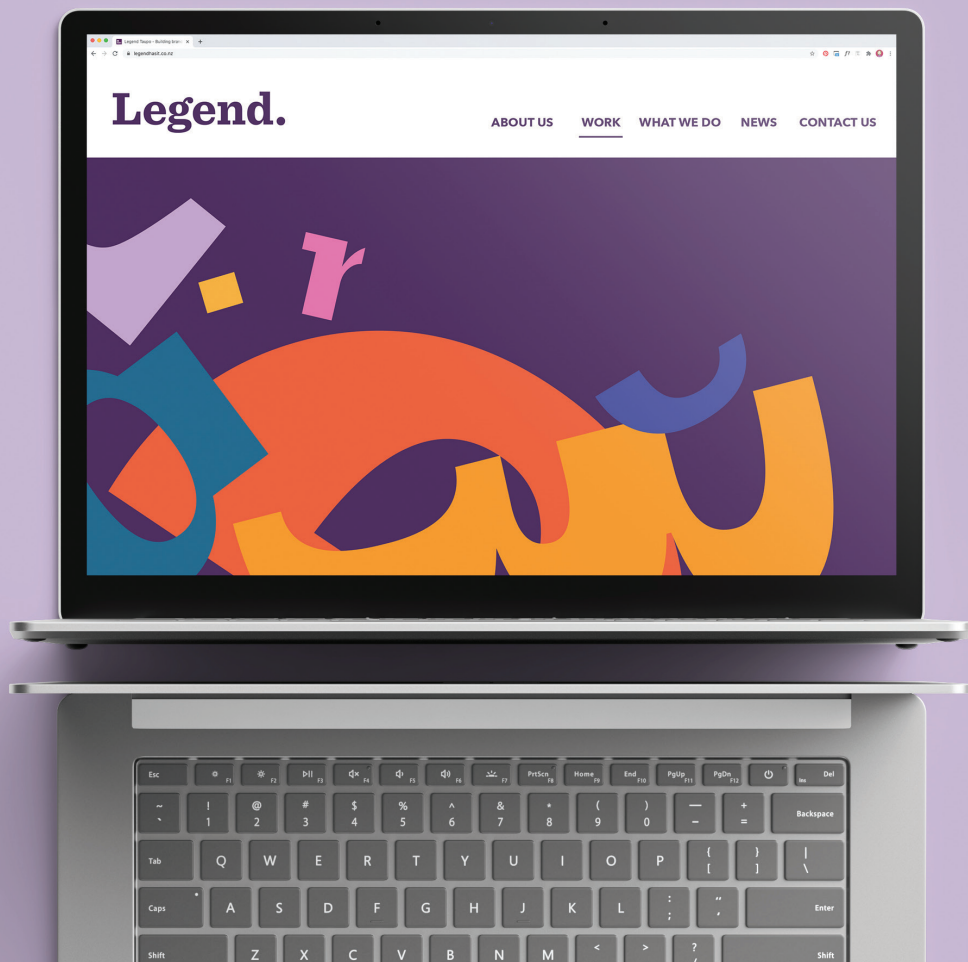


Get your website
done right.

Legend.



So you need a website?

BEFORE YOU BEGIN YOUR ONLINE JOURNEY, THINK ABOUT WHAT YOU WANT TO ACHIEVE WITH THIS NEW WEBSITE.

It might be to simply have an online presence, but your website could become one of the most important tools for your business. Not only can it showcase your services or products, it can streamline your processes through automation, be an online portal for customer information, build your customer database, generate leads and even sell your products while you sleep!

WHAT'S WITH ALL THE QUESTIONS?

At Legend we are customer-focused. We ask a lot of questions and we encourage you to do the same. Talk to your target market and see how you can best help them online. What needs do they have that aren't being met through your competitors' sites? Why are they currently buying (or not buying) your products / using your services? What do they see as your point of difference? This information is so important, because just like a shop-front, we want your website to stand out from the competition and attract and engage the right customers.

To keep customers engaged your website needs to provide an exceptional and intuitive user experience. Here at Legend our highly-skilled design and development team never stop asking – is this what's best for your end-user?

From mini sites to mega sites, we design and build them all. To make it easy for you we have created 6 different website packages; whether you need a fully custom-made eCommerce website, or simply a single page with just the essentials; we can help.

Let's talk. We'd love to get you online.

EMAIL hello@legendhasit.co.nz

PHONE 07 281 2501

www.legendhasit.co.nz

The Details



CUSTOMERS ON THE GO

A responsive website will be developed for your business or organisation – this means if it's being viewed on mobile, tablet, or desktop, it will look great no matter the device.



PHOTOGRAPHY

Websites need a good balance between textual and visual content – images are the main visual hook for websites, drawing visitors in to read and discover more about your organisation. Where possible, we recommend original, high-resolution imagery. If you don't have this on-hand, Legend can source stock imagery where appropriate; we will advise on any image costs before purchasing. We also work with many great local photographers and can organise a shoot with them if you prefer (the images could be used for other marketing collateral too!).



HOSTING

Web hosting is the process of leasing space to house a website on the web. WordPress sites can be transferred and hosted anywhere you'd like – but we are happy to host you at Legend! Our sites are stored on an NZ-based server for maximum security and speed. Prices start from \$45 + GST per month.



