

# WEBSITE DESIGN

## 2014-1



**WrightWay**  
DIGITAL



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# "Digital Business of the year - 2013"

Rockstar Business awards 2013



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#### ADDRESS

WrightWay digital, Victoria building,  
Victoria road, Middlesbrough, Teesside,  
TS1 3BA

#### PHONE

0845 490 23 21 (+44 845 4902321)

#### MAIL

[contact@wrightwaydigital.com](mailto:contact@wrightwaydigital.com)

#### WEBSITE

[WrightWayDigital.com](http://WrightWayDigital.com)

WrightWay Digital Ltd is an award winning full-service digital agency based in Middlesbrough, England.

***"We provide companies of all sizes with the resources needed to expand and lead in the online marketplace."***

From research to analysis; **web design** to ecommerce; search engine optimization to social media; analytics to affiliates.

***"We provide an all in one service, dedicated to getting your business online and performing to its full world class potential."***

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**WrightWay**  
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# WEB DESIGN FEATURES



## **Search engine optimised**

Search engines are the main way people find information online.

All website design packages include basic search engine optimization and submission as part of the service. This helps to get your site noticed faster and ensures people are able to find you in the major search engines.

## **Social media enhanced**

We are able to enhance your website in a number of innovative ways using social media.

Integration with the major networks (Facebook, Twitter, LinkedIn & YouTube) is included as standard with all our web design packages.

## **On-going search & social support**

We have a variety of highly competitive search and social marketing packages for on-going support.



## CMS based

Our basic websites are built using the latest content management systems. This allows you to easily manage and control your website after completion without any specialist technical knowledge.

Using a content management system you can easily add images and edit text live on your website. You can also add an unlimited number of additional pages and will be able to take advantage of a variety advanced functionality such as internal website search, comments and blogs.

If you have just a little experience with Microsoft Word then you will be able to manage the content of your own web site with ease. You will need no programming or HTML experience. Editing can be done with any normal web browser from anywhere in the world from almost any device (This includes phones and tablets).

## Mobile accessible design

More and more people are starting to access the internet from their mobile devices.

Mobile optimised design can be added to any web design package

We approach mobile accessibility in one of 3 different ways dependent on the projects requirements:

1. **Responsive design** – Your website adapts itself to the device it is being viewed on, so as it looks good on any screen size.
2. **Adaptive design** – We develop separate templates, views and functionality for each major device. Mobile versions appear similarly to native apps in a mobile web browser.
3. **Mobile apps** – For the ultimate user experience dedicated mobile apps can be integrated with your website



## Contact & lead generation forms as standard

We understand the importance of allowing your customers to easily contact you and also of you being able to collect prospective customers contact details. All of our web design packages come with unlimited email accounts and with contact forms as standard. These can be easily linked up to an integrated newsletter or a lead management system.

### SHOOT ME AN EMAIL

*Enter your E-mail*

*Message subject*

*Your message*

*Submit*



## Integrated newsletter system

All web design packages come integrated with our cloud based newsletter system. Collect your visitors contact details and send regular mailings to keep in touch with them.

Our newsletter system takes all the hassle out of managing these communications,

we can even set it up so as it creates and sends regular mailings automatically based on the announcements you make on your website.

## Custom analytics

Our newsletter system has built in analytics and all packages come with either Google analytics or our own CloudWorks Analytics.

Analytics software allows you to track and analyse the visitors to your site. It can also produce reports that give you greater insight into how your site visitors navigate your site and where they are coming from.





We develop using open source systems and we are proud of this.

Open source systems are systems where the underlying source code is made easily available, anybody has the right to modify it and it can be used in any way the owner sees fit.

Using an open source system, you are free from the severe vendor lock-in that can afflict people using proprietary packages. Not only can you access and update any part of your website at any time, it will not be hard to find an expert in the underlying technologies should you decide to work with someone else. This means that **our clients stay with us because they want to and not because they are tied to us by the website systems we provide.**



“We plant a tree for every client”

As part of our environmental awareness program and in an effort to help our customers become carbon neutral we have pledged to plant a tree for every new client. This ensures your project is carbon offset from the start.

**Sustainable business is good business, we encourage you to give it a try.**





## CLOUDWORKS HOSTING<sup>TM</sup>

ADVANCED CLOUD HOSTING ARCHITECTURE

All our web packages come with up-to a years free "cloud" hosting.

Most shared hosting resides on a single server. A finite number of customers can be hosted per server and, when one server is full, another is provided. When a website grows too large for the resources one of these systems can provide, it is generally moved to a dedicated machine (bringing with it a considerable increase in monthly fees). Shared servers such as this can cause problems when one of the sites on the server starts to receive a sudden increase in traffic this slows other sites on the server and could even cause your site to become inaccessible.

Our cloud hosting is different! Developed for housing our new range of cloud based business applications and part of our upcoming CloudWorks suite... We harness the power of dozens of servers and multiple datacenters, Your website now has the potential to access a huge amount of resources, far exceeding what it could ever require. Even after huge increases in visitors (such as those provided by a newspaper article or well targeted social media campaign) your website will remain fast and responsive.

