

THE INTERNET

Inside Out

An insight into the world of WebCreationUK and the great services we provide

Art of SEO

Got a new site?..now get yourself noticed

Into the Web Maze

Tips and advice to get you going with your website project

The right site for you

Choose the best website package for your needs



IN BRIEF

- WebCreationUK is highly trusted by both private and governmental sectors of business, trade, commerce and industry.
- Our websites are custom created and we have proven ourselves on over 6000 projects world-wide.
- Our own website is ranked on page 1 of Google under major search terms such as "website design" - amongst millions of results. We're confident that we can help to achieve similar results for you with our SEO programme.
- We have award winning designers in our company.
- We offer unlimited design revisions - we will work on your project until you are 100% happy.
- WebCreationUK are a profitable business with years of experience and as such always endeavour to support your business as it expands too.

WEBCREATIONUK ETHOS

Stunning Websites, Sensible Prices

WebCreationUK has come a long way since its formation in 2004. Our ethos then as it still is today, was to provide the masses with very high quality website design and development services at the absolute best price possible.

WebCreationUK has been delivering custom, professional websites ever since those early days and has grown from strength to strength, amassing a customer base of over 6,000 businesses and individuals - a result we believe, gained from achieving a **perfect balance on quality and pricing for our clients.**

We offer more to our customers than most other website design companies because of our experience in dealing with so many different businesses. We frequently create websites that offer similar services as each other such as solicitors, estate agents and fashion retailers, so we have valuable knowledge about how different companies operate. This can in turn assist our clients when they are planning their web strategy.

With our head office based in the beautiful county of Wiltshire, WebCreationUK consists of a **dedicated and professional team of over 100 designers, developers, project managers, administrators and senior management** - world-wide. Our customers range from start-up companies to sizeable, brand **recognisable organisations such as DHL.**

As **one of the UK's leading website design companies**, we are continuously improving our infrastructure and services. One of the success secrets to WebCreationUK has been the high level of interactivity between the customer, our website designers, programmers and project managers - **we always aim to please!**

USEFUL INFO

Telephone:
08448 22 77 22

Fax:
0117 981 1411

Website:
www.webcreationuk.com

To make a Secure Online Payment please visit:
www.webcreationuk.com/pay

BACS (Bank Transfer):
BANK: **Lloyds TSB**
ACCOUNT NAME: **WebCreationUK LTD**
SORT CODE: **30 98 75**
ACCOUNT NO: **26351468**
REF: **Your Full Name**

Cheques:
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51 Fore Street
Trowbridge
Wiltshire
BA14 8ES

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T&C's are available on request or viewable on our website:
www.webcreationuk.com/terms.php



