



TIDY DESIGN  
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#### OFFICE HOURS

Mon to Fri: 9am-5pm  
Weekends: Closed

#### RATES

£47 per hour (ex vat)

#### SUPPORT

support@tidydesign.com

#### QUOTES

Quotations for work will be provided based on information given to Tidy Design by the customer. Any additions to the work following a quotation may result in an additional cost.

#### YOUR PRIVACY

tidydesign.com/privacy

#### T&C's

tidydesign.com/terms

## Project spec

Before starting work on a new project it is important for us to get as much information as possible, this will help us quote accurately and deliver on expectation. Whatever we set out to achieve in life, it is important to have goals, direction and some kind of plan. The same applies to your website, we need to learn as much as possible about your vision and the business / people behind it.

## Do you already have a website?

It is useful to know whether you have a website, hosting or a domain name in place. If already setup then we'd need to review website content, check for indexed pages and think about 301 re-directs (keeping Google happy). We can work with your current website host or IT provider, hosting your website with Tidy Design is not essential, we will however consult with you over its setup.

## Do you have a logo?

Do you have any brochures, letterheads or business cards that you can share with us prior to starting the project? Here at Tidy Design we'd suggest developing your new website with your logo / colours in mind, you want brand consistency. If you do not have a logo (or maybe it is old and looking a bit dated), then we'd be happy to assist. The process of "brand development" will add additional man-hours to our design and development quote, please keep this in mind.

## What is your end-goal?

Think about your target audience, will a brochure site be ok or will you require an online shop? What are your main objectives for the new website; marketing, online sales, support, generate leads, better conversions or maybe it's simply brand awareness. Please take the time to review above and list your "end-goals" for the website. If we can identify this and work backwards then great, we don't want to re-invent the wheel six months in if we can help it...

## Do you have a launch date?

Before we start any design or development work, we will discuss with you timescales and deadlines. We always endeavour to reach our customers launch date however the more notice we have the better.

As Tidy Design is a small company our diary can sometimes become pretty full, we work very closely with all our clients and this results in a lot of repeat business. We will be honest about our workload at the time, giving you realistic ETA's for both project start and completion.

## Do you have a budget?

Every project that we work on is unique, so we do not have one "set" price for a website. If you are working to a budget then please let us know this amount, we can put forward suggestions based on available man-hours. When it comes to pricing up a project, past websites have varied quite a bit. Here at Tidy Design we charge per hour, this covering "time and materials".

## What about ongoing updates and maintenance?

You may wish to ask yourself how often you will be updating your website. In some cases it may be easier to get a web developer to update content (text and photos) for you. A CMS (Content Management System) would allow you to login and update page content yourself, however this added functionality will add additional man-hours to a quote. Here at Tidy Design we support all our clients with a variety of updates. This could be a new page or a server upgrade, we are here to offer you expert advice as/when technologies and web trends evolve.

When it comes to support and/or updates we charge **£47 per hour** (ex vat) in 15 minute intervals, all data gets recorded and forms part of a daily timesheet. Charging in 15 minute intervals helps to keep costs down, so clients don't get charged an hour for a quick update if one is required.

Tidy Design works on a "pay as you go" basis, all web work gets logged in our diary and billed for at month-end, payment terms 30 days net. At the end of each calendar month we send out an invoice by email. Some of our clients will have lots of updates per month, whilst others may request one or two updates per year. We do ask that clients **allow five working days** for any updates to be completed (just incase we are pre-booked with other projects or experiencing a busy period), however urgent updates do get jumped on very quickly.

## Who are your competitors?

Key phrases and search engine rankings are important for every business, we all want to be top of Google! The question is; who is currently top of Google and why? How famous, well constructed or trustworthy are these websites that get awarded the top spot?

If it is looking like Mount Everest then don't panic, maybe you should target some less competitive phrases. The trick here is to be clever and invest time and energy into some market research first. Remember; if it sounds too good to be true, then it often is, so do your homework.

Detailed competitor analysis helps to answer questions such as:

- ★ Who are my online competitors?
- ★ What keywords should I be targeting?
- ★ What topics should I cover?
- ★ Where can I find backlinks?
- ★ What does my website need to beat the competition?


## What sites do you like and why?

Another useful exercise is jotting down the websites you like. Let's face it, nothing is original anymore so why not look to adopt best UX/UI practices or current web trends. These may not necessarily be websites linked to your sector or business, they could be for anything! This information is very useful to know, it gives us (the web designer) an idea of how you would like your website to look and flow.

## So, what now....

Hopefully you have mapped out your "end-goal" for the site, reviewed the competition, finalised a development budget and launch date? If so, it is probably time to get this information over to us. Once reviewed we can size up your project and pencil in a meeting... If you require assistance with above then please feel free to ask Tidy Design for help, we are happy to consult and offer support. Please email [support@tidydesign.com](mailto:support@tidydesign.com) or call our office on [023 9286 1839](tel:02392861839).

Kind regards



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