B BETELGUISE
WEB DESIGN

A WEB DESIGN STUDIO FOR

DIGITAL
MARKETING

WWW.BETELGUISE.COM

> **Design is not just what it looks like and feels like, design is how it works.**
>
> — **STEVE JOBS**

BETELGUISE
WEB DESIGN

" *We build quality affordable websites that work so you can get on with doing what you do best.* "

WHAT WE DO
DIGITAL MARKETING

We are specialists in the Digital-First approach to marketing, taking businesses through the Digital Marketing Transformation moving away from traditional marketing methods and into internet marketing.

Affordable quality web design on budget ideal for small to medium sized businesses (SME's) as well as business start-ups and tradesmen.

Using Search Engine Optimization (SEO) to get quality traffic to your website, Search Engine Marketing (SEM) and Social Media Marketing (SMM) to drive prospective customers to your website. Local market locations are targeted using localised SEO and the results can be qualified with a website KPI such as Google Analytics.

WHY A BUSINESS
NEEDS A WEBSITE

Just a few facts to endorse why all businesses from start-ups, local tradesmen to SMEs all need a website.

* As of January 2020, there were 45.1 million internet users in the UK (Statista)
* There were 41.58 million users of social networks in the UK in 2019 (Statista)
* In 2019 Internet sales via ecommerce increased to 21.2% of all retail sales in the UK (Office of National Statistics)
* Local business and service searches account for 46% of all searches on Google.

WHY CHOOSE
BETELGUISE

We are no fly by night company who work from home. With offices in Bridgnorth we have been trading since 2010.

What you see is what you get and from start to finish you are dealing with one person. We keep our overheads to a minimum allowing us to offer quality affordable web design and packages to suit all budgets.

Combined with over 20 years' experience and qualifications in IS/IT management, strategic management and marketing you can assured we can relate to your business needs.

Implementing years of experience in what customers look for in a website we create sites that give a good User Experience (UX) for your existing and potential clients.

We Don't Just Build Web Sites ...
We Create eMarketing Solutions

IT'S WHAT WE DO
DIGITAL MARKETING

We are specialists in taking businesses through Digital Marketing Transformation. Moving away from traditional marketing methods and into internet marketing. Implementing years of experience in what customers look for in a website we create sites that give a good User Experience (UX) for your existing and potential clients.

Web Design

This is where we start with an easy to navigate responsive website that displays your products & services to a larger potential customer base.

Search Engine Optimization

Search Engine Optimization (SEO) the key to being found online, improve search engine rankings (SERPs) and effectively target local market locations.

Reporting & Analysis

Results that can be qualified with website KPIs such as Google Analytics lead to achieving a better customer experience and in turn higher customer satisfaction.

Mobile Friendly

A now crictical requirement is Responsive Web Design. This ensures easy reading and navigation across a wide range of devices (from mobile phones to desktop computer monitors).

Social Media & SEM

Search Engine Marketing (SEM) and Social Media Marketing (SMM) to drive prospective customers to your website.

Fast UK Hosting

Fast SSD autoscaling web hosting, email hosting and managed WordPress hosting with SSL, timeline backups, caching and CDN as standard. Supported by one of the UK's leading and most progressive hosting data centres.

WE BEGAN OUR
JOURNEY IN 2010

WE ARE CREATIVE

Paul Griffiths of Betelguise Web Design Bridgnorth has over 20 years' experience in the management of IT & Marketing departments, and holds qualifications in strategic management, marketing, web design & development.

We can always relate to your business & marketing needs providing Digital Marketing including Web Design, Search Engine Optimization, Hosting and Branding.

Betelguise Web Design has a track record of supporting the digital marketing needs of small to medium sized businesses. (SMEs)

OUR PASSION

We provide quality affordable web sites for all businesses including tradesmen, SMEs, public houses, corporations.

We offer a fast turn around and can rarely not meet a challenge or a budget.

We have been trading since 2010 and in this time we have created over 400 websites.

OUR RESOLUTION

"We can improve your market presence, open you a new road to market and create you a larger shop window to a wider range of prospective clients."

