



INDIGOEXTRA

CREATIVE SOLUTIONS

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Creative CMS Web Design

Dear Sir / Madam,

Thank you for downloading Indigoextra's creative web design brochure.

We would be delighted to work with you to create a modern and professional website using the Drupal CMS. The site will be easy to edit, optimized for search engines and have an attractive design.

Indigoextra is a dedicated team of Consultants, Designers, Developers and Marketing / SEO experts.

If this brochure is of interest, then the next step would be to arrange a call to discuss your requirements further.

We look forward to hearing from you.

Yours sincerely,

Martin Woods
Indigoextra Ltd.



INDIGOEXTRA
CREATIVE SOLUTIONS

**A Complete Web
Design Service**

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1 Overview

Indigoextra Ltd is a team of creatives including consultants, web developers, graphic designers, programmers, translators, marketing and SEO experts. Our speciality is creating modern, interactive websites using the Drupal Content Management System.

The project is to design and develop your website, including:

- Creating it using the Drupal CMS with all the required features.
- Designing the website with a responsive design so that it looks good on mobiles, tablets and monitors.
- Optimizing the website for search engines for relevant keywords.
- Hosting the website with reliable hosting and ongoing support

Our web design process starts with the creation of a detailed Functional Specification document, to ensure that we understand your exact requirements and finishes with ongoing support and hosting in a secure environment, to give you peace of mind.



2 Why Choose Indigoextra?

Company

- A creative team that includes experts in design, web development, programming, and SEO;
- Responsive and flexible with a dedicated Project Manager;

Staff Skills and Experience

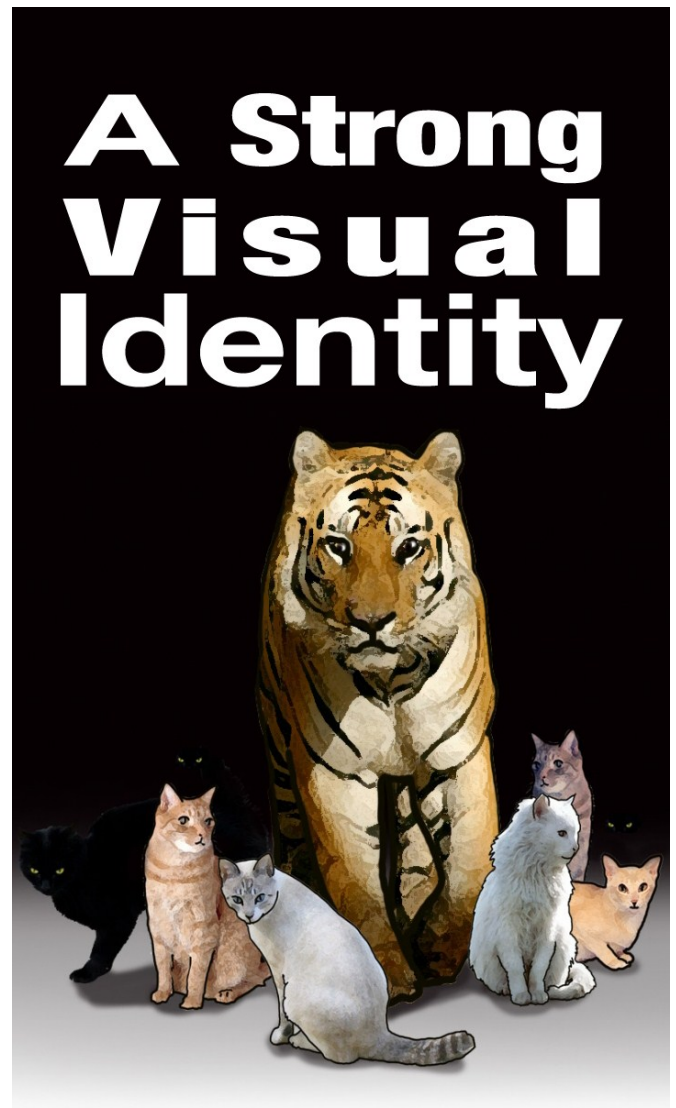
- Decades of IT project management, systems development and graphic design experience;
- Experience in creating and promoting a wide range of English and French websites;
- CMS experts with numerous sites developed with CMS systems;