OPEN SOURCE

The new website will be developed on WordPress – an open-source content management system (CMS). It's incredibly simple to manage and update your website with WordPress. You don't need to be an expert or a coder to use it, and every website includes a training session to help you get started.



COPY

You know your business best! Legend can guide you on how much content to write for each page. Alternatively, we can quote for a copywriter to help refine your story; ensuring it's web-friendly and engaging enough to keep visitors wanting to read more.



IMPROVE CONVERSIONS

Strong calls-to-action (CTA) throughout the site to prompt users to take a specified action such as 'sign up' or 'contact us.' This generally takes the form of a button or hyperlink. The CTA is a key element on a web page, acting as a signpost that lets the user know what to do next. Without a clear CTA, the user may not know the next steps to take and is likely to leave the site without accomplishing their task.



SHOW UP IN SEARCHES

Search engine optimisation, SEO, in short, is optimising websites for search engines to improve their search engine rankings. WordPress is written using standard compliance high-quality code which will make your site very attractive to search engines. The website will also be further optimised to include: meta titles and descriptions for each page, compression and descriptive text for images and hyperlinks, registering the site pages with Google, and page speed optimisations such as minification.



FUTURE-PROOFED

Rather than locking you into a proprietary system, we build websites that are versatile – they can easily be updated and added to as your business changes and grows. While there will always be changes in technology and trends to keep up with, we put a bit more effort in now, to ensure in the future you can adapt when you need to.



CONTENT LOADING

Most clients want to load their own content (copy and imagery). Should you prefer Legend do this, we can advise the time required.

The Process



* For Essentials and Essentials Plus websites, you will receive a preview link to the entire site. For Scroller website, we will style the first 2-3 content 'blocks' and get your feedback on those before designing the remainder of the single-page site.

**Let's break down some of the jargon here. A unique page layout is a custom design that may be replicated across the website elsewhere. For example, your 'homepage' and 'services' page will be two completely unique different designs and builds. However, your 'about us' page design could be replicated to create the 'meet the team' page, but with different copy and imagery, so it won't look like the same page to the everyday user. How many unique page layouts there are is what generally affects the cost of a website.

Website Packages (in a nutshell)

To help you get just what you need, and nothing you don't, we've created 6 different website packages to choose from.

PSST! We're a creative bunch – if you can't find what you need just talk to us and we'll find a solution.



1



ESSENTIALS

A fully templated, single page website.



PERFECT FOR:

Businesses who need a simple yet professional online presence.

PRICED AT

\$1490 + GST*

2



ESSENTIALS PLUS

A fully templated, multi page website.



PERFECT FOR:

Small businesses who need a bit more content and unique design.

+ eCommerce add-on available

PRICED FROM

\$2500 + GST*

3



SCROLLER

A beautiful custom-designed, single page, scrolling website.



PERFECT FOR:

Small businesses who need a bit more content and unique design.

PRICED FROM

\$3300 + GST*

4



BROCHURE

A beautiful custom-designed, multi page, website, with the ability to easily add more pages when required.



PERFECT FOR:

Small to medium businesses who want to showcase more of their services.

+ eCommerce add-on available

PRICED FROM

\$4400 + GST*

5



BIZ PRO

A beautiful custom-designed, multi page, website, with individual project and services pages, gallery, blog and more.



PERFECT FOR:

Medium to large businesses who really want to make an impact.

+ eCommerce add-on available

PRICED FROM

\$6985 + GST*

6



CUSTOM ECOMMERCE

A beautiful, fully-custom website with tailored online store. Enables you to have unlimited products.



PERFECT FOR:

An established store that wants to go online and reach a larger audience.

P.O.A

+



eCOMMERCE ADD-ON

Templated eCommerce functionality to add to your existing website, or to a Brochure, Biz, or Biz Pro site.



PERFECT FOR:

Businesses that have an existing website.

PRICED FROM

\$2000 + GST*

A templated, fully-responsive, single page website, perfect for small businesses who need a professional online presence.



GET GOING QUICKLY

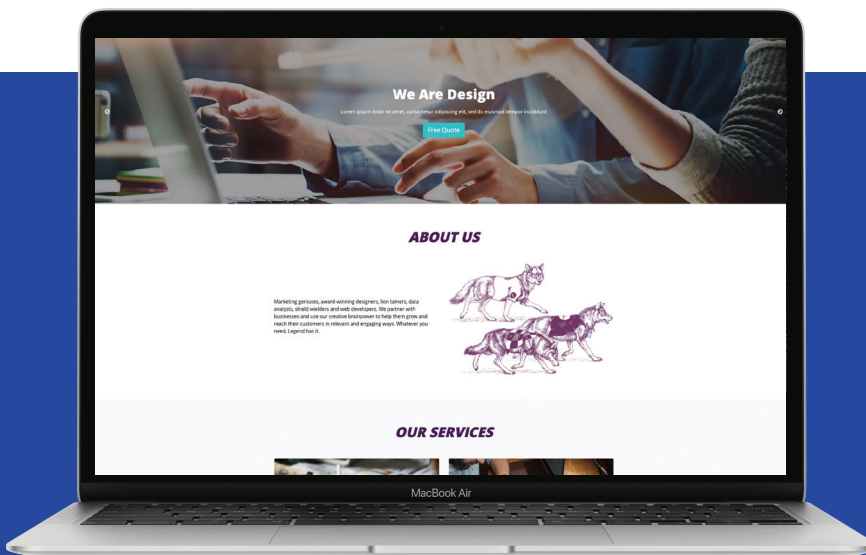
It's easy to get online quickly with our fully templated design. We will upload your logo and colours so it looks like your brand.