TYPES OF WEBSITES WE DESIGN

Every business has different requirements from their website. A web site that acts as a resource, a digital brochure of their products and services, a news blog, a portfolio, a site that sells online, but whatever your needs we have a solution.

Brochure Websites

A brochure site is exactly what is sounds like, a digital website version of your business' brochure. They're used online to promote your products and services. They're the ideal entry point and an affordable way to get an online web presence.

A fully custom designed brochure web site is ideal for startups, clubs, charities, public houses and small businesses.

Brochure Web Sites are ideal for businesses who rarely need to update their website, or just want a web designer to do it for them. If you want to be able to alter the content of your website yourself then see our WordPress Web Design Page.

All our new Brochure Web Sites use Responsive Web Design which means they are Mobile Friendly for easy reading and navigation across a wide range of devices (from mobile phones to desktop computer monitors).

WordPress Websites

The WordPress websites that we design and develop for our clients allow the client to easily manage, update and add content to their website without the technical knowledge of a web designer.

Our WordPress development services give you full content management, the ability to change text, add images and galleries, add new webpages and news blogs quickly and easily.

Don't have the time to maintain the website yourself? No problem, we maintain many of our clients' sites on an affordable basis without expensive monthly contracts.

WordPress is the most widely used Web Content Management System (CMS) and has the largest range of plugins of any CMS on the market. This means whatever your needs the chances are there is a plugin that will run out the box or can be customised to meet your needs.

eCommerce

Ecommerce website design allows you to sell online. Reach more new customers with our ecommerce solutions.

With a professional ecommerce website it is easy to maintain add your products, price, and images. The system takes the orders and payments and emails you when you have a new order.

Thus it is no longer the larger and national companies using this road to market, any company providing a product for sale is taking the risk of reducing their turnover by not offering this option to their existing and prospective new clients.

Previously small businesses and shops saw the high outlay associated with ecommerce as not cost efficient for their operation. This is not the case.

OPTIMIZING DIGITAL MARKETING

Having a fabulous looking web site is great but without good rankings on search engines (SERPS) it's just wasted.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the key to getting good rankings. A well optimised site contains relevant content and is fast to load.

Using proven methods we ensure your **on-page SEO** is good from day one. ***This is included in all our websites.***

- Keyword research : To ensure your content contains the words and phrases that people are searching for.
- Content : Google loves unique and informative content so we can ensure your content is relevant.
- Titles & URLs : Relevant titles and URLs to provide the relevancy to search engines.

Social Media Marketing (SMM)

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

Great marketing on social media can bring remarkable success to your business.

Use relevant social media channels for your marketplace from a choice of Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

Creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and and other content that drives audience engagement.

Search Engine Marketing (SEM)

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

For clients who need to target more than a local marketplace.

