

# Web design information pack

- **Your money back guarantee**
- **Time to pay options**
- **Our core values**
- **Web design services**
- **Web build process**

**Smart Domain Group Ltd,**

Britannia House, 18 Second Avenue, Chatham, Kent, ME4 5AU

☎ 0333 666 7 888 or 01634 810600

✉ [enquiries@smartdomaingroup.co.uk](mailto:enquiries@smartdomaingroup.co.uk)

🌐 [www.sdgwebdesign.com](http://www.sdgwebdesign.com)

Registered in England No. 04014191  
VAT No. 126 9109 14

## Your money back guarantee

The Smart Domain Group is one of the only web design and marketing companies in the UK that offers a **full money back guarantee**.

We are very confident that you will love our work. So much so that when you purchase one of our web design plans, we will give you every single penny you have paid to us if you do not like our work.

We will design the home page at **no risk to you**, show you what we have done and you can then decide if you want us to build the rest of it or simply ask for your money back and we will cancel the transaction. Your money will be deposited back to your bank the same day.

The Smart Domain Group is one of the oldest and most respected web design companies in the UK. We are one of the few that specialise in helping **small to medium businesses** get new enquiries from the web and traditional advertising methods.

We know we build world class websites, not just the design but the content and our proven search engine optimisation works to get you new business. Our money back guarantee enables you to see this for yourself at no risk.

There are **no restrictions** and no terms. If you don't like the first page or it's not quite what you expected, get a full refund and leave with our best wishes.



Tony Spinks

Managing Director

Smart Domain Group Ltd

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## Time to pay options

The Smart Domain Group is one of only a few web design and marketing companies that offer a **time to pay** option.

Ease your cash flow with our **pay monthly plans**. You can spread the cost up to two years depending on the order value and we charge **no interest rate or administration fee**.

### Your options

Order value less than £1000 + VAT	Up to one year to pay
Order value between £1000 + VAT and £2000 + VAT	Up to 18 months to pay
Order value more than £2000 + VAT	Up to two years to pay

## Our price structure is very simple!

<p>Every web design package we build includes 12 months hosting and outstanding support worth £300</p> <p>Six pages are the smallest web sites we build.</p>	<p>6 page web design and marketing package</p> <p><b>£695</b> + vat</p>	<p>Additional pages</p> <p><b>£95</b> + vat</p>
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## Our core values



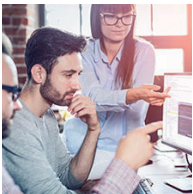
### Quality & Value Driven

We don't build inferior websites or offer marketing that does not work. Everything we do is high-end but without the excessive price tag that a small or medium business just cannot afford.



### Committed To The SME Community

We believe that the unique challenges an SME business faces in terms of marketing budgets can hinder growth and it is difficult to find a marketing partner that will deal with them honestly and fairly. SDG has, and always will, support the SME community with a range of services and products that will help them grow their business.



### Brutally Honest And Transparent

SDG offers list pricing, will always deal honestly and fairly with its client, never oversell and will even turn down business that we feel is a waste of our client's money. If we see a new business venture that we think simply won't work, we will not take the job and waste their money. If a client wants an honest opinion, we will always give it even if they do not like what we say.



### Work With Integrity

SDG is an honourable business with staff that understands we work for our clients' benefit and growth. Whatever we say, do or recommend is based on our decades of experience and the advice we give is never based on increasing our turnover. Our integrity is one of the most important core values that we will always uphold.



### Offer Exceptional Support

SDG is always available by telephone or e-mail to give support to clients even if the work is completed. Support takes priority over new business and ensures our clients' needs are met and exceeded.



### Invest In Change

Our industry changes constantly. Marketing is very fluid and what works today will not necessarily work tomorrow. We keep up-to-date with the latest search engine algorithms and marketing trends and train our staff constantly.

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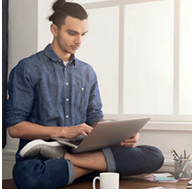
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## Keeping Up To Date With Technology

The Smart Domain Group invest heavily to keep up-to-date with the latest technology and train constantly to ensure we can offer our clients the best design and marketing solutions at all times.



## Be Flexible

Everything we do is customisable to our client's needs and wants. Our ability to bend our services and product range to fit exactly with our client's requirements is a core part of our strategy for long-term business partnerships with everyone we do business with.



## Look, Listen and Learn

We adapt to constant change and we learn from our clients and each other and share that knowledge to maintain our position as one of the best small to medium business marketing specialists in the UK.



