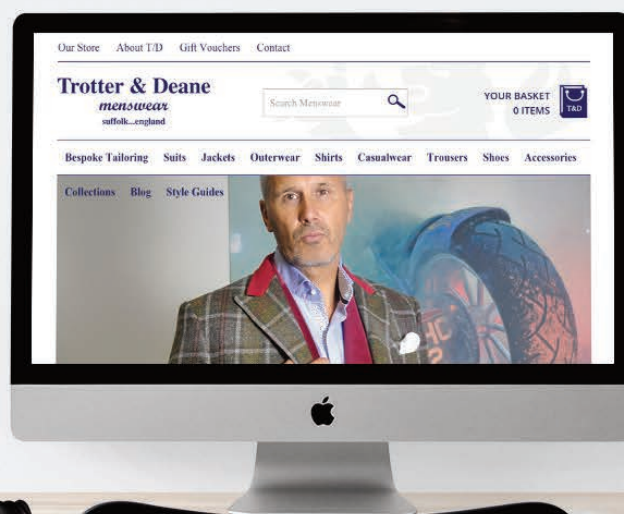


WEBSITES THAT MEAN BUSINESS



KALL KWIK - YOUR ONLINE PARTNER

The internet has changed the way that we all do business and having a website is now an essential marketing tool for every company. Whether you are looking for a website that showcases your products and services or a full e-commerce solution we can help.

Although it can seem quite bewildering at first as to all the options available we will spend time to understand what you want to achieve with your website and will guide you all of the way.

We won't baffle with you with jargon and we'll make sure your new website ties in with all your other marketing material.



WEBSITES THAT MEAN BUSINESS

50%

of small companies that use the internet to market their business increase their turnover by 20%

55%

of shoppers claim to have used a mobile device whilst shopping in store.

60%

of consumers use the web as their primary tool to search for local businesses. 60% of those go on to make a purchase

11.5%

of total retail sales are from those who start online and then shop offline

£164 billion

total online sales in the UK

If your website is outdated and needs an overhaul, or worse still, you don't have a website, then you are really missing out on potential new business.

We'll then come up with proposals to help you attract new business and design you a website that gives your business a significant sales tool.

In an economic climate where markets are crowded and highly competitive, you need to do everything possible to attract the attention of would-be customers.

A professional and well designed website is absolutely essential if you want your business to grow and move forward.

So, if your website isn't bringing in the biz why not talk to Kall Kwik? We'll review your existing site and spend time to understand what you want to achieve.



WHAT TYPE OF WEBSITE...

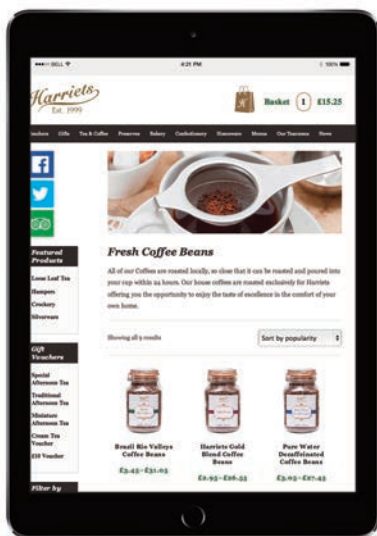
BESPOKE WEB DESIGN



Create a great first impression with a well-designed website from Kall Kwik. We'll make sure it reflects your current brand and acts as a showroom to encourage more people to contact you.

Interact with your customers by keeping them up to date with a blog, or provide valuable information that they can't get from your competitors. A website shouldn't just be an online version of your company brochure, it should encourage potential new customers to make contact and interact with you. Good design and excellent content go hand-in-hand together.

E-COMMERCE WEBSITES



Online shopping is now worth over £164 billion in the UK (Office for National Statistics). Don't miss out on the opportunities available by trading 24/7.

- Accept credit card payments online
- Cross-sell other products
- Offer multiple shipping options
- Provide product search facilities

We are a Sage Pay Approved Partner and can help you accept card payments online quickly and securely.

...DO YOU NEED?

CONTENT MANAGED WEBSITES

If you want to update your website yourself we can build a content managed site for you. Updating your site regularly by adding new content is vitally important in order to be found in search engines and we can provide an easy to use platform so that you can do this yourself. We'll provide training for you and provide a useful reference guide for when we are not there. Don't have the time? Then don't worry, we can manage all the updates for you so you can concentrate on running your business.