The most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all fighting for a UK wide marketplace you may need to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.
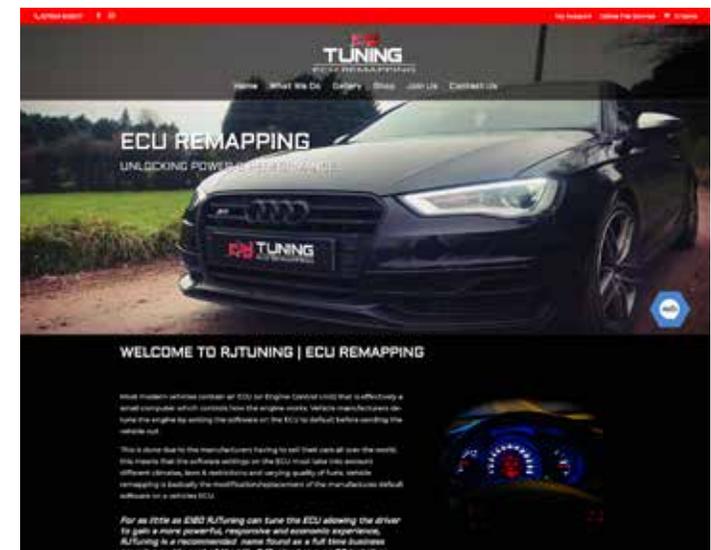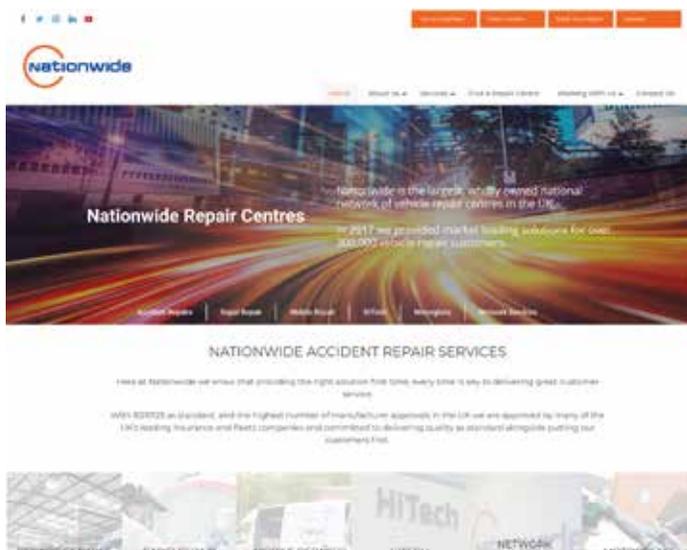
WHAT WE HAVE DONE
PORTFOLIO

Some of the recent websites we have created, including brochure websites, WordPress, ecommerce, corporate, services, public houses and more

SHOWCASE

Want to see more ?

Visit our website at
www.betelguise.com

ADDITIONAL SERVICES

CORPORATE IDENTITY
BRANDING

Branding
The process of giving your company and its products an identity so that they suit the marketplace and stand out from the competition.

Rebranding
The process of giving your business or business products a different identity. Rebranding may involve radical changes to the brand's logo design, brand name, image, marketing strategy, and advertising themes. On the other hand, it might merely mean approaching the market from a different angle and using new roads to market.

Design & Print
The key to creating a successful corporate image and identity is uniformity. That is to say your web site should follow the design style of your printed matter and vice versa.

We offer affordable graphic design & printing facilities through our business partner.

WORKING TOGETHER
WHITE LABEL

White Label Website Design ideal for marketing agencies and print companies who require anonymous sub contractor services. Just offer web design as a service and outsource the work to us.

Betelguise can act as your own internal web design department, we have no direct contact with your client, unless you require us to represent you. We create your client the website they require and you present it to your client as though it was prepared by yourselves in house.

You benefit from offering a professional web design service and increasing your business portfolio without an increase in overheads. We invoice you on an agreed project price and you then invoice your customer with whatever mark-up you calculate.

Outsourcing to Betelguise Web Design means we can be your silent white label partner who operates anonymously in the background.

TERMS OF SERVICE

Betelguise Web Design provides affordable quality web design to companies and individuals throughout the United Kingdom and beyond. Their web hosting services are provided by a UK professional web hosting independent company. Betelguise Web Design reserves the right to suspend or cancel a customer's access to any or all services provided by Betelguise Web Design when Betelguise Web Design decides that the account has been inappropriately used or otherwise abused.

INTELLECTUAL PROPERTY AND COPYRIGHT

Your website has been designed by Betelguise Web Design for your personal or business use. Any content and images provided by you are obviously your own to do with as you please. All coding, scripts sand applications used within the site are the owned by Betelguise Web Design and / or the accredited author and may not be distributed or used on other web sites.

Betelguise Web Design retains the copyright for the HTML, CSS, and JavaScript code and you many use the site we designed for you as long as you continue to credit the code and design to us (See Accreditation Below). We do this because we use similar coding techniques on many websites and need to be able to reuse portions of code in order to keep everyone's costs down. You are paying for our expertise, which includes code that we have developed for this project, as well as that which may have evolved over the course of working on previous projects.

ACCREDITATION & DESIGN CREDIT

Betelguise Web Design will add an accreditation and back link into the footer of all the sites they create. This accreditation and back link must remain intact in its existing format. Removal of this will release the client from the rights to use the code and scripts created by Betelguise Web Design in their site. The client also agrees that their website may be presented in Betelguise Web Designs portfolio.

