

Service guide

→ This guide can be found at www.pauldesigns.co.uk/pdflibrary/serviceguide.pdf



Services provided by PaulDesigns

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Intro

A complete web, email, and design and print service just for you lovely people.

Whether you're after a new website, or your old one's looking a bit tired, I can help. Maybe you're thinking it's about time your business started using email marketing? Or, it could be that you need a PDF brochure to email to your clients. Whatever your design needs, I'd love to hear from you. Why not organise a no-obligation meeting to discuss your requirements further? If you need any help - just get in touch!

I offer a complete suite of creative services for businesses like yours...

- ▶ Web design, including Google Services
- ▶ Email marketing design and deployment services
- ▶ Design for print.

▶ For more information, please visit www.pauldesigns.co.uk/about

▶ To find out more or ask a question, please get in touch at www.pauldesigns.co.uk/contact

Client testimonials

I always ask my clients for their feedback

Laura White, Laura White X-Factor Fan Club, said: “Being a complete novice I needed someone who I could trust. Someone who knew his business and was enthusiastic. Someone who could offer sound advice and was competitively priced. Paul ticks all the boxes. He came to my house and sat down with me and listened to what I had to say, what I wanted from my website and how I thought it should look. He offered lots of really good advice along the way but was never pushy and always allowed me to make the major decisions. I love my website and would really recommend Paul to anyone looking for a professional website that doesn't cost the earth and does what it should.”

Phil Donoghue, S4 ICT, said: “Paul has been helping us rebrand our business to appeal to its core range of customers. Paul's helped us with the following; web design (rebranding the existing site with new graphics), email marketing (which has proved to be extremely successful), logo design (again, rebranding our existing logo) and brochure design (for print & PDF).


“Before we met Paul we struggled to find a local designer that could help our business move forward. Paul has helped us to do this and we look forward to working with him in the future as our business grows. I have no hesitation in recommending Paul to other local businesses. He is creative, contentious and offers great value for money.”

Geoff Jones, Boothstown Methodist Primary School, said: “It is a pleasure to support PaulDesigns. Paul has a warm, enthusiastic character and only wants the best for you – unlike some who want the easiest for them. He spent time getting to know the characteristics of the school so that this could be reflected in our website. Being of a certain age my IT knowledge is limited but Paul explained everything step by step and I am almost an expert now.

“We are all thrilled and proud of our website. It reflects the character of the school and balances the professional touch with being child-friendly. It has also been a huge success with our parents, even more so since they think I have done all the work rather than Paul. I have no hesitation in recommending PaulDesigns to you.”

Sandy Ochojna, The Survey Doctor, said: “When I started up my company I was a computer novice. PaulDesigns not only set up my website but led me through the email and internet processes; this was extremely reassuring. PaulDesigns took my basic website requirements and produced a set of options for me to consider, and all the subsequent variations and revisions were always handled in a positive manner.

“The whole process was efficient and professional, with speedy turnaround of ideas. During this design stage a logo emerged and PaulDesigns used it to provide me with my electronic and paper stationery and business cards; when setting up a business, such one-stop-shopping was much appreciated. The live website has received nothing but compliments. Furthermore, the final fee was as quoted at the start. I have already recommended PaulDesigns to others.”

 For more testimonials and to see my portfolio, please visit www.pauldesigns.co.uk

Value for money

No fancy prices here - just great value all the time

I understand that it can be problematic for SMEs to access a good local provider to cover all these services without paying through the nose. You want the highest levels of service, but you also want great value for money. Well you've found the right place. Welcome to pauldesigns.co.uk - by Paul Newton.

