

ClearBrand Introduction to our

WEBSITE SERVICES

Building Websites that Build Brands

ClearBrand

Introduction

At ClearBrand we aim to deliver distinctive and intelligent designs that effectively communicate your new brand identity.

Our mission is to provide designs that help organisations to change their image and profile in a digital centric world. As a smaller Local Reading based Branding agency, we can offer a very personalised dedicated design service at very affordable industry rates compared to larger Local or London based design agencies, but with comparable levels of design, expertise, capabilities and all important customer service and after care.

Being local, we are always on hand to assist our clients including their key stakeholders through the entire design and marketing process from start to finish, ensuring any designs we create meet and exceed client expectations across all boundaries. We normally propose a thorough review of your current website carrying out a full audit with the view of making significant changes in line with planned sessions and feedback from board members, partners and other key stakeholders. We firmly believe ClearBrand can take you on a very successful journey leading to the very best business outcomes in terms of creation of new website and associated architecture and more importantly a new look and feel in terms of your current company profile and standing in the current market place. More importantly we know we can help you to maintain your website in the future ensuring that your business as a whole becomes more sustainable in the immediate future from a value perspective.

At this stage we would like to provide an introduction to our design agency. We hope you will select us as your preferred design agency supplier for any website projects that are upcoming.

We will provide an outline schedule of service offering and a breakdown of our pricing and rate card details including other supporting information about our proposed project pricing and our overall design approach upon request.

Taking Brands Beyond.

Project Management and Delivery



At Clearbrand we **listen very carefully** to our customers requirements to ensure we don't miss the thinking, rationale and ongoing business demands behind a rebrand journey. We always aim to **meet personally with our clients** once we receive a brief and have submitted our proposal to make sure we truly understand our future clients key pivotal requirements. This also ensures that we are able to respond to a brief professionally making sure **we don't miss some of the key facts**, supporting information associated with the project. This allows us to deliver on time to budget working within any constraints that may come into play.

We ensure all our projects are well managed with mechanisms and processes in place to ensure protection of the **project plan**, which will be set up at the start of the project. We would begin with a round of **due diligence** on the quote to ensure it covered everything you expected it too and that any **optional extras** or unclear areas (from both sides) are fully scoped. Within this project plan we specify **rounds of amends** for each stage, with **dated project milestones** to keep the project on track. This is **updated weekly**. We have **approval procedures** in place to ensure each part of the project is signed off by the relevant stakeholders and decision makers at the right time.

As we move through the project milestone gates we host **project status calls/meetings** to document any issues or project roadblocks (where required). We ensure we chase-up any **outstanding project information** that maybe delaying the timeline. Finally we ensure the project plan is updated according to any change requests made by the client and communicate if these are outside of **project scope** to ensure budgets are met.

Building Websites that Build Brands

Project Stages

These are the final suggested items that we are pricing to provide a cost for ClearBrand's full website service range. These will be itemised in the final quote / proposal, allowing the client to see and amend any pricing options to get the project in budget. These stages can be reduced or extended depending on available budget.

FEE SCHEDULE

The above pricing is effective for 30 days from the quotation date. The fee schedule is split into the following payments:

30% Deposit / 70% upon completion of each Step below. After our first project together, future jobs may be invoiced on completion. All projects work to our terms and conditions: clearbrand.co.uk/terms-and-conditions-contracts

Step 1: Discovery, Planning and Research

Research / Project Management + Specified meetings at clients site
Full content audit + content plan
Gap analysis of the current website
User journeys / User experience map
Site map / site architecture
SEO plan

Step 2: Development phase I — Front and rear-end website development

Research / Project Management + Specified meetings at clients site
Conceptual design - three (3) initial concepts
Wireframes
Front and rear-end website development Templates x3 – desktop, mobile and tablet
Imagery Costs – to be sourced by the agency - Selection of 50 images

Step 3: Development phase II — Upload content, training

Research / Project Management + Specified meetings at clients site
Content Migration to templates – Upload content (based on 150 pages)
Alpha Site Testing + UX Development/Testing
1 x Training session on Site CMS (and production of training materials)

Step 4: Development phase III — SEO and testing

Research / Project Management + Specified meetings at clients site
Further Allowance for development based on testing
Beta Site Testing + UX Development/Testing (Quality Assurance Testing)
SEO Implementation

Step 5: Publishing, Hosting and Maintenance

Publish site and on call checking throughout the week
Domain name transfer and 1 year hosting & support plan

OVERALL TOTAL

Website Project Stages

Stages : Website

Common Timeframes

Total = 4-18 weeks

Scope:

- | | |
|--|-----------|
| 1. Deposit to be paid and assets supplied (Logos, colours, imagery, etc) and provisional sitemaps agreed | 1 WEEK |
| 2. Step 1: Discovery, Planning and Research | 2-4 WEEKS |
| 3. Step 2: Development phase I — Front and rear-end website development | 2-4 WEEKS |
| 4. Step 3: Development phase II — Upload content, training | 2-6 WEEKS |
| 5. Step 4: Development phase III — SEO and testing | 1-2 WEEKS |
| 6. Step 5: Publishing, Hosting and Maintenance | 1 WEEKS |
| 7. Website Launch plan date | |
| 8. Training supplied on how to update website | |

Output:

Responsive Website design provided to client and training on how to use.

