



# Working with Slate

# Who We Are

Slate is a London-based digital agency that specialises in building websites across platforms such as WordPress, SquareSpace, and Shopify.

If you've got the business, we've got the website skills for you. And here's how it works.

Our team's approach to website building starts with industry and competitor, research and assessing our clients' needs. We then provide a tailored package for each client, using a combination of the products and services that each client needs; from design and build through to delivery and website maintenance.

With our wide range of services and a results-driven approach, we are here to help our clients grow their business and connect with the right audience online.



# Our Areas of Expertise

We offer a variety of website design services, from initial design through to the development and end-to-end build - transforming your business ideas into a responsive and user friendly website.

## Bespoke Web Development

Your company website is the first impression that potential clients, customers, and stakeholders will get of your brand. Because of this, your website needs to be designed to draw in, engage, and ultimately convert your target customer - all while communicating your brand values and vision seamlessly into the user experience.

Our bespoke web design and development service is all about creating the perfect user experience for our clients, bringing their ideas to life across every webpage by integrating third party solutions to ensure a cohesive presentation. Our tailored process includes research and the design of a customised solution for those clients looking to attract new users, earn more traffic, and convert more sales.

## Slate Select

Slate Select is our most basic website creation service, providing you with a one-stop shop for all your online needs, designed exclusively to showcase your business and give you a platform to operate sales and client services from.

Slate Select focuses on the importance of building a cohesive digital footprint for your business, uniting and ensuring continuity across all of your digital touchpoints - from social media to ads and the website itself. Culminating in the launch of your new site, this is our most affordable solution for businesses looking to take the first steps into digital marketing and ecommerce.

## Shopify

One of the most popular platforms for ecommerce businesses and retailers, Shopify is just one of the solutions that we support and guide our clients through - working with you to build a highly optimised site using Shopify apps and integration.

Whether you are already using Shopify for your business or are considering migrating to the platform with an existing website, our team can advise you in the next steps and support you in achieving your goals - offering custom design and development services to suit your needs.



## OUR AREAS OF EXPERTISE (2/3)

### Squarespace

Providing excellent usability for every user regardless of their experience and technical know-how, Squarespace is one of the most productive and effective tools out there for your CMS needs - and we're here to help bring it to life for you.

Building your website through Squarespace will provide you with a clean and functional website which is easy for you to update later down the line - meaning that once the initial design and build is complete, we can hand your website back over to you for ongoing management. It really is that simple.

### Maintenance

Having a website is the first step towards building your business - but what do you do once it's live? A well maintained website can often mean the difference between consistent traffic and a lull in your click-through rate - but being a business owner can often mean that maintenance and updates fall by the wayside.

If you need assistance with keeping your website up to date, our Maintenance service is here to help. Our website maintenance package covers version upgrades, content updates, managed website hosting, website backups and 24 hour monitoring - all in an effort to help your business keep succeeding and continue growing long after you hit the "Go Live" button.

### SEO

A cohesive SEO strategy isn't just about keywords - it is also about the data behind the scenes, the content on your website, and the links embedded in your various digital touchpoints which let Google know what your business is about and how credible you are as a company.

When SEO goes wrong, the impact on your business can be huge - pushing your company down in Google ranking and preventing even the most ideal target customers from finding your page. Our team are not only well versed in how SEO works, but we can help define the best strategy for your business - identifying the best long and short form keywords, building a content plan to support your strategy, and bringing it all together through ads and background data.



## OUR AREAS OF EXPERTISE (3/3)

### Marketing

With so many different platforms and touchpoints now available in the customer journey, it can be difficult to know where to focus your energy and marketing budget. Here at Slate our Marketing service is designed to isolate and identify the best marketing channels for your target audience, so that you can share promotions, product launches, and testimonials with both already engaged followers and a wider audience of potential customers.

This service includes social media campaigns, email marketing through Mailchimp, affiliate marketing, setting up feeds for Google Merchandise accounts and tons of other out-of-the-box solutions. All you have to do is contact us to get started.