PaulDesigns pricing:

Web design	S> Web design (1-4 pages)	£499
	M> Web design (5-8 pages)	£799
	L> Web design (9-15 pages)	£1099
Email marketing	Integrate into website	£149
	Design & build template (one-off fee)	£349-449
	Cost of deploying campaigns per month	£10 (from)
Design & print	Stationery design	£45
	A5/A6 leaflets (add £35 for double side)	£59
	A4 design (add £45 for double side)	£69
Google services	Google Analytics installation	£99
	Google Adwords set-up	£149
	Google Adwords Management (per month)	£39

Ask about Wordpress blogs, Twitter integration & Twitter account branding!

 Detailed price lists are available at www.pauldesigns.co.uk

Web design services

A bespoke design service individually tailored to suit you and your business

Each and every website I build is different; people are all different, and so are their websites. One thing that is the same is me! I develop websites with a passion, and I love to talk with people about their businesses. I don't pretend to be a large organisation like some freelance designers; with me you can expect a comprehensive bespoke personal service.

Because I love doing the job I do, you can look forward to a personal and friendly service from me. I will give you help and advice without all the technical jargon. Some frequently asked questions...

Q. How much does a website cost?

A. Well, it depends on what you're after, but prices start from a very reasonable £499.

Q. Will my website appear in Google listings?

A. Too right it will, although it can take up to 3 months to get properly into Google. I write my XHTML & CSS code so that it's nice and clean and easy to read by search engines such as Google, Yahoo, Bing and Ask. Once your website is complete I'll tell these search engines that your site is ready by submitting an XML sitemap to them for indexing.

Q. Okay then Paul, how much extra does this cost?

A. It won't cost you a penny more. I SEO (Search Engine Optimise) as I'm writing the code. However, if you're feeling generous, I like fast cars and expensive watches :-)

Q. How long will the project take?

A. Again, it depends on the project (how big it is), my current workload and the length of time it takes you (the client) to provide the content I'll need for the project (text, images, etc.).

Q. What's included in your website packages?

A. Quite a lot actually. Take a look here for the full list (see below)...

2 free pages included (website sitemap and Ts & Cs)
Bespoke web design, no templates
Free initial consultation (subject to distance)
Support by telephone or email
1 .co.uk domain name included for free
All-inclusive 1st-year price
Very secure and reliable UK-based hosting
1 free email account per website
Secure webmail email for each account
Email for Microsoft Outlook, Windows Mail, Inbox Express
Basic search engine optimisation included for free
Site indexing with Google, Bing, Yahoo and Ask
Websites submitted to Google, Bing, Yahoo and Ask
Pages optimised for fast loading times
1 flash animation included (if required)
Anti-spam customer contact form
Stock images included as standard (not including Vector images)
Multi-browser support, Internet Explorer, Firefox, Safari, etc.
Browser testing for iPhones
Affordable 'bolt-ons' available like Google Analytics



Build your own web package with these affordable bolt-ons:

- ▶ WordPress blog
- ▶ Twitter integration
- ▶ Twitter account branding
- ▶ Google Analytics installation
- ▶ Google Adwords account management
- ▶ Microsoft Outlook Exchange email
- ▶ Secure remote file backups
- ▶ Website Maintenance Packs

▶ To read 'a client's guide to web design', visit www.pauldesigns.co.uk/pdflibrary/webguide.pdf

▶ For comprehensive pricing information, please visit www.pauldesigns.co.uk/pdflibrary/webpriceguide.pdf

Email marketing services

A proven and cost-effective marketing tool for your business

Keeping in regular contact with your customers/prospects is critical to your business's success. The easiest and most effective way of keeping in touch is via email. Informing your customers of your latest news, publications and offers is a great way of maintaining contact, but doing this manually using traditional post is labour intensive - and expensive.

With an email marketing service you will be able to contact hundreds (or thousands) of customers without any fuss at all; just send me your news stories, articles, special products or promotions and I'll do the rest. Your messages will have the design, look and feel of your website so that recipients will recognise your brand.