SOCIAL MEDIA LINKS INCLUDED

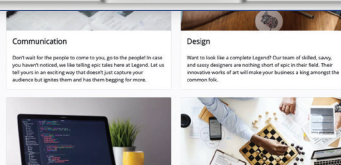
PRICED AT

\$1490 + GST*



SEE IT LIVE!

See a live example of an ESSENTIALS website. Go to:
www.theessentials.legendhasit.co.nz



A templated, multi-page, fully-responsive website, perfect for small businesses who need a professional online presence.



BEAUTIFUL TEMPLATED DESIGN

It's easy to get online quickly with our fully templated design. We will upload your logo and colours so it looks like your brand.



GET GOING QUICKLY

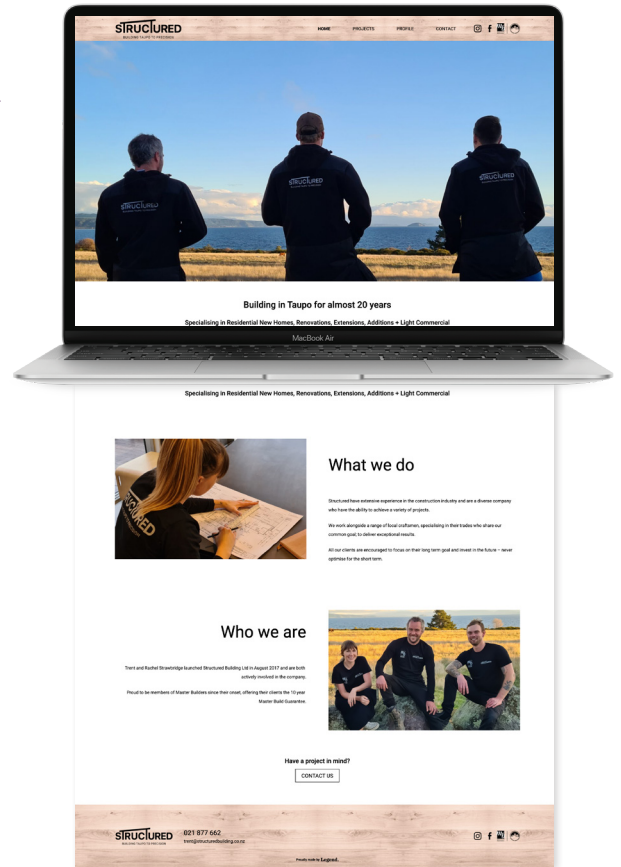
It's easy to get online quickly with our fully templated design. We will upload your logo and colours so it looks like your brand.



SOCIAL MEDIA LINKS INCLUDED

PRICED AT

\$2500 + GST*



SEE IT LIVE!

See a live example of an ESSENTIALS PLUS website at www.theessentials.legendhasit.co.nz

Do you need the amount of content in a multi-page site, but love the simplicity and functionality of a single page scrolling site? Then the Scroller website package is for you!



BEAUTIFUL CUSTOM DESIGN

Our in-house designers will create a stunning, custom website that showcases your brand and provides a seamless user experience.



1 X UNIQUE PAGE LAYOUT

Your single-page layout will showcase everything your customer needs to know about your business such as: About, Services, Team and Contact. A menu at the top navigates users to the different sections.



