

ClearBrand Website comparison – Features

<p>Basic</p> <p>★</p> <p>Simple design focused website with less functionality and technical features.</p>	<p>Pro</p> <p>★ ★</p> <p>High level of research and design with search engine optimisation (SEO) and speed optimising and higher security on top.</p>	<p>Premium</p> <p>★ ★ ★</p> <p>Fully service and optimisation delivered at each stage. Higher focus on user experience (UX) and lead generation.</p>
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COMPARE	BASIC	PRO	PREMIUM
Site map / site architecture	✓	✓	✓
Conceptual design - initial concepts for desktop visuals (per package)	✓	✓	✓
SEO Plugin Yoast for client to edit SEO	✓	✓	✓
Simple to use website editor to change pages, images and text yourself	✓	✓	✓
Front end website development Templates – desktop only	✓	✓	✓
1 x Training video on Site CMS	✓	✓	✓
Publish site and on call checking throughout the week	✓	✓	✓
Test server environment with a backup our end	✓	✓	✓
Alpha Site Testing + UX Development/Testing	✓	✓	✓
Full clickable website in invision app before going to development	✓	✓	✓
Beta Site Testing + UX Development/Testing (Quality Assurance Testing)		✓	✓
Imagery Costs – to be sourced by the agency - Selection of 50 images		✓	✓
SEO plan + SEO Implementation including keywords, title tags, metas		✓	✓
Speed checking - all pages under 3 seconds target		✓	✓
Security plugins implemented		✓	✓
1 x Training session on Site CMS (and production of training materials)		✓	✓
Research stage / Project Management + Specified meetings at clients site		✓	✓
Full website content audit + content plan		✓	✓
Gap analysis of the current website			✓
User journeys / User experience map			✓
Wireframes			✓
Front-end website development Templates on mobile and tablet			✓
Further Allowance for development based on testing			✓
Full digital marketing plan showing how your website can make you leads			✓
Domain name transfer and 1 year hosting & support plan			✓
In-depth Customer Research and Brand Research (website audit, Pinpoint areas of strength, weakness, opportunities, threats for the website)			✓

ClearBrand Website comparison – Process

<h2 style="text-align: center;">Basic</h2> <p style="text-align: center;">★</p> <p style="text-align: center;">1 design option. 2 rounds of amends. Simple low cost website.</p>	<h2 style="text-align: center;">Pro</h2> <p style="text-align: center;">★ ★</p> <p style="text-align: center;">2 design options. 3 rounds of amends. Higher level of designer and developer to get the design right.</p>	<h2 style="text-align: center;">Premium</h2> <p style="text-align: center;">★ ★ ★</p> <p style="text-align: center;">3 design options. 4 rounds of amends. Full service from research to concepts to final outcomes.</p>
<p>Here you would have a staff level of junior to mid designers working on the project. Director involvement: 10%</p>	<p>Here you would have a staff level of Senior Designers working on the project. Director involvement: 30%</p>	<p>Here you would have a staff level of Senior Designers and Director on the project. Director involvement: 50%</p>
<p>Turnarounds roughly 2-8 weeks average</p>	<p>Turnarounds roughly 2-8 weeks average</p>	<p>Turnarounds roughly 2-8 weeks average</p>
<p>PROCESS:</p>	<p>PROCESS:</p>	<p>PROCESS:</p>
<ul style="list-style-type: none"> • Discovery questionnaire • Conceptual design - one (1) initial concepts for 2 pages • 1 Rounds of feedback from client • All pages set up as clickable browser visuals for signoff • Website developed • 1 Rounds of testing feedback from client • 1 x video link Training session on Site CMS 	<ul style="list-style-type: none"> • Discovery questionnaire • Conceptual design - two (2) initial concepts for 2 pages • 1 Rounds of feedback from client • All pages set up as clickable browser visuals for signoff • 1 Rounds of feedback from client • Website developed • 1 Rounds of testing feedback from client • 1 x video link Training session on Site CMS 	<ul style="list-style-type: none"> • Same process as Pro <p>EXTRA:</p> <ul style="list-style-type: none"> • Extra initial option and Rounds of feedback if required (rather than paying hourly for further amends.) • Concept and Research stage • Mobile design mockups (other packages only show Desktop Design and visuals) • Extra Allowance for development based on an extra round of testing • Beta Site Testing + UX Development/ Testing (Quality Assurance Testing) • In-depth Customer Research and Brand Research (website audit, Pinpoint areas of strength, weakness, opportunities, threats for the website) • Copywriting • Strategy for website rollout / launch • Up to 100 free stock images for free* • Content audit + content plan and suggestions • User journeys / User experience map • SEO plan • Speed testing report
<p>EXTRA:</p> <ul style="list-style-type: none"> • Discovery kickoff meeting after reviewing questionnaire • 1 x Training session Q&A in person or over skype on Site CMS • Up to 50 free stock images for free* • Extra two options and round of amend to ensure you are fully happy with the website. 		

For more information on process, amends, billing etc go to www.clearbrand.co.uk/faqs
Please note further amend rounds outside scope are charged per hour.

Why use ClearBrand?

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



SECURITY

Secure and tested with backup and disaster recovery solutions mapped out.



MODERN CODE

Feature clean and modern designs with the latest code



SPEED CHECKED

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



AUTOMATIC BACKUP

Ensuring any issues can be resolved promptly.



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



SEO / ANALYTICS

Feature tools to update SEO and tracking all important metrics for your website from the get go.



RESPONSIVE

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

EXTENDED FEATURES...

- Search engine friendly URL structure (ie the address of each page)
- Ensuring that your <title> tags are optimised (these appear at the top of each page and ensure that search engines understand what each page is about).
- Optimising your <meta description> tags (these provide text for search engines to show when people search for you).
- Incorporating semantic mark up (which is used to make the content of web pages more meaningful to search engines).
- Mobile friendly, which is important because when you search from a mobile phone Google gives preference to mobile friendly websites.
- Every website has a security (SSL) certificate which will give you a small ranking boost above competitors whose sites are not secured.
- We use technology to accelerate page loading times – something Google is known to reward.
- A copy of your website is maintained on hosting for 7 days if backups are required.
- The servers are monitored 24/7/365 and a full back up of your website will be taken daily.
- We work with established UK based hosting companies who we have worked with for over 15 years.
- The upshot of this is that your website should have near 100% uptime, be quick to load and have the security of daily backups should we need them.