Timings:

Listed above required for completion

Section 1

ABOUT CLEAR BRAND

Why ClearBrand?

- ClearBrand values – **Taking Brands Beyond**. Beyond your competitors. Beyond expectations.
- **Branding experts** and specialisation – Prior experience with big brands.
- ClearBrand's **signature style** – Precise uncluttered design. Our portfolio.
- Delivering **high-quality design** that is focussed on **user engagement** is our speciality.
- Capture the **emotive aspects** of your audience into a **cohesive narrative**. **BrandStories** service.
- **Local** with an approach to a **value delivery** – Personalised dedicated design service.
Meet regularly and in person to ensure we don't miss key facts.
- **Outstanding service** – User Friendly Project Management system, 5 Star Google Reviews
- **Affordable** industry rates
- Comparable levels of design, **expertise**, capabilities and all important customer service and aftercare to Larger London Agencies.
- Deliver **on time and to budget** working within any constraints.
- Offer a **guaranteed outcome**. ClearBrand promise to tweak your deliverable until it hits the goal.
- Our **recommendations** throughout project and **future ongoing support**

Your Team for this Project

**Josh White – Creative Director & Project Management**

Josh has worked as a designer at award winning branding and corporate communications agencies in London, Brighton and Reading before setting up ClearBrand. Connect on LinkedIn or email him to discuss how ClearBrand can help you connect with your audience.

**Ed Jones – Lead Designer**

Ed joined ClearBrand after working short term in a range of London-based Creative Agencies. He graduated from NUA – Norwich University of the Arts. Alongside his degree Ed has won a D&AD (Design and Art Direction Awards) pencil from 2016.

**Mia Large – Designer/Developer**

Mia is a passionate designer and developer who has joined ClearBrand after taking part in our internship programme. Mia studied her craft at Falmouth University before relocating to Reading.

**Jag Chohan, Web Developer**

Jag is always on the cutting edge of technology and trends. His innovative solutions always grabs attention & helps brand's websites stand out from the crowd and allows them to become industry leaders.

**Ilona Billington, Copywriter**

Ilona is capable of writing and editing for different audiences, in a range of styles as well as working well under pressure and to tight deadlines. Her experience includes longer and more in-depth features as well as snappy blogs across a range of platforms.

**Nigel Hartley – Project Strategy and Business Development**

Delivered full solutions for end customers in all sectors including service providers and mission critical businesses.

**Eddie Thomas, Web Developer**

Eddie is a multimedia designer and developer with over 35 years experience in web design and web/application development. He has provided services for both the public and SME sector.

Project support

For larger projects we can introduce our network range of freelancers and contractors including designers, developers, photographers, animators and more.

Select Clients



BARCO

Barco NV is a technology company that develops visualization and collaboration solutions.

Revenue: 1.102 billion EUR (2016)

www.barco.com



EDMI

EDMI designs, develops and markets energy meters and metering systems for the utility industry.

Revenue: £10–50 Million

www.edmi-meters.com



MOBIFY

Mobify is a provider of mobile customer engagement solutions for retailers and brands.

Revenue: £5–10 Million

www.mobify.com



BENTHAM

Bentham design and manufacture optical metrology instrumentation.

Revenue: £10–50 Million

www.bentham.co.uk



3T Logistics

3T combine systems solutions and transport expertise to reducing clients' transport costs

Revenue: £10–50 Million

www.3t-europe.com

See more at www.clearbrand.co.uk

To see the all work visit www.clearbrand.co.uk/our-works

Testimonials



“We approached ClearBrand within the last year to undertake a large design project incorporating a variety of print and digital assets. Each project has been completed on time, on budget and to an exceptional standard despite often tight deadlines. We look forward to continuing our work with Josh and the team and will continue to highly recommend.”

Adam Norton, Marketing Manager – Bentham Instruments.

“ClearBrand have helped us build our online presence through revisiting our website strategy and given us a brand which stands out in the industry.”

Reagan Nyandoro – Marketing Manager, 3T logistics

“Fantastic service and quality every time. Quick turnaround times for material and excellent communication and design ideas. Would highly recommend if you’re looking for a full service design agency.”

Eva Cannon – Marketing Manager – Barco /wePresent

“We are really happy with the outcome and partnership with ClearBrand on our brand and digital services and look forward to continuing our work towards making Daily Poppins a household brand.”

