ClearBrand Introduction to our

WEBSITE SERVICES

Building Websites that Build Brands

ClearBrand

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 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
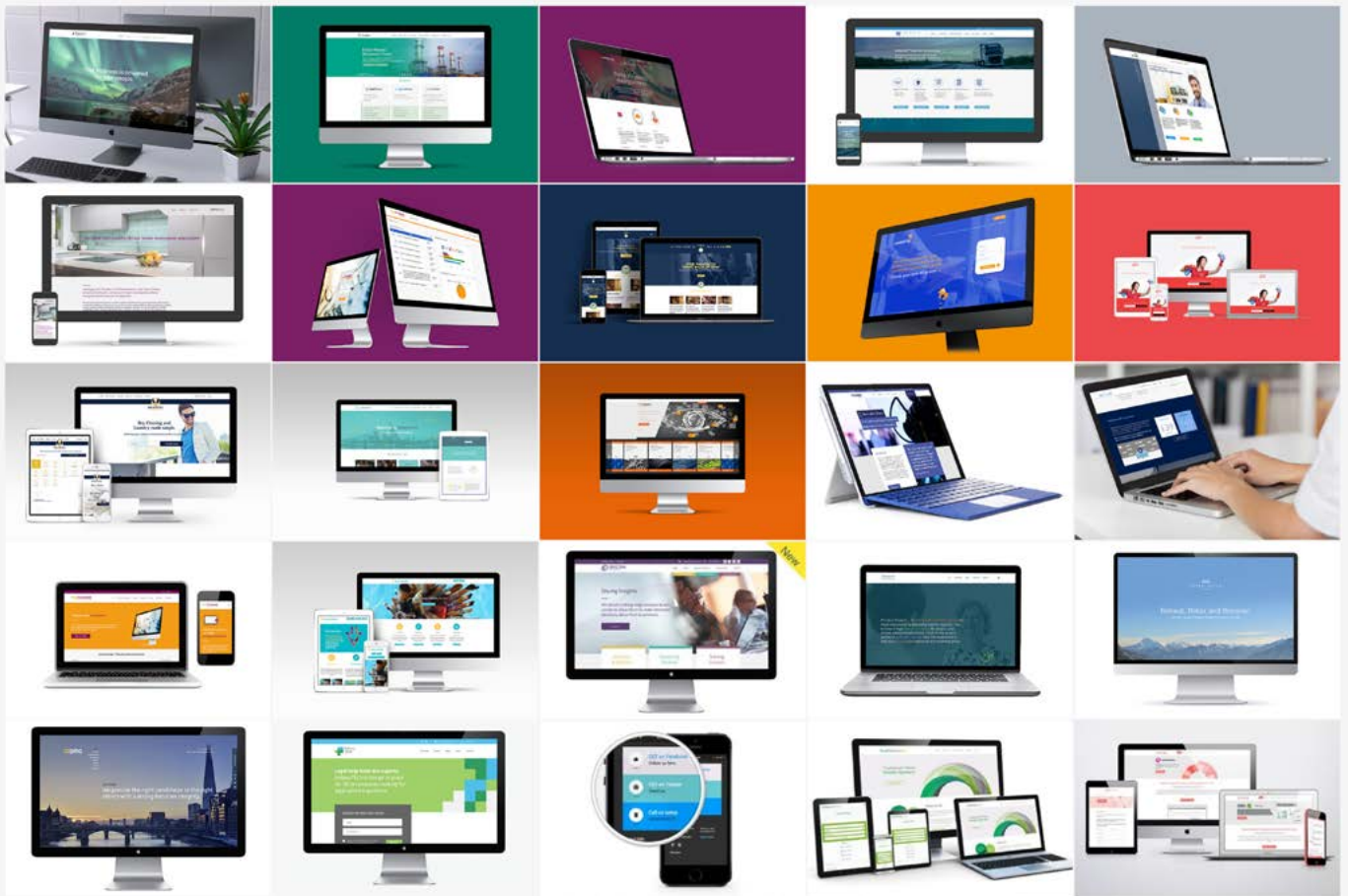
WEBSITE EDITOR