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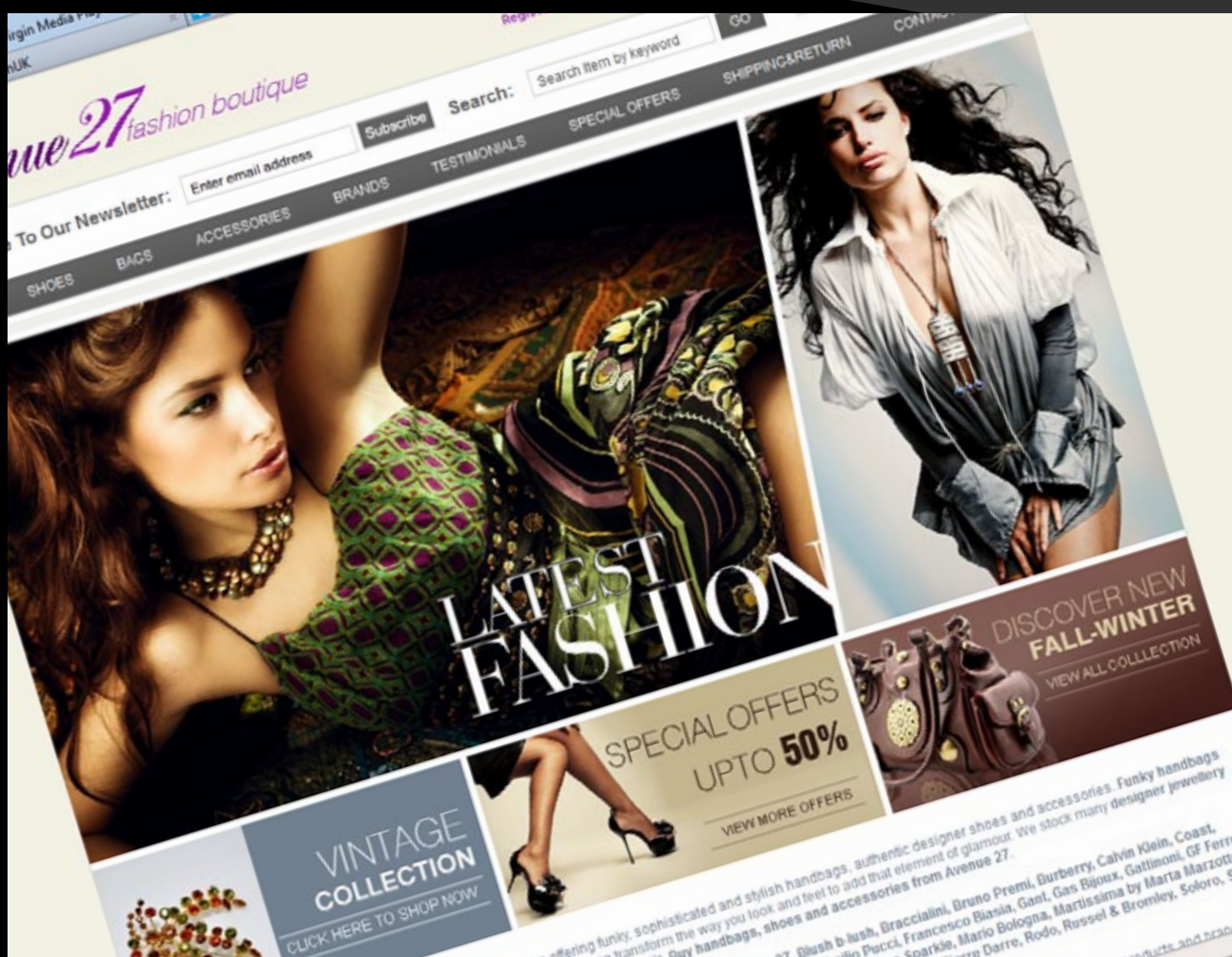
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Advertisers

Creative Design

- Award winning designers, combining creativity and professionalism
- Unlimited design revision period ensuring total client satisfaction
- Fully supported by our professional project management and technical teams from design to completion of your website



WebCreationUK are passionate about every project we undertake and it is always our aim to create websites that not only look great, but also function to the highest standards. We understand that your website is an important investment to you and should totally reflect your business image and its operation.

We operate in a relaxed, friendly environment and this is reflected in both the way we carry out work for our clients and the way in which our teams deal with client requests.

We love to hear from our clients regularly and are happy to assist if you need to change or expand your website in any way. We will always go the extra mile and you'll find that working with us is a pleasurable experience.

Navigating the **Web Maze**

“ ..we are able to assist our clients with every single aspect of getting their business online and in addition, can provide web marketing expertise to help ensure that their web strategy is successful.”

For the uninitiated, getting your business online can be a daunting task; all that talk of ISP's, domain names, webspace, content, email accounts - let alone the issue of finding the right company to design and build your website. You may well be a start-up business who has yet to sort out a logo or branding and have not had a chance to even think about what you want to say to users of your website!

WebCreationUK are extremely proud that we are able to assist our clients with every single aspect of getting their business online and in addition, can provide web marketing expertise to help ensure that their web strategy is successful.

We offer FREE, no obligation advice and are always happy to discuss your requirements from the outset, providing guidance along the way. We will answer all your questions and provide you with as much information as you need. We also have business partnerships with companies offering related media and marketing services, so if you need a print design company to create your stationery or glossy brochure, then we can help with that too.

With the exception of large projects, we rarely meet our clients face to face. Communication is conducted by telephone and email. We find this works extremely well as we have many systems in place to ensure a smooth workflow - from initial contact through to your website going live. This in turn helps to keep our prices low.

We work closely with a wide and varied range of businesses and organisations and also specialise in:

- Listing / Directory sites
- Property sites
- Recruitment sites
- Accommodation sites
- Price Comparison sites

The Basics: some of the general terminology that you may come across on your road to getting online...

Domain Name

Domain names are the alphabetic names used to refer to computers on the Internet - e.g www.webcreationuk.com. A web site address includes a suffix such as .co.uk, .com, .net, .org, .gov, .edu.

