

Simple. Effective. Design.

design
collective

→ working for you



See more.

Specialists in

- Web Design (ph. and development)
- Corporate branding
- Search engine optimisation (Google ranking)

Kitchens
Bathrooms
Interiors

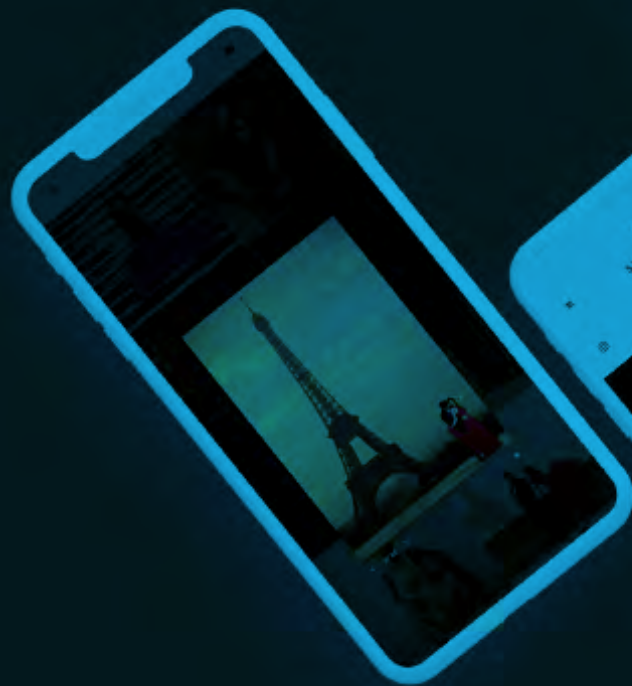
THE

Website Kit is a brand that is obsessed with #CreatingQuiteStunningOnlineExperiences. We aim to make the value of your brand a lasting memory.

Website Kit has a proven track record of innovative designs, effective problem solving and attention to detail and our goal is to meet and exceed the expectations of every customer.

We take on all types of jobs from small website work to larger commercial projects, all carried out to the highest standards, and at very competitive prices. We aim to create a quite stunning online experience for your customers.

Having a website is the first step to take your business online and we believe that this is the first impression people will have, so we ensure it is a special one.



our vision.



Brand Awareness.

Website Kit is aware that a business needs superior presence online. We ensure your business gets the recognised everywhere. With regular campaigns and shout-outs we create a strong brand awareness for your business.



Driving Traffic.

Website Kit knows that a website is a starting point and its no good without any visitors. We ensure our clients get the right visitors to their websites through, our planned roadmap, right SEO and link building.



Customer Leads.

Website Kit is aware that a business needs superior presence online. We ensure your business gets the recognised everywhere. With regular campaigns and shout-outs we create a strong brand awareness for your business.



Convert Visitors into Customers.

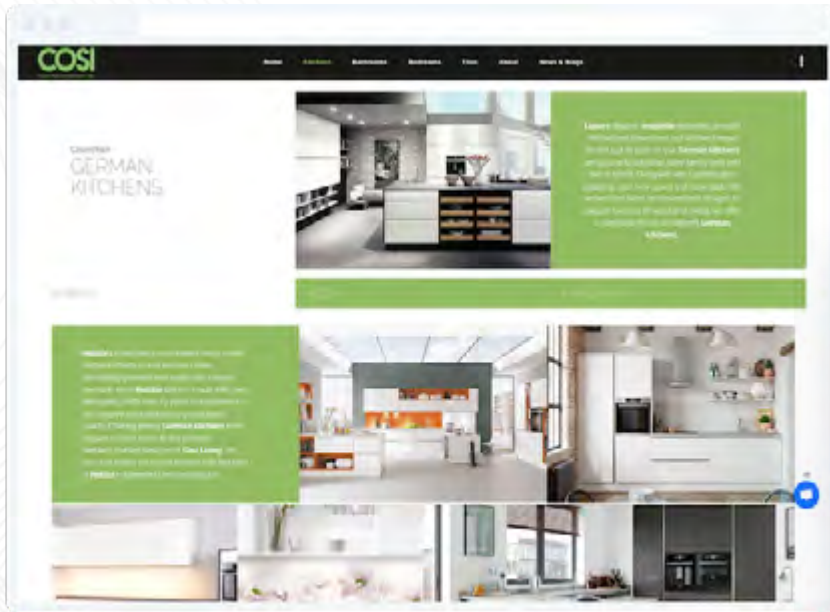
Website Kit knows that a website is a starting point and its no good without any visitors. We ensure our clients get the right visitors to their websites through, our planned roadmap, right SEO and link building.