Quality

- Standards-based consultancy & design approach;
- Development to established IT industry standards;
- Comprehensive Testing and QA processes;

Specialist Services

- Creative Graphic Design / Logos / Original Themes;
- Website development;
- Hosting, Security Analysis & System Support;



**makes you stand out
from the crowd**

3 Responsive and Creative Website Design

Our graphic design team will discuss ideas with you and then create a contemporary and impactful design of the overall look and feel of the site in Photoshop and forward it to you for your review. After making any required modifications and receiving your go ahead, we will then convert the image to a Drupal theme and incorporate it into the site, ensuring that it has a responsive design and looks good on mobiles, tablets and monitors as well as on different browsers.



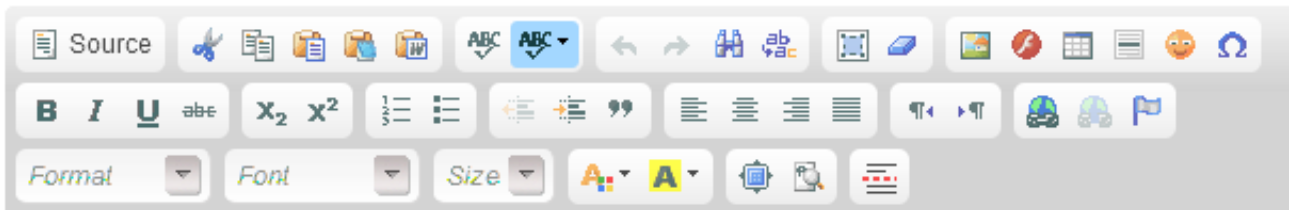
Some examples from our current web design portfolio are pictured here. For other sample sites, please visit www.indigoextra.com/sample-sites.



4 Content Management System (CMS)

As part of the project we will deliver a fully-featured CMS based on the Drupal framework. This is a very popular technology platform used by millions of websites including economist.com, oxfam.org, whitehouse.gov and gouvernement.fr. Drupal is considered the CMS for professional businesses and services but has a very simple interface for ease of use - two reasons why we recommend it to our clients.

The CMS allows administrators to edit every aspect of the website and to add and edit content, including new pages and images. On-page editing will use a sophisticated editor, pictured below.



4.1 Contact Form

Should you require it, we will configure your website to have a custom contact form with whatever fields you would like. This will be sent directly to your email address and we can also create an email account matching your domain name if desired.

4.2 Galleries and Slideshows

Most sites require an image gallery or slideshows somewhere within them and we can configure whatever layout is required for this, so that you can easily upload your own creative images and it will do the rest for you (e.g. automatically resizing them to create a thumbnail and close-up).



Catch of the Day
Mixed Media
48x36



4.3 Other Features

If you have other features you would like – displaying a calendar on the site, incorporating a Google map, adding a search form, a newsletter or social media updates, just let us know!

5 Search Engine Optimisation (SEO)

5.1 SEO Successes

We have completed Search Engine Optimization (SEO) campaigns for a range of prestigious clients, putting them on the first page with Google. Clients include:



DENTS
Established
1777



Vistaprint



5.2 On-Page SEO Consultation

Having well optimized content on your site is essential and search engines look at a large range of different factors in determining which page to put first in the results. When building the site we therefore consider the best way to create the overall structure and complete keyword research to identify what the most popular keywords are that your clients are likely to search for.

Our SEO consultation includes a manual review of:

- The overall structure of your site
- Words used in footers, links, tag-lines and other generic elements of the site
- The default formatting of Metatags and Titles
- Mobile compatibility of your website (Following Google's algorithm update on 21 April 2015)
- The overall user-friendliness of your site.