WebCreationUK provide full domain name registration and related services.

Web Hosting

When you sign up for a web hosting account with WebCreationUK you are allocated webspace, email accounts and other related tools and resources to help manage your eBusiness.

Web-Space

The amount of physical hard disk storage space allocated to you for storing all your website files on. Storage space is measured in Megabytes or Gigabytes.

Web server

Your website files reside on a web server (a computer permanently connected to the Internet).

WebCreationUK use many web and email servers to cater for our large client base.

FTP (File Transfer Protocol)

A method of uploading your files from our development computers to

your webspace. This happens when your site goes live but also in the development stage when we upload your pages to one of our 'Dev Servers' to let you see how its all going.

HTML (Hypertext Markup Language)

The programming language used for creating pages and controlling how those pages appear on the web.

Adobe Flash

Software used to create animation and allow interaction with web pages. Flash is often used to create web adverts like the small 'banners' you see on websites sometimes. It is widely used to integrate audio and video into web pages and to develop rich Internet applications.

Content

The information displayed within a web page. This can include text, photographs, graphics, audio, video etc.

Copy

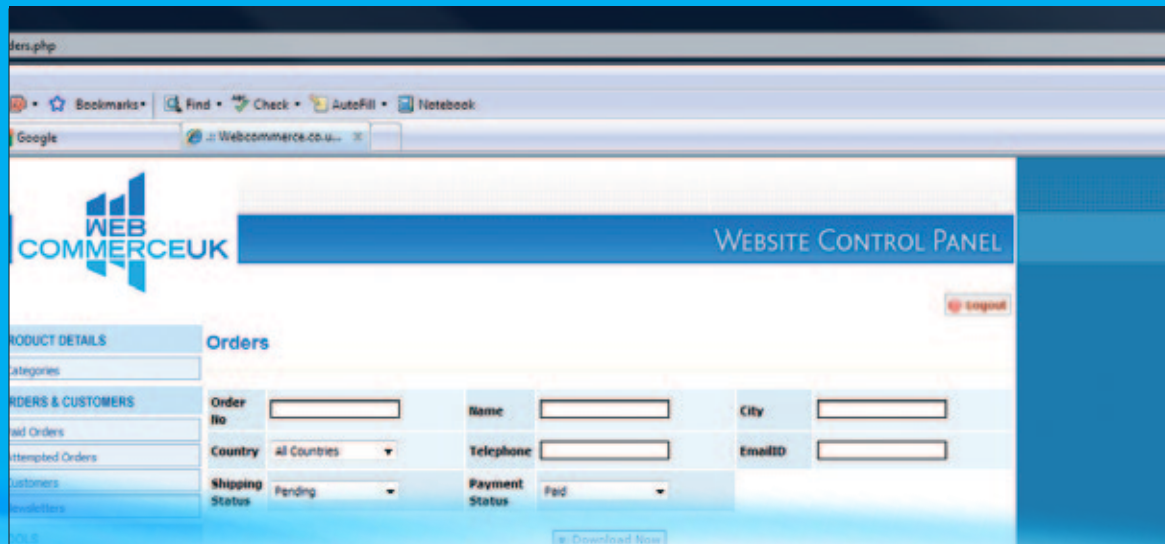
The written text for each of your website pages.

Screen resolution

The number of pixels a screen can display in a given area. The more pixels, the more information you can display on your screen and the smaller items will appear. There are quite a few screen resolutions; e.g 800x600, 1024x768, 1280x1024 & 1920x1200.

What this generally means is that your website (and indeed anything else) will look much better on a high-res screen compared to a low res screen. Currently, the most common screen resolutions are 1024 x768 and 1280 x 1024.

For best display results (for web browsing and all other computer use) we recommend that you setup your computer in resolutions around the 1280 x 1024 range of settings.



WebSite Development

Team Spirit

Our skilled teams of web developers are the back-bone of the business, providing both general site build and advanced back-end development including eCommerce, Online Stores, Content Management Systems, Adobe Flash development and large scale web applications programming.

Working closely with our Project Managers and designers, our development expertise allows WebCreationUK to create websites that rival the best around.

eCommerce / Online shops

Many businesses rely heavily on online commerce with countless online retail outlets springing up on a daily basis. To enable new businesses to get up and running quickly, our technical teams have developed an excellent Online Shopping System which is fully featured, secure and easy to use. The system is the result of extensive research and experience accumulated through years of work in electronic commerce strategies.

