

This document provides a list of standard inclusions for Medical Websites built by Ideal Practice. It forms part of the written memorandum of our mutually-agreed plan.

1. Navigation System

The navigation system of our sites include:

- Links from the front page and sectional pages to content pages in the system to enable Web search engines to "spider" and index content on every page. Note this does not include individual Blog pages in either the default Health Tips category, or any custom Blog category.
- Page Footer area links to the Disclaimer, Privacy Policy and Sitemap - note that these pages are standard and as such do not contribute toward the standard 12 user pages.
- Sidebar or Footer Bar areas or Edge Tabs (determined by the selected Framework), with (links to) contact forms, address and contact details, a Google Map, and optionally social media links to Facebook, Google Plus (Places), Twitter and / or YouTube.
- Search Box.

2. Basic Page Elements

These are the important items which appear on nearly every webpage on your site.

- Page titles which show at top of Web browser only
- Top-of-page graphic based on the design of the masthead graphic. Depending on the selected framework style this may not show on the front page. In such cases the masthead graphic is replaced by an image slideshow (slider).
- Page Title in larger type
- Text - user supplied
- Site Mapping on bottom of page
- Standard company contact details and trading hours
- E-mail response link
- Copyright and trademark information in small print at the bottom of every page.

3. Photos, Graphics, Animations and Video

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us. It is important that you forward any images for which you already own copyright at your earliest convenience. Development of the website cannot proceed until these have been received.

- Clipart tends to look a bit tacky on websites. We recommend photos or stock images.
- Photos you supply must be digitized images on a CD, DVD, USB Memory or via email.
- Stock photos may also be obtained from:
 - Our Stock Photo Library - <http://www.medicalwebsite.com.au/stock-images/>
 - iStockPhoto* - <http://www.istockphoto.com> (Commercial)
 - Shutterstock* - <http://www.shutterstock.com> (Commercial)
 - Photos Public Domain - <http://www.photos-public-domain.com> (Free)
 - Stock Free Images - <http://www.stockfreeimages.com> (Free)

4. Additional Inclusions

Your website will contain a number of other standard components as follows:

- Built-in Newsletter / Bulk Email component
 - ONE default Newsletter template created to fit with the design and branding of the website.
 - Monthly hosting fees include:
 - Generic newsletter content supplied via email for *you* to include
 - *You* may send up to 2500 Bulk Emails per month
 - Uploading of existing client email addresses which must be supplied in either CSV or Microsoft Excel format. The file is to contain ONLY the client's first name and email address. First names are to be correctly capitalised and email addresses must be valid and complete.
 - We will further upload ONE update to the email list each month as part of the hosting service. Each update is to be delivered in either CSV or Microsoft Excel format with the same requirements as above. The update list must contain ONLY new clients, not the complete list.
- Mobile device compatibility
 - Some frameworks require the use of a "plugin", the configuration of which is included.
 - The mobile site design is determined by either the framework or the plugin and is not customisable.

5. Monthly Hosting

Your website will be hosted on a Wordpress Multisite installation which is installed on a Virtual Private Server (VPS) system that we manage and operate. Daily automated remote backups occur via a Wordpress plugin. The seven most current backups are maintained at the remote location, which itself has multiple co-located servers. Access to your website is via a customised Wordpress “Dashboard”, with “Editor” permissions. It is not possible to provide full administrator level access to the site, nor is it required for any operation including all legal forms of Search Engine Optimisation (SEO) by third parties. An integrated SEO plugin is provided to simplify that process.

In addition to other inclusions mentioned elsewhere within this document, your monthly hosting contract includes:

- DNS Hosting of your domain name(s) (Maximum 5)
- A managed, customised Wordpress installation
- Prepaid licenses for numerous commercial Wordpress Plugins
- Unlimited data transfers to / from the website
- Email
 - Up to five (5) email addresses at your nominated primary domain
 - Up to five (5) forwarded email addresses to external accounts
 - Email forwarding for your additional domain names
 - Domain forwarding for your additional domain names
 - Up to 100Mb storage per email account
 - Webmail access
- Editor level access to your Wordpress configuration for the purpose of adding or updating web pages, blog articles, media components, and for creating and sending Newsletters
 - Generic Newsletter and Blog article content is supplied via email monthly
- Telephone and Email support
- Training
 - Initial web site and Newsletter training totaling not more than two hours
 - Monthly “refresher” training totaling not more than 30 minutes
- Access to generic and custom tutorial videos
- Initial Search Engine Optimisation as outlined in item 12.

