



Ready Made Designs

Full Technical Specification



**Package Type:
Ecommerce
Store**

Full Website Technical Specification:

Package Type: "Ecommerce Store"

A Choice of 50 Fantastic Off The Shelf Designs & 5 Font Packs

Your Ready Made Designs, Ecommerce Store website comes preloaded with 50 different background designs and 5 different font packs to choose from.

You can select and change these via the Content Management System (CMS) at your own discretion and as many times as you wish.

Optional Bespoke Design

If selected as an optional extra, a Bespoke Design is unique to you the client. Each design is created in our UK studio after carefully listening to you, the client.

We can fit the design to your existing branding or start from a clean sheet to create a unique style.

When you purchase a Bespoke "Ecommerce Store" website from Ready Made Designs, you purchase 10 hours of dedicated design time. Enough to create a really unique website.

Add Your Personal / Company Logo

We will add your personal or company logo to the top header of your website, making it truly individual to you.

To enable us to achieve the best results, please send us your logo in an editable format such as an Adobe Photoshop EPS or AI file.

Further details can be found in your website's Content Management System (CMS) "Dashboard".

If you do not have a logo, you can purchase a fantastic bespoke logo design, created by our in-house UK designers from us for just £300 + VAT (where applicable).

Advanced Content Management

To keep your website up to date, we provide you with a simple, well designed Content Management System (CMS).

Using the CMS, you can control all the following features of your website ...

- Designs and fonts
- Banners
- "About" – text and images
- "Services" (adding news pages, editing text and images)
- Media (photo and video galleries)
- Opening times
- Testimonials
- Contact form elements
- Google Map
- Social media feeds
- Resources (uploaded documents or audio files)
- Search Engine Optimisation (SEO) fields
- Google Analytics

All of the above can be turned on or off on each website as well as their specific content managed.

Don't worry if you are a little scared of technology, our system is very straightforward to use so you don't have to be a Rocket Scientist.

Add Your Own Text

Using the Content Management System (CMS) you can add, edit and publish your own "About" and "Services" text as well as add "Testimonials".

Please note; the "Services" section can be renamed "Products" or "More Info" via the CMS to suit your unique requirements.

Add Your Own Pages

Using the Content Management System (CMS) you can add up to 10 extra pages to the "Services" section.

Please note; the "Services" section can be renamed "Products" or "More Info" via the CMS to suit your unique requirements.

Home Page Banner Slide Show

Show off your best work, product or service via an elegant Home page banner slide show.

Using the Content Management System (CMS) you can load up to 6 individual slides, creating a great storyboard to draw new clients and customers into your website.

Publish Unlimited Photo Galleries

Use a gallery to show off your work, product or service. Each Ready Made Designs Ecommerce Store website comes with a gallery publication facility via its own Content Management System.

You can publish an unlimited number of galleries and edit already published galleries. The system is so clever; it even crops and sizes the images for you.

Publish Unlimited Video Galleries

Got a video to show off? Simple publish it on YouTube or Vimeo and add the relevant link into your website Content Management System (CMS) to embed it into your website's "Media" section.

Each Ready Made Designs Ecommerce Store website comes with a video gallery publication facility via its own Content Management System.

You can publish an unlimited number of videos and video galleries and edit already published galleries.

Add Your Address & Opening Times

Using the Content Management System (CMS) you can clearly and simply list your important contact details and display your opening times.

Optional Google Location Map

Display your location on an optional Google Map so that your clients' can easily find you in the real world!

Contact Form

Customers can generate an enquiry email via the slick contact form. This enquiry will be sent to an email address of your choice, controlled via the Content Management System (CMS).

Add Your Social Media Feeds

Integrate any of the following social media feeds into your website via the Content Management System (CMS) ...

- Facebook
- Twitter
- Blog Feed (RSS)

Your visitors can also share your website across Facebook, Twitter and LinkedIn using our simple social media "share" buttons.

