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With proven experience in creating bespoke websites and applications for the financial sector, from asset management to foreign exchange, we also work in fields as diverse as online betting, recruitment communications and the airline industry.

Whatever the sector, our experienced team always delivers creative, original and adaptable solutions to any brief with our disciplines encompassing standards-based website design and development, corporate branding, web accessibility and search engine optimisation.

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Unlike many of our competitors, we won't bring a team of ten to every meeting with you! Instead, we'll bring the people who will be working on your project, both from a technical and a design viewpoint. If you phone or email us, you will be able to speak directly to your technical developer or your designer. There are no layers to get through.

We'll also help you to manage your own affairs, once your site has been launched. By creating a bespoke content management system for your company and training you how to use it, we'll enable you to keep your website current without having to ask for help. Although, if you need help, of course we can provide it.

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Blogs, RSS feeds, social networking, wikis and more. We use the latest technologies to build modern, interactive websites and intranets that engage your users and keep them coming back.

As well as the latest innovations, we have in-depth experience of working with legacy systems, ensuring your new site integrates smoothly with your existing internal infrastructure.

We can also advise and work on other areas, such as e-marketing, e-commerce, plug-ins and web-based software.

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Initial discussions

Possibly the most important part of the whole process is the initial brief and the planning that follows it. We've found it's good to talk, but it's even better to listen. As well as taking note of the new features you'd like, we'll talk to you about your existing internal systems to ensure your new website fits smoothly into your infrastructure. Sometimes a quick, first-hand look at a database can solve weeks of problems, so there will always be a technical expert at initial meetings.

The proposal

Once we've completed the initial discussions, we'll go away and create a detailed proposal document for your project. This will specify each element of work, highlight any anticipated issues that need to be resolved and, of course, let you know the cost of completing the project. We can also provide timelines if you require.

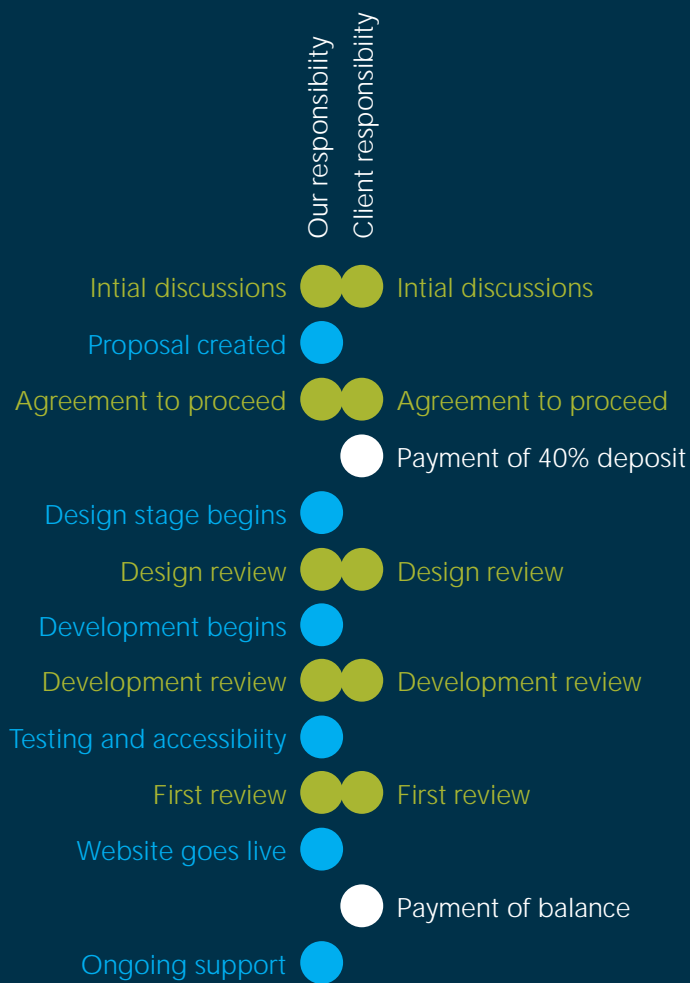
Design

You may already have an established corporate identity, or you may be looking for something new for your website. Either way, we can accommodate your requirements. Our creative director has years of design experience in the web industry. During the development process, your site will be continually monitored to ensure the look, feel and typography are kept on brand.

