

CW.

RETAINER



DEVELOPMENT



DESIGN



BUGS



HOW TO



AMENDS

Our retainer packages cover all aspects of your website and brand, including Content, Design, Development and Strategy.

THREE SIMPLE OPTIONS.

With our monthly retainer and bulk buy options there is priority support and faster turn around of jobs. These plans make it quick, easy and much lower cost to get work done. All work is quoted beforehand and recorded so you can see where your hours are being used.

MONTHLY RETAINER.

Pay monthly for our year-round retainer, your hours roll over if you do not use them and there is a minimum term of 12 months. See our price comparison chart for more details. Hours expire after 12 months.

LITE
£30
PER MONTH

0.5 HOURS PER MONTH
6 HOURS TOTAL PER YEAR

ENGAGE
£300
PER MONTH

5 HOURS PER MONTH
60 HOURS TOTAL PER YEAR

ENTERPRISE
£600
PER MONTH

10 HOURS PER MONTH
120 HOURS TOTAL PER YEAR

BULK BUY.

£300
5 HOURS

ONE EASY PAYMENT

One simple package which can be used for larger projects or for multiple smaller jobs. See our price comparison chart for more details. Hours expire after 12 months.

EMERGENCY SUPPORT.

£90
PER HOUR

PAY FOR SUPPORT, WHENEVER YOU NEED IT

All support is quoted beforehand and paid in advance. Support is broken down into hourly chunks with a minimum 1 hour charge.

CONTACT US TO GET SUPPORT.

Call us: 01242 807 847 | Email us: support@cotswoldweb.co.uk

Support terms information: www.cotswoldweb.co.uk/terms-and-conditions

CW: RETAINER AND BULK BUY COMPARISON CHART.

Use your hours for any of the tasks below.

	LITE	ENGAGE	ENTERPRISE
Monthly retainer*	0.5hrs to 4.5hrs p/m	5hrs to 9.5hrs p/m	10hrs p/m
Bulk buy	5 to 15 hours	16 to 30 hours	31+ Hours
Design improvements	✓	✓	✓
Banners	✓	✓	✓
New pages / updates	✓	✓	✓
Copywriting service	✓	✓	✓
Email newsletters	✓	✓	✓
Blog management	✓	✓	✓
Mobile optimising	✓	✓	✓
Development / building code	✓	✓	✓
SEO training	✓	✓	✓
CMS training	✓	✓	✓
Phone support	✓	✓	✓
Email support	✓	✓	✓
Bank hours for up to 12 months	✓	✓	✓
Borrow hours	✗	✓	✓
On-site support**	✗	✓	✓
Marketing campaign support	✗	✓	✓
Conversion rate optimisation	✗	✓	✓
Strategy	✗	✓	✓
Animation	✗	✓	✓
Animated video	✗	✓	✓
White boards	✗	✓	✓
Story boards	✗	✓	✓
Response time***	72 Hours	24 Hours	4 Hours
Number of jobs at once	1	2	5

* Minimum of 12 months sign up for any Monthly Retainer

** Training in the Cotswold Web office

*** Time to reply to your request after research

CW: RETAINER & BULK BUY EXPLAINED.

Use your hours for:



CONTENT CREATION.

New content (new pages, blogs, white papers, etc.) is crucial to inbound marketing. It attracts qualified buyers to your site.



PAGE UPDATES.

New content (new pages, blogs, white papers, etc.) is crucial to inbound marketing. It attracts qualified buyers to your site.



WRITING COPY.

Most business owners are too busy running their companies so our expert copy writers do the writing and you just need to review it.



BLOG MANAGEMENT.

A blog is SEO's best friend so if you don't have time for writing, we'll write your blog posts for you.



EMAIL CAMPAIGNS.

Stay in touch with customers by using email. We'll manage your database of email addresses and create branded emails.



BANK HOURS.

Your hours can be saved for up to 12 months for use on a larger project, like a site remodel or multi-page addition.



BORROW HOURS.

Engage and Enterprise packages allow you to borrow hours up to 6 months ahead so if a website remodel is needed, it can be done ASAP.



CONVERSION RATE OPTIMISATION.

If your website is not converting visitors to orders or enquiries we can investigate the statistics and visitor drop off points and make recommendations then changes to your website.



MARKETING CAMPAIGN SUPPORT.

We can create and set up landing pages, add content, optimise the quality score. We use a number of tools for this.



WHAT HAVE WE MISSED?.

Every business is different and you may have some ideas to try, call us up and lets talk about your project.

CONTACT US TO GET SUPPORT.

Call us: 01242 807 847 | Email us: support@cotswoldweb.co.uk

Support terms information: www.cotswoldweb.co.uk/terms-and-conditions