# Website Design Brochure

Qlic

Website Development

Your website is your virtual shop window to current and potential customers across the world, so it's important to get it right. At Qlic, we help provide cutting-edge design and structure to ensure your business stands out. Our website design and development team have built hundreds of websites over the years, making us confident to deal with any requests you may have. As well as this, our team of specialist support technicians have been selected based on their expert industry knowledge, experience and design skills.

As an essential marketing tool for your business, it's vitally important that your website is structured, designed and tested to the highest standards to ensure it delivers exactly what your customers require.

Website Development

Here are a few ways we will help you achieve this:

- Bespoke Design - Our bespoke web development service offers a pick and mix style design process, allowing you to choose the features most important to your business without bending the budget.

- Website Refresh - Our editors will optimise your current website by suggesting written changes or through creating entirely new content just for you. This will help build important awareness for your business by always keeping your audience engaged.
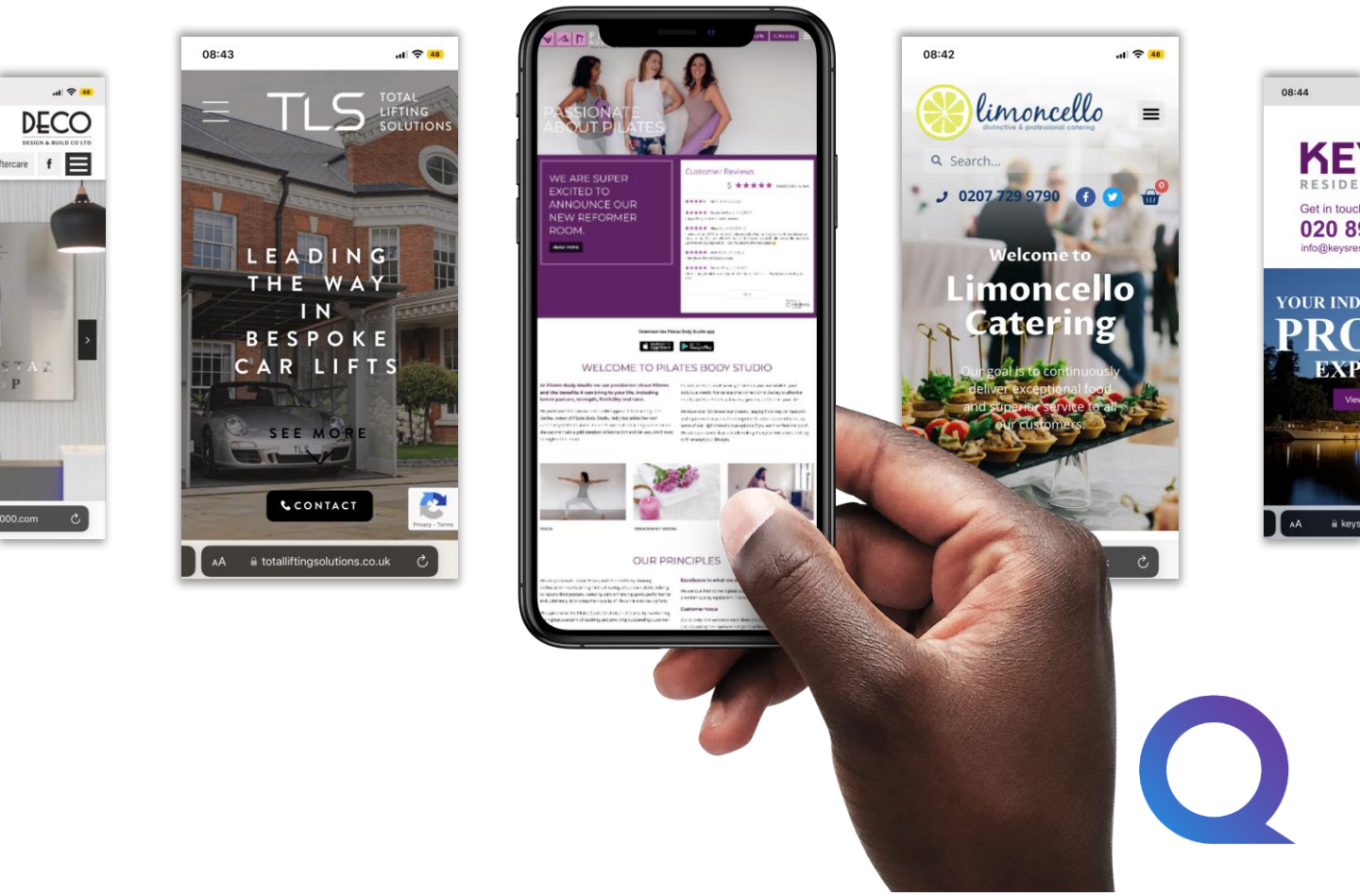
Website Development

- Manage your own content - Successful websites depend heavily on regular and interesting updates. We build all our websites on leading Content Management systems, giving you the ability to update text, photos and all other content as you wish for no additional fee.

