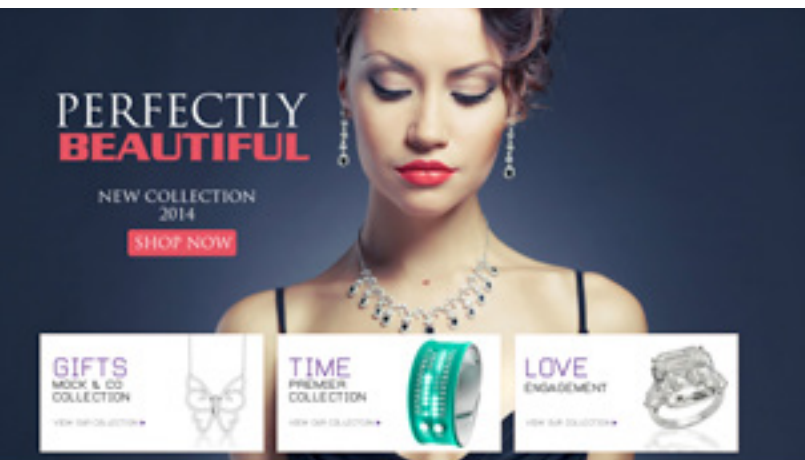


www.webcreationus.com

# WEBCREATIONUS

WebCreationUS New Business EGuides | Version 2.0 R4.0 | www.webcreationus.com



## SITEINSIGHT: MOCK & CO.

## the EGUIDE

- » COMPANY INSIGHT
- » HELP & ADVICE
- » ECOMMERCE
- » FEATURED SITES

IMAGE IS EVERYTHING - STAND OUT FROM THE CROWD!

### ★ THE GO-TO WEB COMPANY

A brief intro to WebCreationUS and the great services we offer..

### ★ MY SITE

Advice on choosing the safest route for your business + Package info.

### ★ THE CREATIVE PROCESS

An overview of your website project process and time-line..

### ★ REACH NEW HEIGHTS

So you're Online...now get your site noticed with Elevate SEO!..

STUNNING WEBSITES SENSIBLE PRICES

# THE GO-TO WEB COMPANY...

## HOW WE GOT TO WHERE WE ARE TODAY

★ WebCreationUS are part of the WebCreationUK Group - one of the UK's leading, long established Web Design and Development companies

★ We have over 9000 clients and counting

★ We pride ourselves in the fact that all our websites are custom designed and built to customer specifications - at low cost

★ We have ALWAYS offered unlimited design revisions; we work on the design of your website until you are 100% happy to proceed with the website build

★ We are a successful, business with many years of experience in all aspects of web design, web development, web marketing and other related web services

★ Your business is very important to us and we'll always do our best to support and help our clients whenever we can

**T**he WebCreation Group has come a long way since the formation of the UK side of the company in 2004. Our fundamental values today remain the same as they were back then; **to provide small to medium sized businesses with quality, custom web design and development services at the absolute fairest price possible.**

### Getting the balance right

'The fairest price possible' doesn't necessarily mean 'the cheapest price'. Unlike many other web companies who will happily create unbelievably cheap websites, **we are extremely passionate about providing excellent products and services that can really help a business to grow and flourish.**

We set our prices at very fair and realistic levels and we'll never complete a website for a client until they are 100% happy with the design. As such, **we truly believe that we have got the quality/price balance just right for all.**

### Customers just like you

We frequently create websites for businesses that offer similar services, such as lawyers, real estate companies, musicians and fashion retailers and we've gained valuable knowledge on how these companies operate and what works well for them when it comes to creating their websites.

The skills we've gained in web design and marketing for these varied fields of business can also help



our clients when they are planning their web strategy.

### Growing our business

As a leading website design company, we are continuously improving our infrastructure and services. Our project workflow and management systems work well because they enable a high level of interaction between the client, website

designers, programmers and project managers - helping to ensure your project runs smoothly and efficiently.

### Its a Global thing!

With our US offices based in Phoenix, Arizona, WebCreationUS are supported by a dedicated, professional team of over 100 Web Designers, Developers, Project Managers, Administrators and Senior Management staff who to date have provided over 9000 websites for businesses.

