

b:web

Experience Better.

✉ info@bwebsites.co.uk

🌐 bwebsites.co.uk

☎ 01752 240351



About us.

Passionate about web development and creative design - b:web combines technical development services with creative design and marketing strategies to provide a truly bespoke solution, tailored specifically to your requirements.

Formed in 2004 with studios in Surrey and Devon, b:web is a hugely-experienced digital agency with clients across the UK and Europe. We excel in developing websites that deliver increased sales and conversions for SMEs, brands and retailers.

The b:web team has grown to include a wide range of talented creative and marketing professionals. Our full-service approach means that we can deliver the vision for your business efficiently and effectively solely using our in-house expertise - we never outsource.

One of the secrets to our success is our love of business: we love being in business, we love talking about business, we love business development, and we absolutely love discussing business opportunities with like-minded professionals. All this means that we thoroughly enjoy working with our clients to realise their goals and ambitions!

We look forward to working with you.
Yours with best regards,

Zoe Ashby



Our services...



Website Design.

We genuinely care about your business success. Whether you are a start-up or a massively successful business, our approach and technology is tailored specifically to you.

Our core team is a family with many years of experience. Whatever your needs, we have probably done it before! We provide proactive advice and you can be sure that we will stick around to support you after your website project has launched. The added b:web value is our unique blend of commercial experience combined with outstanding web design skills and cutting-edge web development capabilities.

- Data driven - not guesswork!
- A proven web design strategy
- Search engines at the forefront
- Easy-to-use website editing
- A website for all devices



eCommerce.

b:web have been building eCommerce websites since 2004. Our clients are a mixture of manufacturers, brands, wholesalers, and online retailers offering both Business to Business (B2B), and Business to Consumer (B2C) selling platforms. We have developed eCommerce websites for local, national, and international retailers.

Our difference is that we are not just designers or just developers, we are truly passionate about reaching goals, conversions, and transactions. Many of our eCommerce clients are ongoing marketing clients, which means we absolutely know what does and doesn't work.

- Functionality integration
- Simple product setup
- Management on the move
- We migrate existing content
- Support & ongoing improvements



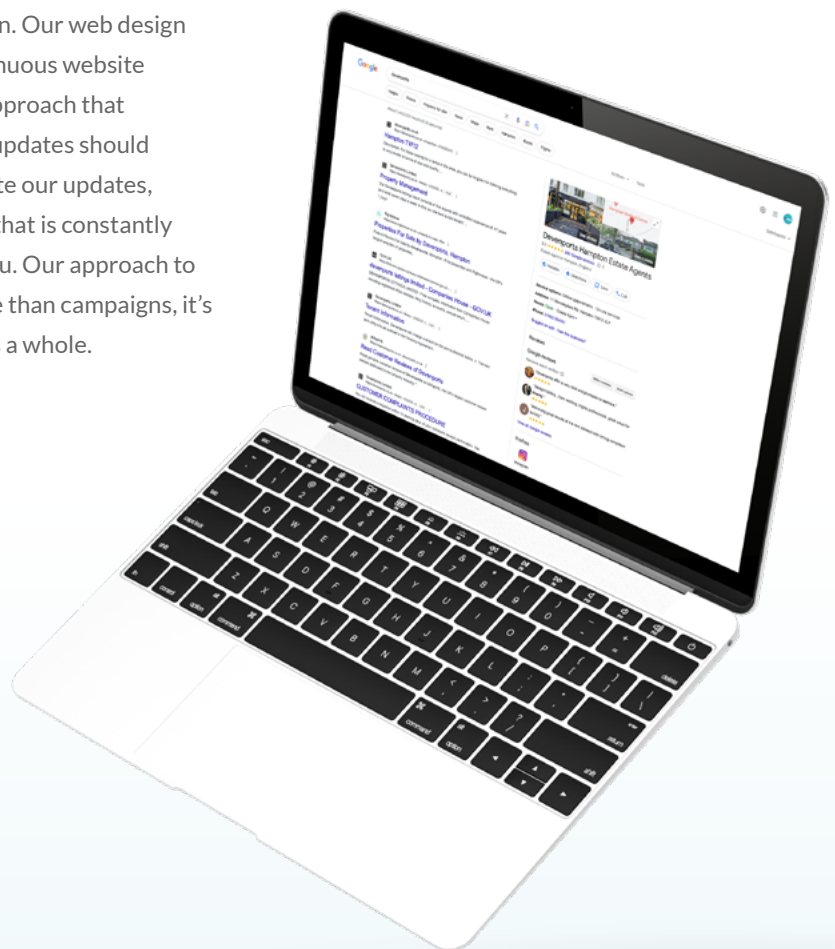


Digital Marketing.