Nigel B, Director – Daily Poppins

“As a group of established recruiters looking to rebrand a new Professional Services Recruitment company, we were referred to ClearBrand to partner with us in creating a brand and a website. We had decided on the company name - Ernest Hunter Green, but each had our own thoughts and feelings on how the brand should look. ClearBrand were able to bridge the gap and create a brand we felt represented our business, an image we would be happy to use over the years as the business grew. The website allows us to post roles and for candidates and clients to easily see our areas of specialism. We were given expert advice from Josh and his team ensuring we were able to manage the website independently once he set us free”

Sue Palmer, Director – Ernest Hunter Green

“I approached ClearBrand needing company branding and website design and build. I have nothing but praise for the excellent service and creativity from Josh and the team. They translated my ideas, outline website structure and copy into something which truly articulates how I want to be seen in business. I’m absolutely delighted with the end results and have had incredibly positive feedback from anyone viewing my website. They delivered to my timescales, added huge creative value and were lovely to work with. I continue to work with them for all my creative needs.”

Sue Austin, Director – Austin Consulting

“An excellent, personal and highly professional service. I approached ClearBrand having met with several creative agencies to re-brand our organisation and develop brand guidelines. I chose ClearBrand as their approach to the project was more hands on, creative and very competitive. Their service throughout was very consultative, professional and Josh and the team always made themselves available when needed. Since the initial project they have always been very responsive to further design tasks and very forthcoming with advice when requested. Would highly recommend.”

Matthew James, Marketing – GreenBrook Healthcare

“Professional and Creative with great communication and feedback. I approached ClearBrand after months of searching for the right business to create my brand and website, from my very first meeting they believed in the brand and were genuinely excited to work with us. Would highly recommend for branding and a Website design for any complexity or functionality.”

Peter Campbell – Founder, Add2Kitty

“Really pleased with how everything looks. Thanks for all your hard work, we are all very impressed!”

Megan Lazenby, Marketing Manager – ClarksLegal / ForburyTECH

“My letting agency recently used ClearBrand for a new logo, stationery, fascia, etc. and they were excellent from start to finish. They offered a number of designs to choose from and made amendments promptly. Very happy with the final product.”

Adam Lewin, Director – Reading Lettings

Portfolio - Branding & Design

We're proud to create brands and websites that stand the test of time. Here's a small selection.



Design.Build.Eat.



Our Approach



1. ASSIGN A DEVELOPMENT TEAM TO THE PROJECT

Your primary contact will be assigned to oversee the project and communicate between your company and our team. We will normally assign designer/s who will be assisted by a project manager.

2. FINDING YOUR 'CORE IDEA'

We help our clients find out what makes them different. We call this your 'core idea'. With ClearBrand, you get an agency that listens to you and asks the right questions to get the best out of your Brand. Where do you want to be? What do you want people to think when they see your brand?

3. CONCEPT STAGE

This is the fun bit! We produce an 'ideas wall' where we submit initial concepts for you to look at, whether this is initial logo ideas or colour combinations, this is where you get to see the brief come to life and where most of the hard work is done ensuring we create a strong visual presence for your business.

4. CONCEPTS REFINED

We want you to be totally happy with your company's final look. This stage is important as we take on board your initial reactions and start to look at refining the visual working towards the final concept. This process is usually broken down into two stages and will incorporate the tweaking of all the visual elements used to create the finished article.

5. CREATE

Creating brands and communications is not a mystic science, it is really common sense. We use our imagination and experience to create compelling stories, which resonate with customers, employees and other stakeholders.

6. MANAGE

In the corporate world your brand is your reputation and your reputation is driven by people's experience of you. We work with our clients to create the tools and resources they need to effectively manage their brands.

But it doesn't stop there. All brands need to be nurtured. Left to grow organically or to stagnate, you will quickly be back where you started. We work with our clients over many years, interrogating, investigating and developing their brands to ensure they grow as they do.

Our Website Features

All ClearBrand's High quality websites feature the below...



SECURITY

Are secure and tested with backup and disaster recovery solutions mapped out.



MODERN CODE

Feature clean and modern designs with the latest code

SEO

SEO READY

Feature tools to update SEO



SPEED CHECKED

Are speed checked to be optimised to high standards on handover to client.



AUTOMATIC BACKUP

Ensuring any issues can be resolved promptly.



GOOGLE ANALYTICS

Tracking all important metrics for your website from the get go.



