

## About Patriart Print and Design

Patriart Print and Design is a WA based, family-owned business. We believe in good, old-fashioned values and strong customer service, while offering the latest trends for all your printing and design needs at competitive prices. We listen to your ideas and help you develop them into your own individual style, building a strong customer relationship with you, our client. Whilst our aim is to service your design needs with a guarantee of fast service, our philosophy of keeping up to date with the latest technology enables us to provide the highest possible quality for all your design needs.



## Why Choose Patriart To Design Your Website?

Qualified graphic designers are on hand to make sure your vision is transferred over to your new website. We are not only able to design your entire website right down to the finest details, we can also design company logos, work out the right colour scheme to make your business stand out from the crowd and any other corporate imagery and design elements that you may require. Our graphic designers will make sure that your website ties in perfectly with your existing business image or make sure that your new business is headed in the right direction.

## Patriart and Webarena - Living Websites

Patriart Print and Design and Webarena have teamed up to bring you the latest in website technology. Using the Webarena platform coupled with Patriart's superior design and development services we are determined to provide you and your business with a unique and exciting website that "grows" with your business. You won't have to concern yourself with a website that is over-priced, unreliable and outdated.

The Webarena system automatically updates new security measures and additional functionalities for all our customers websites. You not only save money with a superior solution in the short term, but also in the long term.

### Product Overview

- 100% West Australian owned and operated
- Qualified in-house graphic designers.
- Active research and development
- Utilising Webarena's "Living Websites" Platform
- Streamlined Production Facilities
- Providing quality, security and value.

For more information visit [www.patriart.com.au](http://www.patriart.com.au)

## Patriart Websites - Grow with Your Business

When you purchase a Patriart website, you've made an investment in your future. As your business grows over time, you won't have to pay for an entire new website every time your requirements change. With Patriart Print and Design you buy one website and that's it - your site can grow as you grow to ensure that your site keeps pace with your business and technology.

## Completely Scalable

The Webarena core system and additional modules are created to benefit you, the customer. You can extend the functionality of your site immediately without having to build a whole new website.

## Free Upgrades

The internet is continually growing at an amazing rate and the technology changes just as rapidly. Your Patriart website is always up to date and this ensures you are using it to its full potential. Webarena regularly upgrade and improve their core system with new features, options and enhancements.

## Webarena Content Management System (CMS)

A website without a Content Management System (CMS) is not taking advantage of the full potential of the internet. CMS's are the latest in internet technology and they allow you to edit and update your own website simply by logging in to Webarena's online editing program. All Patriart websites come with a powerful but simple to use CMS, so you can save time and money and retain control over your own website content. You don't have to wait or pay for us to make changes for you.

## Web Design

Every Patriart website is custom designed, you are in complete control and only sign off on your site design when you are entirely satisfied. The basic layout and design of your website is included in our Ultimate Package and a range of add on artwork packages are also available.

## Packed Full of Features, Half the Cost!

Get the same functional features as used by large companies plus more, at a price that's affordable for your business.



### Website Features

- Custom Design
- Basic artwork package
- Content management system
- Online page editor
- Add pages function
- Access anytime anywhere through your browser
- Automatic website restore points
- Latest news system
- E-newsletter system
- Photo Gallery
- Website search
- Contact form
- Newsletter sign-up
- Domain name registration
- Comprehensive website statistics
- Search engine registration
- Update meta and other header tags easily
- Image management
- Add and remove email accounts
- Auto-resize of photos on site
- Upload files for download
- Featured image management
- Members only system
- Password protect pages
- Ongoing system upgrades
- 12 months hosting
- Training

Ultimate Package **\$3,495 + GST**

## Making Your Website Standout

Patriart's Ultimate Package includes the Basic Artwork Package, which covers the time it takes to upload images and content and any other elements that make up your website. If you wish to upload the majority of your own content once you have completed your CMS training, then we would recommend staying with the included Basic Package. If you need more assistance with formatting and uploading images and text then we would recommend our more extensive packages.

Our artwork packages will ensure that your website will be ready with all its content and information and looking fantastic before going live.



Features	Basic	Business	Superior	Platinum
Artwork Hours	5	10	15	20
Number of Internal Subpages	1 - 10	1 - 15	1 - 20	1 - 25
.....				
<b>Price</b>	<b>\$448.80</b>	<b>\$755.50</b>	<b>\$1,196.80</b>	<b>\$1,570.80</b>

\*all prices gst inclusive

## Additional Design Services

Patriart Print and Design are determined to help you and your business create a unique and exciting corporate image. If you are a new business or if you are looking for a new image we can help with our superior design services. Including Logo design, colour schemes and corporate imagery, we can give your business a step in the right direction.

