

BUILDING YOUR BUSINESS ONLINE DURING PANDEMIC



What did we learn from the COVID-19 crisis? That the Internet can save businesses.

From strategy to full-blown implementation, we bring a top-notch digital web experience to small and medium companies. We developed a concept that will provide you with a great looking website at an unmatched low price.

We present the Spartan – a beautiful, efficient and highly optimised website concept. For as low as £1000 you get:

WORD PRESS BASED WEBSITE



We selected WordPress as the perfect base for our websites as it is flexible yet powerful enough to create almost any type of webpage. It is also user-friendly and easy to maintain. It is secure and allows easy integration with applications while supporting a wide variety of multimedia. WordPress offers strong SEO, supports troubleshooting and receives regular improvements.

BESPOKE LOGO DESIGN



Your logo is your brand's face and the head of your website. It summarises the main features of your business and its people, so every little detail matters. We will help you to design a logo that will grab your customers' attention and build the foundations for a strong web identity.

DESIGN CUSTOMISATION



We will help you to ensure your website is fit for purpose with a unique web design which reflects your business needs and is aimed at your target audience and potential new customers. This includes a choice of graphic design, website structure and user-friendly navigation routes to improve visitors' engagement.

ON-SITE OPTIMISATION



Without on-site SEO (also known as on-page SEO) a website will struggle to rank high and earn more relevant traffic from the search engines like Google and Bing, regardless of how well designed it is. We will apply on-page optimisation including the text content, meta tags and the HTML source code of a page. We will make the page fast and of course, mobile-friendly.

CONTENT OPTIMISATION



We will help you to publish well-written, relevant and informative text that will keep visitors reading on your website. We will place accurate keywords and titles to optimise your content and improve user experience, which will help to show your website in relevant web searches. Adding meta descriptions and title tags properly would encourage clicks and establish strong first impressions.

YOUR BONUS



We will treat you to a 50% discount for a custom company video.

Video is the most potent medium today. It is the fastest-growing communication format and currently accounts for 80% of all consumer internet traffic. It has a high immediate impact on viewers and can reach broad audiences easily. Videos embedded in websites boost traffic by 55% and when shared in social media improve visitor engagement by 33%. An offer that simply can't be missed.

£1000



Spartan Webpage

- ◆ Beautiful
- ◆ Efficient
- ◆ Strongly Optimised
- ◆ Cost-effective

Nowadays the website is the first point of contact for any business. Business owners and managers use it to present products and services; to prove the company's legitimacy and drive new customers. Does your website perform according to your expectations?

We consider web design to be one of the most critical factors for any successful website. And we focus on creating individual web identity that will enhance your brand and boost your business online.

WHO CAN BENEFIT FROM THIS EXCLUSIVE OFFER:



SMALL MANUFACTURERS
AND RETAIL BUSINESSES



CONSULTANTS, PROFESSIONALS
AND FREELANCERS

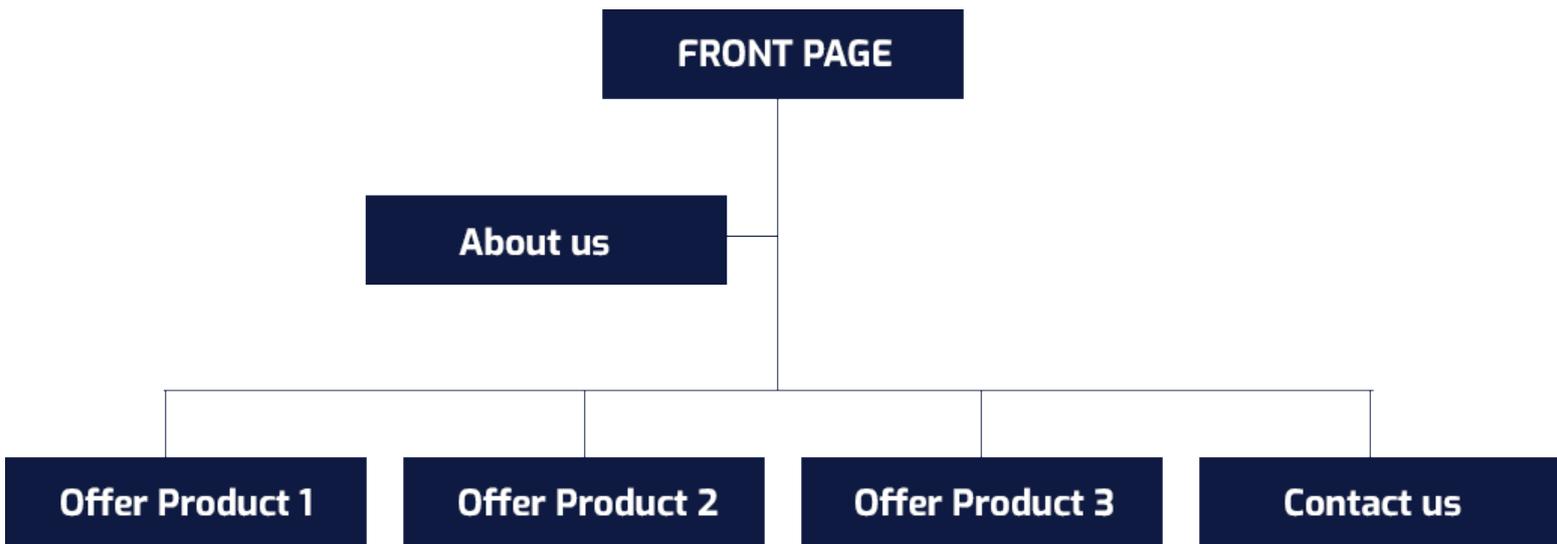


NON-PROFIT ORGANISATIONS
AND PUBLIC CAMPAIGNERS

The Spartan website concept is a delightfully simple and fit to serve its purpose long-term. It offers a solid base for your creative ideas, key messages and business targets. Our team of designers and developers will incorporate your instructions into the Spartan concept to make your webpage a personalised, efficient, affordable and modern-looking website.

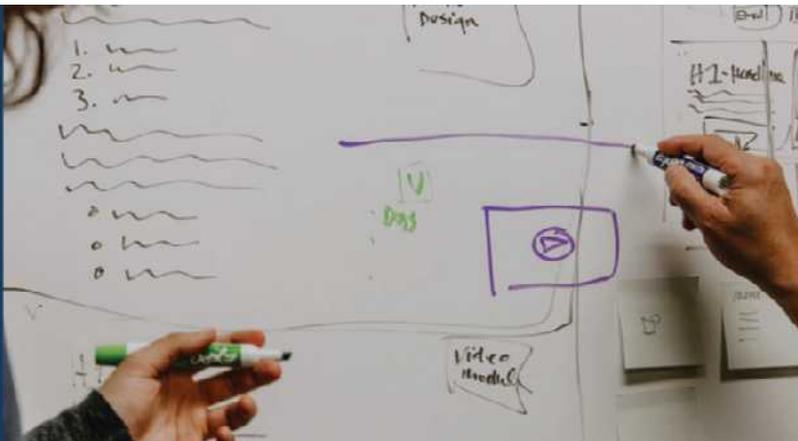
THIS COULD BE YOUR WEBSITE

Sample Website structure visualisation



The process in five stages:

- Initial online meeting to discuss and organise the concept, text and images
- Preparation of design mock-ups for review and approval
- Development of website based on the approved design
- Proof-reading and application of SEO
- Final call to discuss and apply corrections before launch



What you need to prepare before the web building starts:

- Choose business and domain names
- Identify your preferred colour schemes
- Write a description of the company
- Prepare high quality images to illustrate your business

Request a call from a website specialist for more information.

Email info@idmkt.co.uk or phone **07749839251**.

SOME IMPORTANT QUESTIONS ABOUT THE SPARTAN **WEBSITE CONCEPT**

Q: How long it takes to build a Spartan website?

A: As little as one month, but the actual time can vary depending on the website.

Q: Is the Spartan website mobile friendly?

A: Yes, it is a responsive design completely adapted for mobile phones and tablets.

Q: How do I pay for the service?

A: You can pay in three instalments: 50% in advance, 30% when the website is finished from a technical perspective and the last 20% when it is ready to launch. If you prefer to pay in advance, you are entitled to a 5% discount. As a method of payment, we accept bank transfer and PayPal.