FUTURE PROOFED

Are future proof to be updated to add functionality, take payments, etc when you need to add these



WEBSITE EDITOR

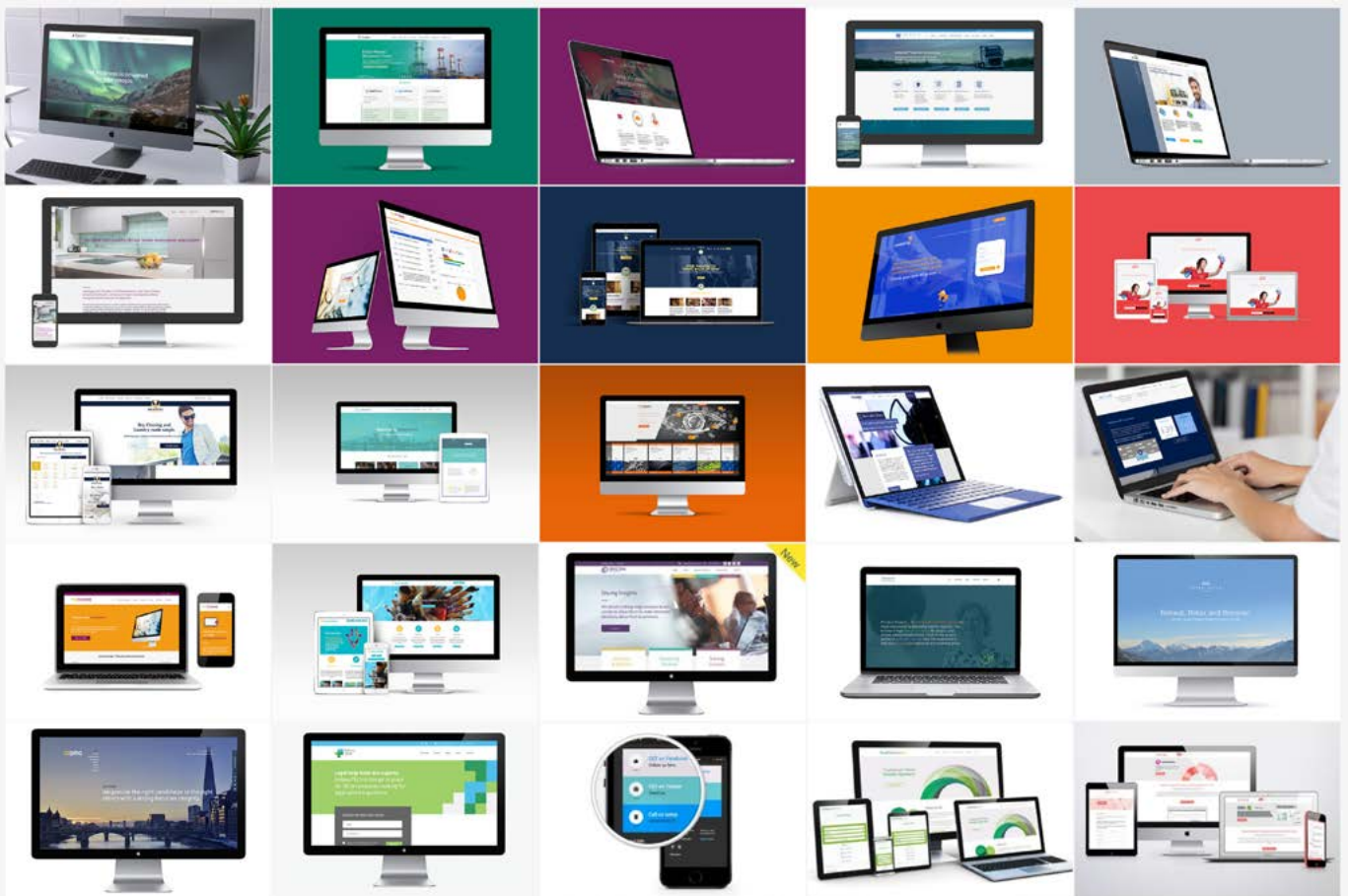
Are easy to update yourself as the client - add pages, change text and images



RESPONSIVE

Are responsive so will work well on all devices featuring strong imagery

Portfolio - Web Design



A small selection of our website work are here.
Click the buttons to see the full site.

—

See a wider selection here

www.archive.clearbrand.co.uk/websites

Select Portfolio

A small selection of our website work. Click the buttons to see the full site.

3T Group

3T approached ClearBrand wanting to modernise their previous site. We created a strong UX and enhanced the brand identity by decluttering. We allowed 3T Group to communicate their expertise.

The site also features a custom calculator to allow the user to see which service is right for them.

View the site:
3t-europe.com



Our new website design for Daily Poppins has a built-in postcode finder functionality. So you can find your nearest branch hassle free. There are over 50 franchises which each have their own pages, booking forms and paypal information to receive payments. We utilised a 10,000 line postcode database to send people to their correct branch.

View the site:
dailypoppins.co.uk

DATONIQ

The Datoniq site was designed to drive interest and enable users to make enquiries. Our goal was to provide a manageable CMS which is easy to use and allows content to be uploaded and edited without hassle.