Return of Investment (ROI).

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our portfolio.

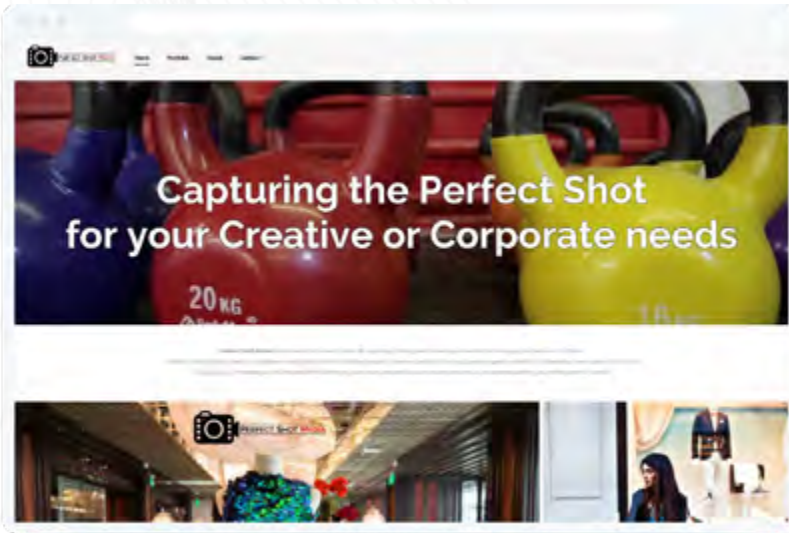


COSI LIVING (UK)

cosilivinguk.com

Services we offered:

- Web-design
- SEO



PERFECTSHOT MEDIA

perfectshotmedia.co.uk

Services we offered:

- Web-design
- SEO

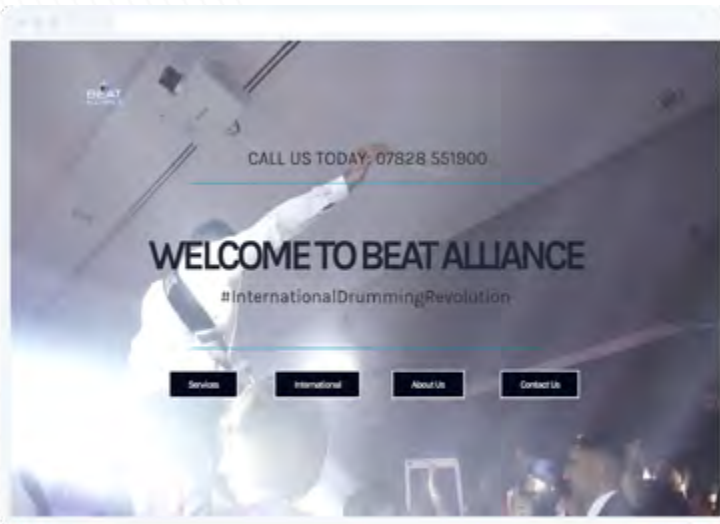
REFINED TUNING

refinedtuning.co.uk

Services we offered:

- Web-design
- Corporate branding



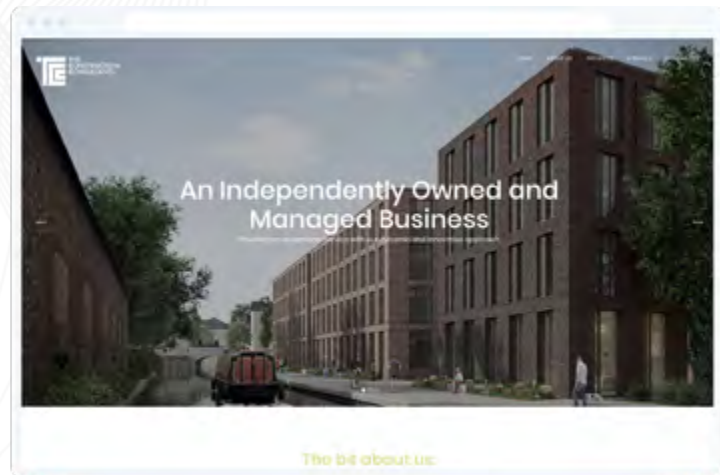


BEAT ALLIANCE

beatalliance.co.uk

Services we offered:

