

AUSSIE AUDIO AND WEB DESIGN

SERVICES SHEET



**HONORING CHRIST BY OFFERING PROFESSIONAL PRODUCTS AT LESS
THAN PROFESSIONAL PRICES!**

PREVIEW OF OFFERINGS:

- **FULL WEBSITE DESIGN**
- **WEBSITE MAINTENANCE AND HOSTING**
- **PODCAST AUDIO EDITING**
- **PODCAST POSTING AND SERVICING**

AUSSIEAUDIO.COM



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PROFESSIONAL WORK AT LESS THAN PROFESSIONAL COST

AUSSIE AUDIO AND WEB DESIGN PROPOSAL FOR SERVICES

OVERVIEW

Aussie Audio and Web Design is pleased to submit this proposal for services to support you in achieving your goals by providing the audio and web design services you need to thrive! Our aim is to glorify Christ by providing superior services in an honest and upfront way that will help you to reach your audience. We are the background force that makes your goals easier to achieve by making your media look and sound professional at less than professional prices. Free consultation is available to work out what will work best for you.

DESCRIPTION OF WEB SERVICES

- **Web Design** – We live in a society that is on the move! If your site isn't optimized for mobile, you will lose your audience fast! As such, all our sites are fully optimized to be fully functional and look great on any size screen! Our Web Design option includes but is not limited to fully designing your website from scratch including a home page, about, blog, store, and more. We can also import your current site's content as well as domain name.

When you purchase Web Design from us, you'll get: A fully optimized website for all size screens, professional grade SEO to make sure you can be found, custom designed pages, and we'll even show you the basics how to maintain the site if you do not want us to do that for you (but we're sure you will). Design work is a one-time charge, but we'll work on it until you are satisfied! Pay half when we get started and half when you're satisfied with the final product!



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DESCRIPTION OF WEB SERVICES

- **Website Maintenance Package 1:** This package includes constant access to our services any time you need something changed or added to your site or if you just have questions. If you have a new blog post or podcast episode that needs posted, just submit it to us, and we will take care of it for you! Includes adding or removing pages, any changes in employee information, blog posts, podcast episodes, and much more! Web hosting not included and can be purchased through Aussie Audio for \$50/yr or an outside host. Average outside hosting costs between \$80-\$100/yr
- **Website Maintenance Package 2:** This package includes all the above along with several more great features. Included is ecommerce for setting up a store (payments through PayPal, Square, or Swipe), customer login and accounts, on site checkout, unlimited items in your store, ability to receive donations, and more! For churches, we can also link to an existing donation platform like tithely. Web hosting not included and can be purchased through Aussie Audio for \$50/yr or an outside host. Average outside hosting costs between \$80-\$100/yr
- **Website Maintenance Package 3:** This package includes all the above. It also includes abandoned cart recovery, allowing you to contact via email customers who put something in their cart, but then left your site. Advanced shipping options, advanced discount control, as well as the ability to set up subscription services for your customers! This package also includes hosting through Aussie Audio at no additional charge.

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WEBSITE AND MAINTENANCE PRICING

Services Cost: Web Design and Maintenance	Pricing
Total Website Design	\$600
Additional charge for sites that need unique design work for more than 5 pages. Example: Home, about, and blog will be uniquely designed, but a blog or podcast post will follow the same design and wouldn't cost extra.	+\$30/page more than 5
Website Maintenance Package 1	\$400/yr or \$35/mo
Website Maintenance Package 2	\$600/yr or \$55/mo
Website Maintenance Package 3	\$800/year or \$70/mo

DESCRIPTION OF AUDIO SERVICES

- Intro creation – The intro to your podcast is one of the most important parts! A great intro will not only contain a description of what the podcast is about but will also capture the tone and spirit you are trying to convey. Intros are generally between 15 and 90 seconds and are the first thing your audience will hear when they play your podcast.

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DESCRIPTION OF AUDIO SERVICES

- **Outro creation** – The outro is used for a variety of things. Most importantly, it is a great place for you to tell your podcast audience where they can find and follow you on social media and your website. The more connections you can make, the more likely your audience will be to grow. The outro can also be used to advertise for other podcasts, products, and services you have to offer. If they liked this show, perhaps they'll like something else of yours. Length varies greatly depending on what you want to do but is generally under 3 minutes.
- **Bumper creation** – a bumper is just a short sound effect or song that lets the audience know of a change of pace. It can be used to indicate an advertisement is coming, or that a new segment of your show is about to begin. Radio shows have been using them for decades to help keep their audience's attention. This is recommended if you are going to play ads or if your show is longer than 30 minutes and contains different segments.
- **Podcast Audio editing** – Editing a podcast is one of the most time intensive and difficult aspects of having a podcast. Generally, podcast audiences are forgiving, but clean, crisp audio is quickly recognized. A professional sounding podcast will be much more likely to be subscribed to. In fact, listeners are 3x more likely to subscribe to your podcast if it sounds professionally edited. Let us edit all your goofs, coughs, sniffs, and bumps out to give your audience the clean, pure-toned audio experience they will enjoy being subscribed to at half the average editing cost.



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DESCRIPTION OF AUDIO SERVICES

- **Podcast Maintenance (included with all website maintenance subscriptions)** – Podcast maintenance is the other thing that takes a great deal of time and energy from your creative process. This includes keeping up with posting and scheduling your episodes to go out when they should. This also includes making sure the show notes get properly posted with each episode along with any graphics you may have.

Services Cost: Audio Editing and Podcast Production	Pricing
Intro Creation (does not include cost of music used)	\$50
Intro and Outro Creation (does not include the cost of music used)	\$75
Intro, Outro, and Bumpers (does not include the cost of music used)	\$100
Podcast episode editing	\$45 for 30 min or less or \$2/minute for longer episodes. (Average industry cost is \$3/minute of raw audio)
Podcast maintenance including scheduling and publishing. (Included with all website design and maintenance packages)	\$200/year

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