

Background

Northstar New Media has been at the forefront of web design in Orkney for a decade. In this time we have grown from a small home based business to Orkney's leading web provider with an impressive portfolio. Our accumulated experience and continued progression with the technologies associated with web design and publication allow us to develop solutions that offer creativity combined with sound technical procedures.

Introduction

Orkney's accommodation providers are looking increasingly towards the internet to promote their businesses. Those that have already embraced this medium find that a lively, well-tended website attracts the majority of their income. However, those that have not yet made use of this valuable tool may feel daunted or challenged and cost of commissioning and maintaining a quality web presence or worried that it will prove uneconomical. Some may already have website that could benefit from being updated and given a new lease of life.

In collaboration with the Orkney Tourism group Northstar New Media is able to address these concerns by offering a specially tailored, low-cost web start-up package to local accommodation providers to enable them to promote their business through a highly effective, professionally designed website. For about the cost of a daily newspaper and with optional extras and promotional maintenance solutions to support the package we can ensure that your site is maintained and up to date throughout the year and for years to come.

By using a proven formula of template designed pages developed through many years of experience of designing websites for accommodation providers, NorthStar will provide a well structured site with a series of pages available that reflect and promote your business. Over the years NorthStar has gained a valuable understanding of what a good accommodation website should contain and is now able to reflect this in a fully managed, low-cost, high-value solution.

Site Structure

The package is built using a template design with a number of template options available to choose from, each with a different look and feel. The overall structure of the site will comprise the following page titles and content and represents the minimum specification of the package:

1. **Home page** – Provides the initial introduction and welcome to the site. With a suggested 150 words, information should be kept clear and concise and will be accompanied by up to three images. Suggested images are exterior shots, photos of the landscape, tourist attractions etc. aimed at presenting a general welcome to users.
2. **Accommodation** – A closer look at the accommodation, including a description, list of facilities and features. With a suggested 250-300 word count information may be accompanied by up to four images. Included images should be relevant to the text, and should show any unique or special features.
3. **Tariff** – This would be a presentation of prices throughout the year, and would be accompanied by information relating to any optional extras and terms & conditions. A maximum of two images could be included here. Suggested 100 words maximum for tariff and extras content, while the terms & conditions should also be listed here.
4. **Visitor's Book** – An online representation of your visitor's book giving your prospective guests the ability to browse comments of previous visitors to your accommodation. This page will be subject to an annual refresh to keep the comments current, what better way to sell your accommodation!
5. **Links** – This important promotional page should include at least 6 links to other website that you feel may be of use to your customers. Each link should be accompanied by a brief description of the site so that users feel confident to use them.
6. **Contact Us** – This page will give your contact details (name, postal address and telephone number) and will be accompanied by a contact form (requesting name, email address and message) which will forward messages to the email address that you supply. To help protect you against unsolicited emails (spam), a security graphic system will be installed requiring the user to type a code in to the contact form. You may also choose to include directions to your accommodation on this page.

The package will provide a low-cost, high-quality website for a contractual period of three years. The price quoted reflects an annual price for the basic package, which covers the design and construction of the site, basic maintenance and registration of an appropriate domain name for your site.

Extra Features

In addition to the standard package the following options are available to enhance the site as add-on features giving increased functionality and a more bespoke feel.

- **Update Panels** – An update panel is a tool, which will allow you to add, remove or edit information on the site without needing to access the technical content of the site. This would include access to an Administration page with a username and password and would simply allow you to update the text on the relevant part of the site as required. This feature will be limited to up to three items in each panel, each item containing up to 250 words, in order to maintain the look and feel of the site. This is a particularly useful feature for any areas of your site, which require regular or rapid updates, for example displaying news, special offers or late availability.
- **Extra Pages** – Extra pages can be added to basic structure of the site where necessary. A good example of this would be to describe or show a particularly attractive or useful feature of the accommodation. For example, there may be a particular room that deserves special mention and photographs, or you may have a facility or service that you wish to promote such as your own fishing boat, or outdoor equipment, bicycles etc.
- **Gallery Feature** – A gallery feature could be added to the site to display photos of the accommodation and nearby attractions or landscape to give your users the ability to see more. The standard number of images for the gallery is 18 although this number can be increased for a small additional cost to reflect the time taken to process the images and load them into the gallery.
- **Google Mapping** – To give users the ability to locate your accommodation by allowing visitors to trace their own route to you and/or pinpoint surrounding landmarks or attractions. The initial implementation of this system can include up to ten marked points that should be accompanied by a short description (recommended maximum of fifteen words).
- **Availability Calendar** – An online calendar showing the available dates of the accommodation. Lets users browse available dates at a glance on the site. Will also show peak and off-peak periods for users of the site.
- **Secure Payment Page** – A facility whereby guests can pay a deposit through the site to secure their preferred dates. The page is encrypted using secure server technology to ensure that all details entered are safe.
- **Three Additional Homepage Variations** – Northstar New media will provide three additional homepage variations to reflect the changing seasons. The design will remain the same but content will change according to the season as the pages are rotated. This will also optimise your position for ranking within Google and other search engines.

While the accommodation providers' basic pack gives a solid and effective web presence, these optional features provide a route for you to develop your site on as time goes by.

These features will greatly enhance the look and feel of your site. Through consultation with you prior to work beginning on the site Northstar New Media will be able to advise on which of these features will benefit your business.

These options are subject to an additional annual cost and will increase the annual subscription for the basic package accordingly. Any of these features can be added to the basic package at any time and still represent good value for money whilst enabling you build a more interactive site for your users.

