RMT Technology Website Redesign & Development

Professional Web Design

Proposal for the Redesign and Development of RMT Technology's Website.

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> Professional website design is not just about aesthetics; it’s about creating an intuitive, engaging experience that drives business growth and builds trust with your audience.

Contents

Website Context / Objectives	04.
Site Structure	06.
Website Content	09.
Process	15.
Costs	16.
About Us	17.
Future Support	18.

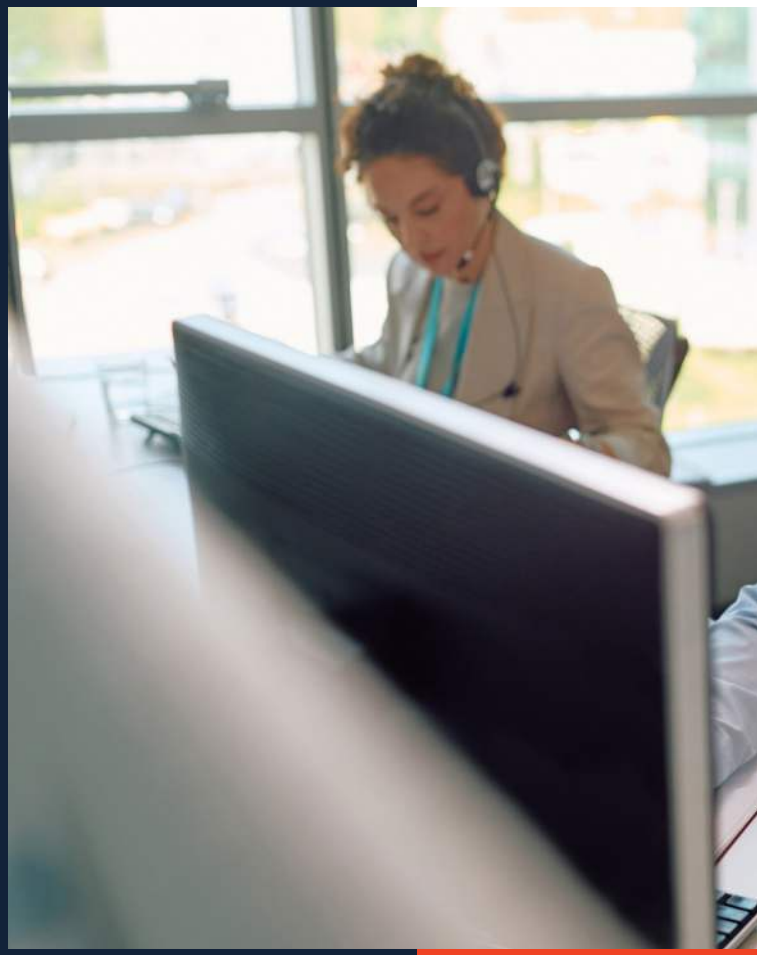
The Website Context

RMT Technology

RMT Technology is a thriving professional IT services company, dedicated to building strong client relationships and achieving positive client outcomes. However, their current website does not fully reflect the depth of their services or showcase their client results through compelling case stuides, testimonials and success stories.

A website redesign will provide an opportunity to elevate RMT Technology's online presence. A modern, visually engaging site will allow us to:

- Refine the Services: Clearly present the services and solutions on offer, with information that resonates with potential clients.
- Refocus on Client Success: Highlight RMT Technology's dedication to building strong client relationships and outcomes by showcasing real-world results through compelling case studies, testimonials, and success stories.
- Build Trust and Satisfaction: A visually strong design and revitalised content will cultivate an engaging online presence, fostering trust and focusing on long-term client satisfaction.



The Objectives



Our goal is to design and develop a website for RMT Technology that breaks away from the typical cold and sterile feel often associated with IT companies. We aim to create an informative and engaging site that not only conveys trust but also exudes warmth and care.

By focusing on user-friendly design and engaging content, we want to show that RMT Technology cares deeply about its clients' needs. The website will act as a supportive resource, providing clear information about RMT Technology and a sense of partnership throughout the user journey. TWDA will also incorporate credibility indicators such as logos of trusted partners, affiliations, accreditations and any awards received.