- Third party integrations - Our team of developers will integrate your website directly into many third-party CRM systems or database applications, giving you fully automated and seamless data capture.

Proposed Website Solution

Your new website will be designed and developed to your exact specification and orientated towards creating an ergonomic and user-friendly experience. We will specifically be looking to make the site as accessible and as streamlined as possible, with a modern look and feel.

Key areas which we'll be focusing on throughout the design process:

Overhaul Of Existing Design

Despite having a strong hold on content, the site requires modernisation. An emphasis on a clean, simple and modern layout will undoubtedly encourage visitors to further browse around the site.

Services

The website will place emphasis on the portfolio of services available and utilise the best-in-class navigation to ensure visitors are easily able to find the information they are looking for.

Calls To Action & Visitor Engagement

The site needs to be designed with clarity and encouragement for visitors to interact, view services and contact you for further information.

Content Management System

A simple, easy to maintain content management system will be incorporated to provide control and management of the new website content, pages and property portfolio.

Mobile-responsive Design

Your site will be designed to react for optimal viewing on mobile/tablet devices, ensuring its compatibility with the Google 'Mobile-Friendly' update.

Brand Recognition

It is important to keep a clear understanding of theme and brand recognition throughout the site (using colour schemes, relevant images and a clean layout) which is lacking with the existing construct.

Website Design Process

1. Discovery

In this section of the development phase, the scope, requirements and description of the site will be determined. This will be established by interaction with yourselves to discuss: your requirements; likes/dislikes about the current site; any other sites not affiliated to the businesses which you admire.

2. Concept

Using the outcome of the initial planning phase, our in-house design team begin working on concepts for the new site. The chosen concept is then reviewed and refined with your input until it reaches a final approved phase where it then moves into development. The design process will be a collaborative effort between our designers and developers to ensure the site is optimised from the ground up.

3. Development

With the design approved, coding and development of the site begins. You will be consulted throughout this phase to make sure the navigation and 'feel' of the site is precisely as desired. We will also require content at this stage from yourselves (or content to be taken from the existing sites, as specified).

4. Testing

Once development has concluded; a final review of the site will be conducted by yourselves where we'll ask you for feedback on each site and for any issues or last-minute changes you'd like to make.

5. Upload & Handover

Following your final sign-off, the site will be uploaded to the internet ready for your digital marketing campaign. You'll be given full access to the Content Management System of the site, allowing you to update any and all elements as you see fit.

WordPress
Website Platform

WordPress holds a commanding share of the web through it's easy to use CMS, intuitive interface and vast availability of templates and plugins allowing complex functions to be integrated with ease. For that reason, all mentions herein of CMS refer to the use of WordPress to develop your website.

Responsive Behaviour
Our sites are all built to be responsive and adaptive whether viewed on desktops, tablets or smartphones. WordPress itself makes this process incredibly streamlined, creating the platform for the content, imagery and menu functionality to adapt to the most optimal form dependant on the device being used.

Speed & Browser Compatibility
Our WordPress websites are thoroughly maintained throughout the build process to ensure they remain fast-loading and compatible with Microsoft Edge, Internet Explorer, Google Chrome, Safari and Firefox and many more. We recommend the use of a semantic HTML5-based theme to allow the site to be easily crawled and indexed by popular search engines.

Site Structure, Pages & Modules
An important part of our website build process is the ability to allow the business to manage the content and layout of the site going forward. Part of our commitment to providing an expandable and sustainable site involves developing a range of templated pages for the business to easily fill with content and upload without the need for third party assistance.

Content Management
WordPress is a highly flexible Content Management System, allowing complex builds as well as very simple user access. Our developers will build each site using HTML within the WordPress CMS, however after completion we install an easy-to-use overlay which allows users to simply edit the site without requiring vast amounts of technical knowledge. Additionally, our developers will provide a written User Guide on how to edit the site within the CMS, which can be customised for individual user's needs.

Integration With Social Media
A key element of your site is the interactivity and engagement the site offers visitors. The integration of social media to each site (either by links or directly embedded feeds, as desired) offers a considerable opportunity to further engage with visitors, donors and funders and opens the possibility of two-way conversation with prospective clients looking to utilise or recommend the services you offer.

Elementor Content Editor

While WordPress is meant to make the creation of a website easier than ever, some users may still find it difficult to customise their site to their exact needs. A drag-and-drop website builder will make the whole process of creating and managing a website both much easier and faster. Elementor brings a new set of tools to your WordPress website, some examples include;

Drag & Drop Editor Elementor is the fastest, most intuitive editor available.