**Our clients range from small start-up businesses, to sizeable, brand recognisable organisations such as DHL.**

**If you would like to discuss any aspect of your web project then please call us on:**

**877-565- 2825**



# MY SITE: DIY vs CUSTOM DESIGN.



## INVEST WISELY FOR YOUR BUSINESS

**W**hen it comes to getting a website, most businesses (without in-house web design skills) have a choice of two routes they could take:

1. **Use a company that offers pre-designed templates with 1000's of ready made 'themes' to choose from. You'll then need to add your own text, images and logo**
2. **Use a web design company or freelance web designer who will create a professional, custom website that's unique to you in every detail**

### Know the limitations

Either of the above will get you a website, but the benefits of using pre-made templates and themes can be very limited and in some cases do your business more harm than good. The sensible route, and the one that will provide you with the greatest return on

investment as well as the best possible chance of success for your business, is to use a reputable and established web design company to create a bespoke (custom) designed and built website for you.

### The benefits of bespoke

★ **You can speak to humans**  
Some web companies, particularly the themed template variety, are 'email only' and don't allow you to discuss your requirements with sales or technical staff. We talk with our clients and are always happy to advise and answer any questions.

★ **Your site will be custom designed and built to your specification / requirements**  
This is very important if you have an existing brand, require a unique identity and/or you require additional features.

★ **Your site will be search engine friendly**  
If you use one of the themed template sites, it may well struggle in Google's rankings.

### ★ No hidden costs

Most template site companies will 'own' your website and could charge you a variety of fees. With WebCreationUS you will own your website code and have unrestricted FTP Access to your website files. **NO HIDDEN COSTS!**

Many of our clients initially went down the template route because it was so cheap, only to later realise that their decision was actually a costly choice.

"I attempted to create my website with 1&1 web design.. and within a few weeks I realized I had made a big mistake..."

Sarah - Rainbows End

### Your best chance of success

As a businesses, a web site is one of the most important investments you can make. If you want the best chance of success, hire a website design company that will create a bespoke (custom) design and build for you. They should listen to your requirements and provide guidance and expertise on how to get the most out of your website.

Look for a balance of great design, service and price; the cheapest isn't always the best choice. Make sure the company you use have an existing portfolio and have been in business for at least 3 years

**Don't make the mistake of being tempted by very low prices and/or themed template sites; remember, what you save on now, you might pay for later.**

# MY SITE: THE RIGHT PACKAGE.



## WEBSITE PACKAGES OVERVIEW

### Search and be found!

**G**oogle scans pages from every website and picks up what your site is all about so that it can categorize it correctly on its databases.

It's crucial that your website shows up in broad searches relating to your industry so **be sure that your website is coded correctly and fully search engine optimised.**

**If you use a template service** you might add your logo, a few images and some text - and you'll have a new website in no time. **However, you won't rank well for relevant search terms** other than for your physical business/domain name. **Search engines may also have issues picking up content from a template website** because the same website solution has been produced for many other companies in many different industries.



**O**ur skilled web designers **custom design and build responsive websites** for businesses. Whatever your business, we are able to create a website to suit. As a starting point, we offer 3 types of website packages.

### Brochure style sites



Most websites that are not selling goods online we class as 'brochure style' sites. You'll get a great custom designed, mobile friendly site with a choice of pricing depending on how many main section pages you require. Our sites are built around the popular WordPress framework.

### Ecommerce sites

If you want to sell goods and services and take payments online, then an eCommerce site is essential.



Our eCommerce packages can be built around the WordPress framework or the 'industry standard' Magento eCommerce solution. Either option will provide everything you'll need to get selling. Additionally, your website can be tailored to your exact requirements should you require additional features outside of the standard set.

### Advanced sites

If you need more advanced functionality E.G. a mix of eCommerce and Brochure style with additional complex features, then our Advanced Sites deliver. Talk to us about our advanced site options which are designed and built to exacting client requirements.

### Content Management Systems (CMS)

Our responsive WordPress based sites are ideal for managing and promoting your business. They include a easy to use CMS enabling you to add sub-pages, update the text and images on your pages as and when you like, plus many more great features.

A CMS allows you to keep your site up to date - thus maximising the chances of engaging your visitors and encouraging them to return to your website.

**All our sites come with a CMS as standard.**

For all the latest prices, options and full package specifications call us on **877-565-2825** or visit our website at: [www.webcreationus.com](http://www.webcreationus.com)

# MY SITE: LOCAL? THINK GLOBAL!



## USA & BEYOND..WE'VE GOT IT COVERED!

Now showing at a website near you..

**T**raditionally, its always been good advice to 'go local' when looking for goods and services.

Today, the Internet has transformed our lives. We frequently shop online and use services based all over the US and beyond. Your location is no longer so important when it comes to finding a reputable company to work with you and your business. **It really does make sense to look further afield to get the best deal and services** rather than be limited to your home town or city.

Using a well known and trusted **Web Design & Development company** like WebCreationUS, with its great products and services, as well as reviews for all to see, is a sensible business move. **There really is no reason why you should insist on a 'local' web designer.**

There's no need to travel to our offices and spend time in meetings, this keeps your price lower!..