- Web-design



THE CONSTRUCTION CONSULTANTS

tcc-uk.com

Services we offered:

- Web-design
- Corporate branding

SACH DEVGON PHOTOGRAPHY

sachdevgon.co.uk

Services we offered:

- Web-design



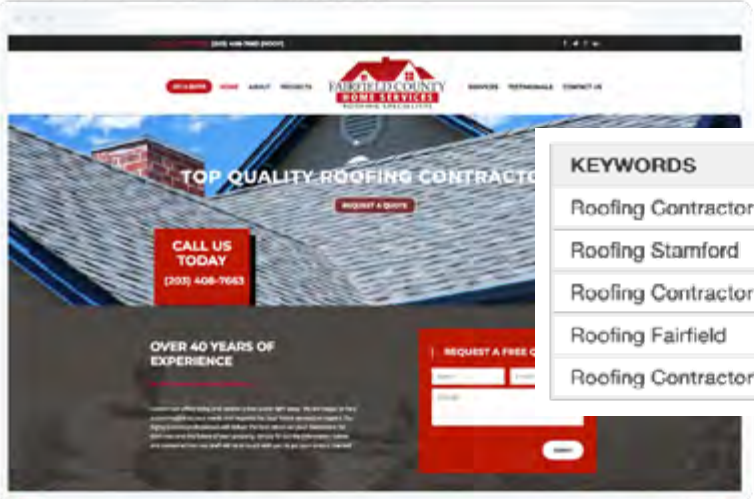


FAIRFIELD COUNTY HOME SERVICES (US)

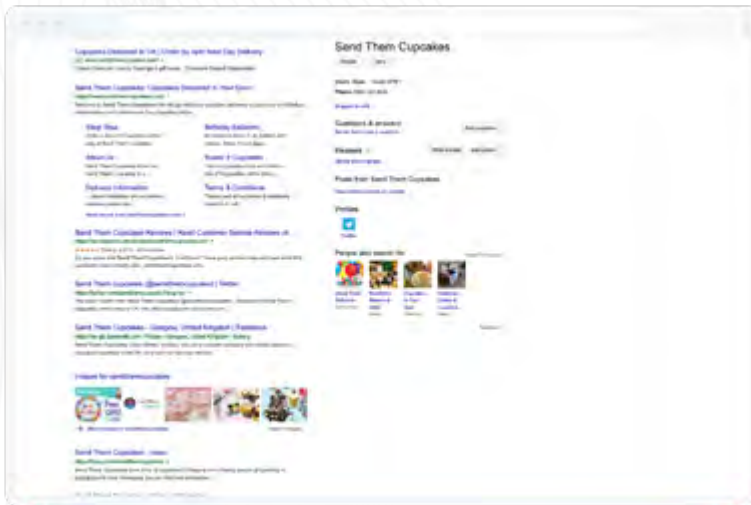
fairfieldcountyhome-services.com

Services we offered:

- SEO



KEYWORDS	GOOGLE PAGE#1 RANKINGS
Roofing Contractor Stamford	3
Roofing Stamford	2
Roofing Contractor Fairfield	2
Roofing Fairfield	3
Roofing Contractor Stamford	3

