

Critical Information Summary

This summary does not reflect any discounts or promotions which may apply from time to time.



Telstra Online Essentials[®]

Information about the service

Your plan is for one or more of the service and product Telstra Online Essentials[®] offerings, including websites and online marketing.

What's included

Plan	Price (inc GST)	Details
Small Plan	\$39 per month	<ul style="list-style-type: none"> • Three page mobile-friendly website • One round of design feedback/ revisions • Website hosting • Professional writer and designer support • Custom domain name (.com.au) and 2 email accounts[^] • Local support via phone, Livechat and email • Traffic and visitor analytics and reports • Editor for ongoing maintenance • Listing on Google My Business, True Local, Yellow Pages (online)
Medium Plan	\$59 per month	All features of Small plan plus: <ul style="list-style-type: none"> • Appointment & Payment module • eCommerce store, listing up to 10 products • 5 email accounts
Large Plan	\$99 per month	All features of Medium plan plus: <ul style="list-style-type: none"> • Six page mobile-friendly website • Unlimited rounds of design feedback/revisions • Quarterly one-on-one coaching • E-Commerce store, listing up to 250 products • E-Bay and Facebook integration • Local support via phone, Livechat and email
Online Search Ranking Plan	\$299 per month	<ul style="list-style-type: none"> • Audit of website • Content optimisation and improved website performance for search engine optimisation • Citation creation • Quarterly blog post • Local support via phone, Livechat and email • Traffic and visitor analytics and reports
Online Advertising Plan	\$299 per month	<ul style="list-style-type: none"> • Optimised Ad creation in Google (Google Ads) & Bing (Bing Ads) • \$180 of marketing spend per month • Monthly Traffic and visitor analytics and reports • Monthly one-on-one digital marketing coaching • Local support via phone, Livechat and email
Online Marketing Performance Plan	\$499 per month	All the features of the Online Search Ranking Plan and Online Advertising Plan <ul style="list-style-type: none"> • \$250 of marketing spend per month

The following products are offered as add-ons to the Telstra Online Essentials plans.

Add-on Plan	Price (inc GST)	Details
Additional 3 Pages	\$15 per month	<ul style="list-style-type: none"> • Up to 3 additional pages, complementing the Telstra Online Essentials Small, Medium and Large Plans. • Professional writer and designer support • One round of design feedback/ revisions
AdSpendOnline Ad Spend	From \$50 per month	<ul style="list-style-type: none"> • Additional marketing spend for Online Advertising or Online Marketing Performance plans. • \$50 per month increments
15-Second Montage Video	\$299	15 second montage based HD video including script-writing, text narrative, soundtrack and hosting
30-Second Montage Video	\$549	30 second montage based HD video including script-writing, text or voice-over narrative, soundtrack and hosting
30-Second Customised Video	\$799	30 second custom HD video including script-writing, text or voice-over narrative, customer supplied video, 2 motion animations, soundtrack and hosting
Blog three-pack	\$299	Professional writer and designer support for 3 blogs to complement your Telstra Online Essentials website
Blog six-pack	\$549	Professional writer and designer support for 6 blogs to complement your Telstra Online Essentials Website

[^] Where the .com.au domain is available.

Minimum Term

Six month contract terms for contracted plans. After six months, the plan will rollover to the monthly casual rate.

Early termination charge

An Early Termination Charge equal to 100% of contracted amount will apply for the first 6 months of the contracted term. After 6 months, you may cancel your plan at any time without incurring an Early Termination Charge.

Other information

Manage your service online

You can manage the details of your Telstra Online Essentials services plan(s) and Add-Ons online at marketplace.telstra.com or calling 1800 878 483

Billing

The pricing in this Critical Information Summary is for a full billing cycle but your first bill may include pro rata charges for part of the month if you started or changed your plan part way through a billing period. To opt into receiving paperless billing, visit telstra.com/emailbill to request an email bill and/or set up direct debit. For more information on other bill payment options, go to telstra.com/billpay

We're here to help

You'll find more information at marketplace.telstra.com. If you have questions about your bill, need technical or account support, please call the Marketplace team on 1800 878 483 or 133 677 (TTY).

Complaints or disputes

If you need to make a complaint you can:
call 13 2000 and say "complaint"

- call your Account Representative if you have one
- visit telstra.com/business/complaints

Further investigation

If we can't resolve your complaint to your satisfaction, you can contact the Telecommunications Industry Ombudsman by phone on 1800 062 058. For full contact information go online at tio.com.au/about-us/contact-us

This is a summary only – the full legal terms for this plan are available at telstra.com/customer-terms