Responsive Editing Switch to mobile view & tweak every element to make it look perfect on any device.

90+ Widgets Dozens of widgets to create any content you need: buttons, headlines, forms, etc.

No Coding Reach high-end designs, without any coding.

Navigator Get an overview map of your entire page & reorder elements with simple drag & drop.

Finder A search bar that offers easy navigation between different pages & dashboard settings.

Hotkeys are keyboard shortcuts that save you time when performing various actions.

Shortcut Cheat Sheet A window that pops out & shows you the full list of shortcuts.

And many more tools!

Yoast SEO Integration

We know how important it is for your site to benefit from good SEO. WordPress is extremely well-coded which is why many call it SEO friendly. However, the real SEO benefit comes from tools and plugins such as YOAST which are by far the most complete SEO solutions available for WordPress. YOAST itself has received over a million downloads and when used correctly is guaranteed to improve your on-page SEO.

Unlike most other plugins, YOAST provides much more than simple meta tag additions. For example, we use it to add custom post titles, meta descriptions, and meta keywords for posts, pages, and taxonomies (tag, category, etc). When writing the meta information, the WordPress SEO plugin shows you a Google search result snippet preview, so you can see exactly how your content will look when someone searches for it.

✓ Preview of Your Page On Google

✓ Keyword Optimisation

✓ Readability Check

✓ No Duplicate Content

✓ Always Updated For Google's Algorithm

✓ No Outdated Content

✓ Attract more visitors

✓ Increase your readers' engagement

WooCommerce Platform

WooCommerce is an open-source e-commerce plugin for WordPress WooCommerce is built to integrate seamlessly within the WordPress ecosystem, making it the obvious eCommerce solution for this project, and connecting you to the fast-growing WordPress community.

- ✓ Sell Anything, Anywhere

- ✓ The WooCommerce Cart Reports Extension

- ✓ Mobile Friendly

- ✓ Scalability

- ✓ Own Your Data

- ✓ Secure Code

- ✓ Worldwide Community

- ✓ Open Source

- ✓ Free & Paid Extension Marketplace

LearnDash System

LearnDash is the most comprehensive LMS Plugin available for WordPress and can be used to easily create, manage and sell courses online. Each course curriculum can be customised with lessons & quizzes which can be managed within its easy-to-use user interface.

As LearnDash LMS is the most popular Learning Management System for WordPress, it provides an abundance of features to turn your website into an industry leading digital learning environment. With the ability to market your courses individually or by monthly subscription. There are many ways to assess your student's work and then issue them with a certificate.

✓ Course Building

✓ Student Enrolment & Management

✓ Course Progress Information

✓ Content Dripping

✓ Quizzes & Tests

✓ Financial Marketing Tools

✓ Automated Emails

✓ Gamification & Certificates

LearnDash Administration

User Profiles

LearnDash offers robust user profiles so your learners can see which courses they can access, their progress, quiz performance, and print any earned certificates. As the admin, you can quickly and easily manage your users.

Enrol and un-enrol any user, Re-print certificates, Assign Groups, Manage points, Delete course data, Modify username, email, password, and mark and un-mark courses, lessons, and quizzes as complete

Detailed Reporting

LearnDash reporting captures all the details you care about on your learners and courses. Popular reports include:

- ✓ **Course Progress** View a learner's courses and their progress in each one.
- ✓ **Quiz Performance** Track learner quiz attempts, if they passed, and their score.
- ✓ **Time On Course** Track how long a learner has spent on a course.
- ✓ **Live Activity Stream** See how learners are interacting with your course content in real-time.
- ✓ **Progress Breakdown** Graphical representation of exactly how far along learners are in a course.
- ✓ **Pending Approval** Queue of the assignments and essays requiring your attention.

Email Notifications

Communicating with learners and Group leaders is a breeze with LearnDash email notifications.

- ✓ Email learners of a particular course or status
- ✓ Configure automatic emails based on activities
- ✓ Connect to popular email platforms like MailChimp (requires an add-on)

Assignment Management

Require that your learners submit assignments at different parts of your course? Assignments can be required at the Lesson level and the Topic level. Choose to have them automatically approved or require that they be manually awarded points & approved. Leave feedback by including private comments on the assignment that only the submitter will be able to see.

Expire Access

Allow learners to have indefinite access to your courses, or you can expire access after a certain amount of time. This is a perfect way to encourage re-certifications and renewals from your learners!

What Is An SSL Certificate

When you visit a website that's encrypted with SSL, your browser will form a connection with the web server, look at the SSL certificate, then bind your browser and the server. This binding connection is secure to ensure no one besides you and the website can see or access what you type.

Affirms Your Identity

SSL certificates provide authentication to a website. Identity verification is one of the most important aspects of web security.

Search Engine Ranking

Google made changes to its algorithm in order to give the upper hand to HTTPS-enabled websites.