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

DAILY POPPINS

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

forbury TECH

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
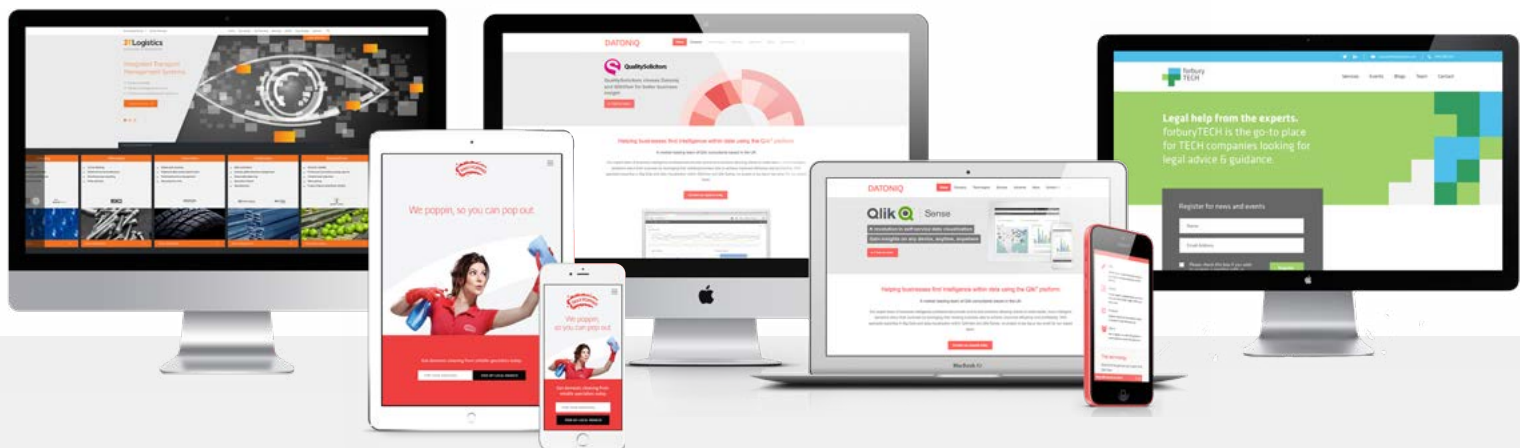
Select Portfolio

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

TalentID
HANOVER SEARCH GROUP

Caigate

sohogrey

αlpha

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

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.

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.

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:
talent-id.co.uk

View the site:
www.caigate.com

View the site:
sohogrey.co.uk

View the site:
alphagroup.org.uk
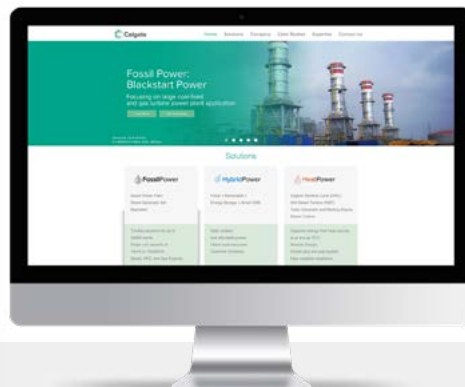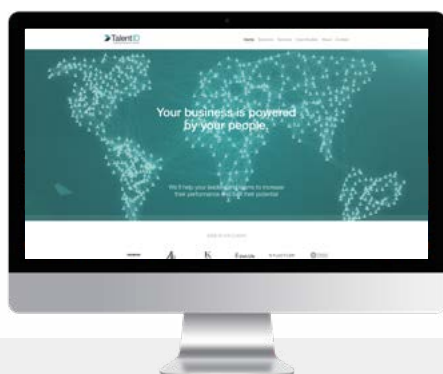
Project Stages

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
Scope:	Total = 4-18 weeks
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 reguarly and in person to ensure we dont 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**

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 reccomend 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.

Section 2

PROJECT STAGE DETAIL

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

10.

GO LIVE

1.
BRIEF FROM CLIENT
Received brief is analized. Good communication is the bedrock of making the design reflecting the Clients needs.

2.
SITEMAP
Decide about the structure of the website. The aim is to make the website simple and usable.

UX

3.
WIREFRAME
WIREFRAME
Agree number of pages on the site and how they will link and create a visual way to display this before signing off to go to the next stage.

9.
TESTING
The website is almost ready. But still it needs to be tested. We check the speed, browsers, all the links before the official launch.

COMMENTS

COMMENTS

COMMENTS

CLIENT

Ai

TESTING

DEVELOPERS

8.
DEVELOPERS

4.
DESIGN PAGE STYLE x 2
The Client receives two pages with two different design styles to pick one that he prefers.

7.
invision

6.
ALL PAGES DESIGNED
All website pages are designed in the style chosen by the Client.

5.
invision

DEVELOPERS

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.

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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.

invision   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 though 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 – 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.