Q. How much does email marketing cost to set up?

A. I offer 2 solutions - Professional (£349) and Professional Plus (£449). Professional is a lighter version (ideal for 1 or 2 messages - for example, featured products of the month) but it still contains all the necessary components for a truly bespoke email marketing campaign. Professional Plus is ideally suited towards businesses that want to exactly replicate their existing websites and who want to inform their subscribers of multiple offers and/or several news stories per campaign.

Both of these costs are one-off and cover the design of the master 'template' that will carry future campaigns.

Q. What about ongoing costs?

A. This is where you can really make a saving. The cost per month depends on how many subscribers you have in total. Prices start from £10 per month (0-500 subscribers). See the email marketing price guide for detailed information.

Q. But how will I know if my campaigns have been successful?

A. After each campaign you will be emailed a password protected link that will take you to the online email marketing admin portal. Here you will access detailed stats like...

- ▶ How many emails bounced (didn't arrive)
- ▶ How many people opened your campaign
- ▶ Who opened your campaign (and how many times)
- ▶ Who clicked on a link in your campaign (and which link they clicked on)
- ▶ Who unsubscribed to your campaigns.

You will receive separate statistical breakdowns for each database list that the campaign is sent to.

Q. Okey then, what are the benefits of using an email service provider?

A. The six main reasons to outsource email marketing to a provider like me are...

- ▶ Technical aspects are taken care of (e.g. email client compatibility, SPAM filter testing)
- ▶ Minimise the impact on your time
- ▶ The legalities are taken care of for you (SPAM Laws)
- ▶ Access the latest technology for delivering campaigns
- ▶ Get fully personalised, made-to-measure, fully compatible designs for your campaigns
- ▶ Track subscriber interest and activity

- ▶ For information on using an email marketing service provider, read www.pauldesigns.co.uk/pdflibrary/emailprovider.pdf
- ▶ To read 'a client's guide to email marketing', visit www.pauldesigns.co.uk/pdflibrary/emailguide.pdf
- ▶ For comprehensive pricing information, please visit www.pauldesigns.co.uk/pdflibrary/emailpriceguide.pdf

Design for print services

From stationery to leaflets and PDF brochures too

There is more to building a brand than having a swanky looking logo on your website. It's important to have the same design continuity throughout every aspect of your business, from the business cards you hand out to the invoices you send to customers. Having a separate designer and printer (or allowing the printer to design stationery) can become very costly, and that's where I can help.

Tip top design for print service includes...

- ▶ Bespoke quality designs that fit with your brand
- ▶ High-quality print delivered right to your door for a fixed-price (£4.99)
- ▶ Competitive print pricing, and no liaising with the printer to sort out complex printing specifications
- ▶ Design proofs sent to you via email before printing starts
- ▶ Fixed price design fees starting from just £45.00 per item
- ▶ Choice of business cards, letterhead, leaflets, flyers, brochures, folders, etc.
- ▶ Web-ready PDF brochure design service
- ▶ Fast turnaround of designs and print

Q. My local printer does the design for 'free'! Why do you charge?

A. Whether I'm designing business cards or brochures I start each design from scratch; I never use template designs. Your business card, letterhead paper, leaflet or brochure will be bespoke to you and your business. Before any artwork is sent to print, you'll be provided with a full-colour electronic PDF file so that you can proof the work. You're free to make as many design revisions as you like until you're happy.

Q. What's the print quality like?

A. Excellent. For example, business cards are only printed on very thick 400gsm silk artboard. Letterheads are only printed on either 100 or 120gsm paper. All print work is inspected by me before it's sent to you.

Q. I want to be able to email a brochure to a client. What do I need?

A. You'll need the brochure to be a PDF (like this one). Virtually all PC's & laptops already have Adobe PDF Reader installed so it's the most widely used format for electronic brochures. I'll design the artwork, the same as if it's going to print, then I'll format the artwork, compress the file size, and output it into a PDF. For just a little extra I can also provide you with a PDF Portfolio, which is great for mini presentations of brochures when you're visiting a prospect or client.

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