Add Resources (Downloads) Including Audio Files

Using the Content Management System (CMS), you can add useful files for your clients to download (limited to 5 in number).

You can upload files in the following formats ...

- MP3
- PDF
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- JPG

6 Months Website Hosting

Every website needs to be hosted on a special computer called a server. Slow and unreliable website hosting can ruin your online presence and lose your hard sought audience.

Every Ready Made Designs Ecommerce Store website package comes with 6 month's website hosting using our high specification, secure and fully managed servers.

One less thing to worry about, leaving you to concentrate on your business.

Once your included 6 months hosting has passed, ongoing hosting is available to you at a very reasonable £12.50 + VAT (where applicable) a month.

3 x Email Accounts

As part of your Ready Made Designs Ecommerce Store website package, we will set up and administer up to 3 email addresses from your chosen, hosted domain name.

For example, yourname@yourdomainname.co.uk.

With your email addresses matching your website address, you'll look so professional!

Search Engine Optimisation (SEO)

Getting your website to the top of the search engines is a common goal shared by every one of your online competitors.

Achieving a prominent search engine placement is competitive and complex but not impossible.

Every Ready Made Designs Ecommerce Store website is built from the ground up to give you every opportunity to achieve great search results.

Using the Content Management System (CMS), you can add and edit important SEO fields such as the Meta Title, Description and Keywords.

W3C Compliant & Cross Browser Compatibility

You may not already be aware of W3C but we ensure that every Ready Made Designs Ecommerce Store website complies with their web standards guidelines.

We also test that your website works on all the major web browsers such as ...

- Internet Explorer (8+)
- Firefox
- Google
- Chrome
- Safari
- Opera

Mobile Compatibility

We also test that your website works on the following major mobile web browsers ...

- Safari Mobile (iOS 4.3 onwards)
- Google Android (version 2.2 onwards)
- Opera Mobile (version 11.5 onwards)
- Microsoft IE for Mobile (version 7 onwards)

Google Analytics

Understanding how your website is performing is crucial to its success.

Each Ready Made Designs Mage Page website has Google's comprehensive analytics suite installed, so you can see how many people are visiting your website, where they are coming from and what key words captured their attention.

Website Built & Delivered Within 48 Hours of Purchase

Your Ready Made Designs Ecommerce Store website will be ready to edit and use on a test domain name within 2 working days from purchase.

Please note, to enable us to get your website live quickly we need the following things from you ...

- Your domain name (we can purchase this for you or you can transfer it to us)
- Details of your required email accounts (a maximum of 3).
- Your logo in an editable format such as an Adobe Photoshop EPS or AI file.

Ecommerce Specification:

Unlimited Number of Products

Using your Ready Made Designs Ecommerce Store, you can publish as many products or product categories as you require.

Each product can display multiple images, multiple attributes (such as collar size or colour etc.), descriptions and even recommends to try other related products within your store.

Each product entry is search engine optimised so each page works hard to grow your business.

Advanced Store Management

Each Ready Made Designs store comes with its own, advanced store management system where you can publish and edit products, create coupon codes, edit and administer registered users and view individual orders and their statuses.

Fully Integrated Shopping Cart

Using our simple, integrated shopping cart, your customers can purchase multiple items, apply coupon codes and redeem vouchers, define separate delivery and billing addresses and select a shipping method that suits their requirement.

Previously registered users can simply log back into the store and use their existing profile enabling a rapid checkout, whilst also being able to view their previous purchase history.

Online Payment Processing

Ready Made Designs have partnered with PayPal to provide secure, instantly trusted and recognized payment processing for our ecommerce store solutions.

Using PayPal, your customers will be able to pay securely online using Visa, MasterCard and debit cards.

The payment status of each order is visible via your advance store Content Management System (CMS).

Each client must register and create an account with PayPal Payment Standard to enable this facility.

All Ready Made Designs Ecommerce Stores can only be integrated with PayPal Payment Standard.