### Hosting

When hosting and managing your own website becomes too much, the Slate team are here to give you the support you need - saving the cost of hiring an IT professional, while giving you peace of mind that your website is safe and secure for both the business and your customer base.

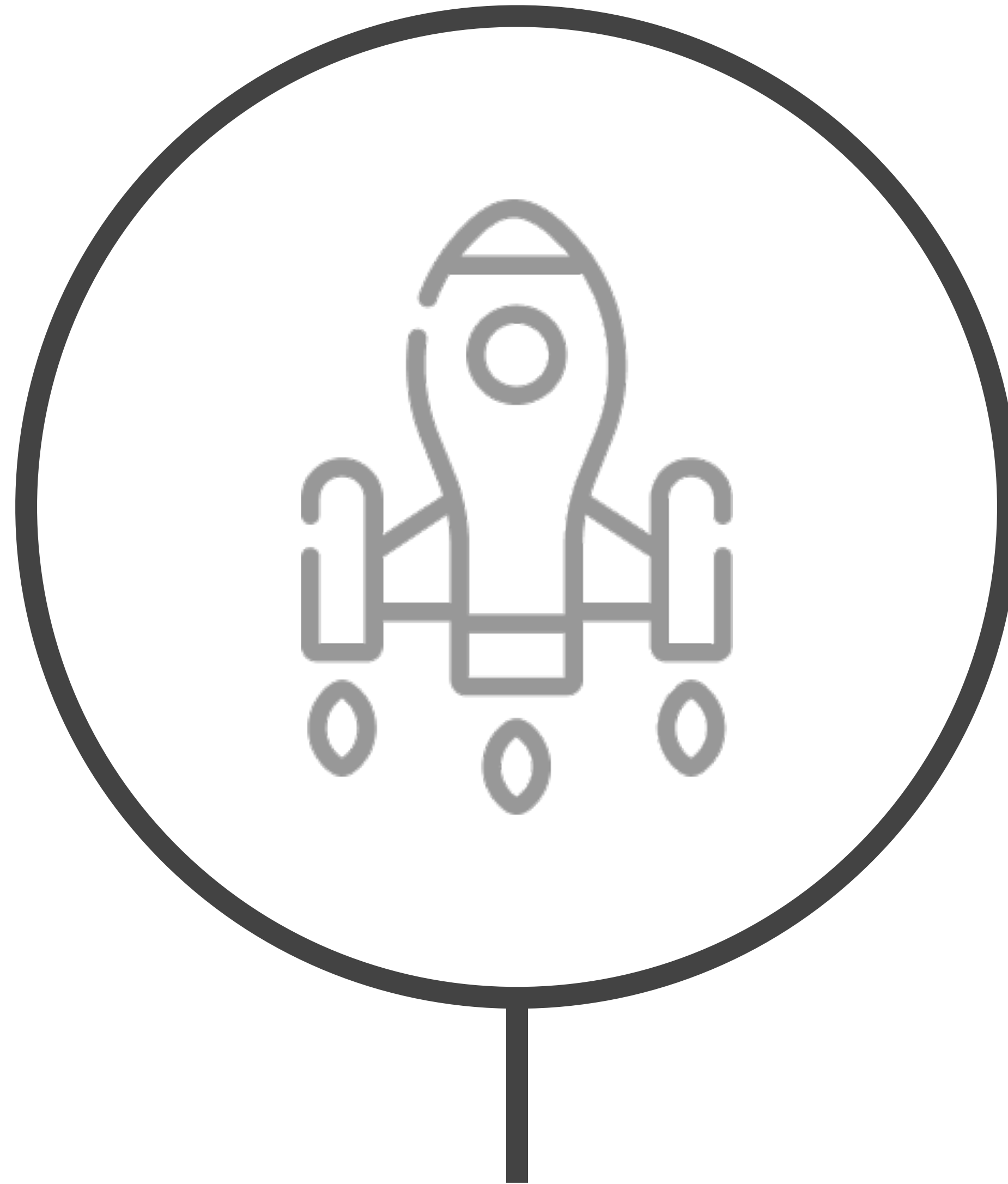
We pride ourselves in offering ultra-reliable, high performance managed hosting and dedicated servers with uptime guarantee and 24/7 technical support. With hosting we can also provide SSL certificate and domain registration where required. Slate provide Service Level Agreements for larger contracts.