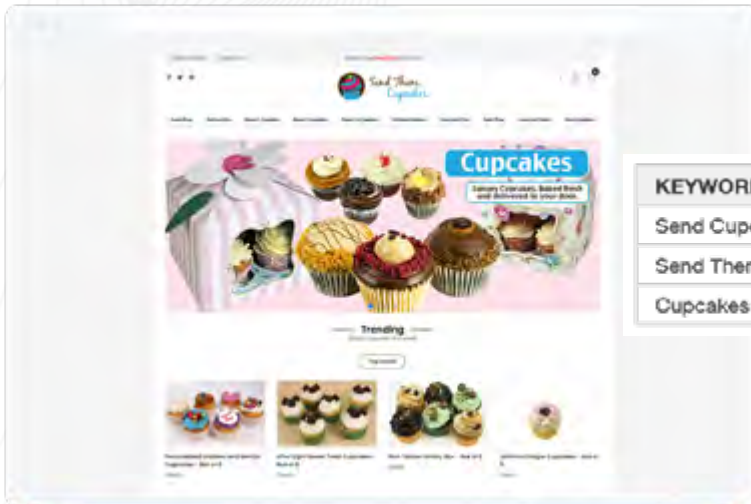


SEND THEM CUPCAKES (UK)

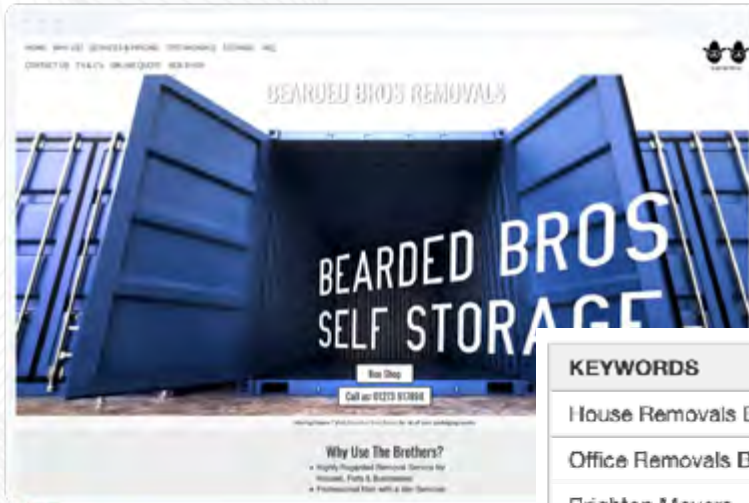
sendthemcupcakes.com

Services we offered:

- SEO



KEYWORDS	GOOGLE PAGE#1 RANKINGS
Send Cupcakes	6
Send Them Cupcakes	1
Cupcakes Delivered To Your Door	1



BEARDED BROS (UK)

beardedbrosremov-
als.co.uk

Services we offered:

- SEO

KEYWORDS	GOOGLE PAGE#1 RANKINGS
House Removals Brighton	4
Office Removals Brighton	3
Brighton Movers	2
House Removals Brighton	1
Man with Van Brighton	7

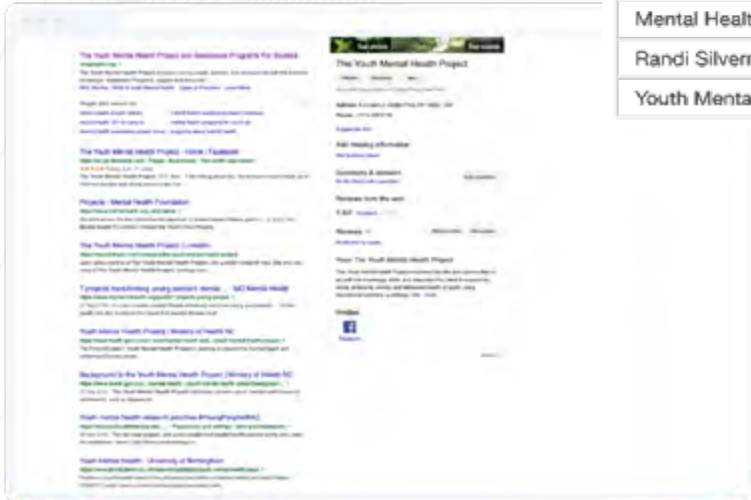


YOUTH MENTAL PROJECT (US)

ymhproject.org

Services we offered:

- SEO



KEYWORDS	GOOGLE PAGE#1 RANKINGS
Mental Health Project	2
Youth Mental Health Project	1
Mental Health Projects For Students	3
Randi Silverman	2
Youth Mental Health Awareness	3

Our services.