This approach will help build trust and focus on client relationships but also attract potential customers seeking a reliable and caring IT partner. Throughout the website we will encourage visitors to take the next step, for example, contact forms or quote requests.

Site Structure

The site structure needs to ensure a comprehensive and user-friendly experience, reflecting RMT Technology's services and values.

Each section will be designed to provide clear and relevant information to both current and prospective clients such as easy access to contact information and enquiry forms.

Whilst there are several essential elements for the website structure, we believe the optimal site structure will be best determined through collaboration with RMT Technology. This will ensure the website aligns perfectly with your goals and target audience.

Initial site structure includes:

1. **Home Page**
   The main entry point, featuring an overview of services and key updates.

2. **About Us:**
   Information about the company's history, mission, and values.
   People - introductions to team members and their expertise

3. **Services:**
   Detailed descriptions of the services offered.

4. **Client Portal / Help Zone**
   Page dedicated for existing customers to access help and submit service requests

5. **Careers:**
   Current job openings and career opportunities.

6. **Contact Us:**
   Easy access to contact information and enquiry forms.

Suggested extra pages :

7. **News / Updates:**
   Regular updates and news to keep visitors informed and engaged.

8. **Client Case Studies, testimonials:**
   Success stories and project highlights.

Video & Photography

At TWDA, we understand the importance of creating a welcoming and human-centric online presence. To achieve this, we offer professional photography and video production services. Our team can capture high quality photos and shoot a montage video that highlights the approachable and personable side of RMT Technology.

These visuals can be carefully crafted to give your website a much more approachable and human feel, showcasing the warmth and care that RMT Technology provides to its clients.



The Website Platform

Why Use Wordpress?

WordPress powers over 40%*of all websites globally, making it one of the most popular platforms available. Major brands like Sony Music, Time Magazine, TED Blog and Microsoft News use WordPress for their sites.

As wordpress is a CMS, it means the client can update and edit the site in house. You will be given full access to the website once it is built. TWDA are of course on hand to offer support if required.

1. **User-Friendly:** WordPress is known for its intuitive interface, making it easy for users of all skill levels to manage and update content. TWDA will provide training to a nominated person to show them how to edit and update the site.

2. **Flexibility and Customisation:** With a vast array of themes and plugins, WordPress allows for extensive customisation to meet your specific needs.

3. **SEO-Friendly:** Built with SEO best practices in mind, WordPress helps improve your site's visibility on search engines.

4. **Responsive Design:** WordPress themes are designed to be responsive, ensuring your site looks great on all devices - mobiles, tablets, desktop.

5. **Community Support:** A large, active community offers abundant resources, tutorials, and support.

** source: www.searchlogistics.com*

Website Content

At TWDA, we prioritise creating a user friendly and visually appealing website. With years of experience, we understand the importance of using photos and imagery that imbue the website with personality, making the services offered relatable and approachable.

TWDA offers a flexible approach to the content of the site. We will add the content as supplied by RMT Technology.
In addition, we will happily collaborate and offer assistance with refining the messaging or creating additional content if required.

By working closely with you, we ensure that the final content accurately represents your brand and effectively communicates your message.

TWDA

01

Engagement:

Relatable content captures attention and keeps visitors on your site longer, reducing bounce rates.

02

Trust:

Clear, empathetic communication builds trust and portrays your company as approachable and customer-focused.

03

Conversions:

When customers see that you understand their needs, they are more likely to engage with your services and become loyal clients.

Hosting the Website

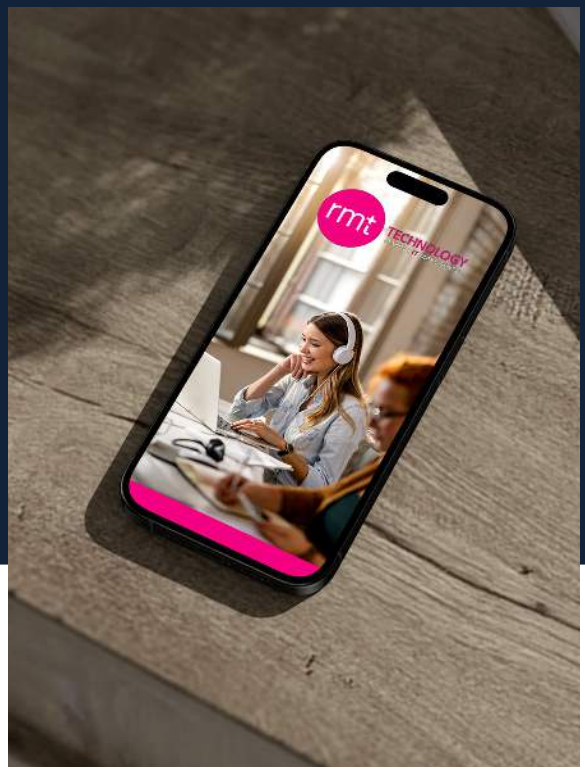
Choosing the right hosting solution is crucial for the performance and autonomy of your website. We recommend hosting directly with a professional UK-based hosting company, rather than through a middleman or design firm.