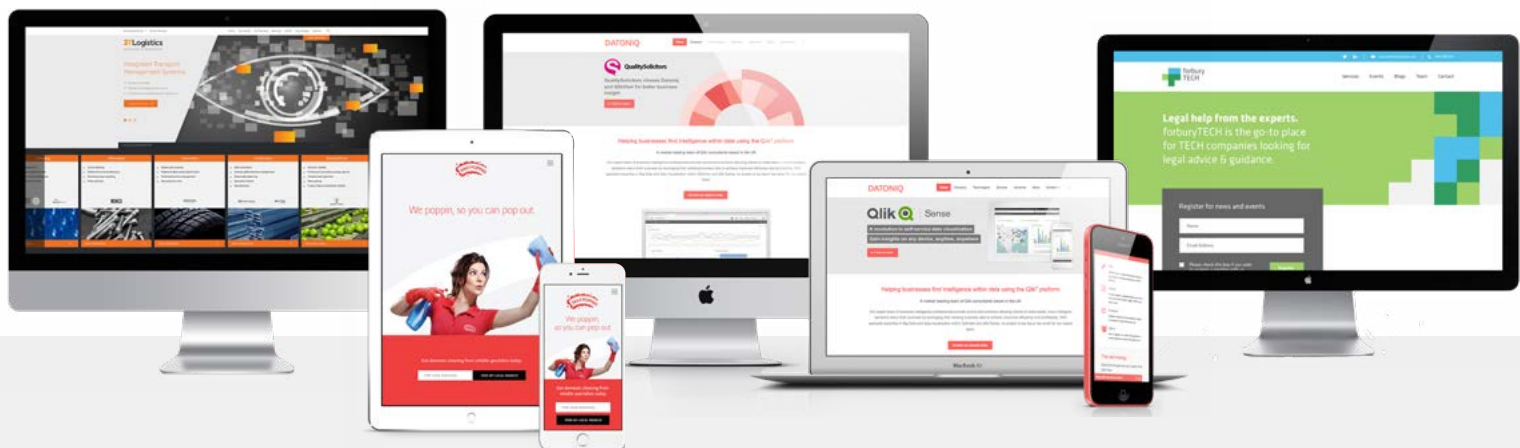
We developed design and copy content that was adopted across all markets, not just online but throughout their entire suite of marketing materials.

View the site:
datoniq.com



forburyTECH are a startup from established firm ClarksLegal who provide legal help to tech businesses and startups. This brand concept takes inspiration from computer pixels, which make up the FT mark and supporting pixelated illustrations. The green colour palette was chosen to represent the Forbury gardens landscape and gives a clean and modern style.

View the site:
www.forbury.tech



Select Portfolio

A small selection of our website work. Click the buttons to see the full site.



TalentID help leaders and teams increase their performance. They required a re-brand and a website. The website now possesses a strong brand they can be used as a credible tool to support networking, meetings and referrals.

“Very happy with my branding refresh and website.”

– Richard Waddell, CEO

View the site:
talent-id.co.uk



Caigate is an international energy company that operates in the diesel generation business and have over 25 years of experience. ClearBrand had been approached to help establish Caigate's brand on the world stage and most importantly to make a robust and informative website which illustrates all of Caigate's services.

View the site:
www.caigate.com



London based property developer Soho Grey focus on extensions, refurbishments and renovations across West, South and Central London. ClearBrand updated Soho Grey's branding alongside designing a new portfolio website, photography, guidelines, vehicle design and more to help create a consistent and unique brand.

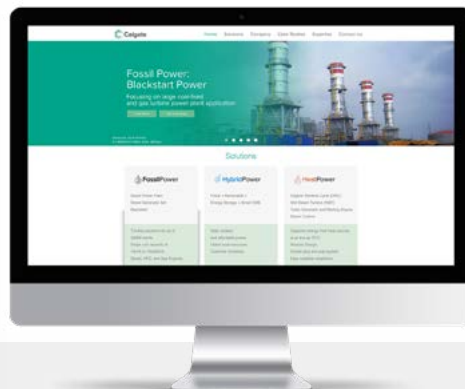
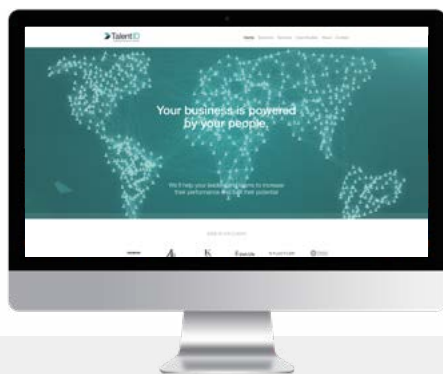
View the site:
sohogrey.co.uk



Alpha are a Thames Valley based recruitment agency. ClearBrand were tasked with a re-brand and website overhaul to reflect the new direction of the company.

