

## Antiquity Website Design Options

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### Setup & Hosting

We will manage the setup of your new website, host it on our servers and can also help you with any technicalities in switching your domain to point to your new Antiquity website.

### Fast, SEO Optimised & Mobile-Friendly

Since over 70% of web searches now occur on mobile devices, websites must be designed to work on all sizes of devices - this is known as a mobile-friendly or responsive website. All Antiquity websites are fully responsive on all devices as well as being Search Engine Optimised (SEO).

### Template vs. Bespoke Websites

The following pages describe the design options available and the differences between a template website, a customised template and a bespoke website. The differences are about the overall *design* of your website rather than the *content*.

- A template website is a fixed design that suits many businesses. Although 'fixed', there are some design features that can be *personalised* for each client, e.g. your logo, page names, slideshow and background images.

Check out our current templates at <https://antiquitysoftware.co.uk/websites/>

- A template website with *customisation* enables us to make some changes to the design and / or functionality of a template to suit your needs. Changes might include adding several custom pages, changing the slideshow transition style, adding price or tag filters, font or colour changes, currency conversion, newsletter subscription to a different provider than MailChimp or a 'pop-up window' asking viewers to subscribe to your newsletter. You might also want to work with our web designer to change some design aspects, helping to make your site look different from other templates.
- A bespoke website is just that - a beautifully designed website to suit your individual needs. Starting with a professional consultancy & design meeting, this process includes our designers creating something unique, elegant and maybe even inspirational!
- Use your own website developer

Please note that all prices exclude VAT. E&OE.

## Websites Design Options

Choose from one of three options:

### a) **Template website**

Choose your favourite design from our current templates, provide answers to various questions, configure several third-party services and we'll do the rest. Includes personalisation (but not customisation).

Timeframe: Usually 1 - 2 weeks

Cost: Basic £40, Plus £60 or Premier £90 per month + £395 setup

**Note: The subscription will be reduced if you also have Antiquity Database.**

Next Steps: See pages 3 & 4 and the document 'Antiquity Website Preparation'

### b) **Template website with added customisation**

As above plus additional customisation to make your website appear more unique or provide additional features to your customers, e.g. multilingual or multi-currency options or a page about your restoration service.

Timeframe: Usually 3 -5 weeks

Cost: Template price plus customisation fees, from £125 per hour

Next Steps: Customisation requirements vary for each customer, so please look at the list on page 4 and contact us with your thoughts and suggestions.

### c) **Beautifully Bespoke**

You don't want a 'template' website but rather something that stands out, is clearly unique and oozes 'wow factor'. This option includes working with our graphic designer and web developers to design and build a completely bespoke, absolutely stunning website.

Your beautifully bespoke website might be based on another website or websites that you've seen or it could be something entirely new that's currently just in your imagination. Feel free to dream and aim for the very best.

Timeframe: Usually from 8 weeks

Cost: From £4,500

Next Steps: Please contact us to schedule a meeting to discuss your requirements.

### d) **Your own website developer**

Although most customers ask us to provide their websites, our systems are also open to other developers working on your website. If you have a strong relationship with a website developer who has the appropriate skills, we can work with them. They will need good HTML, CSS & JavaScript skills and ideally, some familiarity with Magento 2. We will provide FTP access, template files, explain our systems to them and provide them with a reasonable level of support. All the functionality & logic is already provided so they can just concentrate on the design aspects. N.B. They cannot run any scripting language other than JavaScript.

Cost: From £1,295 to configure the site and work with your developer.

Add £395 if your developer will base his work on one of our templates.

Next Steps: Please contact us to set this up


## What's Included?

All our template websites include the following as standard. Most options can be disabled at no cost if you don't want them, e.g. remove the Events page if you don't do fairs.

- Choose your preferred design from our current templates
- Fully mobile-friendly website (suitable for desktop, tablet & mobile devices)
- Completely integrated with Antiquity Software, so your stock is updated automatically
- Add your company logo
- SEO level 1 (includes Google submission, sitemaps, keywords & links)
- Links through to your social media accounts
- Link to your MailChimp account to build a subscriber list
- Standard pages and features include (you can hide any that are not required):
  - Home
  - Contact (this page includes a contact form for general enquiries and a map)
  - About (this page can include an image of you, your team or your shop)
  - Featured Items (shows 'featured' items flagged in Antiquity)
  - Latest Items (shows latest items so your website is always up to date)
  - Stock List (can be filtered by category or by using the search feature)
  - Item detail page
    - Multiple images with a full-page image zoom feature
    - Title
    - Price or "P.O.A." for selected items
    - Artist / Maker (name & clickable link)
    - Category & subcategory (name & clickable link)
    - Full stock description, including dimensions in metric & imperial, year, period, material, country, signed, provenance etc.
    - Add to Cart button (for sites with e-commerce enabled)
    - Print button
    - Enquire button
    - Social media share buttons for Facebook, Twitter, Pinterest & Instagram allowing the user to share your item on their social media pages
    - Email to a friend button
  - Print page
  - Artists / Makers / Author page (a list of all your artists or makers) and all their available works
  - Sold stock / Archive page
  - Events page
  - Blog page
  - Full text search
- Enquiry forms include Google reCaptcha security to eliminate automated spambots
- Change the page titles if desired, e.g. 'Stock' to 'Gallery' or 'Blog' to 'News' or 'Inspiration'
- Change the text on the Home page, About or Contact pages.
- Update the map (or remove the map if you don't want it shown, e.g. for home-based businesses)

## Customisation Options

Please contact us with your requirements if the customisation you require is not listed below. Some of these items are already included in the Plus or Premier subscriptions.

Optional Features	Price £
Hold My Hand service that provides assistance configuring your accounts for Google Analytics, Google reCaptcha, MailChimp and various other third-party services. Look for the  sign in the 'Antiquity Website Preparation' document.	395
Integration with social media & third-party websites to auto-upload / share stock	195
Add Instagram page to your site which auto feeds data from your Instagram account	195
Change homepage slideshow style of transition between images	95
Advanced Search, e.g. allow user to search for items within a specific range of dimensions or price range or other criteria. This complements & enhances the filter features.	495
Multilingual Support using Google translation	295
Multi-Currency option	295
Shipping price on detail page option	395
Add a page for customers to upload details of an item they want to sell to you	395
Have multiple domains point to your website, e.g. myart.com, myart.co.uk, amazingart.com, fantasticart.com, sailingart.com etc. Price per extra domain.	45
Add a menu showing selected Antiquity TAGs to help customers find these additional 'categories' of items e.g. 'For Him', 'For Her', 'Anniversary Gifts' or 'The Summer Collection', 'The Scandinavian Edit' etc.	295
Change the stock category menu from text to images of stock items, providing users with a more visual interface (unless that's part of your selected template)	295
Integrate with a third-party website or web service, e.g. Amazon, eBay or a third-party portal site, e.g. 1 <sup>st</sup> Dibs or Ruby Lane	P.O.A.
SEO Level 2, Also includes submission to Bing & other search engines and directory service (SEO Level 1 for Google is already included in all sites)	P.O.A.
Website redirect service	P.O.A.
Subscribe to a mailing list other than MailChimp	P.O.A.
Use an alternative payment gateway	P.O.A.
Change fonts or make colour adjustments	P.O.A.
Add custom pages, e.g. a Press page, a page describing your restoration service, an FAQ page or a page about your publications.	P.O.A.