Ready Made Designs Terms & Conditions:

Please take time to carefully read our Terms and Conditions. We like to think that we at Ready Made Designs and Oval Cube are friendly and easy to work with, but it is always important to understand what we expect from you as our client and what you should expect from us.

If you have any questions at all, please contact us and we will be delighted to help.

Definitions

Ready Made Designs is a trading name of Oval Cube Limited.

Registration No: 06850620

Country of Registration: England

Registered Office: Bramil Associates, 354 Ballards Lane, London, N12 0DD

Trading Office: 15 Bell Street, Reigate, RH2 7AD

VAT No: GB 947 8049 79

A 'Project' is any work undertaken or service provided by Oval Cube Limited for the Client on their request.

A 'Client' is a person, persons, business or organisation using any of the services provided by Oval Cube Limited.

The 'Domain Name' is the website address as specified by the Client.

'Open Source Software' is software made freely available to anyone under the GNU General Public License (GPL).

'Hosting' is a monthly cost to keep a Clients website activated online.

'Content' is both text and images that the Client publishes on their website.

'mb' stands for Multibytes and "gb" stands for Gigabyte. These are units of memory size.

General

The contract between Oval Cube Limited and the Client will be on these conditions, to the exclusion of all other terms and conditions.

This agreement becomes effective once the Client has agreed to these terms and conditions via the checkout process and once either the full payment or deposit payment has been taken via PayPal.

The Client agrees that for purposes of venue, this agreement was entered into in the UK and any dispute will be litigated or arbitrated in the UK.

Any variations to these conditions shall have no effect unless agreed in writing.

The product specification purchased is as set out in this document under "Full Website Technical Specification". This will not be deviated from unless prior written agreement between the purchaser and Oval Cube Limited is made.

It is the Client's responsibility to check and ensure that any website is lawful, does not infringe any copyright or any other laws.

Oval Cube Limited reserves the right to refuse to construct a website that they may judge as unfit due to content or otherwise. This includes, but is not limited by, websites containing adult oriented material such as pornography, websites which promote hatred towards persons belonging to any ethnic group, religion or sexual orientation and websites which infringe copyright or are contrary to UK laws.

Communication

It is important for the Client to keep in contact with Oval Cube Limited throughout the entire Project.

If a Client does not reply to communications for 3 weeks, Oval Cube Limited will make up to 5 attempts to contact the Client by email using the email address specified by the Client for use in email communications.

If Oval Cube Limited does not receive a response, the Project may be terminated and the deposit will not be refunded.

Oval Cube Limited will levy a £50.00 (excluding VAT) administration charge if the Client later returns and wishes to continue work on their Project.

Oval Cube Limited will provide the Client with an expected completion date for the Project if requested.

Oval Cube Limited will endeavour to meet any given deadline, but do not guarantee and are not bound in any way to complete the Project by this date.

Any indication of a completion date provided by any employee of Oval Cube Limited is purely an estimate.

Bespoke Website Design (Optional Extra) – Allotted Time & Revisions

Before any Bespoke website design work is undertaken, every Client must fill out the “Website Graphic Design - Brief Questionnaire” provided by Oval Cube Limited.

Each Bespoke Ready Made Designs website is allotted 10 hours of graphic design time. Oval Cube Limited will communicate to the client how this time is to be used within the Project.

Oval Cube Limited will endeavour to finish the Bespoke website graphic design within the allotted 10 hours.

If further time is required, this will be charged at the standard hourly rate of £50.00 excluding VAT.

Oval Cube Limited will communicate to the Client an estimate of the additional graphic design time required to finish the Project and will not undertake any further work in addition to the costs agreed in this contract without prior written permission from the Client.

Bespoke Logo Design (Optional Extra) – Allotted Time & Revisions

Before any logo design work is undertaken, every Client must fill out the “Logo Design - Brief Questionnaire” provided by Oval Cube Limited.

Each Ready Made Designs logo design is allotted 6 hours of bespoke graphic design time. Oval Cube Limited will communicate to the client how this time is to be used within the logo design Project.

