



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.

1. Bespoke Website

2. E-Commerce

3. Maintenance

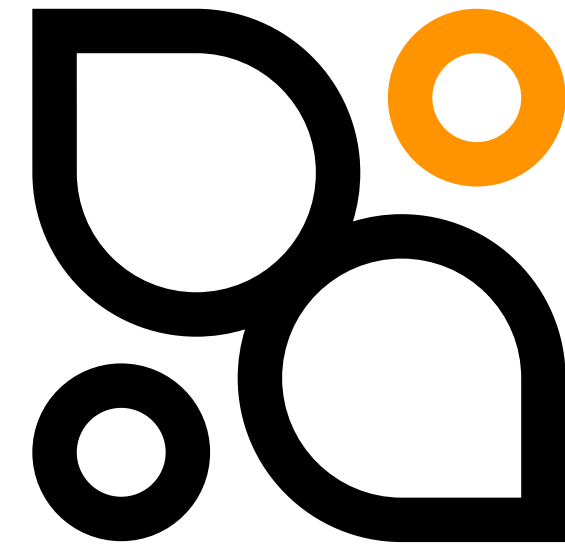
4. SEO

5. Marketing

6. Hosting



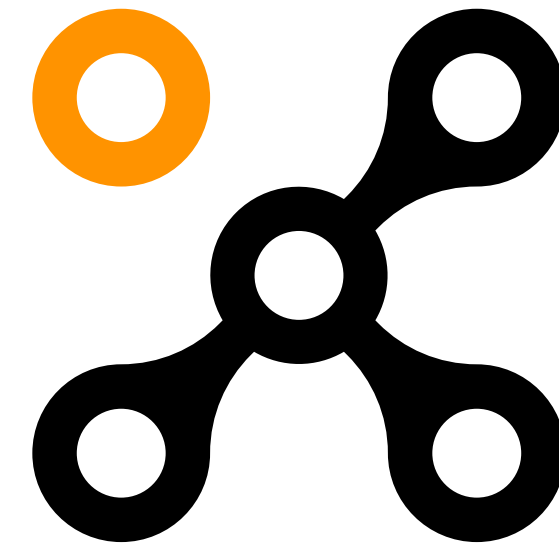
For any other services not listed here, get in touch with us at enquire@helloslate.co.uk



Bespoke Website Design & 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.



E-Commerce

With consumers of today looking for instant options, answers, and solutions online, e-commerce has gone from being a 'luxury' to a necessity. And it's not just for those businesses selling physical products.

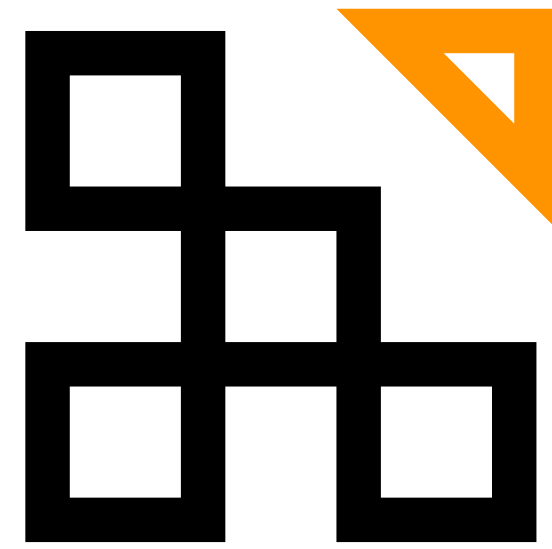
E-commerce refers to the activity of buying and selling online – whether that be products, services, or access to something like an online course or program. But with so many e-commerce platforms out there which promise the world, knowing which is right for your business can be difficult and overwhelming. Especially since so many offer packages that are full of applications and features you don't even need.



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.