## Forgive Our Customers Sins

We acknowledge that our customers have fixed ideas, needs and wants and appreciate that they may not fit with what we think is best for them. When this happens we will always give the best advice and not just base it on what earns us the most money.

Ultimately we will do what the client wants us to do; but we will always give our honest and best advice at all times.



## Understand Our Customers

Before we undertake any work, we will always do everything we can to understand our customers, what they do, how the work and what they are looking to achieve. This takes time but we understand it is an essential part of a long-term business partnership that benefits both parties.



## Keep It Smart!

Everything we do is time served and proven to work for our clients. We are an innovative company that looks, listens and provides the best products that benefits our customers and works exactly to their requirements. SDG constantly looks to new marketing techniques, new ideas and adapts to those. If we keep it smart, our clients and us benefit.

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# Web design services

## Professional Web design for small to medium business owners

From one of the oldest and most respected web design companies in Kent

More standard features than anyone else:

- Professional responsive design
- Content management included
- Content written for you
- SEO included
- 12 months Free Hosting and support
- Outstanding ongoing support
- Money Back guarantee
- 0% time to pay options

At a price that will surprise you and with our **money back guarantee** and **time to pay options** you risk nothing and can spread the cost.

## Every website we build includes 12 months hosting and support worth £300

SDG has built thousands of websites over the past twenty years for just about **every type of business**. We know what it takes to make a website that works for your business.

Please look at our core values to really see what we are about and how we do business. It perfectly encapsulates what we do and why we think we do it better.

Then get in touch to talk about your new web design or web redesign project with a **web design expert**, not a salesman. We will give you an all inclusive cost after discussion for you to make your own mind up.

We **travel all over Kent** or you can come to our offices. Initially it's good to talk over the telephone to see if we are a match, use the get in touch section below, we look forward to speaking with you.

We will have a web design package that suits your business perfectly.

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## The build process

We know time is important; that's why our web design build process has been developed to reduce the time you need to spend working on your website, we even write the content for you if you have not already done so. We supply images if you do not have any and suggest appropriate content based on what you do.

Your website is very important to your business. We encourage you to get as involved as much as you wish in the development process and our staff are always available for help and advice. We have developed thousands of websites since we began in 2000. Our staff have a wealth of experience and know what it takes to make your website a success.

### Place your order

On receipt of your order confirmation, we will send all the necessary paperwork out to you and your initial deposit or first payment invoice. On receipt of your deposit or first monthly payment, we will assign a web designer and a copywriter depending on the Web design option chosen.

Your new web site will be managed by a fulfilment manager who is available during business hours, as is your copywriter and web designer.

### Step 1

#### **Option 1 - You have chosen the option of keeping your existing text and images.**

You will be assigned a **web designer** who will contact you directly to discuss the design and your colour schemes and advise on the best option according to your business sector.

You will be asked to send all relevant text and images to enable us to build your new website at this stage.

#### **Option 2 - You have chosen the option of SDG writing the content for you.**

You will be assigned a **copywriter** and a **web designer** who will contact you directly to discuss the content, the design and your colour schemes and advise on the best option according to your business sector.

Your Copywriter will speak with the person who placed the order with us and take any relevant details. You will then be contacted by telephone at a time that suits you, to discuss the content of your website. They will ask you several questions to get to know your business better and listen to your needs and wants before writing the content of the website.

You will be asked to send all relevant images to enable us to build your new website at this stage. If no images are available, we can source appropriate images from our comprehensive stock image library at no additional cost.

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## Step 2 (All web design packages)

### **We will design the home page of your website for your approval.**

The home page sets the tone for the entire website and includes the front page text, appropriate images and your navigation. Your web page will be available in a special preview area online that only you will be able to see and will be given to you by your web designer.

You will be asked for approval at this stage and any changes you request will be actioned by your web designer or copywriter. We want you to be totally satisfied with the overall look and feel of the website. If you are not, we will give you your money back under our money back guarantee scheme and thank you for the opportunity of doing business with us.

### **After initial design approval**

On approval of the design, we will create the other pages of your site. This will be built as a responsive website with a content management system to allow you to make changes to text and images yourself, after the site is complete.

We will then send you a link for previewing and sign off. There may be changes to be made during the build process and you are encouraged to tell us what you like and what changes you would like us to make throughout the building of the website.

## Step 3 - Setting your site live

We will then set your new website live on one of our servers with a new domain name or your existing one that we will help transfer over to us.

We will then host the website and handle your e-mails if you wish. This is free for the first twelve months.

## That's it!

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