In April 2015 Google changed their algorithm to make it easier for users to find mobile friendly web sites. The reasoning behind this makes absolute sense as more and more people are using a range of mobile devices such as mobile phones, tablets and laptops to view the internet. In fact since 2011 more smartphones are sold than desktop pc's and this trend looks set to continue. As a consequence if your site isn't mobile friendly it will be penalised in the search results and those that are, will appear above you in the results.

If your website isn't mobile friendly it's important to take action now by planning to update your site as soon as possible to make sure your business doesn't suffer. All websites that we build are mobile friendly and help you keep at the forefront of this fast moving technology.

MOBILE FRIENDLY WEBSITES



REPORTS

Once we have built your website we'll send you a report every month on how the site is performing. This will include the number of visitors, what the most popular pages are and how visitors have found your website. This information can be really useful in developing your site and maximising the opportunities of being online.

4 STEPS TO A SUCCESSFUL WEBSITE

1

BUYING A NEW DOMAIN NAME

If you don't have a domain name already we can register one on your behalf e.g. www.yourcompanyname.co.uk. We can buy the domain name for you in order that you have one point of contact for all your web needs.

A good domain name should be 3 things:
Easy to remember, easy to type, relevant to your service or brand.

2

CREATING YOUR WEBSITE

Before we start building your website we'll take the time to understand what you want your website to do for you. We want to make sure we cover all of your requirements both now and in the future so the more we can understand about your business the better. We'll then recommend the most appropriate solution.

Based on your brief, we'll provide you with a written estimate and timescale for building your new website. Once approved we then start to build your site.

3

HOSTING YOUR WEBSITE

Once your website is built you will need space on the internet for your site to be hosted. If you already have a hosting account we can use this, or if you would like to have just one point of contact for all of your web requirements we can provide a hosting package that suits. For most of our clients our standard package should be more than sufficient providing sufficient space and traffic allowance. Prices start from £120 per year plus VAT.

4

BE FOUND ON GOOGLE

Having built you a well-designed website the next stage to think about is how to help your site be found in Google and other search engines. It's important to realise that just because you have launched a website doesn't mean that you will be automatically be found at the top of search engines.

We have a lot of experience in search engine optimisation (SEO) and will happily talk through with you possible costs depending upon the chosen search phrases you wish to be found under. It is sensible to budget for some SEO work once your site is up and running in order to help you be found by potential new customers.

BEING FOUND ON GOOGLE

SEO

SEO is a process where your site can be optimised to improve its position in search engine results and is a complex subject. There is no quick fix.

There are things that you can do to help improve your rankings yourself and there are areas where we can help. If you don't have the time - don't worry, we can manage the whole process for you.

No matter what anyone tells you, no one can guarantee to get your site on the first page of Google overnight (except if you want to pay for a sponsored listing). Nor does anyone know exactly how Google or other search engines rank sites above others. The algorithms used (the way the rankings are calculated) are kept secret and are often changed to make the results more meaningful to searchers. However, Google does provide best practice guidelines and we can make sure your website follows these to help improve your site visibility.

Understanding the search terms you wish to be found under is a very important starting point in the process. We can give you guidance on how many people type in a certain search phrase to see if it is the most appropriate one for you to be targeting. We'll work with you to identify the most relevant phrases and then put together a plan to improve your rankings.

KEYWORD ANALYSIS

GOOGLE MY BUSINESS

Millions of people search Google every day. When potential customers search for local information, they can find your business if you have claimed your free listing. Within it, you can list your address, hours of operation, even photos of your shop front or products. It's easy and it's free.

We can create your Google My Business listing for you to make sure you're giving yourself every opportunity to be found.

If you want to be at the top of the Google search engine results the fastest way to achieve this is to run a Google Adwords campaign (also known as Pay per Click). Google Ads are shown right at the very top of the results page or to the right of the natural results. They work on the basis of you only pay for the ad if someone clicks on your advert. You can set a budget for how much you want to spend in a day and how much you are prepared to pay per click.

We can set up the campaigns for you and guide you with the best way to get a sensible return on your investment.

GOOGLE ADWORDS

SOCIAL MEDIA

Savvy businesses use social media to help them promote their brand and grow their companies. In a short space of time you can be sharing useful content and reaching out to a potential new audience. It's no longer sufficient just to have a website. Social media needs to be part of your online marketing, especially if you are a local business. You can gain useful feedback from customers, improve your market intelligence and, most importantly, it can help increase traffic to your website and help improve your ranking in search engines.



Facebook... The biggest social network based on global reach and total active users. Over 45% of people on the internet are active users of Facebook. We can set up a company Facebook page for you to get you started.



Twitter... You have just 140 characters to share your message so no space for waffle here! 500 million Tweets are sent each day. We can create a company Twitter account for you and you can have a Twitter feed on your website which will automatically be updated.