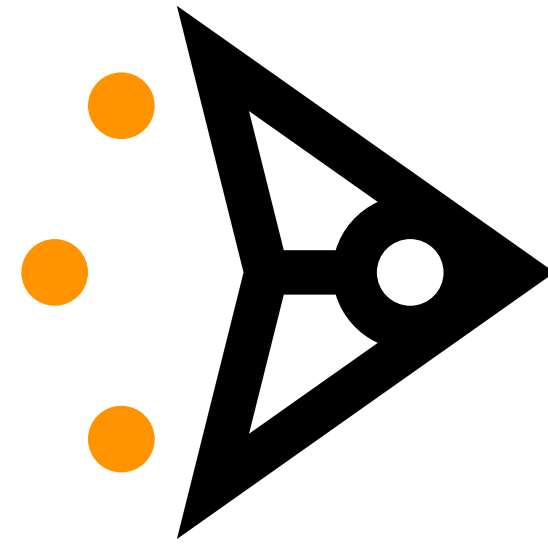
If you need assistance with keeping your website up to date, our Maintenance service is here to help. Our website maintenance package covers version upgrades, content updates, managed website hosting, website backups and 24 hour monitoring - all in an effort to help your business keep succeeding and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



SEO (Search Engine Optimisation)

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.

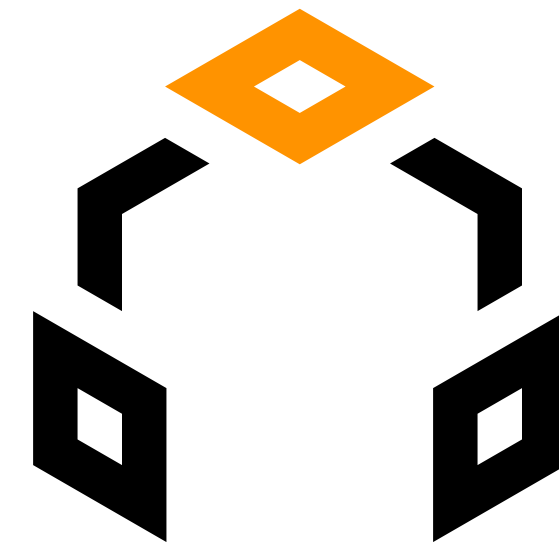
When SEO goes wrong, the impact on your business can be huge - pushing your company down in Google ranking and preventing even the most ideal target customers from finding your page. Our team are not only well versed in how SEO works, but we can help define the best strategy for your business - identifying 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.



Marketing

With so many different platforms and touch-points 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.

Our Process

1. Kick Off Meeting

Every successful project starts with a shared understanding of your company, the project and your business objectives. We'll work together to define what success looks like and establish key project milestones.

2. Creative Meeting

We design and build user-centred websites and campaigns. Our in-house teams use research, data and experience to unravel what you want to communicate with the world. As we believe great design is user-focused, our sites are responsive across mobile and desktop devices resulting in a consistent brand experience.

3. All On The Same Page

We've found that working together delivers the best results. Your input is a valuable part of the process and we'll consider you part of the team throughout.

4. We Get To Work

You will be able to preview our designs in your browser with inVision. Once we've agreed on the final design we'll begin to bring the site alive. You'll be provided with a test link so you can explore the site before we launch.

5. Testing & Sign Off

We build quality into everything we do, from our initial designs to the final site - thorough testing is vital in achieving this. To ensure a consistent experience, everything we produce is tested across all major browser versions and devices - including responsive elements on mobile and tablet.

6. Going Live

When fully tested and complete with the final content we'll launch your website to the world. Getting the message out can be difficult, so we'll help you spread the word across social media.

7. Keeping Your Site Secure

Once launched, we offer a complete and thorough hosting and maintenance package. We will keep your site up to date and secure. This is optional and will be included on the initial proposal document that we put together prior to starting any work.

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 £3000

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 enquire@helloslate.co.uk

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!

Get In Touch:

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