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# WEB DESIGN PROCESS

**1. Consultation** - Your dedicated consultant will work with you to identify your project requirements and any additional features that would be beneficial to your organization. A creative and development brief will then be passed to our design team.

**2. First concepts created** – our design team will immediately start producing concept images. These images will be uploaded as they are produced to our special web based design review system. Here you can comment on each concept in your own time.

**3. Design review** - Our designers keep producing new concepts and modifying the existing concepts until you are truly happy with how your site will look.

**4. Fully functional website** - Once the design has been finalized it is passed to our team of skilled developers to turn the concept into a fully functional website and 'bring the design to life'.



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**5.Design tweaks-** You are given the chance to preview your website and we'll continue to make changes until you are completely happy.

**6.Social media and search engine optimization** - Once you are happy with the website we will optimise it for maximum visibility with search engines and integrate any social media profiles you would like to use before publishing it on the internet.

**7.Ongoing support** – Your consultant will oversee the entire project and will ensure that our high standards are maintained at all times. Our support continues for as long as you decide to work with us. We can work with you to develop your online presence and digital strategy, we can implement a range of high powered online marketing techniques and we can, of course, provide maintenance, updates and additional features for your site as required.

***'We don't design websites...***

***We build dreams!'***

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## ADDITIONAL FEATURES

### **Additional features**

We have already developed the majority of features that any website would require and as such can integrate advanced features easily, with the minimum of cost and development time.

Additional features that can easily be integrated include:

- membership features (e.g. limit parts of your site to members only);
- social networking (think Facebook but yours!);
- media galleries (photos, videos & more);
- e-learning resources (deliver training courses through your website);
- forums (lets your users communicate with each other in a controlled manner);
- Real estate listings Management
- Project management utilities
- online store / e-commerce (sell products through your website).

### **Advanced web development**

We like to think of ourselves as 'building dreams' as opposed to simply designing websites. Dreams can demand innovative concepts or features outside the scope of standard web design. We have a team of developers ready to produce even the most advanced features for your website.

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## OTHER WRIGHTWAY DIGITAL SERVICES

- Digital strategy
- Design (branding, logo print +++)
- Mobile app development
- Mobile website design
- Search engine optimization (SEO)
- Social media marketing (SMM)
- Email marketing
- Online research
- Integrated media campaigns
- Virtual staffing
- Animation / video production
- Staff outsourcing



OTHER SERVICES

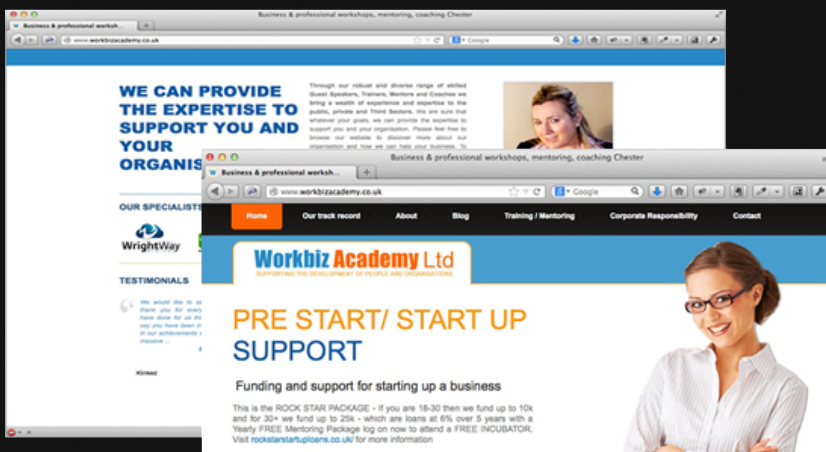
***‘We provide an all in one service,  
dedicated to getting your business  
online and performing to its full  
world class potential.’***

# CASE STUDY ONE

WorkBizAcademy.co.uk

**Brief:** Create a mobile friendly website for Workbiz academy to showcase their services and consultants.

**Solution:** WorkBizAcademy.co.uk



*"one word... Genius....*

*WrightWay Digital are set to create waves in their industry."*

**Karen Melonie Gould** – Managing director - Workbiz Academy  
Female Ambassador for UK enterprise, International guest speaker.

# CASE STUDY TWO

GreenVastuHomes.com

**Brief:** Generate additional revenue from the internet for leading Caribbean architects, Fojo homes and communities.

**Solution:** Develop a website to sell sustainable house plans designed by Fojo homes and build a brand around 'Green Vastu architecture' (pioneered by lead architect David Fojo).

*"WrightWay digital have a brilliant command of website design in the widest sense of the word... They understand the cutting edge technologies that are shaping the future of web design & marketing."*

**David Fojo**

Managing Director - Fojo Homes & Communities

## Key features

- House plan listing
- Ecommerce features
- Video gallery
- Blog
- Support system
- Custom administration





**Brief:** Develop an online version of BounceSIN magazine complete with a community and media sharing capabilities for the student promotions and magazine company, BounceSIN.