We coupled a sophisticated but lively palette of navy blue with yellow, which also features subtly in the imagery.

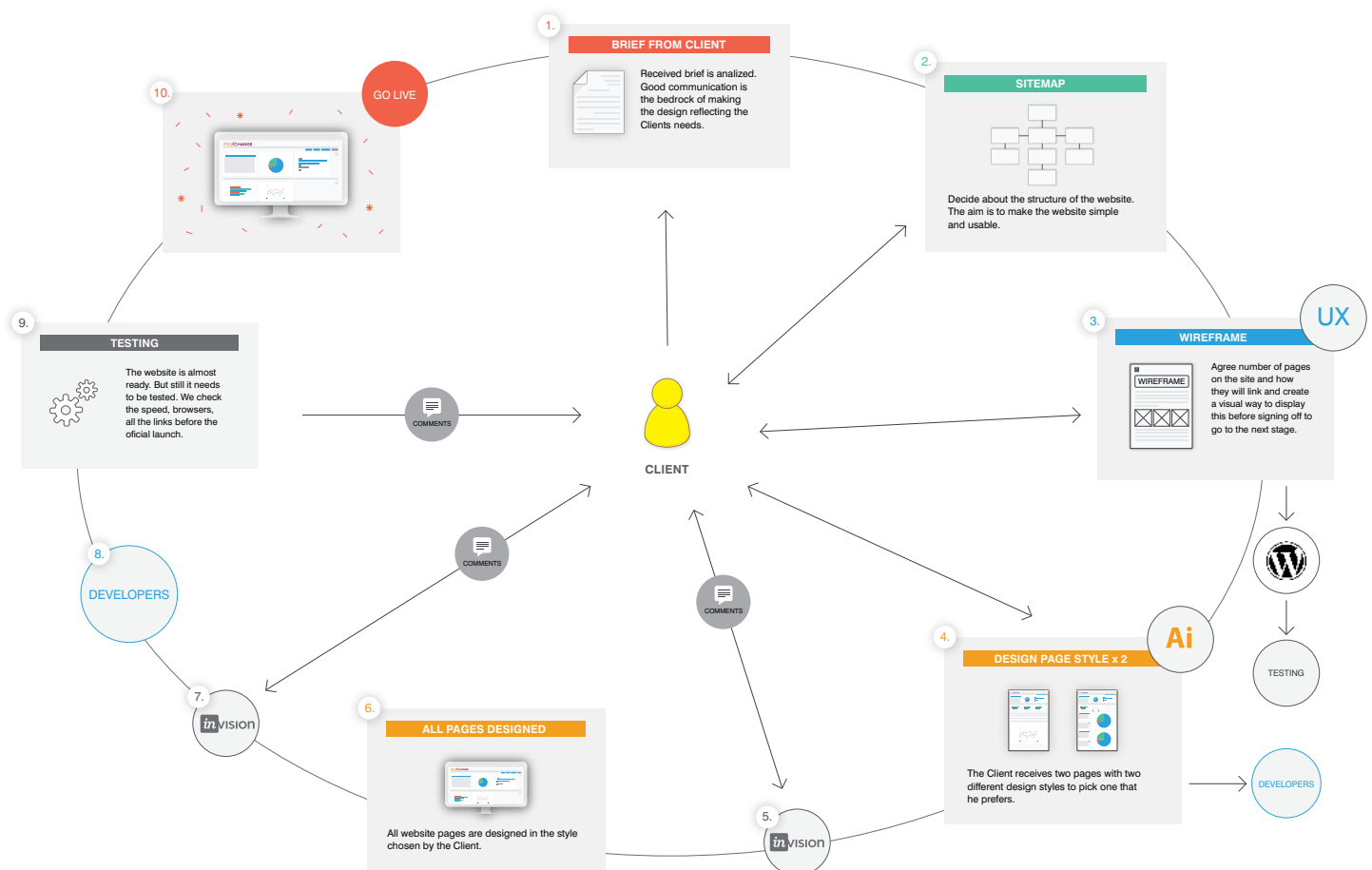
View the site:
alphagroup.org.uk



Section 2

PROJECT STAGE DETAIL

The below diagram shows our web design and development process. This is further outlined over the new pages.