This approach ensures that you receive all necessary professional services directly and efficiently. We will assist you in setting up the hosting account, ensuring it meets all your requirements. As such, these costs are between you and your chosen hosting provider.

This method not only gives you full control over future changes but is also more cost-effective, providing long-term benefits and flexibility for your website management.



Will the Website be Mobile Friendly?



Responsive Website Design

In today's digital age, ensuring your website is mobile-friendly is crucial. Statistics show that over 50% of global web traffic comes from mobile devices. At TWDA we test each page to ensure it is fully responsive, providing an optimal experience on computer screens, iPads, and mobile phones.

A mobile-friendly design not only enhances user experience but also significantly improves your search engine rankings, as Google prioritises mobile-responsive sites. Additionally, users are more likely to stay longer and engage with content on websites that function well on their devices.
By making your website accessible on all devices, we help you reach a wider audience effectively and maximize your online presence. Mobile responsiveness is essential for capturing leads and driving conversions in a world where consumers expect seamless browsing, regardless of the device they use.

Viewing the web via a device:

2011 : 6.1%

2024: 61.35%

As of June 2024, people using mobile devices contribute to 61.35% of all website traffic. Back in 2011, this figure sat at 6.1%. In 2015, this was up to 37.2%.

**source : https://explodingtopics.com/blog/mobile-internet-traffic*

How to Get More Views?

Engagement & Fresh Content

A News / Blog section is a powerful tool for any website. It helps attract new visitors, builds trust with your audience, generates leads and increases visibility with targeted content. At TWDA, we can help ensure your team is equipped to manage your blog effectively. We will train your appointed staff member on how to create blog posts that are optimised for Google, focusing on techniques to enhance SEO performance.

For clients with busy schedules, we offer a comprehensive content creation service. Our team can write and collaborate to produce industry-specific posts that will help improve your Google rankings and attract more potential clients to your website.

Why the blog page is vital for marketing

A blog or news page is crucial for improving visitor engagement as well as your websites Google ranking for several reasons:

- **Fresh Content:** Regular updates and engaging content builds connections with your audience. It also signals to Google that your site is active, encouraging more frequent indexing.
- **Keywords:** Blog posts allow you to target a broader range of keywords, enhancing your search engine visibility.
- **User Engagement:** Engaging content increases visitor time on your site. It provides reasons for clients to return and stay engaged with the company. On the technical side, it also reduces bounce rates, both of which are positive signals to search engines.
- **Backlinks:** High-quality, informative content can attract backlinks from other sites, improving your domain authority.
- **Authority and Trust:** Consistent, valuable posts position your site as an industry authority, boosting credibility and trust.

Paid Advertising via Google & Meta

Investing in paid advertising with Google and Meta can significantly boost the visibility and lead generation for your new website. Here's how:

01

Immediate Visibility:

Paid ads ensure your website appears at the top of search results and social media feeds, instantly reaching your target audience.

02

Targeted Reach:

Advanced targeting options allow you to reach specific demographics, interests, and behaviors, ensuring your ads are seen by potential clients most likely to convert.

03

Measurable Results:

Both platforms provide detailed analytics, allowing you to track performance and optimize campaigns for better ROI.

04

Enhanced Brand Awareness:

Regular exposure through ads helps build brand recognition and trust with your audience.

By leveraging these benefits, your new website will gain the attention it deserves, driving quality traffic and generating valuable leads for your business.

Excellent Value

Why TWDA?

