



Websites That Work (Hard!)

Content & Project Management Service

The challenge of producing a website, and indeed maintaining that site once launched, is to get the content right. Not only does it have to read well, to generate enquiries and even orders, but also the text and titles, plus a lot more, needs to be optimised for the search engines, to ensure that your site is found in the first place.

You only get one chance to make a first impression and nowhere is that more true than on the internet. People's attention span is short and when they arrive at your website, they need to know that it will provide them with what they need, quickly.

Our optional **Websites That Work** services consist of two elements. Writing and preparing the content for your site so that, not only can you have your site developed, or re-developed, and available quickly, it will also be optimised for search engine listings.

In addition, we can assist by project managing the process, working with you and your selected website developer, to help you provide not only the copy but also logos, photographs, illustrations etc that will help depict your products or service to best effect. The services include:

Option 1: Copywriting Service

- Developing a site structure / plan for your website.
- Identification of keywords & phrases.
- Drafting the site copy for your agreement and approval.
- Utilising keywords & phrases in the titles and text.
- Interpreting your corporate identity (liaising with a graphic designer as required).

Option 2: Above plus Project Management Service

- Identifying suitable illustrations / photographs / etc.
- Suggesting alt tags (descriptions of photographs, illustrations etc).
- Managing liaison between you and the website developer.
- Reviewing and proofing of the website.
- Advice on search engine optimisation throughout.

Example Pricing (Plus VAT)	5 Pages	10 Pages	15 Pages
Option 1: Copywriting Service	£399	£649	£799
Option 2: Above Plus Project Management	£499	£789	£999

Effectively, we will assist you in the design and preparation of your website, ensuring that the resulting site will look professional, carry the correct content, be optimised for the search engines and generate new business.

We will act as a liaison, and a progress chaser, to both parties, to ensure that your site is completed quickly and effectively. Then it can start generating new customers and orders as soon as possible.

Accelerate the production of your website or re-vitalise your existing site by using our Websites That Work service. For further details or to book one of the above services please contact Calibre Marketing on 01323 469320 / 07721 058409 or by email to info@calibremarketing.co.uk.