SOCIAL MEDIA LINKS INCLUDED

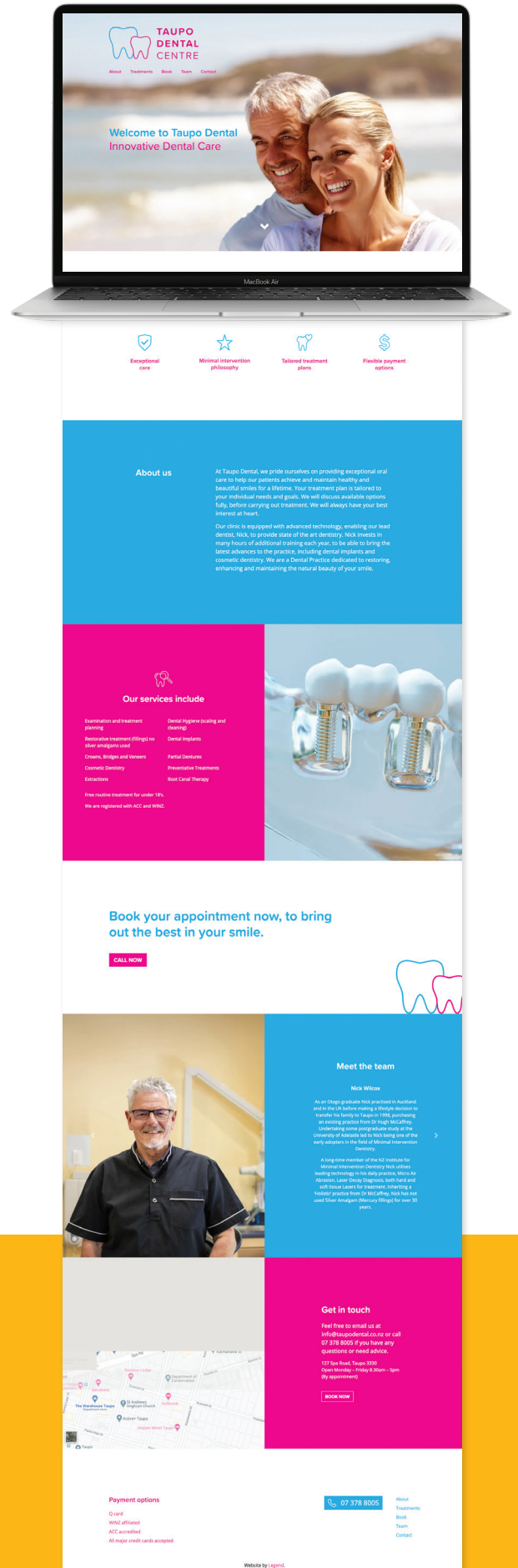
PRICED FROM

\$3300 + GST*



SEE IT LIVE!

See a live example of a SCROLLER website.
Go to: www.taupodental.co.nz



A beautiful, custom-designed multi-page website that has everything you need, and nothing you don't.



4 UNIQUE PAGE LAYOUTS

Our in-house designers will create 4 unique page layouts to use across your website. These 4 layouts can be utilised across your site, and are often used for: Home, About, Services, and Contact. You have the ability to add pages in the future when needed.



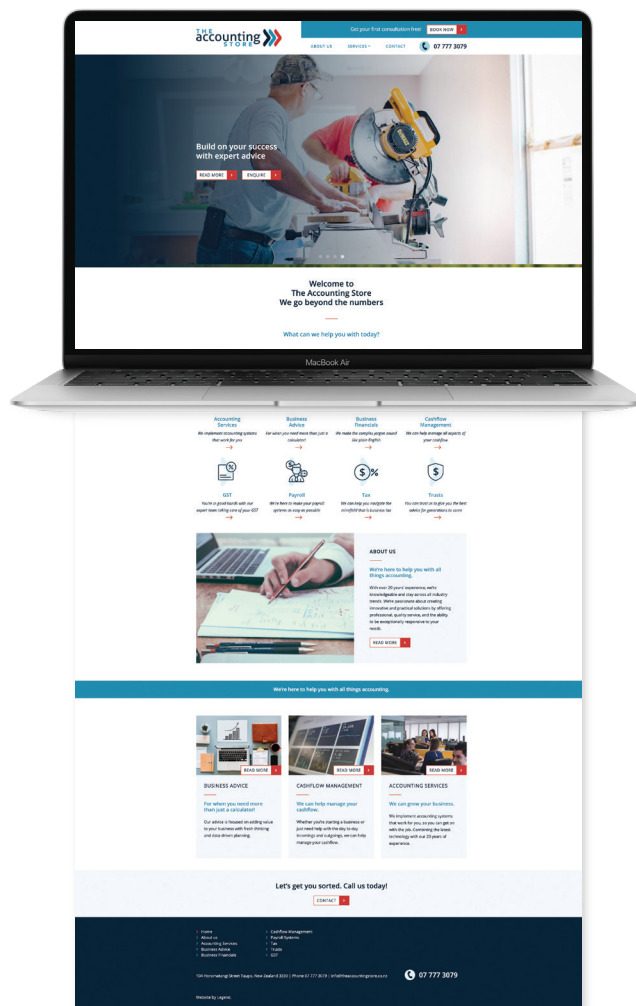
ALSO INCLUDED

- Newsletter sign up form
- Social Media Links
- Social Media Feed
- Privacy page
- Terms and Conditions page (if required)

PRICED FROM

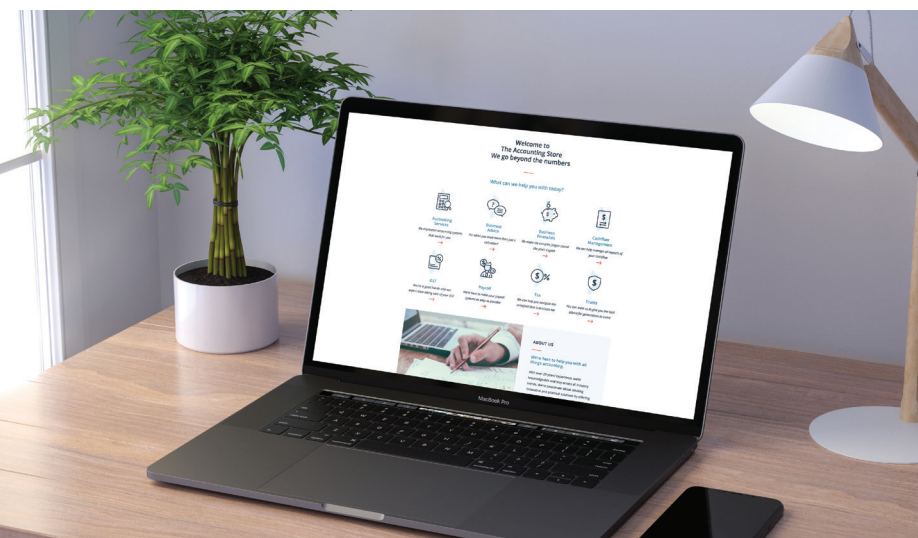
\$4180 + GST*

Templated eCommerce add-on available



SEE IT LIVE!