Leave the
competition
standing

5.3 Full optimization of the most important pages

If you wish, we also complete a thorough analysis of your most important pages for the 2 most important keywords / phrases per page. The full SEO package includes writing around 250 words of content (including metatags, ALT tags and visible content) per page. Our thorough analysis includes the following elements:

- Title Metatags
- Description and Keyword Metatags
- Headers (Visible headers and sub-headers)
- URLs (web addresses) of each page
- Keyword use in the main body of text
- ALT tags of images
- Keyword use in bold text
- Keyword use in the first sentence of each page
- Manual spelling and grammar checks of the first 500 words on the page
- Conversion potential – does the content read well?



win the
SEO race

6 Content Marketing

While effective on-page SEO helps boost websites' placements in Google, it is only half the picture. Google also values content that appears on other sites that link back to yours, counting each link as a 'vote of confidence' and placing websites with more high quality, unique and relevant content higher in the results.

We create original, creative content and market it on reputable and established sites that will drive traffic to your site. These include:

Original Articles

We write unique, original 500 word articles and find related blogs and websites to add them to.

Image Shares

We create artistic and unique quotagraphics or other images and share them on popular image sharing and social media websites.

Infographics

We design original eye catching infographics like the one pictured on the right and share them on infographic sharing sites and other websites.

Social Media

We can create and manage your social media profiles on sites like Facebook and Twitter, in order to engage with this increasingly popular channel and demonstrate your expertise to others.

Premium Directory Submissions

We submit your site to the top directories in your country on pages listing other similar companies.

Press Releases

We will write a professional 350+ word press release based on recent items featured on your site and submit it, along with a couple of images from your site for added value to the top news portals.

In each case the content will include a link to your site, encouraging people reading or looking at the content to click through and visit your site.

We offer content marketing in English, French, German and Spanish. Please contact us for more information.

7 Hosting and Ongoing Support

7.1 Hosting

We partner with a couple of different hosts who have data centres in Europe and America and can buy the domain and organise the hosting for you. The hosts we partner with:

- Offer a very reliable and professional hosting service with 24/7/365 support.
- Guarantee 99.9% uptime.
- Have strong security features
- Provide detailed visitor statistics.
- Respond quickly to support requests.

Overall, this gives you peace of mind that your website is in good hands.

7.2 Ongoing Support

After the website is complete, we will provide training in how to administer the website and perform common tasks. We can also provide additional training in the testing period or after launch.

12 months of ongoing support is included in the package, this includes:

- Daily automated backups of the database;
- Weekly backups of all the files on the site;
- System maintenance – should any system critical bugs occur, we will fix them as our top priority;
- Twice yearly security updates of the core Drupal package and individual Drupal modules;

2 months of unlimited support is also included after the website launch, which covers all of the above items and:

- Fixing any bugs, regardless of how small;
- Modifying any functionality which is identified as being different from that stated in the Project Specification document;
- Providing additional training to core users on frequent tasks should the need arise;

Additional support is also available at a daily rate.

8 Conclusion

For your website to achieve its full potential, it must have 4 essential components:

1. A **Creative Graphic Design** that conveys the professionalism of the organisation behind the website and encourages visitors to stay on the site.
2. **Easy to use CMS**, so that you can update and expand your own content and that any extra functionality such as contact forms work the way they're meant to.
3. **Effective Search Engine Optimization**, so that you receive many visits from potential clients interested in the service you offer.
4. **Reliable Hosting**, so that the website remains live and is secure.

Indigoextra has the skills, experience and enthusiasm you are looking for to develop your website and ensure that all 4 essential components are in place. Our approach will deliver an optimized, attractive and user-friendly website, created using an effective Project Management approach, to a high standard of quality.

If you require any further information, please don't hesitate to contact us.

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