For any other services not listed here, get in touch with us at [info@helloslate.co.uk](mailto:info@helloslate.co.uk)



# How We Work

## 1. Kick Off Consultation



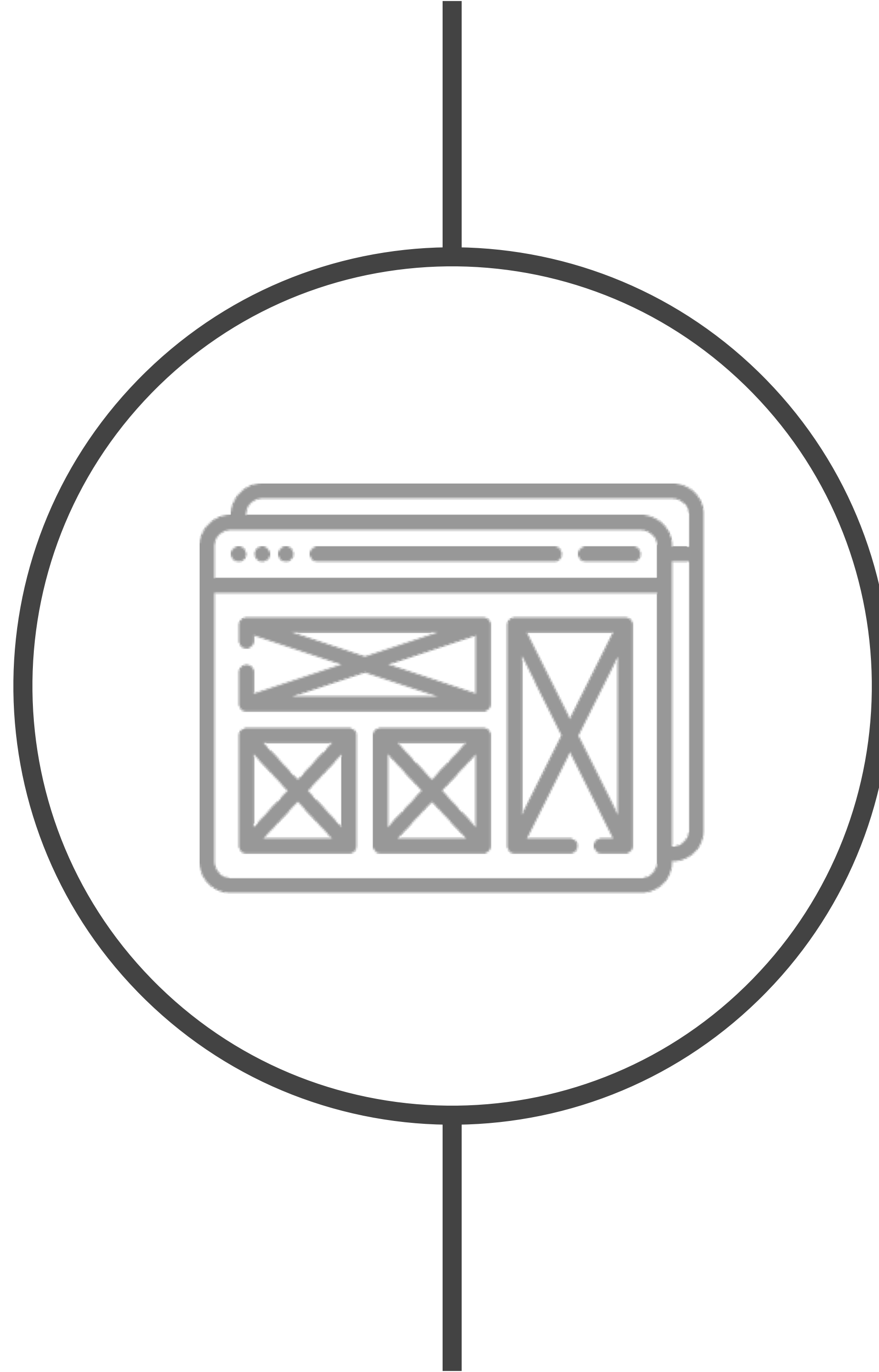
- This is where we get to know you, your business, your value proposition, and your overall objectives.
- During this consultation, we will work with you to determine what success looks like - establishing a series of key project milestones, and a realistic timeline for the project.

