

Website Ultimate Pack

Fact Sheet



A good website is so much more than just a design. Everything has to work, and it has to work well on different operating systems, browsers and devices. Visitor appeal is crucial. Your website must engage your visitors instantly. So before we put pen to paper we do our research, we find out about and understand your market. We look at your competitors and we evaluate what they do well, and what they don't. We'll try to find an angle, something, which you do, that is different. We want to give you the edge on your competition.

- Research market, demographics and competitors.
- Good visual design, a well thought-out user interface which will appeal to your customers.
- We supply 3 x website design visuals with your visual branding and specific requirements for you to select from.
- Responsive, mobile friendly format.
- Designed for desktop, laptop, tablet and smartphone.
- Clear, easy to use navigation on all devices.
- Cross browser compatibility.
- Fast performance.
- Crucial business information above the fold.
- Font choices to better match your brand.
- Tracked, custom high-res QR code supplied.
QR code links directly to your website on scan from as mobile device.
Statistics provided on monthly or instant access.



You should be able to update your own website in-house with ease. Not only that but we believe you should also have access to your website anywhere, anytime. You may want to have more than one administrator or editor or perhaps several contributors. All your content should be managed, supported and presented consistently across your website. This is why we use and recommend WordPress for your website content management. It's not just us; almost 20% of the world's websites are now powered by WordPress.

- Full website Content Management System (CMS).
Easy to use and very well supported.
- Create, update and publish your own content securely from your desktop or mobile.
- Web-based admin interface and app available.
- Up to 25 pages of content formatted from your existing website if upgrading or from supplied copy.

For clarity, we consider a page to be approximately equivalent to an A4 page of copy with a couple of images.

- Blog, connected to social media channels.
- Newsletters with simple subscription form.
- Contact form and Google map.
- Photo gallery generation tools.
- Image optimisation tools.
- Embed video from Vimeo or YouTube.

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Discover the secrets behind SEO. Search Engine optimisation has never been easier. We'll provide you with the tools to check your content as you create or edit it. The analysis panel provides a breakdown of performance and displays recommendations on how you can improve your pages, instantly.

- In-page editor SEO optimiser
- SEO tools – no tricks, hidden text, cloaking or spamming.
- Google analytics integrated to your administration dashboard for easy reference.
- Keyword research tools.
- 301 Redirects:
If you are having an old website updated 301 redirects help Search Engines find your new content with minimum impact on old listings and on SEO ratings. We will redirect up to 30 pages of your old content in the package price.
- Google, Bing and Alexa verification.
- Site map for humans.
- XML site maps for Search Engines.



Social media should be an integral part of your marketing mix. Getting it right however is another matter. We'll help you develop a social media strategy and integrate social media to your website and wider business.

- Social Media share buttons on your pages and blog posts.
Popular social media share button allow your website visitors to instantly share your content on their social media channels.
- Branded graphic sets created for LinkedIn, Facebook and Twitter.
Keep your brand consistent across social media channels with correctly optimised logos, header and background graphics.

- Statistics tracking and analytics.
As part of your package we'll provide a comprehensive breakdown of your Social Media activity, every month.



Posting content to social media channels is all well and good, but how did it perform? Who re-tweeted you and how far did your posts reach? We will arm you with a complete breakdown of all your social media activity on Facebook and Twitter and its performance, every month. Knowledge is power.

- Twitter and/or Facebook audience growth
- Tweet / post reach
- Tweet / post engagement metrics
- Web site analytics statistics report



- Website hosting is included on your package.
We will register your domain name, if you do not already have one.
If you already have a website we will help re-point your domain name to our servers leaving your email untouched, unless you want us to move it.
- An email control panel, If we host your domain name.
This will allow you access to create Mailboxes (email addresses) set-up Forwarders, Autoresponders and catch-all Forwarders.
- Your own dedicated client log-in to share documents and raise support issues.
- Support comes as standard.
If you have a problem or just need some advice, call, email or use your client log-in.



We take your security seriously. Recently there was a very high profile attack which exploited WordPress website vulnerabilities. We will take all measures possible to prevent this from happening to your website. We'll give you the right advice and protection to keep your content safe from Hackers.

- WordPress log-in protection
Most WordPress website installations let you keep on guessing the password. This is ideal for automated attacks on your website. We do not let this happen. Your WordPress website will be locked down after three unsuccessful attempts to log-in – just like your bank account.
- WordPress database and file system security.
- WordPress website firewall.
- WordPress brute-force attack prevention.
- WordPress blog comments spam prevention.
- Multiple log-ins with pre-defined permissions.
- Regular back ups of WordPress content and database.



Not only do you get to spread the cost of your website, but you will also get a top support service. We will cover the running and maintenance of your WordPress website. We will take back-ups and monitor performance. We'll also send you a monthly report detailing all of your social media and website activity.

- Support comes as standard.
If you have a problem or just need some advice, call or email us.
If you have a problem that was not of your own making, we'll fix it, fast. If there's a problem that you created, we'll do our very best to help you get it resolved as quickly as possible.
- Continued website hosting and performance monitoring.
- Statistics tracking and analytics reports.
We will send you a full report of all your Twitter and Facebook social media and website activity.
- Back-up your content and database.
We will take a back-up of all your website content and your WordPress database.
- Website monitoring.
We'll monitor your WordPress website, if there's a problem, we'll fix it, fast.