See a live example of an
BROCHURE website. Go to:
www.theaccountingstore.co.nz



A beautiful custom-designed, multi page, website, with individual project and services pages, gallery, blog and more.



5 UNIQUE PAGE LAYOUTS

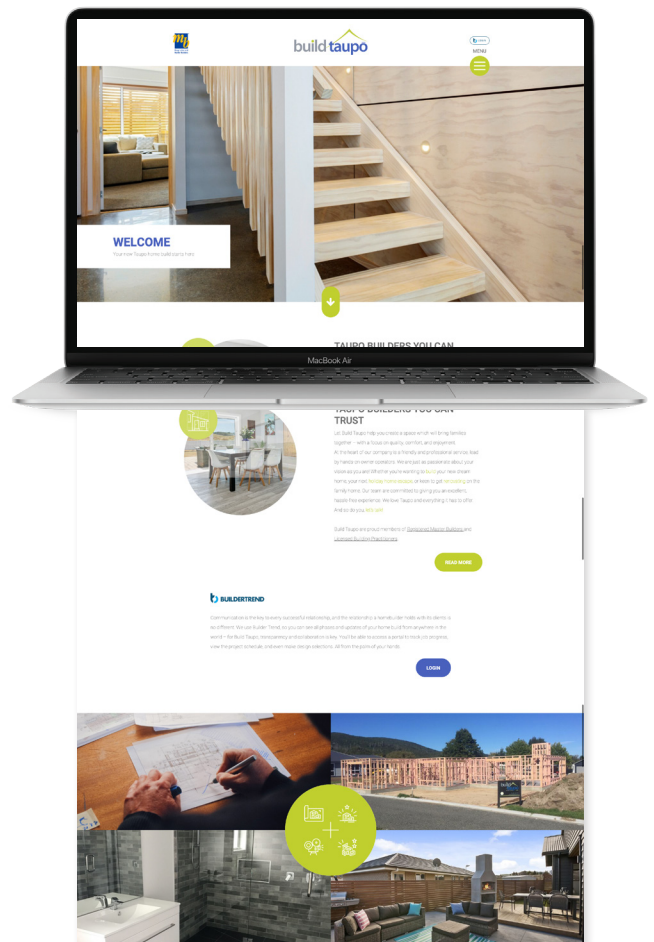
Our in-house designers will create 5 unique page layouts to use across your website. These 5 layouts can be utilised across your site, and are often used for:

- About
- Contact
- Services
- Single Service
- Projects (Holder page)
- Single project (Single page)
- Blog (Holder page)
- Single Blog page (Single page)
- Gallery



ALSO INCLUDED

- Contact form
- Newsletter sign up
- Social links
- Social media feed
- Privacy page
- Terms and conditions page



PRICED FROM

\$6765 + GST*

Templated eCommerce add-on available



SEE IT LIVE!

See a live example of an BIZ PRO website. Go to:

www.buildtaupo.co.nz

A templated, fully-responsive, single page website, perfect for small businesses who need a professional online presence.



GET GOING QUICKLY

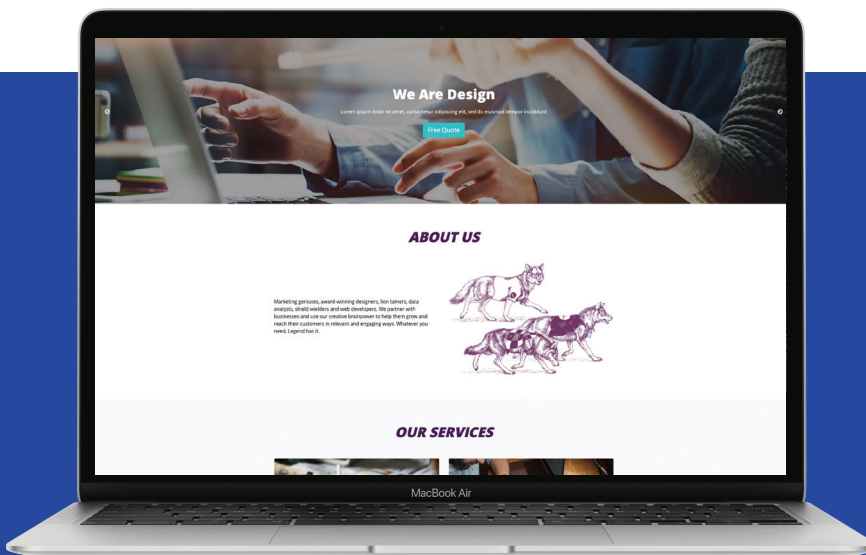
It's easy to get online quickly with our fully templated design. We will upload your logo and colours so it looks like your brand.