A minimum of 3 logo designs will be submitted to the Client in the first draft of concepts.

Oval Cube Limited will endeavour to finish the logo design within the allotted 6 hours.

If further time is required, this will be charged at the standard hourly rate of £50.00 excluding VAT.

Oval Cube Limited will communicate to the Client an estimate of the additional logo design time required to finish the Project and will not undertake any further work in addition to the costs agreed in this contract without prior written permission from the Client.

Copyright & Trademarks

The Client unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Oval Cube Limited for inclusion in the Project are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect and defend Oval Cube Limited and its subcontractors from any claim or suit arising from the use of such elements furnished by the Client.

Web Design Project Copyright

Oval Cube Limited owns all design and code of the website until the final payment has been received and any additional charges incurred have been paid in full.

Upon the receipt of the final payment, the Client will then own the following:

- All artwork and artwork source files (eps and ai formats).
- All associated databases (MS SQL) and their data.

The entire above can be supplied on a DVD or transferred to an FTP account of the Client's choice upon request.

The rights to the project source code remain the property of Oval Cube Limited and are not transferred to the client.

Images purchased by Oval Cube Limited are licensed only for use on the Client's website unless otherwise stipulated in writing.

Website Updates

Any changes required to be carried after the release of the finished website will be charged at our standard hourly rate of £50.00 excluding VAT.

All work will be agreed with the Client before being undertaken by Oval Cube Limited.

Website Errors Fixing

The Client agrees Oval Cube Limited is not liable for any failure to carry out services for reasons beyond its control including but not limited to acts of God, telecommunication problems, software failure, hardware failure, third party interference, Government, emergency on major scale or any social disturbance of extreme nature such as industrial strike, riot, terrorism and war or any act or omission of any third party services.

Oval Cube Limited is not liable for any consequences or financial losses such as, but not limited to, loss of business, profit, revenue, contract, data or potential savings, relating to services provided.

Electronic Commerce Laws

The Client agrees that they are solely responsible for complying with such laws, taxes and tariffs and will hold harmless, protect and defend Oval Cube Limited and its subcontractors from any claim, suit, penalty, tax or tariff arising from the Client's exercise of Internet electronic commerce.

Open Source

The Client shall not be charged for Open Source Software. If there is a charge for using Open Source Software, the Client is paying for the installation time. Open Source Software is not owned by Oval Cube Limited or the Client.

Cross Browser Compatibility

All websites are designed to be compatible with the following browsers:

- Internet Explorer 8 and above
- Firefox
- Google Chrome
- Opera
- Safari
- Windows Mobile

- Mac iOS

However some features may not always be supported by these browsers.

Compatibility with Internet Explorer 6 and 7 is not standard but can be added. Please ask Oval cube Limited to provide an additional quotation to undertake this.

All websites are optimised for viewing at a 1024 x 800 resolution but shall be usable at resolutions from 800 x 600 and upwards.

Search Engine Optimisation

Where asked to provide search engine optimisation for a Client, Oval Cube Limited do not guarantee any specific placement or high ranking on search engines.

Oval Cube Limited does not take any responsibility for a Client's website rank on search engines. This also includes any potential website downtime that can occur. When updating, changing, creating and hosting a Client's website, there could be a change in the website's search engine ranking.

Domain Names

A domain name will only be registered by Oval Cube Limited on behalf of the client once the full payment or deposit payment has been received.

Domain names will be registered by Oval Cube Limited and also registered to Oval Cube Limited's current business address. Although the domain names are registered to Oval Cube Limited, the Client is the legal owner of the domain and if they request to have details changed or the domain transferred elsewhere, Oval Cube Limited will do this within a reasonable timeframe.

It is the responsibility of the Client to renew their domain names when due. If a domain name expires, Oval Cube Limited cannot be held liable for this. However, Oval Cube Limited will make reasonable effort to contact the Client regarding domain renewal.