Maintenance & Hardware Support

The standard package will include an annual maintenance assessment of the site as required. This will comprise an update allowance to make changes to the content of the site and a search engine promotional service to enable good performance on the major search engines such as Google and Yahoo. This service is included in the price of the standard package.

As the site will be designed to a template, major changes to the content and appearance will not be possible within the terms of the package following final approval of the finished design. However, if major changes are required at any stage we are happy to quote for additional work required to achieve the desired result.

Basic hardware support will be also available as an optional service through our hardware partner BiFrost Technologies in relation to those elements considered essential to the operation of the website. This will include a health check of your machine and the installation of a free and widely available basic virus protection service. Backup of your email folders will be included as will the backup of another folder containing data that you use to help run the business, for example, an accounting program or similar. These backups can then be retrieved and installed on a new PC if necessary. Hardware failure can be traumatic but having access to all your emails, address book and crucial files will soften the blow.

Remote access will also be enabled on your machine to allow a support analyst to log in to your computer in the event that assistance is required. Finally, in the event of a total hardware failure there will be the option of a loan computer to ensure the continued running of your business while you organise repair or replacement of your equipment.

The Process

1. If you would like to go ahead and commission the Northstar New Media accommodation provider web start-up package please use the contact form on the Orkney Tourism Group website or send an email to info@northstar-newmedia.co.uk. Please indicate if you are interested in any of the optional extras as we will be able to discuss with you which of these will be of most benefit.
2. On receipt of your email we will respond with a message containing a link to a private online site with template designs for you to browse and choose from.
3. Once we are made aware of your chosen design we will schedule the time required for the work and will let you know we have received your request. If you require a domain name we will begin the process of registration.
4. You should now prepare the text content for the site pages (indicated in the specification) and select suitable images to accompany this text. Your text content should be broken into sections to match the structure in the specification (home, accommodation etc.) and you should note the filenames of the images that you would like on the site. If you require help with the text we are happy to assist with this.
5. Please send the content text and images to us along with any existing company logos or information of styles currently used in existing company material.
6. We will then assemble the site template and place the content and images into the site. Once completed, the site will be made available on our test server for you browse and approve prior to launch.
7. Once the site has been approved on the testing server we will then launch the site, making it 'live' for the general public to use on the Internet.

Costs

Standard accommodation provider web start-up package price: £220.00 per annum

Additional features - add the price of each item to the cost of the standard package:

Update Panels:	£50.00 per panel per annum
Extra Pages:	£25.00 per page per annum
Gallery Feature	£30.00 per annum
Google Maps:	£30.00 per annum
Availability Calendar:	£40.00 per annum
Secure Payment Page:	£75.00 per annum
Homepage Variations:	£30.00 per annum
Hardware Support:	£50.00 per annum

All costs are on an annual subscription basis based on a three-year subscription to the Northstar New Media accommodation provider web start-up package.

For additional features not specified in addition to the standard package at the time of placing the original order, an opportunity to add these will be given as part of the annual maintenance review at the end of each subscription year. For example, in the case that no additional features are specified at the beginning of year one, then the next available opportunity to add features will arise in time for the start of year two.

If it becomes necessary for you to update your site or make changes at times other than your annual review date you can contact NorthStar New Media to discuss it. A small charge may be incurred if the work falls outside the terms of the package.

Terms & Conditions

1. Work in progress will be uploaded to a test web space at regular intervals to allow approval and sign off. Testing carried out on the site prior to launch will verify correct operation on Internet Explorer 6, Internet Explorer 7, Firefox, Opera 9, Safari (Mac) and Firefox 1.5 (Mac).
2. Updated work will be uploaded at regular levels and notification by email will be sent and will be deemed to be approved after 7 days if no comments are received.
3. Additional effort requested on work after it has been subject to the agreed sign-off procedure may be chargeable.
4. Billing for registration of domains and Web space will occur once they are set up. Billing for site construction and year one set up costs is usually invoiced after completion of the site. If a delay to the completion of the site occurs as a result of indecision or failure of attempts to make contact or additional work requests are made a proportion of billing may occur in advance.
5. Invoicing for domain name renewals must be settled within the terms of the invoice. Failure to do so may result in a loss of the domain name and time required to re-instate the site will be subject to independent invoicing.
6. It is assumed that content for the pages of the site will be made available when required and good quality pictures will also be available for the site.
7. Responsibility for copyright clearance for use of all material supplied by you lies with you. Please ensure you have the right to use all materials provided.
8. It is usual practice for us to have domains transferred to our preferred server that host all our client sites. You will remain the owner of this domain and we will simply be registered as the administrator.
9. Payment for settlement of invoices is required within 30 days of the date of the invoice.
10. All prices quoted are subject to VAT and are valid for 60 days from the issue of this estimate.
11. The maintenance element of the package will comprise a review of the site by Northstar New Media which will take place on an annual basis to ensure the site remains effective and the technologies used to promote the remain current. This will allow for changes to be made to the content of the site if necessary and will also include the optimisation of the performance of the site with the major online search engines.
12. The use of any loan machines will be limited to a maximum duration of one week for a single occurrence.
13. The subscription period of the package is fixed at three years with an annual fee being payable for each year at the advertised price. The annual cost for the basic package and hardware support package and annual fee for any of the additional features will remain fixed for the duration three-year period, or in the case of additional features, any part of the three-year period remaining until expiry of the original basic package sign-up date.
14. Prices may be subject to change in line with inflation for the renewal of the package following the initial three-year period. The price will then remain fixed for the duration of any new contract period subsequently entered into.
15. Should the contract be broken by the client within the initial three-year period the registered domain name will remain the property of Northstar New Media. On completion of the three-year contract period the domain name will be transferred to the client.