HOSTING & SERVER USE

All our hosting will be provided by UK based hosting companies who we have found to be ethical and reliable.

We do not warrant our hosting services will be uninterrupted or error free but we shall use reasonable endeavours to keep downtime to a minimum.

Personal account holders are not permitted resell, store or give away web-hosting services of their website to other parties. Web hosting services are defined as not allowing a separate, third party to host content on the owner's web site. Exceptions to this include ad banners, classified ads, and personal ads.

Betelguise Web Design reserves the right to refuse service and /or access to its servers to anyone.

Betelguise Web Design does not allow any of the following content to be stored on its servers:

Illegal Material – This includes copyrighted works, commercial audio, video, or music files, and any material in violation of any Federal, State or Local regulation.

Adult Material – Includes all pornography, erotic images, or otherwise lewd or obscene content. The designation of "adult material" is left entirely to the discretion of Betelguise Web Design

Warez – Includes pirated software, ROMS, emulators, phreaking, hacking, password cracking. IP spoofing, etc., and encrypting of any of the above. Also includes any sites which provide "links to" or "how to" information about such material.

MAILING POLICY

If your account on your server, or IP range(s) associated with your account are found to have been listed in any of the RBL lists provided by SPAM blocking organisations, we will allow you 24 hours to rectify the sending source on the server. We may suspend your account if you do not make those changes or if you do not fully co-operate in obtaining the removal of the listing or if the listing is not removed within a reasonable time.

E-Mail Account Limits

All individual mailboxes will be a maximum of 10GB unless previously agreed.

E-Mail Sending Limits

There is a 500 hourly e-mail sending limit per hosting account on our Personal Hosting. This limit also applies to mailman. If you send over this amount in any hour most of the e-mails will bounce back with an undeliverable error.

If you need to send more than 500 e-mails per hour you would need to sign up to our Dedicated Hosting.

MAILING LISTS

Any mailing list larger than 1,000 recipients will either require a virtual private server, dedicated server or other dedicated hosting solution from us.

Mailing List Rules

1. You MUST throttle your mailing list when sending e-mails. We recommend you throttle your mailing list to at the very least sending 1 e-mail every 5 seconds. If you do not throttle your mailing list you may cause a server load spike and we may suspend your account without prior notice to reduce the server load.

2. Any mailing list with over 500 recipients is only allowed to be sent during off-peak times to prevent server load spikes. Off peak times qualify as Monday to Friday (5:00pm-9:00am GMT) and all day Saturday and Sunday.

3. You are not allowed to e-mail to a mailing list you were given or purchased if the recipients never agreed to you sending them e-mail in accordance with data protection laws. There is no justification for breaking this rule and such offence will result in the termination of the offending account.

4. If you send unsolicited e-mail it will result in the immediate termination of your account without prior notice. We take a zero tolerance stance against the sending of unsolicited e-mail.

ACCESS REQUIREMENTS

If the Client's website is to be installed on a third-party server, Betelguise Web Design must be granted temporary read/write access to the Client's storage directories which must be accessible via FTP. Depending on the specific nature of the project, other resources might also need to be configured on the server such as access to MySQL databases.

SCHEDULE

All schedules are based on the information provided by the client at the time of quotation. Betelguise Web Design always endeavour to ensure all work is carried out at the scheduled time, however on any occasion where progress cannot be made with a website because we have not been given the required information in the agreed or reasonable time frame or the initial brief is changed by the client , then we cannot be held responsible for meeting these schedules.

CLIENT PROVISION OF CONTENT

All Text content should be delivered as a Microsoft Word, email (or similar) document with the pages in the supplied document representing the content of the relevant pages on your website. These pages should have the same titles as the agreed website pages.

All images should be provided in digital format and be in a size or quality to suit the needs of the website.

The Client guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Betelguise Web Design for inclusion in their website, or other design, are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, indemnify and defend the Company and its subcontractors from any liability (including solicitors fees and court costs), including any claim or suit, threatened or actual, arising from the use of such elements furnished by the Client.

