

WEBSITE

DESIGN, E-COMMERCE
& BUSINESS DEVELOPMENT



www.dogandpigdesign.co.uk

Why Your **Business** Deserves An **Engaging Website**

In today's fast-paced digital landscape, having a strong online presence is imperative for any business seeking success. A website is often the first point of contact between your business and potential customers. It's not just a digital storefront; it's a powerful tool that can significantly impact your brand's perception, customer engagement, and ultimately, your bottom line. Here are compelling reasons why your business deserves an engaging website.

1. First Impressions Matter

Imagine a potential customer stumbling upon your website for the first time. What do they see? An engaging, visually appealing website instantly builds trust and credibility. It's like a well-maintained storefront in the physical world. A professional website showcases your commitment to quality, which can make a lasting impression on visitors.

2. 24/7 Availability

Unlike physical stores, websites don't have operating hours. They are accessible 24/7, allowing customers to engage with your business at their convenience. This means that even while you sleep, your website can be a powerful tool for attracting and converting leads.

"Working with Ryan on the revamp of my website has been a great experience. His professional and helpful approach, his excellent communication and his responsiveness have really made it an easy process. I would not hesitate to recommend Ryan!"

Sarah Clark - sarahclark.co.uk

3. Global Reach

A website opens up your business to a global audience. It transcends geographical boundaries and allows you to reach potential customers from different parts of the world. This expansion of your market can lead to increased sales and business growth.

4. Cost-Effectiveness

Compared to traditional forms of advertising and marketing, maintaining a website is remarkably cost-effective. It allows you to reach a broader audience with less financial investment.

5. Showcasing Your Portfolio

For businesses in creative fields like design, photography, or writing, a website is an essential platform for showcasing your portfolio. It allows potential clients to see the quality of your work and get a sense of your style and expertise.

In conclusion, an **engaging website** is not just a digital placeholder for your business. It's a dynamic tool that can transform the way you **connect with your audience**, showcase your offerings, and drive business **growth**. If you haven't already invested in a strong online presence, now is the time to do so. Your business deserves it.



What Are The **Costs** Involved When **Developing A Website** For Your Business?

Something Simple

from £**600**

A website for those who are simply looking to gain an online presence outlining who they are and the services they provide.

Example Site:

www.generationthatchers.co.uk

Corporate Builds

from £**950**

A website for those in need of a more advanced build with a range of pages, services and data capture forms.

Example Site:

www.totalhealthclinics.co.uk

Ecommerce Builds

from £**750**

A website for those looking to sell products online. A range of secure payment gateways are available.

Example Site:

www.halltheatretrips.co.uk

Additional **Costs**:

Every website has what's called Hosting. This includes your SSL certificate, the hosting of your website and any domain related Email accounts. This is a yearly fee of **£160.00**

Optional **Monthly Costs:**

Monthly Maintenance: £30 per month

Maintaining your website on a monthly basis is crucial for a multitude of reasons. It ensures that your site remains up-to-date with the latest technology and security measures. Regular updates to plugins, software, and frameworks help safeguard against potential security breaches and vulnerabilities, protecting sensitive data and maintaining trust with your users.. Once your website is launched you'll have two options, I can either send you a video showing you how to keep your website safe manually your end, or, I can maintain your website for you at a cost of £30 per month.

Monthly SEO: from £50 per month depending on your goal

Monthly SEO, is a crucial practice for businesses and websites seeking to establish a strong online presence. It involves a consistent and strategic effort to improve a site's visibility in search engine results pages. By conducting regular keyword research, businesses can stay updated on the trending search terms and phrases relevant to their industry. This allows them to create content that aligns with the interests and needs of their target audience. Additionally, monitoring website analytics on a monthly basis enables businesses to track the effectiveness of their SEO strategies and make necessary adjustments.



