

## **Web and Internet Services**

*We aim to produce clean, simple, effective and functional web sites that work.*

### **General**

We provide a wide range of services for all types of clients. This is a very brief outline of our process.

Some of the services we offer:

1. Web Site Design
2. Web Site Build
3. Uploading web sites to the Server
4. Hosting services and web space
5. Email accounts
6. Domain name registration and administration including auto renewal
7. Search Engine Optimisation (SEO)
8. Search Engine notification
9. Web Site updates and maintenance
10. Ecommerce solutions
11. Contact forms with human recognition software
12. Customised page not recognised pages (404)
13. Detailed web statistics
14. Photographic services
15. Logo and other design work

### **How do we operate?**

We like to meet with the client and discuss their needs, wants and aspirations. We then apply our Web Design and business knowledge to this and devise a solution.

We then ask the client to prepare certain information and we go away and start to develop the web site. Once we have a first page we get together with the client and go through what we have done. This is modified as necessary until we reach an overall agreement.

We build into the site factors and functions that encourage search engine optimisation and hopefully higher rankings. We use the latest techniques for construction and a certain amount of common sense to create a functional web site.

We then build the rest of the site with information from the client. The domain name is registered as necessary and the site uploaded to the server. Email accounts are set up and search engines notified.

If required we can assist with the text by either editing or writing it from your information.

Depending on the site the order of the activities may vary!

For larger sites we may develop them in various stages enabling them to go live before completion.

On completion we go through, with the client, ways of improving the hit rate to your web site. Web sites are not stand alone and need to be integrated into your total marketing plan. We go through ways that can improve your search engine rankings and how to improve the stickyness of the site. A web site should not just be built and left, it should change and grow with your business.

Web sites are a combination of skills, our skills and yours. Your product, customer base, marketing and selling knowledge together with our knowledge of web design, internet user behaviour, web standards, browsers and business knowledge gained over decades of activity in the business community.

We apply the same processes to groups, organisations and individuals.

### **Web Site Philosophy**

Our web site philosophy is based on experience and keeping up to date!

Our experience covers working for large and small companies, running our own businesses in a variety of fields and undertaking academic study and doctoral research. Keeping up to date requires monitoring what is happening in the web world, keeping up with the changes in coding standards and build systems as well changes in legislation in the UK, Europe and the USA.

Web design has been growing at a very rapid rate. Broadband has changed the way that sites can operate, although not everyone has broadband and if you operate in other countries internet speeds may be far lower and this is taken into account when balancing your prospective client base to the overall web site design.

The way web sites are built now, separates content from structure. This makes updating and changing the content easier and this has great benefits in the search engine response. It also means that you can have regular newsletters on your web site and changes to your products are quickly managed. Part of our service is regular updating, this means all you have to do is get the information to us – a simple email, and we do the rest leaving you to do your job!

One current discussion is design based or business based. The advent of Broadband has meant faster download times which has encouraged more images, both fixed and dynamic. This has led to very beautiful sites with amazing graphics and animations. However, in doing this the idea of selling, promoting and distributing products has got lost. The converse of this is the classic business orientated site that just displays the products as a listing without trying to generate a pleasant

environment nor following through with any branding that exists or trying to generate that branding.

Our conclusion is a hybrid site that is fast and effective. That looks good and tells prospective customers about you and your product. This is not easy as the time to grab a potential customer is very short, maybe 7 seconds. Also, the target market profile plays a significant part as does the type of service or product you are trying to promote.

We also believe one of the most important keys to good web site design is navigation – the way you get around a web site. This also needs to be as simple and as intuitive as possible – clear and constant are our thoughts!

Added to the web site there are constant changes in the design and marketing worlds as well. The current colours and images and the way to promote things are for ever changing. We try to take a middle and common sense view of these and other factors. Also, it has to be said that no matter what you do the world does change so do not expect your web site to remain the same for tens of years.

We take all of these factors into account when we design your site, we try to develop something that represents and promotes you and your business to your prospective customers.

We also believe in maintaining a continuing relationship to help you keep your web site as functional as possible.

*Our overall aim is to produce clean, simple, effective and functional web sites that work for you. We look after the web site – you look after your business!*

## **Cost**

Always an interesting part! As with many things as each web site is custom build the following figures are as a guide only. At the moment we have some promotional prices which will not last for ever. We will work with you to reach a solution that is acceptable to us all including stage payment on build.

Our costs are divided into two components. A build cost and then a monthly hosting and maintenance cost.

In general a five or six page site with contact systems, emails and design is about £250 plus a monthly hosting fee starting between £ 5 and £8 pounds depending on the purpose of the site.

For smaller sites we are offering a one year package: two pages and one year of hosting for just £75.

Larger sites are based on pages, page size and complexity. Hosting is based on usage, emails and changes required.

Photography, Content Creation and Domain Names are additional costs.

A page is equivalent to about a basic half to one A4 sheet with reasonable margins.

All work is subject to contract / agreement

If you have any questions please contact us:

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