Q: What if I need additional help and services?

A: We offer additional services available on demand. Please check the list below and request a quotation.

WE ALSO OFFER USEFUL RELATED **SERVICES**

Ask for quotation

- Domain and Hosting registration
- Copywriting for web, PR and social media
- Supply additional visualisations
- Additional Language Translation
- Website maintenance
- Business Cards Design and print
- Social Media banners and covers
- Company video
- Gallery section
- Blog News section
- Search Engine Optimisation
- Reservations module

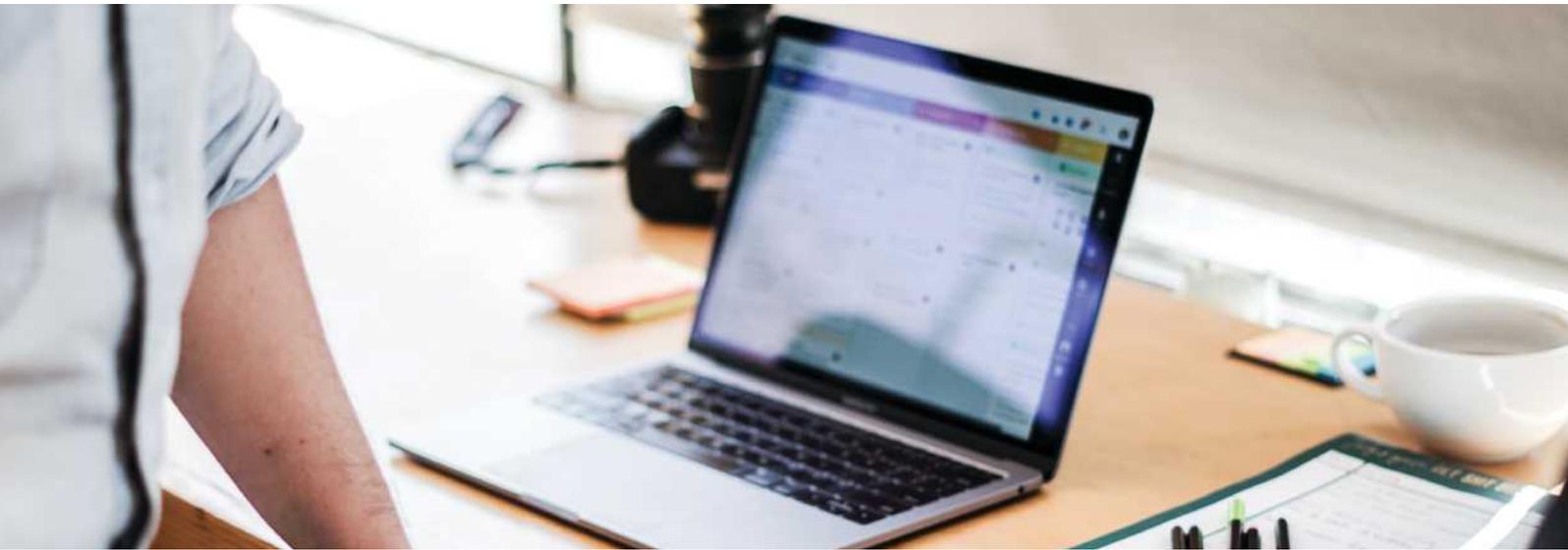
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MORE ABOUT US

Our company was established in 2015 and is based in Twickenham, Greater London. Due to the nature of our work, even before the COVID-19 pandemic, we worked from home and collaborated online.

Our team consists of one project manager, two web designers, two software programmers, a SEO specialist and a video engineer. We also employ the services of a professional photographer and a digital artist who provide us with their professional expertise when needed.



Our customers are valuable to us and we offer our cooperation, understanding and support with the aim to build a strong and long-lasting business relationship.

The Founder of the company is Liza Moroz, MSc in Marketing, a versatile and creative professional with more than fifteen years of Marketing experience. She is personally engaged in all our projects and would love to hear from you. To contact Liza, please use **liza.moroz@idmkt.co.uk**

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