Your website requires relevant traffic and this can come from a variety of channels including social media, marketing emails, PPC (pay-per-click advertising) and SEO (search engine optimisation).

We will work with you to decide on your marketing mix and to create a variety of campaigns across all channels in line with your marketing strategy. Crucially we also ensure that your website is ready to receive traffic and is optimised for conversion. Our web design team implements a program of continuous website improvements using a data-driven approach that helps us to determine what website updates should be implemented. We test and evaluate our updates, providing you with a website design that is constantly improving and working harder for you. Our approach to digital marketing is about much more than campaigns, it's about the growth of your business as a whole.

- [Analysing your website.](#)
- [Search Engine Optimisation \(SEO\)](#)
- [Social Media Marketing](#)
- [Pay Per Click \(PPC\) Advertising](#)
- [Email Marketing Campaigns](#)





Web App Development.

Most of our projects involve some level of bespoke web development. Our customers choose to partner with b:web because, as well as being commercially aware, we are highly skilled technically. Our Directors, Zoe and Chris, were software engineers for many years before starting b:web in 2004, which means that we are often able to deliver solutions to technically-challenging situations where other agencies might struggle.

There is often a requirement for bespoke database development or a migration script and our experience means that there are never any nasty surprises – we are not reliant on third-party plug-ins. Nothing is ever outsourced – everything we provide is done in-house with care and dedication.

- Content Management Systems (CMS)
 - Customer Portals
 - Customer Relationship Management (CRMs)
 - “Design Your Own” Apps
 - eLearning Platforms
 - Employee Engagement/ Reward Platforms
 - Event Management
 - Financial Calculators
 - Interactive Forms
 - Member Areas
 - Migrations - Platform To Platforms
- ...and many others!

Our approach.

Our approach relies on open, honest and frequent communications - your insights are invaluable to the project team and you are encouraged to provide feedback at all stages. Our sign-off process is robust enough to ensure that milestones are always met, but flexible enough to allow for tweaks and refinements throughout the build process.

New website clients often have concerns around migrating to a new platform, losing ground on SEO, missing conversion opportunities, and not making the most of social media. That's why, alongside the website development, we offer a program of continuing improvement and support involving ongoing evaluation from all departments - including proactive improvements which will keep your website and digital marketing campaigns targeted, fresh and ahead of your competition.

How it works.

The following is the normal process for our web design and development projects. We use Monday.com as our project management software and we share this with you so that you can add and review tasks, and see where we are on any point of the project.



1. DISCOVERY

Our people meet with yours to talk through everything that's going to be required



2. WEBSITE BRIEF

You will receive a full written proposal detailing our discussions and a quotation



3. CONTENT PLANNING

Ideally we will have draft content at this point to help organise & plan your content



4. WEBSITE DESIGN

We produce styling and visuals for all key pages. You can view and feedback on these online



5. DEVELOPMENT

Our developers build your website in WordPress or our bespoke SMART environment



6. CONTENT UPLOAD

We upload an agreed number of pages of content, ensuring it is all search engine-friendly



7. PROJECT MANAGEMENT

We assign a dedicated Project Manager who will provide full visibility to all tasks in progress



8. TRAINING

This online session covers uploading & editing of content plus an overview of the CMS



9. LAUNCH

Our robust launch process & checklist ensures everything goes smoothly on the set day



10. SEO & ANALYTICS

We will redirect URLs from your old website, set up Google Analytics & verify the sitemap



11. SUPPORT

We normally offer 12 weeks post-live support & data-driven analytics audits at week 2 & 6



12. DIGITAL MARKETING

Post-launch we can help drive traffic with PPC, SEO, email, & social media campaigns



Thank you for taking the time to read our brochure.

We look forward to hearing from you!

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