**Solution:** BounceSIN.com

*"We have been working with WrightWay digital for about 12 months now and have been constantly impressed by the standard of work. Unlike designers we have used in the past, they helped us sidestep many common pitfalls rather than follow our requests blindly"*

**Christopher John Clarke**  
Director - BounceSIN Ltd

### Key features

- Community
- Event listing
- Image gallery
- Video sharing
- Article authoring
- Social media
- Digital magazine
- Forum
- Rich media ads

## CASE STUDY THREE

BounceSIN.com



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# POLICIES

**Our** objectives are:

- To continue to meet in full the requirements of the client;
- To reduce waste and loss;
- To carry out all our activities within our environmental policy guidelines, thus helping to ensure a sustainable environment for the benefit of the community;
- To continually identify improvements to existing working practices;
- To remain up to date with the latest techniques and technologies;
- To remain innovative in the techniques we employ.

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## Environmental awareness program

We recognize that virtually all the activities of an organization or an individual have some impact on the environment.

The world's resources are not limitless. We accept a social and moral responsibility for putting into place environmentally friendly measures, which go beyond legislative requirements. Our aim is to reduce the impact of our own organization through a programme of continuous improvement.

**As part of our environmental awareness program and in an effort to help our customers become carbon neutral we have pledged to plant a tree for every new client.**

A portion of the proceeds from the first job for every new client will be used to plant a tree. The tree will be dedicated to you or your business and you will receive a certificate with its location.

All trees will be planted in public forests as part of a regeneration scheme. Over the years we hope to plant a full forest and offset not only ours but also our clients carbon footprints.

- Trees and forests are vitally important for our environment. Deforestation accounts for over 20% of the carbon dioxide emitted by human beings.
- Trees absorb Carbon Dioxide and produce Oxygen, reducing the Carbon levels in the environment.
- Planting trees is a good way to offset your carbon footprint and it is our first step to becoming carbon neutral.

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**Other steps we have taken to ensure we remain ethical and environmentally conscious include;**

**A move to become paper free –** We try not to use paper in the office and have facilities in place to send all documentation via digital means.

**Power conscious –** We have policies in place aimed at reducing the amount of power we use in the office, Lamps are turned off when not in use and we use computers with power saving features.

**Fair wages –** We pay all of our staff at or above the going rate for their role and locality (often paying more than they are expecting when they first apply for the role).



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## Quality policy statement

### The objectives that underpin the policy are:

- To develop a full understanding of the needs of our customers;
- To work in close co-operation with clients, ad networks and sub-contractors to provide the right quality work and service, first time;
- To actively seek customer feedback and to use this as a format for continuous assessment and improvement;
- To develop the potential of our employees and to ensure all members of staff are capable of undertaking work required in a safe and responsible manner, in accordance with the Company's Health, Safety and Environmental policies.

Achievement of these policy aims involves all staff, who are individually responsible for the quality of their work, resulting in a continually improving working environment for all.

WrightWay Digital Ltd is fully committed to delivering the objectives of this quality policy statement within all its activities and work undertaken by the Company.

WrightWay Digital Ltd has implemented a management structure that is based on the quality and commitment of its professional and experienced management and consultants.

We are continually developing the Company's operation and upgrading of IT systems and invest to a high degree in staff training to professional level.

WrightWay Digital Ltd' approach is to listen to our clients and customers and to openly discuss the individual requirements of every contract, thus ensuring that our clients remain fully satisfied with our service delivery. For each project we undertake, a Quality Plan is implemented, encompassing control measures that ensure the client's requirements are met, within the specified time, and in line with the budget. To this end, we endeavor to work as a committed team in a spirit of co-operation with the client and their customers.

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## **Equal opportunities statement**

Equal Opportunities is not about treating everyone the same. It is about recognising that people have different needs and that some people suffer more disadvantage and discrimination than others. WrightWay Digital Ltd is committed to building a workforce which is valued because its diversity reflects the community it serves, enabling it to deliver the best possible service to that community.

WrightWay Digital Ltd is committed to the fair treatment of all people, Irrespective of mental health needs, age, domestic circumstances, social class, sexuality, beliefs, political allegiance or trades union membership. WrightWay Digital Ltd is firmly opposed to any discrimination based on these human characteristics and values.

WrightWay Digital Ltd recognises that adverse institutionalised practices exist, either by deliberate design or through neglect, and actively monitor, audit and implement action plans to challenge these practices where they occur.

### **Coverage of this policy**

The policy covers all those employed by WrightWay Digital Ltd including sessional and short-term employees regardless of seniority.

### **Application of employment policies and practices**

WrightWay Digital Ltd will ensure that it operates as an employer in accordance with this policy and will develop a culture in which diversity is valued and equal opportunities are supported.

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GET IN TOUCH

Please call **01642 847 463** or email **[contact@wrightwaydigital.com](mailto:contact@wrightwaydigital.com)** to get started today.

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WE LOOK FORWARD TO WORKING WITH YOU

0845 490 2321 - +44 1642 847 463