You're probably hoping to gain business from all over the US or perhaps globally. So really, why would you limit your chances of success by only using local web companies?

We have customers from all areas of the US and beyond; one or two are probaby based not too far from you!..

Our Project Management Systems help to ensure your project runs smoothly...

The Web has no boundaries! WebCreationUS are friendly and professional, and we offer FREE advice. If you like, think of us as your 'LOCAL' Web Company!..



# LEADING eCOMMERCE.



## A FLEXIBLE, FEATURE RICH SOLUTION

**WebCreationUS design and build ECommerce websites around the Magento and WordPress eCommerce frameworks.** The WordPress eCommerce package is idea for small stores and provides easy to use, full eCommerce functionality.



**Magento is one of the the worlds most powerful platforms for eCommerce stores** of any size but especially suited for the larger eCommerce store or service.

**Magento enables us to create amazing eCommerce websites for our clients** - from fairly small stores to large online ecommerce outlets.

**Magento offers very flexible and advanced features** but with an easy to use administration system that is ideal for small, medium or large businesses entering the world of eCommerce.

**T**he US eCommerce market is huge and continues to grow at a quite amazing rate. Finding an eCommerce solution that suits your budget, functional and administrative requirements, can be a daunting task.

Naturally, an eCommerce website will require someone to update products, manage pricing and process orders. Selecting a suitable administration 'back-end' will make things time efficient and allow you to alter the site as time moves on, which is really important. The award winning Magneto platform, has over the last two years become almost the industry standard solution due to its support, flexibility and scalability.

WebCreationUS provide trusted eCommerce packages that are ideally suited to businesses like yours. We can work with all Online Payment Providers including our associates

Worldpay. This enables us to offer a truly cost effective and professional eCommerce solution.



**Worldpay** help make payment acceptance easy. Choose Worldpay as your payments processor and accept payments the way your customers prefer to pay - in person, online or on the go.

**1) Worldpay transaction fees are 1.99%. Paypal or other bank merchants are around 2.7%. These rates will never change for customers.**

**2) They'll also set up an authorise.net account at a discount of 50% (\$75)**

**3) This is an all in one hassle free service as Worldpay will do EVERYTHING to enable the customer to have all that they require.**



### ALREADY HAD A WEBSITE QUOTATION FROM US?

If you are happy with the quotation we emailed you and would like to go ahead, simply email the salesperson that sent you the quotation or call our Sales Team on 877-565-2825 and they will arrange to take your deposit and get your project assigned to a web designer.

# THE CREATIVE PROCESS - 1.

## TEAM SPIRIT

**W**e are passionate about every project we undertake and always strive to create websites that not only look great, but also function to the highest standards. We understand that your website is a valuable marketing tool and should totally represent your business and its image or existing brand identity.

Client satisfaction is very important to us, as such, we offer **unlimited design revisions with every package**. This guarantees that your allocated web designer will work closely with you until you are happy with your website design - before it goes live.

Help is always available should you need to change or upgrade your website in the future and we hope that you'll

find working with us is a pleasurable experience at all times.

★ Our talented, experienced Web Designers work closely with you and provide creativity and guidance

★ Unlimited design revision period - ensuring total client satisfaction

★ Fully supported by our project management and technical teams - from design to completion

With the exception of large projects, we rarely meet our clients face to face. Communication is conducted by phone and email and you'll find response times from your Web Designer, Developer and Projects teams are excellent.

Our clients benefit directly from our project systems as they enable us to keep our costs lower whilst still maintaining a high standard of service and quality of product. They are designed to ensure a smooth workflow - from initial contact through to your website going live.

After approaching several web design companies my preferred choice was WebCreationUK who provided TNT impact, style to die for and professional service with a smile...and all for such a remarkable price!"

Francesca Neill -  
Beauty with Passion

### The Web Development: Team

Our highly skilled teams of Web Developers are the back-bone of the business.

Working closely with our Web Designers and Projects teams, they utilise the latest web technologies to provide both general website build and more advanced back-end development, including eCommerce, Online Stores, Content Management Systems, Adobe Flash development and Mobile Apps.

The valued expertise of our Development Teams enables WebCreationUS to create websites that rival some of the best around.