Project Stage Detail

ClearBrand takes pride in understanding your requirements and objectives, and balances that with the need to develop and deploy a top-notch solution to capture your organization's vision. We don't cut corners; we focus on quality, and realize that timing is important. We will work together meeting important deadlines and get things done the right way. Our Goal is to provide the following services:

Discovery and Planning

- User Experience/UI Design
- Sitemap/Wire Framing

Design

- Discovery and Analysis
- General Branding Standards
- Website Design
- Responsive Design

Production

- New Content Integration
- Category Settings
- Image Production

Development

- Wordpress Setup and installation
- Coding HTML / CSS / Javascript
- Customize Theme / Responsive design
- Migrate existing content from CMS

Wordpress

- Implementation and Ecommerce

Support Services

- Project Management
- Quality Assurance Testing
- Training
- Site Launch

We will oversee these steps and will work with your staff to keep you up to date on the progress, project needs, and milestones all the way to project completion.

1. Discover and Planning

Research, UX website design & development strategy

Great design starts by understanding the challenge, we begin by asking questions. We work to understand your vision, goals, audience, project parameters and desired outcomes. We research your intended audiences, and study the competition. We define the design problems and discover strategies for solving those problems effectively and memorably.

At this stage we will provide:

- A creative brief describing our understanding of the project's goals and parameters
- A detailed schedule to guide the process.
- Initial Sitemap and Wireframe

In this stage, ClearBrand works with staff and stakeholders to gather as much information as possible about how they believe the new site should function. Where possible, and budget permitting, we also like to involve representative end users (i.e., current or potential readers) in these discussions to learn more about how they will use the site. Involving end users in the strategic analysis stage of the process can provide new insights, and/or validate our client's choices and strategies. We also use analytics tools such as Crazy Egg and ClickTale to study visitor experience.

After gathering this data New Signature will then produce a qualitative analysis of our findings with recommendations that are expressed through the information architecture and wireframes. During this portion of the process ClearBrand will work with the client to define the requirements for specific site functionality. The data we gather will also be used later to inform the choices made in developing the graphic design of the website, content choices, functional recommendations, and technology choices.



Note: See APPENDIX for examples of audits, sitemaps wireframes and more.

Project Stage Detail

2. Design.

We are intuitive thinkers who incorporate problem solving in to our design process. Our creativity is in tune with the development needs of your organization, and each step is thought through with care and expertise.

Website Design

ClearBrand will, through research and client discussion, explore various means of incorporating the desired identity and user experience into the site design. ClearBrand will then work with the client to refine and expand upon the chosen design.

The design process will include:

1. Initial design concepts presented to the client for approval an initial set of pages including: Initial Homepage options, Interior Page Layouts, Landing Page and Secondary Page
2. Revisions and evolution of design concepts from round one and two, based on client feedback.
3. Final design revisions. Rounds of revisions included in the quotation.
4. Client Approval and signoff.

Website design process - Case study: Daily Poppins.



ClearBrand



STEP 1.

Design a select number of pages for sign off. Put a clickable Invision link together for client to comment on. These are not developed at this stage.

LINK: <https://invis.io/EQB5NM68N>

(Note: Best viewed on a desktop. You can click the navigation. This is not responsive, but just a series of pliable links to visualise the pages on your new site)

STEP 2.

Develop the website on ClearBrand's testing servers. This allows you to see your website on a test link that won't be viewable on the web.

LINK: dailypoppins.clearbrand.co.uk

STEP 3.

Move the website to your live servers. Once all tested and signed off on our test servers we will push your website live to your hostign and domain name.

LINK: dailypoppins.co.uk

Project Stage Detail

3. Development.

Coding and Development

Once the site design has been approved, the site development will begin. The site will be built using the latest HTML5, CSS3, and JavaScript techniques. We will ensure the site will follow all web and accessibility standards and be SEO friendly.

We recommend moving the site to Wordpress CMS as for we feel that it is a better fit for the needs of this website. We will migrate the existing content over to the new Wordpress site, and utilize a base template that already supports Responsive design.

Client will provide a development environment during the “build out” phase and migrate the site after final sign-off. We will integrate additional 3rd party tools as need to support any gap there may be in managing video, photo, audio files.

The development process will include:

- Customized Theme and Page Layouts
- Installing & Configuration of CMS Modules & Plugins
- Styling any custom elements as needed

Content / Data Migration

Our experts will examine the existing content that currently resides in current CMS systems, create an exported data file that can then be imported in to the new Wordpress CMS site. This will save time and effort in the migration process.

Production

Site Production includes medial tasks that are required to pull together the site. Such as the following:

- Clean-up and updates to existing images sizes and colours
- General cleanup of existing content, which includes the removal of code that would prevent proper display in mobile devices.

4. Support Services

Training and Quality Assurance Testing

A customized training plan will be developed and training will be given to meet the needs of the clients website management team through conference calls and web-based meetings. ClearBrand will complete a thorough testing process to ensure proper coding and smooth launch of the redesigned website. Client will also be expected to complete a thorough testing cycle prior to signing off on the website.

Project Management









ClearBrand will manage all phases of the project from start to completion. This will include coordinating a project plan, scheduling meetings, reviewing of design comps, coordinating steps for website development and providing training and support after site launch.

