



SPECTRUM WEB PRODUCTS PRODUCT DESCRIPTION—WEBSITES

PAY-AS-YOU-GO WEBSITES FROM SPECTRUM

Spectrum websites are specifically designed for small businesses, sole traders and start-ups - people who need a web presence for their business but have a limited budget:

FREE no-obligation initial consultation
£50 deposit to design and launch website
£25 per month once website is launched*

**£25 per month is year 1 amount for maximum 3-page site, 6-page site £45 per month. Reduced year 2 amounts depending on support package selected. Discounts available for annual payment in advance. See website for details.*

Following are the typical features of a Spectrum website:

Professional, customer-focussed website design and build

We work closely with our clients to understand their business requirements, and design the website accordingly. We understand that the client may not have a complete vision of the finished website, so we set up an online demo that the client can see as we develop the site. Typically we design the homepage first and then use that as a template for the remaining pages. Only when the client is satisfied do we launch the site on the Internet.

Search Engine Optimisation and traffic reporting

We work with the client to agree the key search terms that should find the site, and incorporate this into the site design. We then provide two 6-monthly reports on the effectiveness of the design, and the volumes of traffic to the site, all covered by the initial price.

Transparent Pricing and payment terms

We aim to make our websites affordable, without compromising on quality. As part of this we take only a minimal deposit, we do not charge up-front design fees, and if required we provide a monthly payment facility to spread the cost. We also provide a clear cost breakdown of the site.

Reliable Support

Once the site is launched we provide 12 months' support to include any minor changes to the site content. If any work incurs an additional cost, we will quote for it up front and get agreement before proceeding.

Optional Features

We can provide email, Content Management, Logo and Graphic design, and Databases to enhance the appearance and functionality of the site.

Integrated Marketing Solutions

We can also provide bespoke marketing solutions such as newsletters, flyers, and email marketing campaigns as part of the web design project.

Technical Information

Spectrum websites are built using Adobe Dreamweaver CS4 in conjunction with a range of graphics and other software, including Adobe Fireworks CS4. Industry standard coding is used (typically HTML or ASP, with Cascaded Style Sheets). All sites are fully verified for code integrity and for cross-browser compatibility (so they display correctly on all the main Internet browsers).

For a free, no obligation consultation contact spectrum web products on 01283 790909 or
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