




B Innovative Website Design – What’s Included...

Here at B Innovative we believe that your website should be professional, accurately reflect your business and be easily found by Google and other search engines.

As part of every website project we include all of the following as STANDARD. We know that all of these items are part of delivering an effective website. Make sure yours does.

Website Design & Content

- **Holding page** (if required) in advance of the main website being launched
- **Industry & Competitor Research**
- **Initial Design & Layout Concepts** – supplied as a pdf
- **Favicon** – the small symbol that will appear in the browser tab for each page of your website. Like the  for Facebook – but based on your logo/branding.
- **Photographs and images** – selected, cropped, optimised for web use, etc & uploaded
- **Editing of copy** - to ensure it includes keywords (see below) and engages your target audience

Content Management System

- **Security Settings** – to keep your website and data secure
- **Browser Testing** – sites are tested in a wide range of web browsers for both Windows and Apple computers including: Internet Explorer 7/8/9, Firefox 2/3, Chrome 7/8, Safari 3/5.
- **Contact Form** – including interactive Google Map
- **RSS feed** – if News or Blog required

Search Engine Optimisation

- **Keyword Research**
- **Keyword Strategy**
- **Keywords/phrases assigned to every site page** – including optimising:
 - Page Titles
 - Page Descriptions
 - Header tags
 - Keyword Meta tags (still used by smaller search engines)
 - Image Alt text
 - Page text
- **Robots.txt file**

- **XML Sitemap**
- **Major search engine submission**
- **User & Search engine friendly URL's**
- **Google Local Places** – registration if required plus optimise for maximum effect
- **Google Analytics** – account setup, installed in website, monthly reporting
- **Google & Bing Webmaster Tools** – set up
- **Registration with relevant free directories** – including use of our webmaster@ email to restrict spam emails

Hosting & Domain Names

- **Domain Name Registration** – on your behalf (if required)
- **Hosting & email address setup** – including help with setting up your computer
- **Full Backups** - automated daily/weekly backups

Other

- **CMS User Instructions & Training**

Advice

Advice on topics such as:

- Link building
- Ongoing SEO
- Google Ad campaigns

VAT

- We **don't charge** VAT. 😊