Client interaction is essential to the success of all engagements, helping us to reduce risk, control costs, and meet customer expectations. We work with our clients to understand the business environment; project needs, and issues contributing to the problem at hand.









Section 3

FURTHER DETAIL & APPENDIX




**Our Web
Design
services:**

-  Creative web design
-  Online strategy & marketing
-  eCommerce shops
-  Mobile app development
-  Content management systems
-  Social media & email marketing
-  Website copywriting
-  Hosting solutions

**Our
websites:**

-  Are optimal on all platforms
-  Maximise your branding and get results
-  Connect to your specific audience
-  Are highly engaging and intuitive
-  Feature strong imagery
-  Have strong UX (User Experience)
-  Utilise modern web techniques
-  Feature user-friendly content management systems

**Other design
services**

-  Branding, logo design, stationery
-  Video production & photography
-  Online & printed marketing

The ClearBrand Digital Marketing Solution Plan

Including our full range of services available.

The below diagram shows how our web design and development fits within a wider digital marketing plan. We would be more than happy to discuss a digital marketing plan with our clients.



Proposed platform/CMS



To manage the websites content we would use WordPress. This started life as a blogging tool but has since grown into an extremely powerful and flexible Content Management System and application system. Below are some of the benefits of using a WordPress powered website:

1) It's the most popular CMS in the world

WordPress holds the largest market share in the CMS market. Many users are already familiar with the WordPress CMS and so it requires less training.

2) Manage Content Easily

This is one of the most important benefits of WordPress. With WordPress you can easily update the page whenever required. It saves time and money and in a couple of clicks you can easily add a new section, page, post, to your website. If you can use Word you can use Wordpress.

3) Enhances Search Engine Optimization

To earn a better Google Rankings your site needs to be optimized. WordPress allows you to configure permalinks and edit your title tags and descriptions, so that you can more effectively rank in search engines. There is also a wealth of advanced plugins that help you maximise you SEO data for each and every page on your site.

4) Extensibility

One of the primary reasons for choosing WordPress is its extensible nature – there are loads of plugins that have been developed by the WordPress community which allow you to add lots of extra functionality to your site. These plugins can drastically improve your site in a variety of ways whether it's through providing Twitter integration and displaying your best Flickr photos, or allowing you to create some slick animated effects, anything is possible.

5) WordPress is Open Source

WordPress has a very active community of users and developers committed to its development. New editions come out regularly and as well as making security fixes they also bring new useful features and improvements. It's a flexible, adaptable tool that is fully scalable with your website as business grows (such as adding an integrated e-commerce system).

6) It Saves You Money

Using WordPress means never having to pay us, your web team, to do simple updates. You just login to your website with a password and start making edits.

7) Powerful Social Media Tool

WordPress as a social media tool is one of the top reasons most people love and use it as their CMS platform. There are 100's of ways plugins can be used to link to almost every social network out there, including Facebook & Twitter.

We can use these along with well-planned marketing campaigns to create a buzz or increase traffic to your site.



WordPress is a website platform and content management system (CMS). This platform (as well as being scalable, free, open source and completely customisable) has the benefit of providing complete control to your school through its easy-to-use content management system. There are too many benefits to list here, but it provides the backbone to your website. For more information visit WordPress.org.

Website Maintenance Pricing

After a client signs off a website ClearBrand have designed/developed and it has gone live, occasionally clients have their own development team who maintain their site. However for those that don't we offer a range of maintenance options depending on requirements. These are listed below:

1.0 Basic site support.

We develop and maintain many sites across our clients, however as a small agency our developers can't always react to each case at that precise time. To ensure that we can react quickly to cases we have set up a pro support package that we work with our support partners, who are specialists in keeping websites up to date and secure.

Your website is just like any other software or app – it needs to be regularly updated and maintained to keep it in working order. Neglecting to maintain your site is like forgetting to update the apps on your phone or forgetting to service your car. It's important to ensure your website is always live, ready for customers and presenting your business at its best.

Our Wordpress care plans are an essential part of what we offer and it's important the site and its plugins are being looked after on a daily basis. We offer a range of care plans to suit your requirements and prices start from £75 per month.

For more information on the plans and pricing, please get in touch.

Website Support Pricing – WORDPRESS CARE PLAN	COST
Website Support	
<ul style="list-style-type: none">– Email support– Daily backup and restore– Daily Plugin Updates– Malware & Security Scanning– Uptime Monitoring– WordPress core updates– Detailed monthly report	Starting at £75 /month

PLEASE NOTE

- All projects adhere to our Terms and Conditions: clearbrand.co.uk/terms-and-conditions-contracts
- All Prices above Exclude VAT @20%

Thank You

If you have any more questions please don't hesitate to email us at info@clearbrand.co.uk.

We look forward to hearing from you.