At TWDA.co.uk, we pride ourselves on delivering exceptional value for money. As a small boutique design company, we have relocated our operations post-COVID to a studio in our barn in the Northumberland countryside. This move allows us to offer highly competitive pricing compared to larger, city-based firms.

With TWDA, you receive direct, friendly support and a quick, professional service without the overhead of flashy offices—no pinball machines, neon signs, or beanie hats here. Our company has been operating for over 20 years, with real-world design experience from proper grown-ups. Beyond designing beautiful websites, we provide practical advice on how to impress Google and attract more viewers to your site.

TWDA



"We have worked with Terry for a number of years now and find his approach to be very professional, consistently delivering high quality work.

He is both highly skilled and very creative and is always quick to respond to our varied design and print requirements."

Anvil Homes



"Terry created a very professional website for us with the minimum of hassle.

Since the website has been up and running, he has also been a great source of assistance to us "non-techies."

Nicholson Portnell Solicitors

What's involved in the Process?

Our website proposal offers a single, transparent price for the website design, development and testing. We have included optional costs should you require any additional add-ons such as photography, video, maintenance and advertising which can be tailored to your specific needs.
Our website build involves 4 main phases of work:

Design brief & specification - this includes discussion regarding the style of the site, typography, colour schemes etc. Once a design brief is agreed upon TWDA will start to build and configure the website.

Website Build - TWDA will build and design the website based on the design specification above. The client will provide the content for the site i.e. information about the service offered, contact information, terms and conditions, etc which TWDA will add into the website. We can also work with RMT Technology refining the content if required. Any images provided by the client would need to have permission to be used. In addition, TWDA can undertake photography and a quote is provided in the cost section. TWDA also has a limited library of stock photographs which can be used or new stock images can be purchased if required.

Review - TWDA will test the site and the client can review the site prior to launch. The website will be a Content Management System site which means it can be updated by the client giving them more control. As part of our process, we provide a training session on how to use the website . Like any product, you will need to do maintenance on your site to keep it secure. Wordpress prompts the user about updates and we strongly recommend installing these updates to keep the site as secure as possible. TWDA has provided costs should you require a manual monthly backup and software update for the website.

Launch & Reporting - once the site has been reviewed, it will be put live and submitted to google to appear in searches. TWDA can show the client how to access their server statistics which allows the monitoring and review of site traffic e.g. provide information on the number of visitors to the site, popular pages viewed etc.

Core &
Optional Costs

Our pricing structure offers flexibility to accommodate your specific needs. We have provided the core website cost and optional add-ons.

Activity	Core	Optional
Website Design & Build	£5950.00	
Monthly Website Maintenance (backup and software updates)		£120 pm
Blog Content Creation		*from* £250 per post
Social Posts (FB & Insta)		£80 per post
Photography		£580 per day
Video		£580 per day
Advertising Budget		£TBC

Total:	£5950

About Us

Award-Winning Website Design

At TWDA Creative Services, we offer a comprehensive suite of design and marketing services tailored to meet your business needs.

Whether you're looking for a stunning new website, a memorable logo, captivating photography, impactful video production, or dynamic online advertising and marketing strategies, we've got you covered. Our team of experts combines artistic flair with technical expertise to deliver results that not only meet but exceed expectations.



We have a history of successful website design projects, delivering exceptional results for a diverse range of clients.

- Extensive portfolio of clients with 5 Star review rating via Google / Meta
  https://twda.co.uk/design_portfolio/
- Background in design, typography, layout and advertising.
- Direct client relationship, quick response with a human, friendly approach.

Future Support



Post-Launch Support

Once your website is launched, we'll seamlessly hand over full ownership and responsibility to your team, enabling you to manage your online presence in-house with ease. You can make edits and updates as required. However, TWDA will always be available for ongoing support. We offer a variety of support options, including monthly backups and updates, to help ensure your site remains secure and operates optimally.

As your needs evolve, we can provide additional website enhancements, create content for your blog and social media, and assist with setting up and managing paid advertising campaigns. Our comprehensive support services ensure your website continues to grow and succeed, aligning with your business objectives.

Contact Us

Thank you for considering TWDA.Ltd for your website redesign project.

If you have any questions or would like to discuss the proposal further, please do not hesitate to reach out. We look forward to the opportunity to work with you and help RMT Technology achieve its digital goals.

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