Phase 2
Website Creation and Support

Background

To us, your brief is not simply a job. It is the start of a new relationship, and like any relationship, communication is key. We believe that the greatest success comes from solid designer-client collaboration, so everything we do for you will be based on discussion: because only then can we create exactly what you are looking for.

That's why so many of our clients are repeat customers - they know we listen, and that's how we come up with the right design solutions to every challenge and ensure the finished result is on brief, on time, and on budget.

Phase 2 is only a small organisation, but by operating on a professional level we were able to become one of the Somerset Business Link recommended providers. We base our approach on flexibility, honesty and understanding in order to give you a unique, bespoke solution to your needs. We don't just drop your details into off-the-peg templates.

From an initial discussion of ideas, the design is focussed through solid communication with you, the client, making sure that you are happy with the direction of the project at every stage.

Our client base consists mostly of local companies and individuals who prefer to work with people on a personal level than use faceless internet companies or flashy design and marketing agencies.

Businesses that we have helped range from artists through to (at the other end of the alphabet) Wells Festival of Literature, and many in between.

Why not see how Phase 2 can help you?

Design Considerations

1. Be simple:

The Phase 2 website policy is based on creating sites which are no more complex than necessary, either in appearance or structure. There are many elaborate, over-designed websites out there that have fancy animations, slide-in menus, pop-up graphics etc. but we believe that most clients don't need that approach. There are already too many sites out there that present a screen full of impenetrable options.

We will create a bespoke website to meet your requirements. We don't use off-the-peg technologies like WordPress or other similar tools where the websites end up all looking the same.

We create conventional pages using html5, XHTML, Javascript, PHP and MySQL, with emerging technologies from Adobe to generate sites with smooth animation and fast download times.

Today, more people use mobile devices than ever before. This means that websites must be created in a format that is 'responsive' to the device in use.

2. Concisely convey information:

Phase 2 has a background in technical publications and presenting information in a logical manner. Where necessary we can call on other specialist services such as design, copy writing, search engine optimisation and website promotion.

3. Pictures:

Phase 2 has considerable photographic expertise; this is invaluable for image manipulation and optimisation. We have a full range of professional photographic equipment and can take any photographs that may be required.

4. Future growth:

Nothing stays the same for very long these days. Planning for future expansion is everything. With a well structured site, the addition of extra pages, or whole sections should not present a problem.

5. Updating:

Sites that need to be updated frequently can be constructed so that the client has a log-in screen to enable the content of pages to be changed, product information updated, and images uploaded. For less frequent or unplanned updates, simply email the changes to us and they will normally be implemented within 24 hours.

For a period of 1 year after uploading, minor changes to the wording or graphical content of the site will be carried out free of charge. Bigger changes (e.g. additional pages) will be chargeable at our standard hourly rate. After the first year, you will be given the opportunity to take out a maintenance agreement based on your perceived requirements.

6. Hosting

Clients who have already registered a domain name with an ISP (Internet Service Provider) are free to use the web space and other benefits that may be available to them. We can upload the web pages to any server as required, provided that it meets the required technical specifications.

Clients can also rent space on the Phase 2 virtual server. This makes it easier for us to set up trackers, feedback forms, user control panels and update facilities etc. The charge for this is dependent on the amount of space and facilities used. (payable in advance or by standing order).

7. Search Engines

Phase 2 will optimise the code of your site to be search engine friendly, and register your site with Google

Search engine positioning is a specialist skill and is outside the scope of website creation itself. If this is important to you, there are numerous companies who will do this for you. Phase 2 can provide you with information about this.

Another way to attract potential customers to your site is to let them know that it is there. How do you do this? By incorporating your address into existing advertising and adding it to your stationery. This means that you can shorten your ads and save money, or extend the range to reach more people. Potential customers see your ad and visit your site for more information, all of which can be easily updated so everything is fresh and up to the minute.

Social media such as Facebook, Twitter etc also have a role to play in keeping your website content fresh and directing traffic to it.

We normally incorporate a tracker into our websites so that you can monitor visitors and view details of how they came to it, what search words they used etc.

8. E-commerce

On-line shopping is an important requirement for many clients. Security is a big issue with on-line trading so it is important that a secure network is provided for sending sensitive information such as credit card data.

Phase 2 create sites for e-commerce using a 'standard' shopping cart system which can link to a PayPal® merchant/business account, or a range of other Merchant accounts. This enables a customer to purchase items from your site using their credit cards.

9. Ethical Policy

At Phase 2 we take our responsibility seriously with regard to the environment, our clients and other members of the community.

In practical terms, this means:

Treating our customers exactly as we would like to be treated, in a friendly and timely manner.

Ensuring that energy, materials and other resources are used efficiently.

Reducing waste by recycling as much as possible.

Wherever possible using products manufactured from renewable sources or recycled materials.

Buying products that are made without exploiting the people who produce them.

We like to do business with like-minded companies, organisations and individuals and **will not**:

Promote anything illegal or likely to cause anyone to commit a criminal offence.

Publish material that promotes or glamorises violence, the use of weapons, gambling, pornography or drugs.

Publish material endorsing mistreatment or exploitation of other human beings or animals.

Use hard selling techniques or cold calling.

We offer special discounted rates for charities, voluntary organisations and community projects.

From time to time we may provide web development services at **no fee** for special projects with insufficient funding.

10. Further Information

Visit the Phase 2 website at: www.phase2websites.co.uk

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