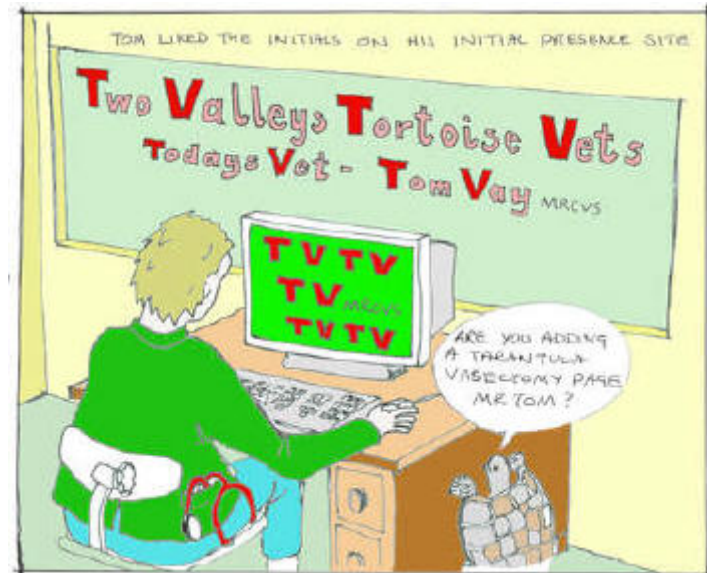


Initial Presence

£ 299 per surgery per year - Order from your surgery control panel

An *Initial Presence* subscription provides the basic online elements your practice needs so that you can experiment with ways to integrate new technologies into your day to day practice routine.

An *Initial Presence* Package includes an exclusive domain name, e-mail management and an easily maintained web site with free updates and additional pages through the year.



Double Domains

An *Initial Presence* subscription includes two domain names. Despite fears that domain names are running out - they aren't - you will easily find a domain name to suit your practice. It won't be short and memorable though. It is likely to consist of two or three words, probably much like your practice name.

When you have a domain name like *mypracticename.co.uk* it isn't easy for people to read the individual words - so they don't tend to remember it. If, on the other hand, you have a domain like *my-practice-name.co.uk* it is much easier for people to read and remember - but they forget, or sometimes never even notice, the hyphens.

Domain Registration

We register both hyphenated and plain versions of your domain name for you. Your *Initial Presence* subscription includes all registration and renewal fees. Your domains are registered in your practice name - not to Vetlist Ltd. You own them from day one and can transfer them to another server if you choose.

E-Mail

Owning your own domain name brings you exclusive rights to use all of the mind bogglingly large number of e-mail addresses that can be created from it.

An *Initial Presence* subscription provides you with a minimum set of mail management tools. Enough to experiment and come to understand their potential uses without burying you in unwanted additional options. Learn to use a stethoscope before moving on to the combined ECG, Ultrasound and CAT scan package !

- continued

Initial Presence - continued

Support

Your *Initial Presence* subscription includes support by e-mail and telephone for e-mail set up issues. Normal telephone charges (national rates) apply.

Web Site

Your Initial Presence subscription includes a basic web site. We create a custom design for your surgery. You can add up to ten pages in the first year - several of these will obviously be used for essential pages with contact details and hours etc. You can add four pages annually in following years.

Page Size

Page sizes are limited, loosely, to two "page down" clicks - you can't just keep adding content to a page and making it longer. Long pages tend to be ineffective - especially if the content isn't a single flow of information. This page is at the limit of usability and would need to be broken into two pages if any thing was added..

Updates

You can send us updates at any time by post, fax or e-mail. We will put these online as soon as possible.

Accessibility and Usability and the DDA

We only produce sites which satisfy the guidelines to the Disability Discrimination Act 1995. We also endeavour to create sites which are accessible by all and as usable as possible.

First Impressions

Your Initial Presence subscription includes a First Impressions upgrade for your free web site on Any UK Vet. Click here to see what a First Impressions subscription offers.

More than one surgery?

Additional surgeries sharing the same domain name(s) cost £199 per annum. You get an additional ten pages in year one and an additional four pages in each subsequent year. Each additional surgery gets a First Impressions upgrade.

This page is available online at www.vetlist.ltd.uk/products/initial-presence.htm