The development process

To kick things off, our development team will sit down and decide the best technologies and methods to use for your project.

Because we use rapid application development techniques you'll be able to see progress in no time at all. And because we know that our clients have their best ideas once they see what we can do, this agile approach also means our code can be easily adapted throughout the project.



Proofing, checking and sign-off

During the build process, we'll create your site in a staging area, hosted on our specialised development servers. This enables you to check in at any point and see what stage your site has reached. It's also ideal for allowing your colleagues access, for their comments and approval.

Going live

The launch of your new website is vitally important. A bad launch can negate all the benefits of the new site, leaving a poor impression of your website and your company. Before going live, we will test your site on all major browsers, making sure the functionality and design is consistent across the board. All systems (shopping carts, contact forms, blogs, etc.) will also undergo rigorous cross-platform testing.

The process

The development process varies from client to client but this diagram shows the common stages involved.

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Content management systems

Whilst thinking about your new website, you also need to think about how your company will be able to make amendments after the launch. A content management system is ideal for website maintenance and you don't have to have technical knowledge to use it. You can buy a CMS off-the-shelf, but we recommend having a bespoke system built to your specific requirements. This can be developed alongside the website build, saving both time and money. The CMS also provides you with testing and preview features, which are invaluable in a regulated industry where compliance approval is required.

Ongoing support

Even with your CMS, you may find that you need to make more complicated, technical changes, such as new sections on the website or changes to functionality. We have various support packages to cover this or, if the project is quite large, we can quote for it separately.

Hosting

Finding a good home for your website is also important. To make the process as smooth as possible, our servers are already optimised for your website and we even take care of backups for you. Already have hosting? That's no problem either, we'll work with your current host to get your site up and running.

Online marketing

Marketing online, be it through email campaigns, advertising or surveys, is fast becoming the standard method of communication. It is quick, easy to produce and cost effective.

advertising campaigns :: unlike other media, the internet allows you to advertise to people looking specifically for your product or service and can even be location based. We can help you run and maintain an online advertising campaign, providing the designs and advice to get it up and running.

email campaigns :: email marketing is much cheaper than a mail shot and your message reaches its audience instantly. Whether you wish to send marketing emails or a scheduled newsletter to clients or members, we can provide a solution to help.

surveys :: gathering important information from clients or potential clients is easy via online questionnaires. Results can be emailed to you or stored for analysis. If you prefer, we can set up a system to monitor results and generate statistics on-the-fly giving you instant access to important trends in results.

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In this world, you usually get what you pay for. At Ideal Websites, however, there are a few added extras that we build into all our websites as standard. Many other agencies will charge you for these. We see them as an integral part of a good site, something we always aim to produce.

Search engine optimisation

In addition to having a great new website, you need to make sure that enough people visit it. This means getting your site to the top of the list in Google, MSN and all the other major search engines. The secret to successful SEO is in the design process. By creating websites with clean code using current internationally-recognised standards, your site is fully optimised for a search engine to crawl. There are also a number of other authorised and legitimate methods of improving your chances in the rankings that we include, **as standard**, with any project.

Website monitoring

Analytics software is installed on your site **as standard**, providing valuable usage data and allowing you to track visitors and monitor which parts of your site are of most interest to users.

Accessibility

Web accessibility means making your website useable by everyone whatever their ability or disability (a legal requirement in the UK). While this can have the obvious effect of increasing sales, an accessible site can also improve your search engine rankings. We use the latest web development standards (W3C) and follow strict web accessibility guidelines (WAI) **as standard**, ensuring your site can be viewed by the maximum number of people possible.



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Ready to get the ball rolling or maybe you have more questions?

Please contact us on

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