LinkedIn... Often regarded as the professional's choice for business networking you can join various discussion groups to help you raise your profile. A company page can help attract followers and by posting company updates you can help drive up engagement.



Pinterest... If you have visual content to share Pinterest can be a good choice for your business. If you are targeting a female audience Pinterest can be a really useful platform as the vast majority of it's users are women.



Instagram

Instagram... A photo sharing platform with 300 million monthly active users. Instagram has a singular focus on captivating imagery, giving brands an avenue for rich visual storytelling.



Youtube... Video is forecast to account for 69% of all internet traffic within the next 2 years. More than 1 billion unique visitors each month provide you with a great opportunity to be found. And don't forget You Tube is owned by Google so ignore it at your peril!

TESTIMONIALS

It's not just about building a great looking website. It's important to us to help your business make the most of your online presence, to develop your brand and ultimately to help you grow your business. But don't take our word for it – hear what a few of our clients have said about their experience of dealing with us....



“The help we have received from the team at Kall Kwik with the design and development of our website has been invaluable to us. You genuinely feel their enthusiasm for your business, I couldn't recommend highly enough.”

James Woledge - Owner

www.theabbeyfieldsclinic.co.uk



“I just wanted to say a huge thank you for all your hard work and effort over the last 6 weeks in turning our outdated website into a fantastic new site that we can be proud of. It was a tight schedule but I really appreciate what you have done and how easy you made the whole process! Great work – thanks!”

Matt Moss - Finance Director

www.poundfield.com



“Working with Kall Kwik is a rare pleasure where relationships matter and customer satisfaction is most important. Medical Select has had its full corporate image and website developed by the team and it has reaped dividends. They are one of those refreshing businesses who listens. Very well. Only when they understand your problem do they generate ideas to find innovative, profitable solutions which really work and fit your business like a glove.”

Graham Allsopp - Partner Principal

www.medicalselect.co.uk

FREQUENTLY ASKED QUESTIONS

I need to improve our online presence and I'd like to go ahead. Where do we go from here?

If you would like us to help you create a more effective website the next stages would be:

1 Initial meeting

It's important for us to understand, right at the beginning, what you want to achieve with your website, not only now, but also in the future. In this way we can make sure your website grows with your business needs.

2 Menu/page structure

Based on our discussions we'll draw up a suggested page structure of how your website could look to ensure that we cover all of your requirements.

3 Initial visual

We'll create a visual for you as to how we think the site will look and, when you're happy, we'll then start building your site.

4 Content

During this period if you can provide the content for what you want to appear on the pages then this will keep the project moving forward.

5 Regular updates

As we build the site and add your content we'll provide you with a link to your new site so you can see how it is developing and to make sure you are happy with how the site is looking.

How long does it take?

Every site is different and we'll give you an estimate of timescales after we've had our initial meeting. As always, if you have a specific deadline we will do our best to work towards this.

What about payment?

We normally ask for a 50% deposit at the time of placing the order with the balance being due prior to the site going live.

What happens after you've built the website if I want extra pages adding or I want to change the content?

Don't worry, we can do this all for you. Just let us know what you need and we'll give you an estimate so you know what it will cost. We want to make sure your site continues to work well for you and we'll do everything we can to help.

NOT JUST WEBSITES...



Email Marketing

E-mail has become such a fundamental part of doing business now. It's also a great way to keep in contact with your customers in a very economic way. A well thought out e-mail campaign can keep your name in front of clients and generate more business particularly when offering sales promotions.

Just consider the benefits:

- e-mails can be targeted to individuals (so it's essential to build up a good database of addresses)
- There are no postage costs
- They can be implemented quickly so if you want to get a message out urgently they are the ideal tool
- You are able to monitor the success of campaigns (how many people opened the e-mail, how many clicked through to your website etc)
- Great for offer-based propositions



We can add a "Join our Mailing List" button to your website to make it easy for your customers to be kept up to date.



We can manage your mailing list for you, create the campaigns and then send them out on your behalf.



After each e-shot you'll get a report to show the response rate, which is a great way to improve future e-mail campaigns.

Graphic Design

Once your website is up and running make sure all your other marketing material is equally as effective and professional with the help of our graphic designers.

Great graphic design has the power to grab attention and get you noticed. Kall Kwik gives you the edge you need when the competition is ferocious. If your sales message needs more weight our creative approach will ensure that you always get your point across, with maximum impact and memorability. Whether it's point of purchase displays, a direct mail campaign or spring-cleaning your sales collateral, we can help you stand out from the crowd.