**I'M MORE THAN
JUST WEB DESIGN**



“ *Absolutely incredible. Ryan is THE most reliable, creative, trustworthy, patient and impressive designer I've ever worked with ... and I've worked with a lot. He is one of the key people in our team when it comes to our website, graphics, coding, logos and landing pages. Thank you for everything Ryan. We wouldn't be where we are without you!*

KATRINA JONES - katrinajones.uk

“ *We've been working with Ryan for nearly two years now. During that time we have seen significant growth in our web traffic, SEO and online conversions. Would highly recommend!*

BEN BARKER - totalhealthclinics.com



**LOOKING FOR
THE COMPLETE
PACKAGE?**



The **Complete Package:**

For those who need a stunning logo, social profiles, business cards and, of course, a new website with monthly maintenance and SEO!

Starting a new business from scratch can be daunting and, of course, a tad bit stressful! That's where I come in. First and foremost, I'll setup your Google My Business profile. This is a vital step as without this, your business will not be listed on Google! Pretty important, right?

Once we have your Google My Business account setup, I'll work with you to understand your goal, target audience and discuss your content and branding ideas. This then allows me to create your logo, website, business cards and social profiles! Whether someone finds your website via a Google search or comes across your page on social media, your branding will be consistent and eye-catching.

Once these core elements of your business are launched, I can host your website, Email accounts, maintain your website and manage your monthly SEO campaign. It really is The Complete Package! Ideal for those looking to launch a business but need a helping hand with all of the "techy stuff"!

**A Stunning Logo, Social Profiles,
Website, Business Cards, Hosting,
Maintenance & SEO From Just**

£700

+Monthly SEO
& Yearly Hosting
Costs



Two Of My **Recent Builds:**

Love Corby: Complex Online Portal

Love Corby needed an online directory with Member Profiles that allowed members to see how much traffic they were receiving on their profile. One of my favourite builds!

www.lovecorby.co.uk



Passiflora's: The Complete Package

Sally wanted a fresh, professional looking website to showcase her incredible portfolio as a florist. She also needed 6ft banners for wedding shows, flyers and business cards!

www.passifloras.co.uk



Just Who Is **Dog & Pig Design?**

15 years experience with a 5 star rating

Based just outside of Peterborough, Dog and Pig Design create **innovative, high quality websites** at affordable rates. My mission is to be different and push the boundaries of the development world to achieve the **highest results possible** for you and your business. I'm now celebrating my 8th year as a company, however I have over 15 years experience in Web Design, Development and Business Marketing. In the last 8 years I've worked on various projects, from simple little projects for small start-up companies such as Passiflora's and Path Mortgages, to ever evolving corporate builds with over 5,000 users per month such as Total Health Clinics. I always **go the extra mile for my clients** and focus on achieving the highest possible results for you and your business. Regardless of the size of your business or budget, you'll be treated with the same **friendly** and **passionate** attention.

Excellent



Based on **30 reviews**

Google

"Ryan has delivered a professional website for us on agreed timescales and to budget. He's great to work with and we have outsourced our ongoing SEO work and some copy writing. Highly recommended!"

Jason Morphett



**THE SERVICES I
OFFER**



The Services I Offer:

Start-ups - *Branding, Web Design & Social*

Are you just starting out and looking for a stunning logo, social profiles, business cards and, of course, a new website? Then you'll need my complete package!

Web Design - *Fully responsive web design*

Whether you're a start up company looking to gain an online presence, or if you're looking for a full complex redesign, I can help.

Ecommerce - *Selling your product online?*

Whether you have one specialist product or hundreds of SKUs, I can help you by providing you with a user friendly, secure online shop.

Marketing - *Marketing and sales strategy*

Ensure the marketing and sales planning process is truly driving forward the vision of the business, and not simply an annual exercise for restructuring budgets.

I also offer - *SEO, Monthly Maintenance and Social Media Maintenance*



CLIENTS THAT I
CONTINUE TO
WORK WITH



Clients That I Continue **To Work With:**



**GENERATION
THATCHERS**

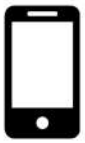


PATH MORTGAGES



SALES & MANUFACTURING





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