



Web Simplicity - the Facts



Simplicity is Different

With traditional development services, a new website can be very expensive and take a long time to complete. You have to pay someone to build the website, pay for the hosting, and you either have to spend a lot of time writing all the copy yourself, or hire a copywriter.

Unlike WEB-right, very few website designers have professional copywriting skills.

What's more, if you want to make changes or update your website, you will have to pay your web designer or developer to do this for you. This can be very expensive! And you still have to think about how to market your website on the Internet.

All this means you have to commit to a big investment, in both time and money. In the current economic climate, finding that sort of money up-front isn't easy, and it can put great pressure on your company's cash flow.

How Simplicity Works

WEB-right's Simplicity package includes not only your website and all the copywriting, but also Internet marketing help and support. With Simplicity, you pay a small set-up fee and contract to work with WEB-right for 12 months. With a regular monthly fee, you have no expensive up-front costs and you can budget for your new website and Internet marketing each month.

The software you need to update your website is included in your Simplicity package. So you can manage your website easily, you will also receive 2 x one hour one-to-one online training sessions with a professional trainer. If you have problems, WEB-right is only a phone call or email away to help you resolve them.

Time Scales

Although there are no guarantees, most WEB-right sites are constructed and live within the month.

Your WEB-right Simplicity Package Includes:

Your domain name

When you have decided on your domain name (e.g. www.jobloggs.co.uk), WEB-right will check its availability and secure the name.

Website design and build

With Simplicity, you choose from a number of website layouts to form the basic design of your site. This is then customised to match your company branding and colour schemes.

Working with you, we will establish how many pages your website will need, and how they will be navigated. For example:

- Do you want your navigation buttons to be along the top or down the side?
- Do you want 'drop-downs' where you can list your products or services?
- Do you need PDF downloads on your website?
- Do you want people to sign up to receive a regular newsletter?

Once your design is agreed, we can get on with constructing your website.

Professional web-friendly copywriting

It is the words on your website which help increase

your enquiries and your sales, so copywriting is one of the most important parts. It also has to be written to help the search-engines find and index your pages. Your website copywriting includes:

- Keyword research
- Telephone briefing session
- Internet and other research
- Proof reading by an external proof reader
- One round of revisions / amendments
- Insertion of all the copy in the website
- One Customer Case Study (Customer Story) - WEB-right interviews one of your clients or customers and writes up a success story to feature on your new website

One year's web hosting

Included in your Simplicity package is one year's website and email hosting.

Images

Also included in your Simplicity website is the resizing and insertion of a maximum of 3 images or graphics per page.

Websites with a 'gallery page' may have up to 20 images in the gallery.

PDF downloads

Your Simplicity package includes the insertion of 2 PDF download files*.

Website management software

When you choose WEB-right's Simplicity, you will also get software and a manual, so you can update your own website.

Online training

Your Simplicity package includes 2 x 1 hour online training sessions. These will ensure you can use the software and learn how to update your website. WEB-right uses a professional trainer (www.concisetraining.net) to deliver your software training. Your first training session takes place a few weeks after your site is built. Your follow-up training session is scheduled 2 or 3 months later. This consolidates your learning and 'trouble-shoots', by answering questions you have about the software.

Email addresses

Simplicity includes sufficient email addresses for you, your staff, and a few generic ones. If you need a large number of additional email addresses, a small administrative fee will cover the set up costs*.

Meta data

Meta data is 'behind the scenes' information which helps the search engines find and index your site. This information is written for you by WEB-right and added to each page of your website.

Built-in marketing support

Once you have your website, you need to know how to market it effectively. WEB-right Simplicity includes marketing support to help you get the most from your website:

- An introduction to Internet marketing
- Online directory listings
- Promotional postcards
- Website launch press release
- Internet marketing online training

Introduction to Internet marketing - before you can market your business successfully on the Internet, you need to understand the basics. WEB-right's Internet Marketing team has written a booklet which will help you.

Directory listings - WEB-right will give you a list of online directories so you can increase your site's exposure.

Promotional postcards - included in your package are 100 postcards announcing the launch of your website. These can be used to mail your customers or clients, or perhaps at networking events. You can use them in any way you choose. Additional postcards are available if required*.

Press release - when your website is launched, WEB-right will provide you with a professionally written press release, which you can send to your local press or trade magazines. In addition, the press release will be listed on the WEB-right and WORD-right websites and blog, and with an online news agency.

Internet marketing online training - to help you continue to reap the rewards of your website, you can take part in WEB-right's online training seminars. These short seminars are delivered by one of the WEB-right specialists and cover the following:

- Analysing your website traffic
- Keeping your website fresh and interesting
- Copywriting - learn how to write good copy to keep your website updated
- Working with images on your website

Year 2 and beyond

At the end of your 12 month WEB-right Simplicity contract, you pay only an annual website and email hosting fee (typically £50 + VAT per year). You are now able to manage and control your website yourself, using the software provided.

If you prefer, you can continue to work with WEB-right to maintain your website and access skilled Internet marketing support.

Simplicity clients who retain WEB-right's services in Year 2 will be eligible for a 10% discount on the standard fees.

* What is NOT Included in your WEB-right Simplicity Package

- Bespoke or library images or photography
- Large numbers of email addresses*
- Additional promotional postcards*
- Copywriting or design of any PFD downloads*

Additional WEB-right and WORD-right Services

WEB-right and WORD-right provide a wealth of services outside the Simplicity package. If you need help or support with any aspect of your company marketing, our experienced team will be pleased to help. Visit www.web-right.co.uk and www.word-right.co.uk for details.

For more information on WEB-right Simplicity or any other of the company's services, phone **01608 642845** or [email](mailto:info@web-right.co.uk) the team here.