SOCIAL MEDIA LINKS INCLUDED

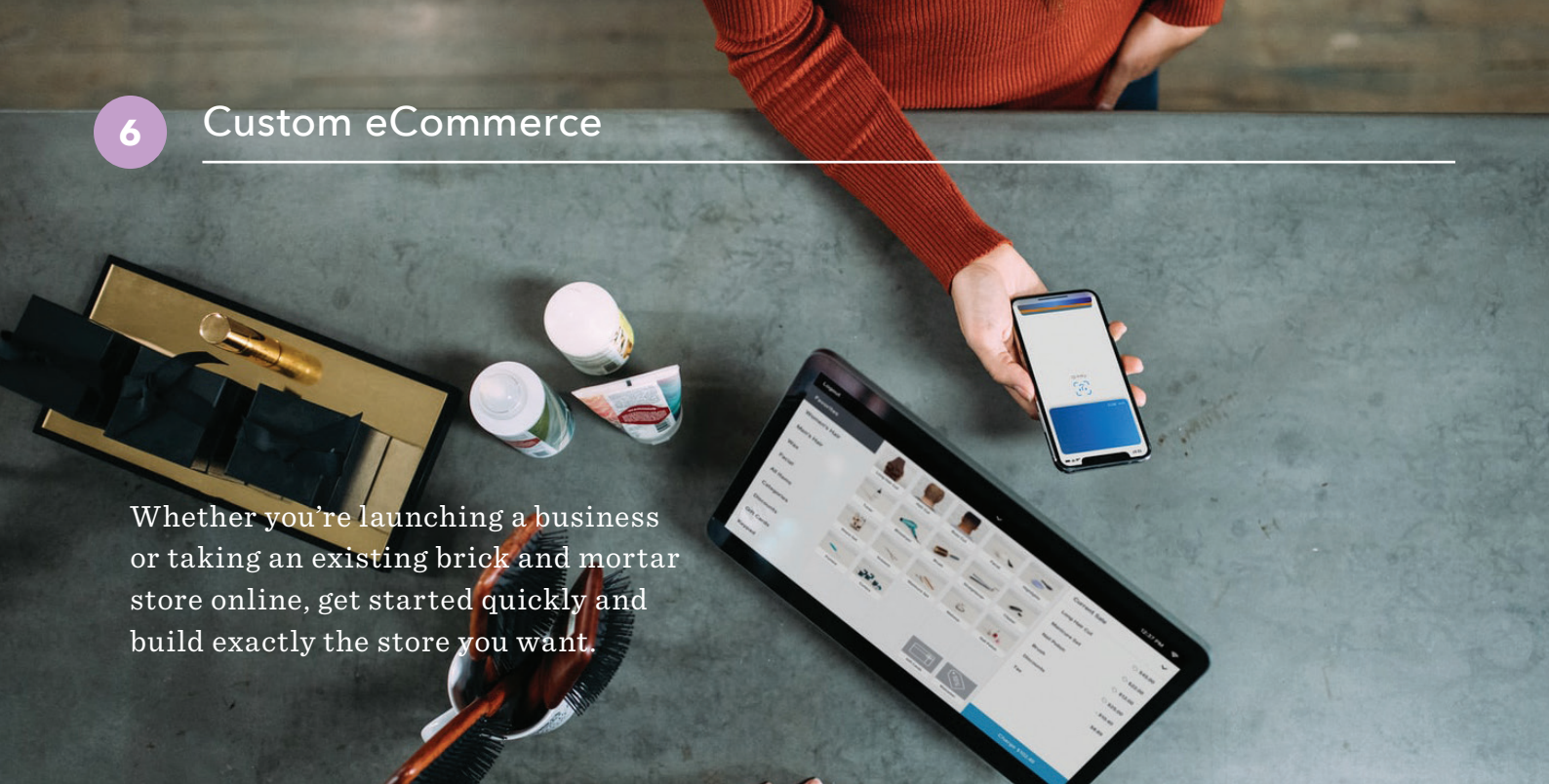
PRICED AT

\$1490 + GST*



SEE IT LIVE!

See a live example of an ESSENTIALS website. Go to:
www.theessentials.legendhasit.co.nz



Whether you're launching a business or taking an existing brick and mortar store online, get started quickly and build exactly the store you want.

We work with WooCommerce – an open source eCommerce platform built for WordPress. Basically, you can modify and customise anything and everything. Whether you're a startup or an established brand, you'll be in good company.



POINT OF SALE INTEGRATION

If you have a physical store with a point of sale system, then let's get your till and your eCommerce platform integrated for maximum efficiency!



BUILD YOUR CUSTOMER DATABASE

Meet the customers behind the orders – their behavior, orders, money spent, products bought and other details in dedicated customer profiles. This way, you can observe shopping habits, monitor the customer journey and communicate on a personal level.



UNLIMITED PRODUCTS

WooCommerce can handle anything from one product to thousands – the possibilities are endless! Because it's fully customised, you can add unlimited products and users, and take unlimited orders. Your online store can grow and develop along with your business.



New Zealand Post 

SIMPLE SHIPPING SOLUTIONS

As a merchant, you want to focus on customers: finding new ones, keeping them happy, sourcing the best products for them, growing your brand. WooCommerce minimises your shipping and fulfillment efforts, plus helps you ship faster and cheaper.