From concept through to production and delivery, we offer a range of creative services with results which are as unique as you are.



Web Design & Development.

We produce sleek, bespoke, fully responsive websites which are an asset to your organisation and enhance engagement with your audience.



Branding.

We are skilled in the art of creating strong, coherent and recognisable brand identities to represent who you are and where you want to be.



Search Engine Optimisation.

Over the years of pain-staking research and many wonderful clients later, we have created the ultimate and simple methodology to understand your business needs. All our specialists follow a simple process to ensure everything is correct.

Research.

Our specialists conduct an in-depth analysis of your website to collect data and analytics of your business. We continue to monitor your website with regular audits in which we can continuously rate your performance. We ensure you are happy to continue with the data we provide.

Diagnosis.

Once we have conducted an analysis, we develop a roadmap to list all our challenges and timescales of your business. We would then of course, continue to assess the roadmap to make adjustments to ensure you know the progress of the project.

Delivery.

We would finally assign our specialists to the project and plan future endeavours to ensure you are happy with the progress. Our specialists would work with you and the roadmap to ensure the project is always delivering, so you can maximise your leads.



Social Media Packages.

We provide bespoke and real time social media packages to encourage new followers and develop an well established channel to connect with your customers.

Activites	Basic	Standard	Premium
	Cost Analysis (Per Month)		
Cost Per Month	GBP 300	GBP 400	GBP 500
Facebook Acc & Fan Page Set Up	✓	✓	✓
Posts Per Month- management & engagement	10	15	20
Cover Photo	✓	✓	✓
Facebook Groups(Join & Network)	✗	✓	✓
Keyword Based Content for Postings	✓	✓	✓
Facebook Video Uploads	✗	✓	✓
Geo targeted friend/fan seeding	✓	✓	✓
Respond to Comments & Replies	✓	✓	✓
Monitor Activity	2 x per day	2 x per day	Real Time
Deleting of unwanted spam	✓	✓	✓
Integration of other brand assets into your Facebook profile (videos, audio, articles, etc)	✗	✗	✓
Twitter Acc Setup	✓	✓	✓
Profile Creation	✓	✓	✓
Profile Content Writing	✓	✓	✓
Tweets Per Month	15	20	25
Re-tweets Per Month	20	25	30
Research and follow relevant accounts	✓	✓	✓
Thanks RTs and @mention	Simple Thanks	Thanks + engage	Thanks + engage
Online Followers Profiling	✗	✗	✓
Monitor Activity	2 x per day	2 x per day	Real-Time
Custom Background Designing	✓	✓	✓
New Followers Per Month	✓	✓	✓
Google + Acc Setup	✗	✓	✓
Profile Creation	✗	✓	✓
Google +1 Votes	✗	✓	✓
Profile Content Writing	✗	✓	✓
Updates Per Month	✗	12	16
Keyword Based Content for Postings	✗	✓	✓
Upload Photos	✗	✓	✓
Research and add relevant people to the circles	✗	✓	✓
Increasing Circle and Management	✗	✓	✓
Respond to followers	✗	Thanks + engage	Thanks + engage
Monitor Activity	✗	2 x per day	Real-Time
Cover Photo	✗	✓	✓
Instagram Acc Setup	✓	✓	✓
Post Images on Instagram Per Month	10	15	20
Increasing Followers Per Month	✓	✓	✓
Pinterest Acc Setup	✗	✓	✓
Sourcing Of Pin Board Content	✗	✗	✓
Pinboard Updates	✗	✗	✓

HOW MUCH WOULD A WEBSITE COST?

Without details of a spec, it is very difficult for us to give an exact price. However, the cost estimator on this page is a really good tool for getting an idea without chatting to a website project manager. It runs through a simplified process of what we look at when pricing up a website.

If you're still in early stages and need a rough idea, here is a rough guide of our website prices with different levels of functionality:

Simple design website approx. 5 pages: approx. £1300

Our Gold Package includes

more of everything and starts from £2800.

Our Platinum Package with includes an Ecommerce platform & unlimited pages approx £3000-4000 depending on spec.

Custom web application (“I want a site that offers web 2.0 bookings like Air BnB”) – from £7000 depending on spec.