Content Management Systems (CMS)

A CMS allows you to review, re-use, edit, publish and manage the content of your website efficiently and effectively - and in doing so means that you are able to keep your site up to date and maximise the chances of your visitors returning. If regular updating and management of your information is important to your business operation, then a content management system is essential.

Whatever your requirements we can provide a solution, so call one of our sales team now!



Art of SEO

Search Engine Optimisation (SEO) has had an amazing effect on the amount of enquires we obtain and due to our impressive portfolio, enables us to secure business from across the globe.

With so many businesses now choosing WebCreationUK to design and develop their websites, it is important to us that we continue to make strides the fields of web technology and marketing and as a result of our extensive research and experience in SEO, we are very pleased to be able to pass on our expertise to our customers and offer excellent SEO and Web Marketing services.

Having a professional website created for you will boost your company image and overall professionalism as well as attracting more business. To help assist this even further we have developed our **Advanced SEO Programme** which has been specifically created to help increase your website's presence on the search engines.

“...we continue to make strides in the fields of web technology and marketing and as a result of our extensive research and experience in SEO...”

SEO is an area of the web industry which is often over-hyped and under performed. Too many businesses are promised top rankings or un-achievable results. If becoming No 1 on Google was that easy, we would all be there!

As there are only 10 spaces on the first page of Google, it is impossible to “guarantee” a ranking and therefore WebCreationUK have decided to take a far more honest approach to the way we carry out search engine optimisation. We will do everything we can to achieve top ranking positions using our highly skilled team and tried and tested methods.

It would be very easy for us to follow suit and repeat the same marketing tactics that some of our competitors use, instead we

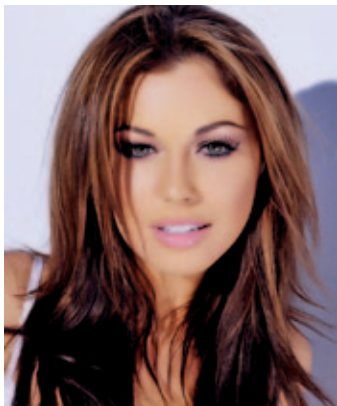


simply ask that you carry out a search on Google for our industry's top keywords, website design, website designers and web designers...were on page 1 every time!

To help you monitor our progress we will also provide you with a detailed monthly report which will show statistics on many techniques that we pursue. Take a look at the example report and see what we could be doing to help raise your site's profile.

If you would like to discuss how we try to achieve this for your business then please call us on 08448 227722 or submit an online quote today.

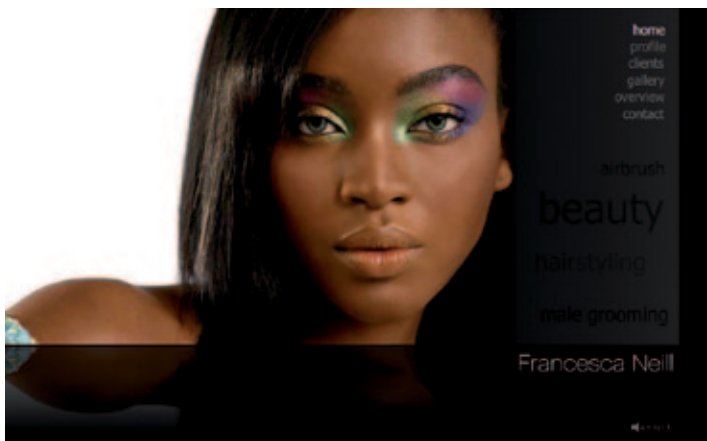
Francesca Neill



WebCreationUK cater for a vast and varied range of clients from many business types and walks of life. This page gives you an insight into the work of just one of them.

Francesca Neill is 24 years old and graduated from the university of Leeds with a BSC degree in photography.

Francesca has always had a love for the creative industry and after completing her time studying Psychology she went on to explore the world of Fashion and Make up artistry.



In her first year of studying at the Gemma Kidd Make Up School she passed with distinction.

Since completing the course she has gone on to work with a variety of photographers and models to build her portfolio with high profile celebrities such as Alesha Dixon and Craig David amongst others.

Francesca has been involved with many events including Paris, London and NY Fashion Weeks working on a variety of shows.

Francesca is a talented and vibrant make up artist whose creativity knows no boundaries.

