

# WEB PACKAGES FAQ

## SEARCH MARKETING

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**Q: Will my current site links be maintained?**

A: We will set up “301 redirects” on the server. This ensures that old links direct to relevant pages on your new site and this means Google will not penalise you and your search ranking will not be adversely affected.

**Q: Can you advise on which keywords we should try to optimise our site for?**

A: We can research which keywords you should attempt to rank for. This involves obtaining a list of ‘candidate’ keywords from you (phrases you think your users will type into Google to find your services for) and then conducting our own research to establish search demand and competition. We then advise which keywords to optimise your website for.

Within our fees, we have made a small allowance of time for the above. More extensive research and reporting would incur additional charges or form part on an agreed level of ongoing marketing activity or agreed support plan.

**Q: Can you guarantee a first page listing on Google?**

A: Unfortunately, not, we cannot control Google and the only way to ensure a top page listing is by paid advertising (Google Adwords). Organic search requires significant effort, skill and investment of time before your business will rank. Many, many factors determine where you rank for a given search term, such as the age of your domain (its trust rating), the quality and volume of sites linking to yours, the quality of content, code and imagery, the social signals and interactions, mobile-friendliness and site popularity. In addition, the fluctuating level of competition means that your position in Google’s results will vary even if nothing on your site changes.

**Q: How can we measure how effective our site is performing?**

A: We will install Google analytics code on your website. This sends data to an online dashboard that shows key performance indicators, such as the number of visitors, page views, time on site, exit pages and so on. It’s a highly sophisticated and useful service. As part of an agreed support or marketing package we can set up reports, goals and conversion data and work with you to continually improve the performance and ROI of your website.

**Q: Do you review our competitor sites?**

A: Yes, we will review your main competitor to establish their strengths and weaknesses and advise how best you can exploit deficiencies in their website or marketing activities.





## EMAIL

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### Q: What about my email accounts?

A: Web Foundry can provide business email accounts and management using Google Mail for business services. Please note that there is a set-up fee and ongoing costs associated with providing this service and a separate Factsheet is available. You can also find more information at [https://gsuite.google.co.uk/intl/en\\_uk/products/gmail/](https://gsuite.google.co.uk/intl/en_uk/products/gmail/)

## TRAINING

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### Q: Will you provide website content training?

A: Yes, we will show you how to update page content, such as text and images and this is included in the cost. More advanced content management subjects can be covered if required at extra cost, but for most clients, our inclusive training is perfectly adequate. We are also happy to assist with ongoing “how do I do....” questions if you have a support plan in place.

## CONTENT

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### Q: Can you provide copywriting & editing services?

Yes, we can provide specialist copywriting services. We work with a wide range of talented writers who know how to write for the web. They will take your brief directly but will be coordinated by us to ensure that the content is optimised for the search phrases you hope to be found for.

**We also have an in-house writer that can produce blog and other content as part of an ongoing support and development plan. Costs can be provided subject to requirements.**



## TECHNICAL

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Yes, we can provide specialist copywriting services. We work with a wide range of talented writers who know how to write for the web. They will take your brief directly but will be coordinated by us to ensure that the content is optimised for the search phrases you hope to be found for.

### Q: Do you cache content to make the site faster loading?

A: Yes, we can compress files and we use caching software to ensure your site load quickly.

### Q: Will my website have an easy to use Content Management System?

A: Yes, we will install either WordPress or Joomla (as per our proposal) so that you can manage content on a day-to-day basis.

**Q What about CMS software updates** – we will update your website automatically whenever a new security patch is released. On any substantial CMS feature release we may need to schedule a maintenance window to test that the upgrade doesn't adversely affect your website.

**We also have an in-house writer that can produce blog and other content as part of an ongoing support and development plan. Costs can be provided subject to requirements.**

## TERMS & MANAGEMENT

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### Q: What about IPR? If we were to part company, do we own everything?

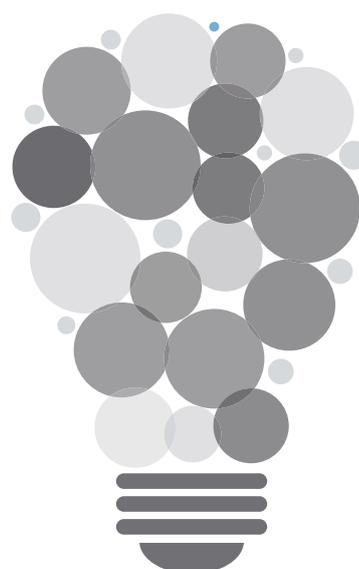
A: Yes, all Intellectual Property Rights and digital assets are transferred to you on payment of our invoices. We can also provide a standard letter of transfer of rights on request.

