

The Lost Cookhouse

# WEBSITE

# BRIEF







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# 01

# WEBSITE BRIEF

## **What you are looking for...**

You are embarking on an exciting journey and we would love to be part of the online development with you. So thank you for the opportunity to present this proposal.

## **We understand the main parts of your online project will be...**

- Design & Development of a website for Brookhill.uk

## **In a nutshell...**

We propose a collaborative approach to development to ensure you end up with a website and online presence that really makes people believe you can eliminate the impossible.

We have developed a timeline that delivers within your timeframe. We will kick off with the structure of the website and then the website design.

# 01.1

# WEBSITE STRUCTURE

## Sitemap

A website's structure refers to how the website is set up, i.e. identifying all the pages required and how the individual subpages are linked to one another.

We suggest for this project we build the following pages...

- Home
- About us
- Our Services
- Project showcase / Portfolio
- Client Testimonials
- Contact us
- Privacy Policy

This is not set in stone and can be edited as we go along the project.

# 01.2

# WEBSITE DESIGN

## Let's get designing

Once we have the website's structure we will start designing the website.

We recommend for this project a design of the following pages...

- Homepage
- About Us
- Our Services

Before we start the design we will work with you to get a rough idea of the design for the website. This is done by looking at other websites you like and taking inspiration from those to incorporate into your site.

We start off by designing the Homepage and make as many amendments as you need until this is perfect.

# 01.3

## WEBSITE DEVELOPMENT

### **Time to get coding!**

Once we have the site design signed off, we move into the development stage. This normally takes around 3 weeks from the date of the design sign off to completion.

Once the site has been developed we will create an online guide complete with instructional videos that will show you how to edit most parts of the website yourselves.

We develop all our websites in WordPress – the most common framework for website development worldwide. We develop a bespoke website for each client and we don't have a cookie-cutter model. The advantages of this approach are:

- We can design a site that's just right for you,
- It is easy to make changes,
- It is easy for someone else to pick up and continue with the site if necessary,
- We reduce the need for “plugins” (little addon applications) to reduce the time the site takes to load.

# 01.4

# WEBSITE CONTENT

## **Ready, set, write!**

This is the biggest, most challenging and time-consuming part of the whole process. We suggest that early in the project, during the structural design of the site you get started on the written content for the full site.

## **What we will upload...**

Once the site is built we will upload the written text and images for the whole website depending on your choice.

# WEBSITE TIMELINE

Start

1

**Website Structure**  
This normally takes  
around 1 week.

After Structure sign off

2

**Website Design**  
This normally takes  
around 3 to 5 weeks.

After Design sign off

3

**Website Development**  
This normally takes  
around 4 to 6 weeks.

Finish

4

**Go Live**  
Let's get testing and  
then go live!



# Transforming Homes

FREE home consultation with the...

## WARRANTY

The website comes with a 3-month warranty which starts from the date of the website moving to your live domain. Any problems during this time that has not been caused by user error by you we will happily fix free of charge.



# HOSTING

## Our hosting includes...

- Hosting in a UK data centre for WordPress based websites
- WordPress site upgrades, backup and plugin updates.
- Site administration and upgrades to installed WordPress platform and plugins.
- Daily site backups on a rolling seven-day basis.
- Wordfence security software configuration and monitoring.
- Domain name and SSL registration charges. We will manage your domain name registration annually on your behalf and include the cost in the monthly hosting charge.
- We charge £20 + vat per month for hosting or £90 + vat a month for our full maintenance support

More can be found at: <https://thewebspacespace.com/wordpress-maintenance-packages/>



The Website Space was absolutely fantastic helping us build a website to launch a new side of our business - having a platform to deliver and sell online courses. Oliver went above and beyond advising and assisting in all areas which was invaluable to us because we really needed someone to 'hold our hand' throughout this whole process and also to leave us with some knowledge and skill to be able to use the system ourselves. I couldn't recommend The Website Space more highly. Fantastic service.

### **Fitness Runs in the Family**

I used The Website Space for the redesign of my company website and I can highly recommend Oliver and his team for their client orientated and very professional approach. Very pleased with the result!

**Olga Walker**

The Website Space have been a fantastic help to my business. They have been very creative and transformed our marketing material to give a fresh and clean brand image.

**Dominic Wertheimer**

Olly goes above and beyond our expectations. As a design company, we always need our Website to be cutting edge. Olly is always suggesting ways we can do this allowing us to stay fresh and current.

**Amanda Baker**



# DELIVERABLES

## **Our deliverables will be...**

- 3 web page designs for your approval.
- A complete website created in WordPress loaded with the content you produce and from the current website.

## **Your role in the project will be to...**

- Provide input and approval in a timely manner.
- Prepare and deliver textual content for the site developed by your team.
- Arrange for suitable images and written content to be provided in accordance with the brief.



# WEBSITE PRICE

The fee for the Website project is: **£2550 + VAT**

This is taken 50% upfront and 50% upon completion or we can split the cost over 6 months with a 2.5% fee added to the total cost.





# WHY US...

We would like to say with many years of knowledge we are "specialists" in website builds and digital marketing. Oliver has been working in Web Development & SEO for the past 7 years and founded The Website Space with the aim to help businesses from small local organisations to large-scale corporations get on the web and get seen. TWS are proud to have already helped over 150 small business get seen on the web since its launch in 2015.

We have taken the approach to not just be another agency but instead integrate ourselves with you and your team.

We let our reviews and customer results do the talking and welcome you to review some of our work on our website.





**We look forward to getting started**

Thank you for taking the time to read through the document. Of course, if you have any questions please do not hesitate to call or email us at any time.

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