Please Note: These prices are rough estimates and given at time of writing (Jan 2019)

We do offer a free no obligation proposal for all potential website design projects. Just Get in touch, or drop us a call and chat to someone from our friendly

team who will be happy to walk you through this.

CAN I GET A WEBSITE FOR VERY CHEAP?

Yes, head over to Wix or one of the other many website builders out there and you can pick a template and get a very basic website up and running for free or very low cost.

You can also likely find someone abroad (outside the UK) who will build a site for you for maybe a few hundred pounds.

However, you'll find the websites that you'll get from these sources will be of a very low quality. These types

of websites or services are not what we offer.

The websites we deliver cost more as they are bespoke, project managed, developed, and coded to a very high standard. They also undergo Q&A and are SEO optimised.

These are the questions you should ask yourself if you're looking for a cheap website:

- Will I actually own the website & its code or am I just renting the use of it?
- Will someone design this with my business model in mind, or just drop an ill-fitting template in place?
- Will it work well on mobile devices?

WHAT IS INFORMATION ARCHITECTURE?

Information architecture is the relationship of how all the different pages of a website are related to each other. This is communicated visually through a sitemap.

WHAT IS AN INTERACTIVE PROTOTYPE?

An interactive prototype is a version of your website that is designed to prove the functionality and features as they will work in the browser. No design elements are applied at this stage as the prototype is just built to allow all parties to make final decisions on the functionality.

WHERE IS THE WEBSITE HOSTED?

Your website needs to be hosted by a hosting company that specialises in WordPress hosting. There are many companies that do this. WP Engine, Siteground, Pagely and Pantheon are just a few who specialise in this area. We are more than happy to make a personal recommendation should you require one.

WHO DO I CALL IF SOMETHING GOES WRONG WITH THE WEBSITE OR I CAN'T FIGURE SOMETHING OUT?

Provided you subscribe to one of our ongoing website care plans, we will be your first point of call should something go wrong with your website. We will determine whether it is something the hosting company needs to fix something that is covered by your website care plan. We will provide training and video tutorials to assist you in using your website once it is launched.

WHAT HAPPENS AFTER WEBSITE IS LAUNCHED?

Once your website is launched, we will provide 30 days of support to make sure any bugs have been ironed out and that you are confident using your new website. After this you will need to subscribe to one of our ongoing website care plans to make sure your website is looked after and maintained. These website care plans include updating your software, regular backups, security checks and making sure your website is online and open for business 24/7/365. More information on our website care plans is available upon request.

HOW LONG WILL IT TAKE TO APPEAR AT THE FIRST PAGE OF GOOGLE?

The time it takes for your website to appear on page 1 of Google depends on a number of factors. It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however there are a number of factors that can improve your chances. Creating unique and interesting content on a regular basis for your website

is also critical to increase your visibility amongst search engines. Launching your website and then forgetting about it is a surefire way to get lost amongst the noise.

We are happy to talk to more about your search engine strategy if we haven't already.

HOW WILL I KNOW IF ANYONE IS VISITING MY WEBSITE?

We will install Google analytics software on your new website and show you how to log into your Google analytics account where you can see a wide range of statistics about your website including number of visits, pageviews than the amount

of time people are spending on your website.

Once you subscribe to one of our website care plans you will also receive more detailed analysis about your website performance and recommendations on how to improve.

WHAT HAPPENS IF I WANT TO ADD SOME FEATURES TO THE WEBSITE WHILE YOU'RE BUILDING IT?

Whilst we like to be flexible and responsive to your needs, we also like to deliver what we promise within the timeframes and budgets we have allowed. If you ask us to add new features to your

website while we are building it, will most likely ask why? If we all agree that your new request will help us achieve our objectives then we will be more than happy to oblige. If this new feature is something you would like to add to your website but is not directly tied to your original objectives then we will suggest to schedule it for a second iteration of the website once it has been launched. This will require a new proposal.



Website Kit.

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London, EC1V 2NX

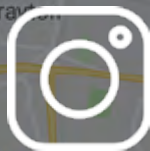
www.websitekit.co.uk

info@websitekit.co.uk

Contact.



WebsiteKit



Website.Kit



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