REPORTING

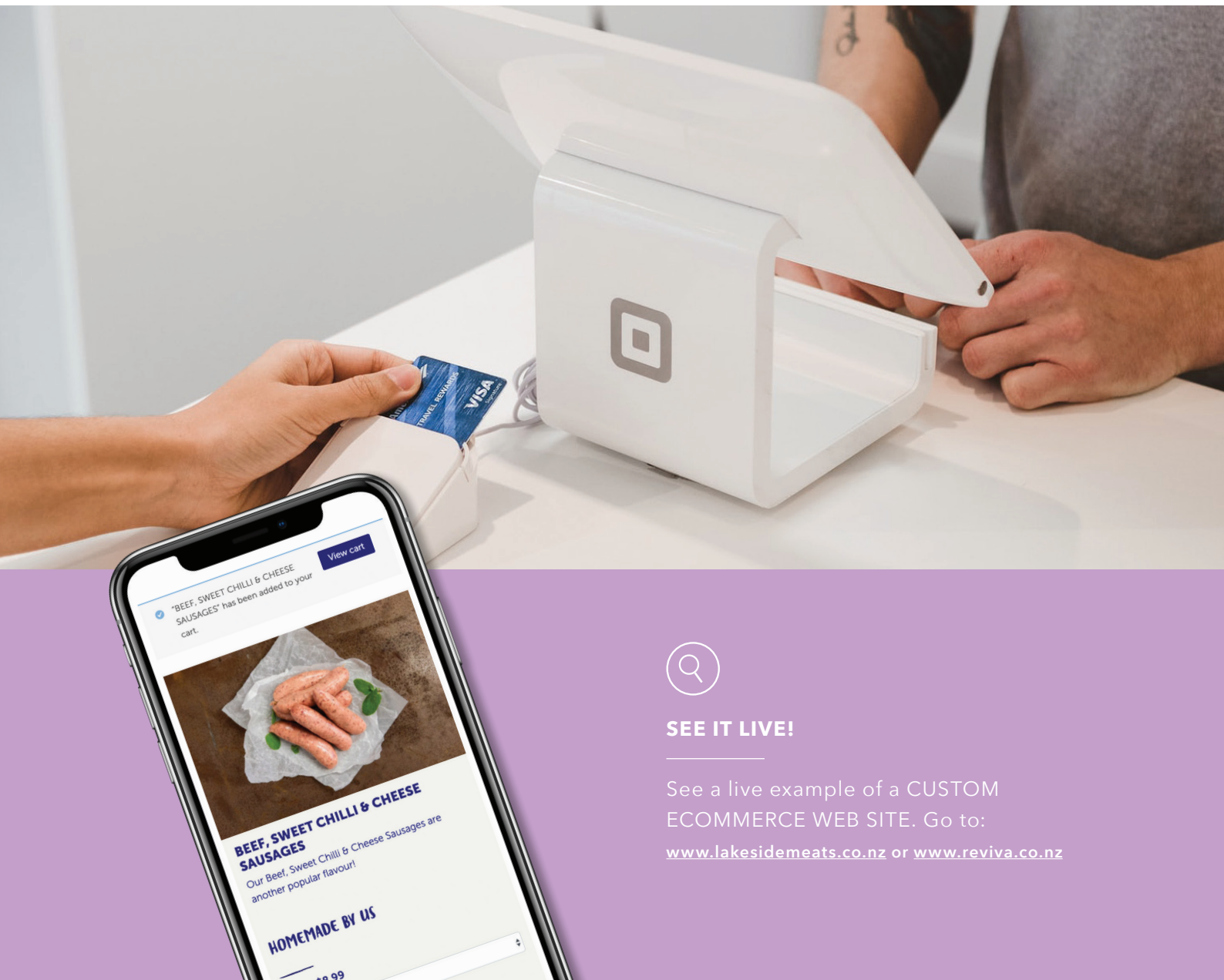
Turn your data into sales and up-sells. Reports give you the ability to see your store's performance from month to month using graphs and stats. Plugins offer actionable insights about your products, orders or customers to help grow your business.



TRACKABLE CUSTOMER SPEND

Monitor your marketing campaigns, referrals, influencers and discount codes easily and optimise your marketing spending. You'll know exactly what drives sales for your brand.

As this is a completely custom build, please enquire for a quote.



SEE IT LIVE!

See a live example of a CUSTOM ECOMMERCE WEB SITE. Go to:
www.lakesidemeads.co.nz or www.reviva.co.nz

