

# Websites:

## Our Process

Your website is your shop window to the world. When your customer lands on it, it takes them less than a second to form an opinion and decide to stay and engage. That's why it needs to be clear and focussed, communicating who you are and what you do, ultimately leading them to contact you or purchase your product.

We design and build **stylish, user-friendly websites** that stand out from the crowd. Our websites range from simple one-page brochure sites, right through to large e-commerce stores.

So whether you're looking for a refresh of your existing site, a quick-turnaround landing page or a full new website with a customer relationship management (CRM) system, we have the creative expertise and technical knowledge to help you create something to be proud of.

## Our Process

We will work closely with you throughout the design and development process, focussing on the end-user experience, to ensure your website will attract visitors and convert more leads.

1

### Existing Site Audit

We will evaluate your current website's performance (if applicable). This includes SEO, lead-generation performance, content quality more.

2

### Research & Planning

We will then begin to plan the structure of the website, which includes creating a sitemap to form templates of the pages.

3

### Design & Content

Once the template has been designed and approved. We will then begin to build the website from the site-map and template. Deciding on colours, fonts and layouts.

4

### Development & Optimisation

Once the website has been created from our agreed designs, we will review the site, make sure that it is optimised for other devices and review all SEO.

5

### Testing & Launch

We will do a full test review before launch to make sure it looks great and works on all devices. Once this has been done then its all systems go and we're ready for launch.

## Support, Maintenance & Promotion

Many people consider launch day to be the last time they need to think about their website. It looks great and works well so it's done. However, a good website is never done – thinking like this is a bit like boiling the kettle but not making the coffee... The bit you have now is a powerful business tool which is capable of attracting more sales so you need to put it to work!

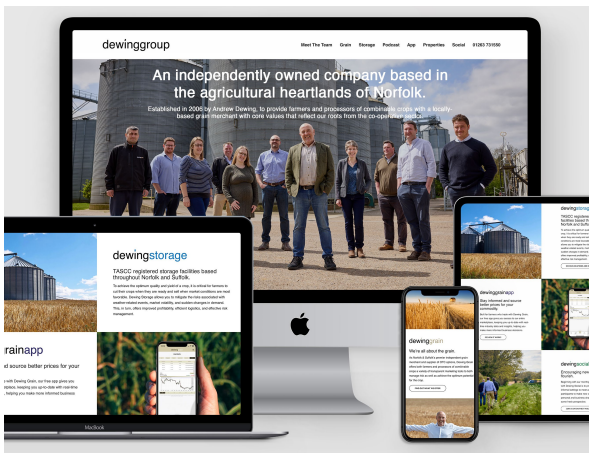
**With the help of tools such as Google Analytics and Semrush, we can track and improve your website's performance resulting in:**

- Increased conversion rates
- Extended visitor session times
- Increased website traffic
- Reduced bounce rates
- Increased Search Engine Optimisation

**Speak to us about our website & SEO maintenance plans, which we offer for a small monthly cost.**

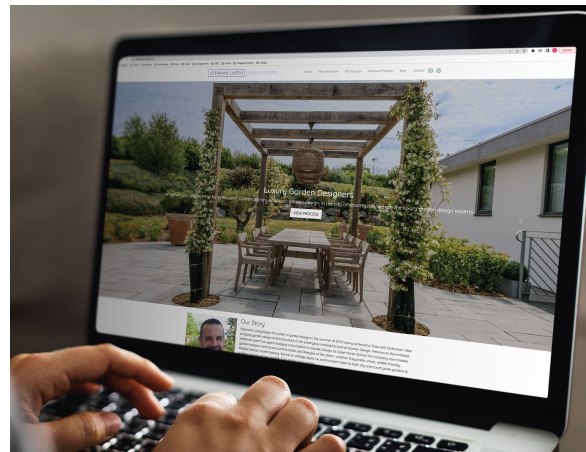
## Recent Website Projects

*"Your team are so creative, knowledgeable, professional and trustworthy. Your input into the website and SEO has made a difference already, in just a couple of weeks. Thank you."*



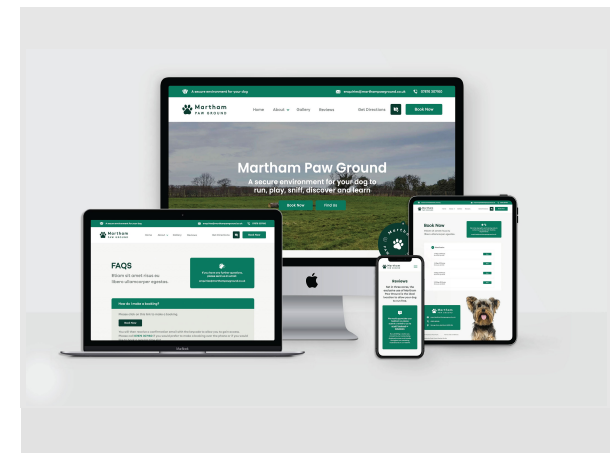
### Dewing Group

A multi-site project for a Norfolk agricultural group, including a farmer login area and an area allowing customers to listen to their popular podcast, and interact with their app.



### Stephane Lustig

A bespoke website design & build with a full SEO strategy to improve website traffic, gain new paying customers and ultimately increase business revenue.



### Martham Paw Ground

A bespoke website with a booking platform, including an SEO strategy to ensure the website reached the brand new dog park's goals and target audience.

## Next Steps...

Following on from creating your website, we also offer other services to help elevate your business such as:

- Brand Guidelines
- Photography & Video
- Company Stationery
- Brochures & Leaflets
- Email Marketing
- Blog Content

## Contact Us

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