

**Highest Quality websites for UK Repairers, designed and built by the professionals. A Vital shop window for your customers, Insurers, work providers and fleets.**

Repairer Online, the website service by Viccari Wheele provides more quality websites for independent repairers in the UK than any other supplier. Your website is a vital first point of call for your customers, work provider and fleets, and has to pay for itself by building trust in your work, and making customers aware of your services - so you can to up-sell further profitable services and repair work.

**It can also be your portal for vehicle tracking, work notifications and bookings.**

Whether you want a fully bespoke web site, tailored to your exact specification or one of our great value customisable template sites, we are confident that you will be delighted with the finished result. Just ask one of our many satisfied customers, call us on **01273 244088** for some fellow repairer references.

**Why Repairer Online?**

- ✓ **20 + years industry experience.** We know what is current in the motor repair industry and are leaders in our field.
- ✓ **Highest quality design skills** and professional pictures to give your web site a vital edge.
- ✓ **Image library** of high quality up-to-date professional vehicle repair pictures.
- ✓ **Photographic services.** We have directed literally hundreds of garage photo shoots.
- ✓ **Search Engine Optimisation** service (SEO) - so work providers and driver customers can find your website!
- ✓ **Content managed options**, for you to make changes to your own website **OR**
- ✓ **Website Maintenance.** Up to 4 sets of changes (body text, images) on your website in any one year.

Below is a brief description of what each Repairer Online website option gives you, and a helpful set of tables of further options. All prices quoted exclude VAT

**Repairer Online ‘Essential’ and ‘Essential Plus’**

Repair Shop example (Essential): [www.jmwadey.co.uk/](http://www.jmwadey.co.uk/)  
 Service / MOT example (Essential Plus): [www.bedfordtyres.co.uk](http://www.bedfordtyres.co.uk)

A smart 6 page brochure website, with an interactive form for customers to post pictures of their vehicle damage, or service requirements for you to quote on. We supply a tracking system link if you have repair tracking, and a choice of 10 pictures from our extensive bodyshop image library. Can be upgraded to an 8 page part Content Managed website - CMS News, Recruitment and Special Offers. (Repairer Online Essential Plus).

- Search engine optimised
- Interactive vehicle damage form with image upload
- Online vehicle repair tracking link
- Accreditations: PAS / ISO certificate (where appropriate)
- Basic copy supplied
- Google Maps and contact details on every page



**See Repairer Online Essential option sheet for further services,**

**Repairer Online Essential Terms:**

**£495.00** Set Up Fee. 50% payable on order and 50% balance on set up.  
 Service Fee / hosting **£200.00** p.a. - Rolling contract. Payment options available

**Repairer Online Essential Plus Terms:**

**£695.00** Set Up Fee. 50% payable on order and 50% balance on set up.  
 Service Fee / hosting **£200.00** p.a. - Rolling contract. Payment options available.

## Repairer Online 'Premium'

Example 1: [www.cougaraccidentrepair.com](http://www.cougaraccidentrepair.com)

Example 2: [www.prestigecarrefinishing.co.uk](http://www.prestigecarrefinishing.co.uk) Example 3: [www.carc.co.uk](http://www.carc.co.uk)

A truly professional website with 7 pages in the main navigation, and a further 7 approvals/services pages from an expandable drop menu. Additionally, this site includes CMS (Content Management System) News, CMS recruitment and CMS on the special offers page, so you can control the content. Includes up to 24 Pictures, a professional photographic shoot, and a wide choice of repair images from our library. Your own professional quality images can also be included.

- Flash scrolling images on the top page
- Content Managed Website
- 6 repairer Up-Sell video clips (menu of 18)
- Choice of corporate VM images
- Optional Custom Web Presenter (see Example 1 above)
- Control your own special offers
- Search engine optimised
- Interactive vehicle repair form with image upload
- Online vehicle repair tracking link
- Accreditations: PAS / ISO certificate (where appropriate)
- Basic copy supplied including accreditation copy
- Google Maps and contact details on every page

Terms:

£1995.00 Set Up Fee. 35% payable on order and 65% balance on completion.  
Service Fee / hosting £350.00 p.a. - Rolling contract. Payment options available.



## Repairer Online 'Bespoke' Website

Example 1: [www.apollomotorgroup.co.uk](http://www.apollomotorgroup.co.uk)

Example 2: [www.ncrbodyshops.co.uk](http://www.ncrbodyshops.co.uk)

As you would expect, you have complete control over the design and content of your bespoke website. The process begins with a thorough brief and a site map. This then extends to a full site specification with ongoing access for our bespoke customers to the developing beta site. Our wide experience extends to 360° tours, post code mapping, Site profiles for groups, intranets, corporate management systems, online repair tracking systems and FNOL feeds.