Artwork is: \$93.50\* per hour for the first 4 hours

\$74.80\* per hour every additional

\*all prices gst inclusive

Also See product list for set design element prices.



For examples please go to [www.patriart.com.au/design/](http://www.patriart.com.au/design/)

## Do Business Online - Easy and Cost Effective

The Internet has changed the way people shop. Online shopping exposes your products and services to a vast number of prospective customers who you would may otherwise not have contact with. Online shopping is safe and secure and rapidly becoming the norm for conducting business in the 21st century.

The E-commerce system integrates perfectly with Patriart's Ultimate Website Package, which is a user-friendly system that allows your website visitors to see the range of products you have available, add items to their shopping cart, then pay securely on your site. For you, it offers a complete solution for managing your online sales, with inventory control, payment management (including shipping and tax) and invoicing. For a complete list of the many features please see below.



### Feature List

- Create / manage products
- Create / manage categories
- Customer Management
- Automatic customer sign-up's online
- Automatic invoicing
- Online reports
- Secure shopping (ssl certificate)
- Flexible product modifiers
- Automatic emails
- Custom Layouts
- Multi-tiered pricing options
- Complete site integration
- Completely browser based
- Multiple Logins with permissions
- Inventory control
- Low stock warnings
- Coupon system
- Volume discounting
- Supports payment gateways
- Allows for offline payment

- Generates Invoices
- Multiple shipping options
- Flexible tax rates
- Sell physical and digital products
- Mass product modifications
- Real-time reporting
- Multiple product images
- Organised by labels and categories
- Search for products
- Discount management
- Customer online order tracking
- Products in multiple categories
- Online order statistics
- HTML extended product information
- Attach Files to products
- Manages your work flow for new orders
- Easy to use interface
- Ability to optimise products for SEO
- Print orders

\*requires purchase of ultimate package

Try an online demo at [www.webarena.com.au/shop\\_demo](http://www.webarena.com.au/shop_demo)

## Enhance Your Website

There are a huge range of enhancement modules to further extend the functionality of your Patriart Ultimate Package. This allows you to tailor your website specifically to your needs and requirements.

All of the enhancement modules are fully tested and easily integrated into your site with no downtime.



### Enhancement Module List

#### Product Catalogue\*\*

This enables all the products you have to be highlighted in a catalogue format, with full detailed information to your site customers. Built on the same functionality as our shopping cart system, except without the ability to purchase online. Simply add, remove and modify your products and categories, saving you time and money.

#### Advanced Gallery

The Ultimate package includes a standard image gallery module. However, should you require something more elaborate, we offer an advanced gallery. This advanced gallery is flash based and fully controlled by you through the Webarena management system, allowing you to add, edit, and remove images and folders.

#### Secure Payment Gateway\*\*

Comes complete with an SSL certificate with 128 bit encryption, providing you and your customers peace of mind. Receive payments securely in real time via credit card, PayPal or handle payments online via cheque or EFT.

#### Banner System

Banners allow you to display multiple images in a slide show format for maximum visual effect. The system allows you to add, modify and delete these banners as you require. Show off various visual aspects of your products or services.

#### PDF Cataloguer

The PDF Cataloguer allows you to create a PDF from your product catalogue or E-Commerce system with a selection of products. This is great for creating custom quotes or sending catalogues to customers via email.

#### Online Directory System

The online directory system allows you to add a listing directory to your website which can be organised into categories and labels, which combines into a powerful search system. Listings are controlled via the Control Management System.

\*requires purchase of ultimate package

\*\* included in the e-commerce system

View examples at [webarena.com.au/modules](http://webarena.com.au/modules)

## Get Ahead of the Pack

Search engines have been increasingly popular with Australians who are looking to purchase products and services. Over 12 million Australians are regular internet users. 80% of them use search engines to research products and services they want to buy. This presents an incredible opportunity in not only building your brand, but more importantly in generating more customers.

It is imperative to have your website rank ahead of your competitors in major search engines such as Google. Not doing so would be akin to having a billboard put up in the middle of a desert.



## What is SEO?

Search Engine Optimisation, SEO, is a combination of several methods of website coding and web page copywriting designed to entice Search Engines into rating your site highly for certain terms that people would search on.