If a Domain name is purchased by the Client through a company other than Oval Cube Limited, the Client has full responsibility in making sure that the domain name is renewed when due.

Project Delivery & Activation

An Off The Shelf Ready Made Designs website will be ready to edit and use on a test domain name within 2 working days from purchase.

The Client is ultimately responsible for checking the correctness of the website before they give Oval Cube Limited permission to make the website publicly available upon their final domain name.

If selected as an optional extra, a Bespoke design will take a minimum of, but not limited to, one month to complete unless otherwise confirmed with the Client in writing and agreed to prior to purchase.

When a Client agrees that a Bespoke Design can be made publicly available upon their final domain name, they are agreeing that the design of the website has satisfied all their requirements.

Website Hosting

All Ready Made Designs website MUST and CAN ONLY be hosted by Oval Cube Limited.

All Ready Made Designs websites are not transferable to other hosting providers.

Unless otherwise requested and made aware to Oval Cube Limited prior to the signing of this contract, all websites are to be hosted by Oval Cube Limited for a period of 6 months.

Oval Cube Limited will endeavour to provide a reliable and professional hosting service to the Client at all times but do not guarantee that the website will be available at all times, especially in the event of a technical failure beyond our control.

All standard Hosting offered by Oval Cube Limited is limited to 500mb of website space and 3gb of website traffic a month unless otherwise stated in a separate contract. If the Clients website requires more than the above, Oval Cube Limited will advise of other Hosting options.

Renewal of Hosting is due on a six months basis. The date of renewal will be six months from the date the website was made live. The Hosting will not be renewed if Oval Cube Limited cannot contact the Client or the Client requests for Oval Cube Limited to not host this site.

The Hosting renewal charge must be received within 10 days of the Hosting expiry date. Oval Cube Limited reserve the right to deactivate any website where the Hosting has expired and the Client has not paid the renewal charge. There will be an admin fee of £50.00 (excluding VAT) for reactivating the website/Hosting.

Should a Client wish to move a Domain name away from Oval Cube Limited, a £25.00 (excluding VAT) administration charge will be issued, which must be paid before the transfer takes place.

Recognition

Oval Cube Limited retains the right to display graphics and other web design elements as examples of their work in their portfolios.

Each Ready Made Designs website will display a Ready Made Designs company logo and link to the Ready Made Designs company website.

A Client can ask for this to be removed but a £150.00 (excluding VAT) charge will be added to the final project cost.

Ecommerce Store Payment Provider

All Ready Made Designs Ecommerce Stores can only be integrated with PayPal Payment Standard.

Each client must register and create an account with PayPal Payment Standard to enable this facility.

Prices & Payments

Any deposit paid to Oval Cube Limited is non refundable.

All prices exclude VAT at 20% unless otherwise stated.

If a Client has chosen to pay over 6 months, monthly payments will commence 30 days after the receipt of the initial deposit.

All monthly payments will be charged automatically to the Client's credit or debit card as specified in the initial purchase checkout.

All hosting payments will be charged automatically to the Client's credit or debit card as specified in the initial purchase checkout.

All payments must be made promptly based on the schedule agreed.

Delinquent bills will be assessed a £100 charge if payment is not received within 14 days of the due date.

If an amount remains delinquent 30 days after its due date, an additional 5% penalty will be added for each month of delinquency.

Oval Cube Limited reserves the right to remove any web design project from viewing on the Internet until final payment is made.

If case collection proves necessary, the client agrees to pay all fees incurred by that process.

All payments will be made in Pounds Sterling (GBP).

Oval Cube Limited will charge a flat rate £60 finance fee on all 6 month payment plans.

Our Hours of Work & Conduct

The staff at Oval Cube Limited will always endeavour to make themselves available as much as possible to answer Clients emails and phone calls.

Oval Cube Limited will not tolerate any form of harassment against its employees from customers or third parties and we reserve the right to cancel a contract without refund in the event of unreasonable or inappropriate conduct.

Please note our office hours of 8.00am – 6pm Monday to Friday.