### Q: What are your payment terms?

A: We usually expect 50% paid on commissioning and the balance paid on completion of the project. Hosting fees are billed quarterly in advance and support plans are invoiced monthly or in advance (depending on the type of support provided – please refer to our Support Factsheet).

### Q: Can I spread my payments?

A: In special circumstances this may be possible, for example if the project is part of a larger commission that spans a year or more, then monthly instalments can be negotiated.



## DESIGN

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**Q: What if I don't like the design?**

A: We want you to be 100% happy with the work we do. We will take time to discuss requirements, preferences and expectations at the outset and will revise the design until you are completely satisfied.

**Q: Is a separate design/layout for mobiles and tablets. Included in price?**

A: The design we provide is fully responsive for all modern mobile devices so no need for separate designs and therefore no additional costs.

**Q: Can we embed video?**

A: Yes, we can embed YouTube or Vimeo videos on any page of your website. Please note, that the display of the video thumb is set by the video hosting service.

**Q: Do you provide templates for Downloadable Case Studies, Whitepapers or Email Campaigns?**

A: We can provide PDF templates for downloadable assets or HTML email templates for MailChimp at extra cost. Costs can be provided on request, once full requirements are known. If you already have existing PDFs, these can be added into the website for download without additional charges.



## HOSTING

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**Q: Will you be hosting our website?**

A: Unless otherwise requested, we will host the site website on our dedicated cloud server, which is performance tuned and secured for your website. One year's free hosting is included in our charges. We can also provide website files for you to host on your own web server, however, in this scenario we cannot take responsibility for uptime, back-ups or server security and may not be able to assist on server related maintenance issues.

**Q: Can you provide FTP access?**

A: If required, FTP access can be provided but this may invalidate any service or maintenance agreement you have (if third party developers or engineers are working on your website who are not part of the Web Foundry team).

**Q: What if the site goes down?**

A: All websites suffer unavoidable downtime from time to time, but we work very hard to keep this to an absolute minimum and regularly out-perform industry benchmarks. Our current average uptime is 99.98%.



# PROJECT MANAGEMENT

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## Q: During development how do you track revisions?

A: We use Trello software (which you can access through your browser) to keep you up to date and let you fully interact with our team.

## Q: How can we share images and content files with you?

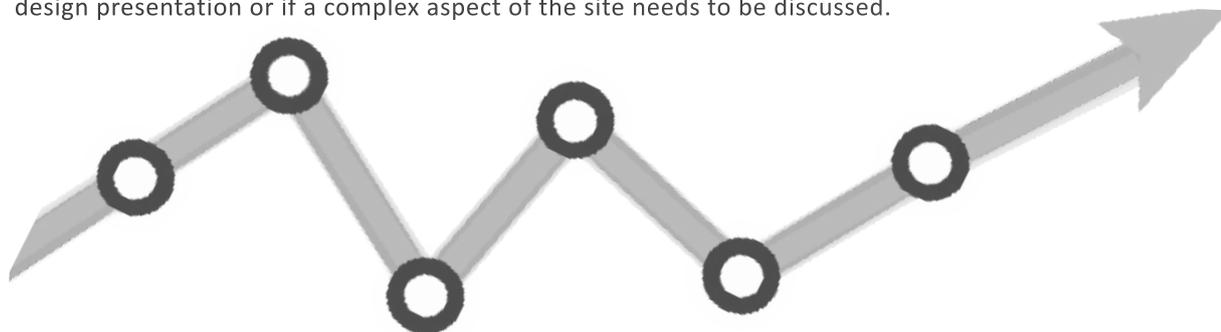
A: Google Drive and Dropbox are excellent file sharing solutions. In all cases we prefer hi-res, large JPG images and copy content in Word format.

## Q: What do I need to provide? And what do you expect of me?

A: We try hard to make the whole process simple and stress-free! Normally, our clients provide all copy, images, logos/branding guidelines and admin access to their current site. We would expect you to respond to our questions as soon as practicable as we will ask for your feedback throughout the project. If we do not receive your feedback promptly it may delay the project. In our experience, the number one reason why a web project is delayed is due to under-estimating the effort required to generate new content.

## Q: Can we meet with you to discuss things in detail?

A: Of course, meetings can be arranged over skype at any time, and we use an online project management tool called Trello, which we use to keep everyone up to date and allows you to ask questions and see what our team is working on at any one time. Meetings can also be arranged in person at key moments, such as initial briefing, design presentation or if a complex aspect of the site needs to be discussed.



## MORE QUESTIONS?

Did you not find the answer you were looking for? No problem, please get in touch and we will provide a prompt and personalised answer to any question you have. We want you to be fully reassured before we start working on your website.



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RESULTS MATTER.