The following are NOT included in your monthly hosting contract:

- Administrator level access to the Wordpress Multisite installation
- Access to the VPS Hosting Service
- Editing, revision, updating or creation of new content by us
- Creation of marketing materials such as custom email or banner advertisements
- Website redesign, re-alignment or re-development
- Search Engine Optimisation services
- Uploading of blog articles
- Preparation and sending of Newsletters
- Preparation of custom artwork
- Anything else not specified in the list of included items.

6. SEO, Registering and Advertising Your Website

We include:

- Creation or rebranding of a Facebook page
- Creation or updating of a Google Places listing
- Inclusion of Google Analytics tracking code on the website
- Submission of the website and business details to the following directories:
 - <http://www.australia-business-listing.com.au/>
 - <http://www.australialocalbusinessdirectory.com>
 - <http://www.hotfrog.com.au/>
 - <http://www.seoconsultant.com.au>
 - <http://www.mydirectorylisting.com.au/>
 - <http://www.aussiepages.com.au/>
 - <http://www.businessdirectory4u.com>
 - <http://www.surfpacific.net.au>
 - <http://www.yellowadvertising.com.au>
 - <http://businesszoom.com.au/>
 - <http://www.enterprisearch.com.au/>
 - <http://www.aussieweb.com.au>
 - <http://easyfindguide.com.au>
 - <http://www.businesspages.org>
 - <https://www.dlook.com.au>
 - <http://www.startlocal.com.au>
 - <http://www.street-directory.com.au>
 - <http://www.callsense.com>
 - <http://www.yalwa.com.au>
 - <http://www.mysheriffau.com>
 - <http://www.cylex.com.au/>
 - <http://www.truelocal.com.au>
- Creation or updating of YouTube account
 - Creation of five short videos of our design to advertise your services
 - Integration of these videos into appropriate pages on your website

Additional options you may wish to consider:

- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their webpages
- Purchasing Web advertising such as Google Adwords
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters (using the built-in Newsletter module)
- Adding regular blog articles containing information relevant to your area
 - An easy method of creating this content is to be on the lookout for local events to which your services or advice is relevant. For example, if there's a local tri-athlon happening an article on the importance of warming up and warming down, at the beginning of the Netball season an article about managing ankle and wrist injuries, etc

7. Maintenance

Package prices include minor updating over the first month of the contract after the site is “Live”. This covers minor text changes etc. It does not include major changes, such as modifying the site structure, artwork or layout.

These are the items that will make up the content you'll be sending to us:

- Website Planning Worksheet (online)
- Website Design Contract (online)
- Text Content for the Website
 - To be submitted via the Website Content Submission tool.
 - Please do not send us a draft of your text. Send us your **final version**. While we expect to make minor changes here and there after the Web pages are prepared, we may charge extra to format and insert brand new text. Most word processors allow you to count the approximate number of words. Web pages which contain more than 1,200 words may be subject to additional charges, especially if they require a good deal of formatting.
- Graphics Content for the Website
 - The quality and appearance of your Web site has a lot to do with the photos or graphics you choose for your Web pages. Clipart can be used and has it's place, but overuse tends to make the pages look amateurish. Photos or stock artwork are preferable.
 - You may send graphics and videos to us in digitized form on CD, DVD, USB Memory or via the Content Submission tool. Please do not send large items (greater than 5Mb) via email.
 - If you need us to prepare specialized graphic elements in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.
 - You may select stock photos for your pages from the sources outlined previously in this document, including the large selection on our website. If you want us to find and select photos, we charge our hourly rate.
 - Your web site should include an average of around 1.3 photos or graphics per page. Beyond that the layout becomes too graphically intense and page load times will suffer dramatically. We reserve the right to restrict the quantity of images or photos per page to balance aesthetics and site load times. Supplied photos must be high resolution and good quality. Should Photoshop “retouching” be required additional hourly charges will apply.