## Why Does my Site Need it?

When your customer searches for a particular product or service in a search engine, it is imperative for your website to rank highly. SEO is one of the most proven and effective ways to improve your sites ranking and get the results you want.

Features	Basic	Business	Premium
Market/Competition Analysis	NA	Standard	Detailed
Keyword Analysis Report (KWAR)	Detailed	Detailed	Comprehensive
Optimisation Scheme	NA	Standard	Detailed
Optimising Site	Standard	Detailed	Comprehensive
Offsite Optimisation	NA	Standard	Detailed
Content Updates	NA	Standard	Detailed
Pursuing Additional Inbound Links	NA	Standard	Detailed
Monitoring and Tracking Setup	Standard	Standard	Detailed
Monitoring and Maintenance	Standard	Standard	Detailed
<b>Price</b>	<b>\$695.00</b>	<b>\$1,295.00</b>	<b>\$1,995.00</b>

## Get Your Business Found Across Google and Yahoo!

- Over 10.7 million Australians are online at least monthly!
- 94.5% of internet users use search engines to find products and services!
- Around 6 million Australian adults use the internet everyday to research products, find tradespeople and buy online.

Now imagine what would happen if your business was listed on the first page of Google when these ready to buy customers are searching?

You would be overwhelmed with targeted visitors, eager to order, call or email your business for more information! Businesses worldwide are discovering the huge potential of search advertising to drive new sales to their business.



We make it easy to get your site found at the top of major search engines such as Google.

## Partnering with Experts in the Field

Patriart knows that for your business to grow on the Internet it has to be found. Search Engine Optimisation is one way to accomplish this, however, Search Engine Advertising is another.

Patriart and Webarena have partnered with experts in this field - ineedhits, to offer our clients a completely integrated service. ineedhits are a Google AdWords Qualified Company.

ineedhits was founded in Australia in 1996, when search engine marketing was just beginning. As a result they have seen the industry grow from its very beginning and have been able to adapt their advertising solutions to deliver the best results for their customers.



Patriart and Webarena recommend and resell their services. Please see below for the range of Pay Per Click packages on offer.

	Starter	Executive	Advanced	Expert	Professional
Visitors per month	300*	600*	1200	1800*	3000*
Advertising budget	\$5 / Day	\$10 / Day	\$20 / Day	\$30 / Day	\$50 / Day
Search engines	Google	Google	Google	Google/Yahoo	Google/Yahoo
Included keywords	100	200	300	400	500
Campaigns	2	4	6	8	10
Personal account manager	Yes	Yes	Yes	Yes	Yes
Total monthly fee	\$319	\$499	\$839	\$1,179	\$1,859
One time set-up	\$319	\$269	\$399	\$519	\$649

\*Clicks are estimates - actual visitors could be higher or lower depending on industry.

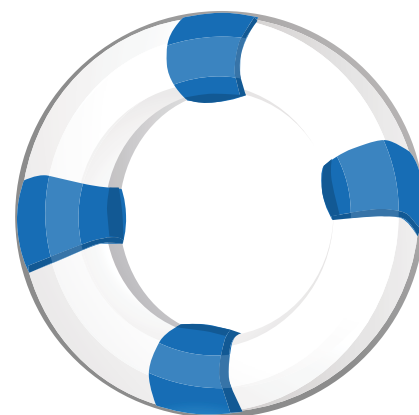
## Making the Most of Your Website

The Webarena system comprises many different features and functions. It is much more than just a website. We offer an array of online tools to ensure you receive the support you require.

Through the Webarena online client portal you have the ability to:

- Create and track support tickets to our support team
- Manage your account
- View a history of all emails sent to you
- View latest announcements
- Create and manage email addresses
- Access your email via webmail
- Access our online knowledge base
- View your website statistics

While this system is extremely intuitive and easy to learn, we include an initial one hour of training with a Webarena representative with the Ultimate Package and two hours for the E-Commerce Package. This is an excellent way to get started or to address any questions you may have with one of our qualified instructors. At any time, additional training can be purchased at very reasonable rates.



## Create Something Completely Outside the Box

The Patriart Ultimate Package is the most comprehensive website system available. It comprises a vast array of features and functions suitable for the majority of businesses. We are continuously upgrading and extending the system and passing these upgrades on to our customers.

Even with this extensive development, should you require a function that is not yet available in the system, we have a custom development team that can assess your requirements and create a proposal outlining the cost and methodology to create this for you.