Just ask! - We'll be happy to take your unique brief and quote for a website exactly as you require it - **whether you are a small independent repairer or the largest of groups.**

Terms:

Deposit of 30% of the main website build cost. Payment options available.



"It's like asking an ironmonger to repair a broken car. So why risk your precious time and money with 'web experts', who actually know nothing about motor repair? Thankfully we found the right team with Viccari Wheele, who made the whole process run like clockwork. Our website is now more of a business tool than a website....absolutely delighted!"

**Darren Morris MD, Autofit, Sussex**  
([www.autofit.uk.com](http://www.autofit.uk.com))

	One Off Charges	Essential	Essential Plus	Premium	Bespoke
RO001	Website Build and 1st 3 months Service / Hosting Fee	£695.00	£895.00	£2,345.00	POA
RO003	Logo Design Service. Colour and Mono logos for all applications	£350.00	£350.00	£350.00	£350.00
RO002	Website Service / Hosting Fee.	£200.00	£200.00	£350.00	POA
RO006	Extra HTML web pages (from drop downs only)	N/A	N/A	£120.00	POA
RO004	Professional Photography	£495.00	£495.00	✓	£495.00
RO005	Photo Library Images. (each)	£45.00	£45.00	£45.00	N/A
RO020	Custom Web Presenter presentation for your top page. Set up (Annual hosting £25.00)	N/A	N/A	£575.00	£575.00
RO007	Copy Writing service (if different from pre-written, default copy)	£150.00	£150.00	£350.00	POA
RO009	Additional scrolling images in top banners. Each	N/A	N/A	£25.00	POA
RO010	Add your own pictures, optimised by us. Each	£20.00	£20.00	£20.00	£20.00
RO011	Staff profiles. Per line of 4 staff. Including images	N/A	N/A	£120.00	POA
RO012	Car Jigsaw game. Can you beat the clock?	N/A	N/A	£250.00	£250.00

	Annual Service Charge Options (1 year min contract) Yearly in advance. Monthly payment options available on request)	Essential	Essential Plus	Premium	Bespoke
RO013	6 Up-Sell Video clips of your services.	£250.00	£250.00	✓ (1st year)	£250.00
RO013a	Add up to an additional 12 video clips - each clip:	£25.00	£25.00	£25.00	£25.00
RO020a	Custom Web Presenter annual hosting	N/A	N/A	£25.00	£25.00
RO018	Website Maintenance - (see glossary for details).	£200.00	£200.00	£350.00	POA
RO014	Email. POP3 email. Up to 10 addresses	£200.00	£200.00	£200.00	£200.00
RO015	Domain Name. Purchase and hosting per name.	£50.00	£50.00	£50.00	£50.00

Search engine Registration Options (1 year min contract) Yearly in advance. Monthly payment options available on request)	Rank 1	Rank 2
Money Back Guarantee	✗	✓
Full Keyword Analysis	✓	✓
Guaranteed Google Positions	✗	✓
Marketing and Technical review	✗	✓
Premium Directories (paid human edited directories)	✓	✓
Google Places Optimisation	✓	✓
Article Creation and Marketing	✗	✓
Social Bookmarking	✗	✓
Ranking Reporting	✓	✓
<b>Search engine Registration charges</b>		
Set Up (N.B. The Rank 1 option is a single fee with no on going plan)	£650.00	£200.00
Annual charge (in advance)	N/A	£1,500.00

Note: Advanced (Rank 3) SEO is available on request which includes social media and conversion strategies.

Prices are quoted excluding VAT Full T&C's on our website.

## Repairer Online Services (Glossary)

• **RO001 - Website build / Set Up Fees** - we require a simple form to be completed for both types of template services, and a beta site will be made available to you as your website is constructed. If it is an 'Essential' website the build cost is a 'one-off' cost **£495.00**, (plus service fee, see below). If it is a 'Premium Plus' it is a 'one off' fee of **£1995.00** (plus service fee, see below). Bespoke websites will be quoted according to their own specific requirements.

• **RO002 - Service Fee / Hosting**. An integral part of the Template Services, ALL template websites are hosted on our secure web servers. Our set up fees include the first years service/hosting charges for all template websites. The service fee includes business hours telephone support as well as hosting for your HTML template website (**£200.00 per annum**), or your CMS website (**£350.00 per annum**). We will help guide you so your current domain name will be pointed to our server IP address, once your website is built. All fees payable yearly in advance, hosting / service fee renewals are sent automatically by email 2 months prior to renewal date.

• **RO003 - Logo design**. Available for all clients who need their Company logo refreshed or re-designed. We supply three development concepts and the agreed choice is supplied in colour, mono in suitable formats for all print and web applications. **£350.00**

• **RO004 - Photography**. Professional photography at your bodyshop to encompass, Exterior views, Reception, Estimating, Handover, Recovery, Staff and various Workshop disciplines. Plus other detail shots of vehicles and special requests. **£495.00**

• **RO005 - Photo Library Images**. Professionally shot repair images are included as part of the template services. Additional images can be used at a cost of **£45.00** each.