Plug-ins and Add-ons

SEAMLESS INTEGRATION WITH THE PLATFORMS AND PLUG-INS YOU NEED

ECOMMERCE

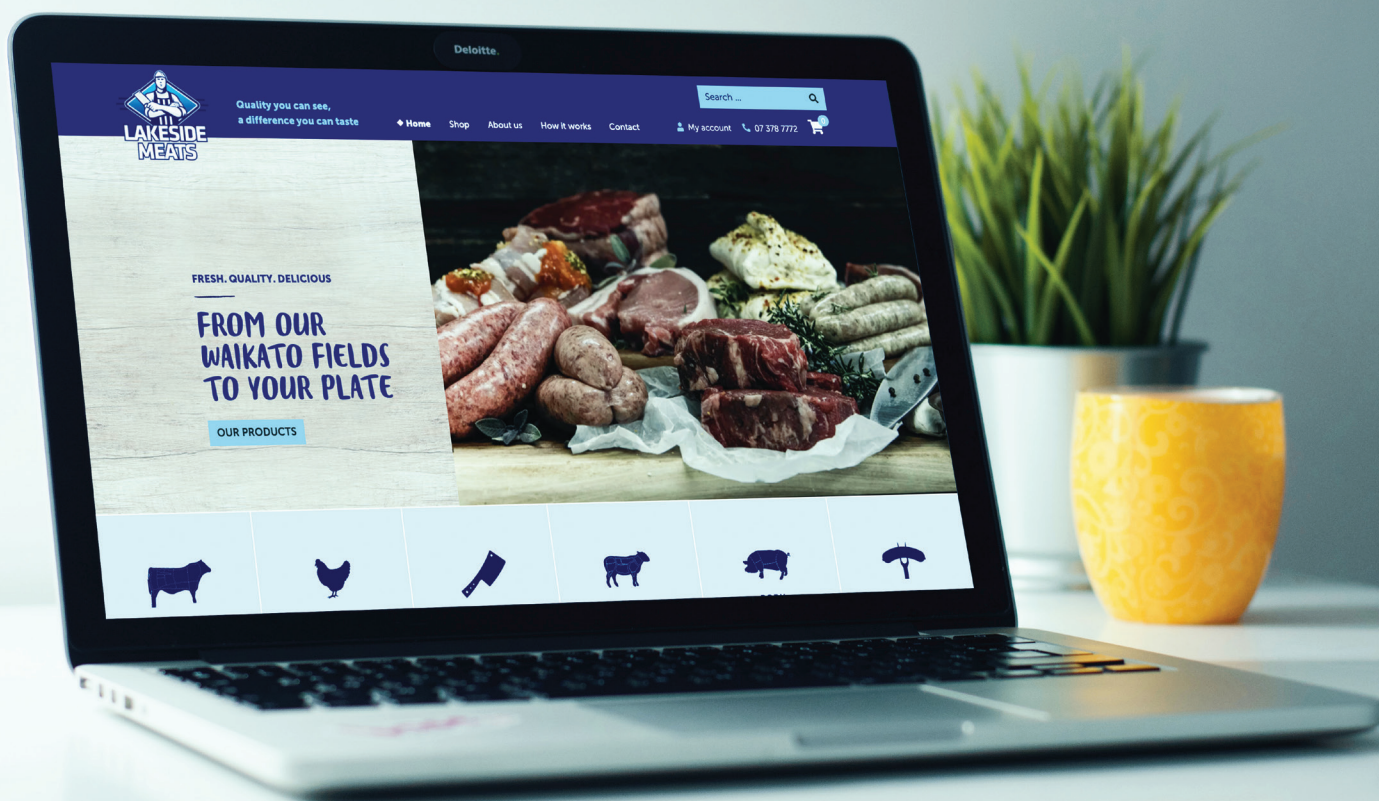
stripe



SOCIAL MEDIA



EMAIL MARKETING



Keep your website moving with a Legend Success Bundle

	PROTECT	BOOST	PERFORMANCE	ELEVATE	MAGNIFY
Hosting management	■	■	■	■	■
Site backups and recovery	■	■	■	■	■
Technical support and troubleshooting	■	■	■	■	■
Phone and email support	■	■	■	★	★
Website health check annual report	■	■	■	■	■
BONUS hour(s) towards design, web or marketing services		1	2	3	4
In-depth goal specific recommendations from website health check			■	■	■
Google insights reporting (per year)			3	4	6
Discounted hourly rate \$99 per hour				■	■
Brand strategy / marketing workshop - 2 hours per year					■

★★ Priority

PROTECT	BOOST	PERFORMANCE	ELEVATE	MAGNIFY
Perfect for...	Perfect for...	Perfect for...	Perfect for...	Perfect for...
Start-ups or small businesses just beginning their journey.	Small to medium businesses looking for a little extra support.	Businesses wanting to create goals based on insights.	Businesses with a vision to develop and smash goals through insights, reporting and expert support.	Large businesses that need consistent support and direction in marketing, reporting and development.
\$89 PER MONTH	\$139 PER MONTH Save \$77	\$239 PER MONTH Save \$287	\$349 PER MONTH Save \$327	\$449 PER MONTH Save \$447

Can't decide what's right for you? We can help you choose the right bundle to help you reach your goals.

WEBSITE TERMS AND CONDITIONS APPLY.

All pricing is GST exclusive. The details outlined in this proposal are indicative only and based on our understanding of your requirements. Any design and/or development outside of that detailed here will require specification and charged as extra. A 20% deposit of the total design and development costs will initiate your project. We then provide progress invoicing through the life of the project, unless a payment plan has been arranged. For further terms and conditions, talk to us.

Let's do this

POP IN FOR A COFFEE...

Level 1, 93 Heuheu Street, Taupō, New Zealand
07 281 2501 / hello@legendhasit.co.nz

 legendhasit.co.nz