- During this stage, our team will get to work on bringing your business proposition to life for the right audience, in the right way.
- Your input is considered a valuable part of this process, and we will touch base with you regularly to earn feedback and ensure that your vision is effectively translated onto each webpage and digital touchpoint.



## 2. Creative Meeting

### 3. Design & Development



- This is where it all starts to come together, with our team inviting you to view the designs of your business website in Figma.
- Once we've agreed on the final design, it's time to bring the site to life.
- A test link will be provided to you before launch, giving you a chance to test and check every link and button prior to the website going live.



- To ensure a consistent experience for users across all devices, this final check will establish a high quality user experience across all major browsers and devices.
- Time to go live - with our team supporting you in spreading the word of your launch across social media.



## 4. Time to Go Live

## 5. Hosting & Maintenance



- Ongoing support which means that once your site goes live, we will continue to host and conduct regular maintenance to ensure the best possible user experience.
- This optional service enables us to keep your site up to date and secure. However, it is not mandatory and can be removed from the initial project proposal prior to kick off.

# Pricing Examples

With different clients requiring different levels of support, and with every project offering its own challenges and complexities, providing standard quotes is near impossible. To give you an idea of the investment associated with our services, however, here are two example quotes for different projects.

## Slate Select

**Challenge:** to have a digital footprint and a bespoke website to showcase your business

**Solution:** launch a branded company website

**Timeline:** 1.5 - 2 weeks

**Price:** from £1500

## Bespoke Site

**Challenge:** to have a custom designed website with third-party integration

**Solution:** design and develop a bespoke site to attract more users

**Timeline:** from 4 weeks

**Price:** from £3500

# Monthly Maintenance & Website Hosting

An additional service that we offer to all our clients is ongoing monthly maintenance and website hosting. By removing the daily stress of online security and updates, this service leaves you free to focus on what really matters... running your business. Here are our most popular packages:

## Maintenance & Hosting

This package includes: Website updates, content updates, bug fixing, SEO & hosting

**Hours:** From 2 hours

**Price:** From £160 + VAT PCM

## Annual Hosting Only

This package includes: Hosting, website security & website backups

**Price:** From £200 + VAT

## Customised Solution?

Send us a message at [info@helloslate.co.uk](mailto:info@helloslate.co.uk)



# Next Steps - Preparation

Ready to take your online presence to the next level? We'd love to hear from you. To make sure that our initial conversation is as productive as possible, we invite you to consider answers to the following questions.

## 1. What is your current situation with your business' online presence?

If you already have a website, what are some of the challenges you face? If you don't yet have a website, do you have any examples of websites you like, or which inspire you?

## 2. What are your online goals?

## 3. What is your budget?

[PLEASE CLICK HERE TO ANSWER THESE QUESTIONS](#)

# Let's Work Together

If any or all of this appeals to you, then please get in touch to arrange a call with one of our experts. This call will enable us to understand exactly what you are looking for and will help to clear up any questions you have about the process - both on the creative side and the more technical side.

We look forward to hearing from you!

## **Jon Dodd**

Email: [jon@helloslate.co.uk](mailto:jon@helloslate.co.uk)

Telephone: [+44 \(0\) 20 7739 5918](tel:+44(0)2077395918)

Address:

56 Leman Street,

London,

E1 8EU

[www.helloslate.co.uk](http://www.helloslate.co.uk)