• **RO006 - Extra HTML web pages**. Available on Premium only from existing navigation drop down menus. If you need additional pages. **£120.00** each

• **RO007 - Copywriting**. Our long experience in marketing for the bodyshop industry makes us an excellent choice for writing the copy for your website. We understand what your customers want to know about your services. **£150.00** - Essential, **£300.00** - Premium

• **RO008 - Content Management System (CMS)**. The Premium Service comes with Content Management for your News, Services and Recruitment, allowing you to update copy and pictures yourself, within the structure of the site for those areas. The Essential service can be upgraded to incorporate CMS for these same content areas, for **£200.00**. N.B. CMS websites cost £350.00 per year to host.

• **RO009 - Additional scrolling images**. The Premium Service has 'banner' images across the tops of the pages. On the top page, you have three images which occupy the same space, but 'scroll' every few seconds, to keep the viewer interested. You can add more of these scrolling images to other pages for **£25.00** each.

• **RO010 - Your own pictures**. If you have professional quality images you want us to use on your website, we will vet them and prepare them for use for **£20.00** each. N.B. We reserve the right not to include substandard images (outside of any CMS areas - which you have direct control of), as these will not reflect well on your business or our reputation.

• **RO011 - Staff Profiles**. We offer an option with our Premium Service for adding staff profiles, which include Name, Job Description, Contact details and a photo (shot at the time of the included half day photo shoot). The profiles are added in lines of 4 across the page. Per line of 4 - **£120.00**

• **RO012 - Jigsaw Game**. Our 'against the clock' jigsaw game to assemble a Mini, is great fun and very addictive. We can add it as an extra page to your site for **£250.00**

• **RO013 & RO13a Video Streaming**. Promote your services online with a movie!! Very impressive for any visitor to your website, our streaming service, allows video movie files to play seamlessly on your website. Using our dedicated streaming server, Repairer Online can offer up to x18 professionally produced and directed repairer up-sell clips (around 30 secs running time for each).

Choose anything from air-con refills to wheel refurb from our great menu on: [http://www.repaireronline.com/streaming\\_video.html](http://www.repaireronline.com/streaming_video.html) and we'll apply them to your 'Extra Services' pages on template websites, or on any pages of your choice, on your bespoke website!

Streaming Prices start **£250 per annum**. Links to other (appropriate) streaming movies can also be arranged by request. Note: A choice of up to x6 clips are included as standard for the first year, for Premium websites only. See full price list for details

• **RO014 Email POP3 Up to 10 addresses** - For many clients, there is convenience in join their email services up with their website services. So our competitive prices include business hours support and a fully integrated auto reminder system. Payable yearly in advance. **£200 per annum**.

• **RO015 Domain names, purchase and hosting** - As above, Repairer Online is truly the your 'one-stop' shop for repairers - so when it comes to registering your domains, renewing names and hosting we have a fully automated reminder service, along with business hours support. Payable yearly in advance. See full price list for details

• **RO016 Search Engine Optimisation (SEO)** - the vital component for bodyshops who want their website to be found on Search engines, particularly Google. All of our websites are optimised as standard with keywords and meta data, but with increasing competition for top page results, it is often necessary to deploy specialist services in addition. Repairer Online 'Advanced' SEO services have x2 levels / rankings, each payable yearly in advance. Monthly payment options also available for rank 2. See details on page 3.

• **RO017 Social Media (Twitter, Facebook)**. Social networking links on your website. For repairer clients wishing to engage with social networking sites, (eg: Linked In, Facebook and Twitter) Repairer Online will carry links to these sites (max x5) within RO template websites top pages. (By request).

• **RO018 Website maintenance**. Up to 4 reasonable sets of changes to the images and content of your site. Essential: £200.00 per annum Premium: £350.00 per annum. Bespoke: POA.

• **RO019 Ad Hoc maintenance work**. £75.00 per hour. (Minimum charge 1/2 hour)

• **RO020 Custom Web Presenter** presentation. To your script (up to 60 seconds) which we will help you write, our actors will create a presentation to engage your clients and inspire trust with a "call to action" which helps to increase sales.

Repairer Online is a trading name of Viccari Wheele Ltd which has many years of experience in promoting the Marketing and presentation of bodyshops to their customers and the outside world. Please call us for details about our other services at: [www.repaireronline.com](http://www.repaireronline.com), [www.repairerexpress.com](http://www.repairerexpress.com) and [www.viccariwheele.co.uk](http://www.viccariwheele.co.uk)

**www.repaireronline.com**

Anything Less is selling you short