WEB BROWSERS

We every effort to ensure websites are designed to be viewed by the majority of visitors. Websites are designed to work with the most popular current browsers at the time of design. however we cannot guarantee correct functionality with all browser software across different operating systems.

Likewise we cannot accept responsibility for web pages which do not display acceptably in new versions of browsers released after the website have been designed and handed over to the Client.

SEARCH ENGINE OPTIMISATION AND TRAFFIC

We do not take responsibility, nor guarantee the amount of visits online content will receive. Nor can we in anyway control who views published content, what they do with that content or any contact or enquiry generate

HACKED/COMPROMISED WEBSITES

Betelguise Web Design cannot be held responsible for any hacked/compromised websites. A site that has been compromised may be taken offline immediately until the website has been secured and cleaned of any hacks/viruses. It is the customer's responsibility to make sure their website does not get hacked; similarly it is the customer's responsibility to make sure that any costs needed to make the website safe again will be chargeable to them.

DOMAIN NAMES POLICY

All domain names are provided from Nominet and ICANN Approved Suppliers and reference should be made to their own Terms and Conditions . For more information, see with NOMINET UK and the Internet Corporation for Assigned Names and Numbers ("ICANN").

Betelguise Web Design may register one or more domain names on its customers' behalf providing that this has been agreed with the appropriate customer. These will be registered in the customer's name where the customer becomes responsible for its renewals, or in the name of Betelguise where they will bill the client for renewals.

PAYMENT POLICIES

All payment is in UK sterling and is paid to Betelguise Web Design and are agreed in contract that is out of scope of this document. Typically terms are 50% deposit and 50% upon completion prior to the site going live.

Betelguise Web Design reserves the right to suspend its services until any outstanding debt is cleared. The customer is responsible for all money owed on the account from the time it was established to the time that the customer sends a written cancellation request.

PAYMENT OPTIONS

Betelguise Web Design accepts the following payment options:

Cheque: Betelguise Web Design cannot guarantee that a service will be provided until after any received cheques have been cleared.

Bank Transfer (Standing Order or Internet Transfer).

Debit or Credit Card

CANCELLATION AND REFUNDS

Betelguise Web Design reserves the right to cancel the service at any time. In this event customers will be entitled to a pro rata refund based upon the hours allowed to complete the site less the development time up to that period. Domain names registrations and annual hosting fees cannot be refunded, and these are normally included in a quotation for web design

NDEMNIFICATION

Customer agrees that it shall defend, indemnify, save and hold Betelguise Web Design harmless from any and all demands, liabilities, losses, costs and claims, including reasonable attorney's fees asserted against Betelguise Web Design its agents, its customers, officers and employees, that may arise or result from any service provided or performed or agreed to be performed or any product sold by customer, its agents, employees or assigns. Customer agrees to defend, indemnify and hold harmless Betelguise Web Design against liabilities arising out of; (1) any injury to person or property caused by any products sold or otherwise distributed in connection with Betelguise Web Design's server; (2) any material supplied by customer infringing or allegedly infringing on the proprietary rights of a third party; (3) copyright infringement and (4) any defective products sold to customer from Betelguise Web Design's server.

DISCLAIMER

Betelguise Web Design will not be responsible for any damages your business may suffer. Betelguise Web Design makes no warranties of any kind, expressed or implied for services we provide. Betelguise Web Design disclaims any warranty or merchantability or fitness for a particular purpose. This includes loss of data resulting from delays, non deliveries, wrong delivery, hacked/compromised websites and any and all service interruptions caused by Betelguise Web Design and its employees. Betelguise Web Design reserves the right to revise its policies at any time.

Betelguise Web Design will not be responsible for the information contained on its customer's website. This includes all type of information: Images, videos, animations, sounds, text and other files. The customer is responsible for the veracity and legality of the information provided on their website.

Betelguise Web Design is a trading name of Paul Griffiths and all references in these Terms Of Service to this trading name shall include Paul Griffiths as a person.

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WEB DESIGN

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