Improves Customer Trust

SSL certificates are vital from a customer trust point of view. The easy to identify signs inform the users that the data they send will be secured.

Protects Data

On installing SSL, every bit of information is encrypted. Data is locked and can only be unlocked by the intended recipient.

Website
Portfolios
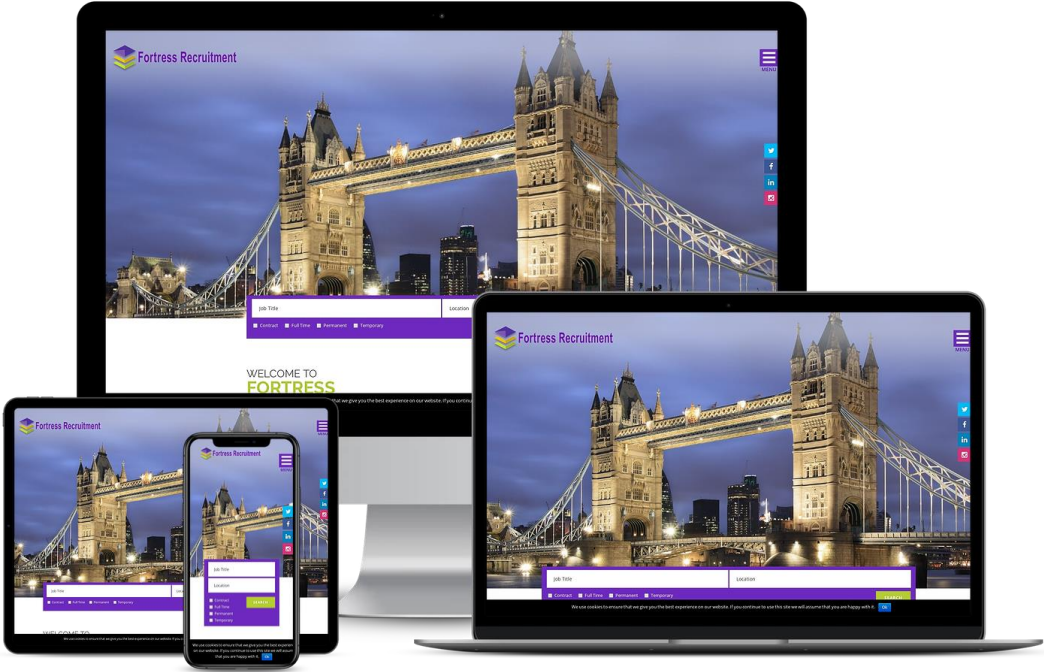
Fortress Recruitment
www.fortressrecruitment.co.uk

Dylan Miles
www.dylan-miles.com

John Carne
www.johncarne.co.uk

Website Portfolios

Elite Office Cleaning Services
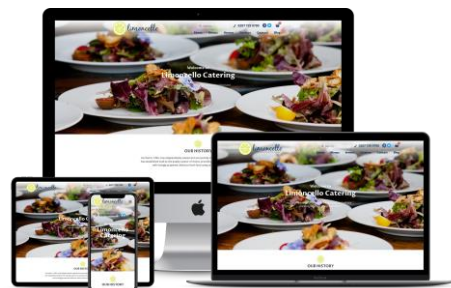www.eocsltd.co.uk

SJB Interiors
www.sjbinteriors.co.uk

PSFI
www.psfi.org

Keys Residential
www.keysresidential.co.uk

Dream Sound
www.dreamsound.co.uk

Limoncello
www.limoncellocatering.co.uk

Website
Portfolios

Total Lifting Solutions
www.totalliftingsolutions.co.uk

Tim Hartley Hair World
www.timhartleyhairworld.co.uk

Ace Classics
www.aceclassics.co.uk

Sheet Metal Solutions
www.sheetmetalsolutions.co.uk

Qlic IT for Business

Who We Are

To put it simply, we make life easier for our clients. IT is the blood flow of Britain's businesses and organisations, and our role is to keep it running smoothly. Over the last 2 decades, our winning approach has been to simplify when there's complexity, solve when there's a problem, and stay human when other IT providers would turn into robots.

We believe 'know-who' is more powerful than 'know-how'. As an business, you don't need to master your IT systems – that's not what you do best. You just need a partner you can trust to do it all for you. We're on hand to proactively optimise, troubleshoot and make your IT issues go away.

As you may have seen, we've earned an impressive reputation. We're delighted to partner with Microsoft, Sophos, Apple, Dell, HP and have Cyber Essentials, ISO 27001 & ISO 9001 accreditations. We offer a host of different IT, web, software, cloud and online marketing services.

We're more than just 'the IT guy'. We're your partners. We fit right in with your team, helping every day run smoothly. Don't sweat, don't lose productivity, just make your IT Qlic.

Qlic