CLIENT INSIGHT

“ After approaching several web design companies my preferred choice was WebCreationUK. They provided TNT impact, style to die for and professional service with a smile...and all for such a remarkable price! ”

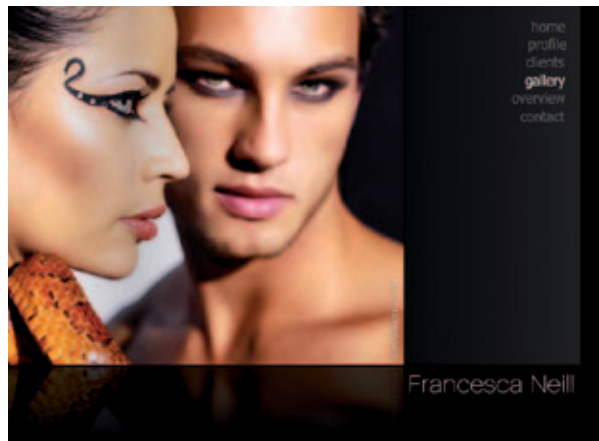
Francesca Neill - Beauty with Passion

How we helped

WebCreationUK created a portfolio website for Francesca which was developed entirely in Flash.

The site design is clean and spacious and provides the perfect platform from which to show off Francesca's amazing work with its fully content-managed gallery.

[Click to see the site design](#)



Website packages* >	OPTION 1 £395	OPTION 2 £545	OPTION 3 £645	OPTION 4 £745	Online Shop £1095	Other
Number of web pages you can have with this package >	1	2-4	5-8	9-15	Unlimited	Ask
Site features:						
Bespoke web design & development	•	•	•	•	•	•
Unlimited design revisions	•	•	•	•	•	•
Free logo design included	•	•	•	•	•	•
Content Management - allows you to update text and photos with ease	•	•	•	•	•	•
Image gallery		•	•	•		
Flash animation if required	•	•	•	•	•	•
One off cost - no ongoing website payments	•	•	•	•	•	•
Optimised coding for fast site access	•	•	•	•	•	•
A free .co.uk or .com domain name of your choice	•	•	•	•	•	•
Free high speed, reliable, secure hosting for your site	•	•	•	•	•	•
Online website statistics (track visitor information, hits etc)	•	•	•	•	•	•
Free multiple email accounts	•	•	•	•	•	•
Free images from our quality image library for use on your site if required	•	•	•	•	•	•
Free search engine optimisation / submission	•	•	•	•	•	•
Free £30 Google Adwords advertising	•	•	•	•	•	•
Internet Explorer, Firefox and Google Chrome compatible	•	•	•	•	•	•
All packages are fully upgradeable to meet your business requirements	•	•	•	•	•	•
Update all product details, prices, pictures, stock details with ease. No extra software required as its all done from your web browser!					•	•
Unlimited categories and products					•	•
Take payments online using any payment provider of your choice					•	•
Shopping cart system to allow easy purchase of products					•	•
Advanced search system					•	•
Send out an e-newsletter to all registered customers					•	•
Allow customers to view order history and leave product reviews from their own account.					•	•
Multi-currency support					•	•
View various online reports					•	•

Extras: There are various extras / options available for our website packages - please ask for full details.

Advanced image Gallery	Media Upload	+ CMS Page	Forum	News System
Flash Extra	Members Area	Advanced Members Area	Document Management	Search Facility

Online Shop Features 1: Administration / Back-end Functionality

- Supports unlimited products and categories • Products-to-categories structure • Categories-to-categories structure
- Add/Edit/Remove categories, products, manufacturers, customers, and reviews • Support for physical (shippable) and virtual (downloadable) products
- Stock Management - Administration area secured with a username and password • Contact customers directly via email or newsletters
- Statistics for products and customers • Multicurrency support • Select what to display, and in what order, in the product listing page

Online Shop Features 2: Customer / Front-end Functionality

- All orders stored in the database for fast and efficient retrieval • Customers can view their order history and order statuses
- Customers can maintain their accounts • Temporary shopping cart for guests and permanent shopping cart for customers
- Fast and friendly quick search and advanced search features • Product reviews for an interactive shopping experience
- Automatic email notification of orders • Full checkout procedure

* Prices correct as of September 2011. All prices shown are subject to VAT and specifications are subject to change at any time. Errors and omissions excepted.

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