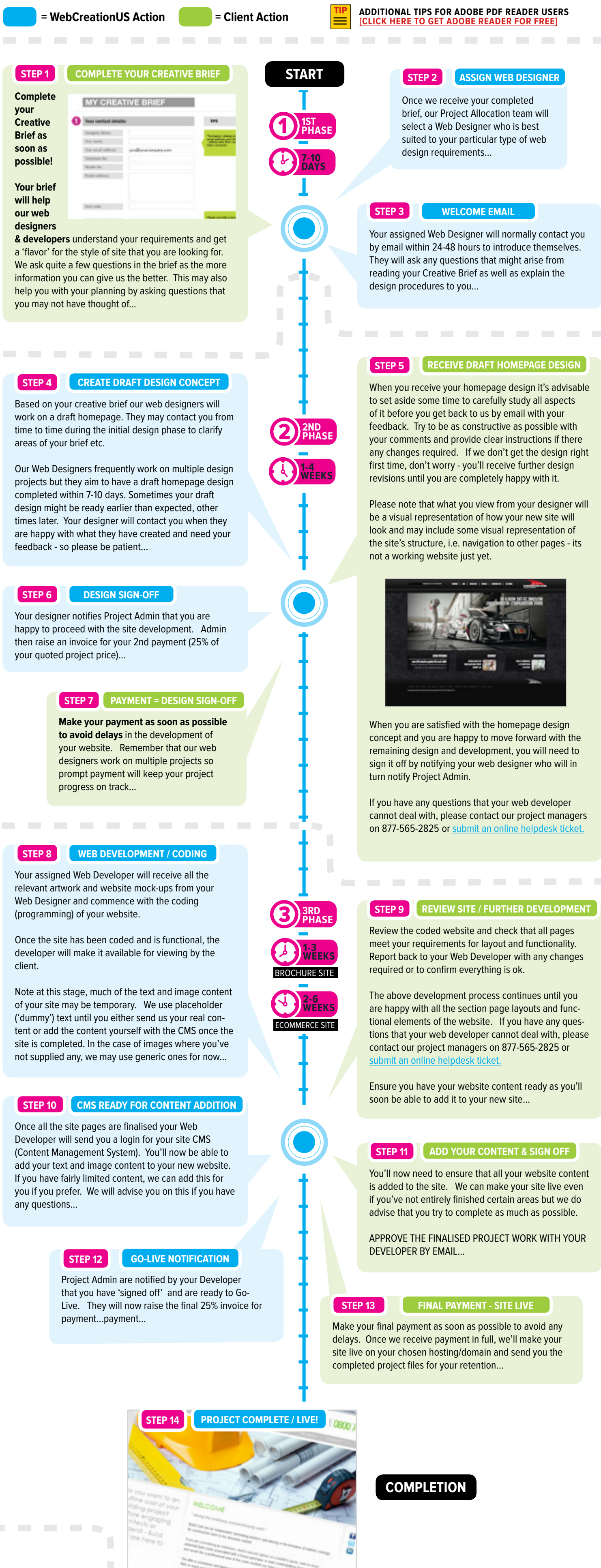
# THE CREATIVE PROCESS - 2.

## ★ PROJECT CYCLE TIMELINE & NOTES

US Version 2.0 / October 2014

To help your project run as smoothly as possible we've prepared this guide to help explain the procedures and normal timescales involved in the creation of your website. Obviously some of the tasks in the design and development process are reliant on the client's feedback - E.G. completion of the Creative Brief, so please try to respond as quickly as possible to any requests your designer may have.

Please note that the timescales stated below are approximate as no two websites are the same and therefore some designs take longer than others.





PERFECTLY  
**BEAUTIFUL**

NEW COLLECTION  
2014

**SHOP NOW**

M&C  
MOCK & CO.

## ★ SITEINSIGHT: **MOCK & CO.**

**THE CLIENT:** MOCK & CO. / **WEBSITE TYPE:** eCOMMERCE /  
**eCOMMERCE FRAMEWORK:** MAGENTO / **URL:** WWW.MOCKANDCO.COM

M&C  
MOCK & CO.

Mock & Co is a premier jewelry and diamond company. They specialize in high end jewelry at a reasonable price.

Every diamond and each piece made by Mock & Co is examined and matched for superior quality. All large diamonds purchased come from trusted suppliers and are graded by three of the world best gem Labs.

A trusted brand by customers and the jewelry industry, Mock & Co stays ahead of the new fashion and jewelry trends. Most importantly, Mock & Co promises quality and superior service to every customer.



I spent a year researching different companies in my local city to take my website design to the next level. NO-ONE could design a diamond and jewelry e-commerce site without giving me a quote that could buy a luxury car. I never knew that to step out the box and trust a company that is not located in my city could save me thousands and produce the website that compares to multi million dollar companies."

Anthony Mock - Mock & Co.

### How my website is helping my business grow

WebCreationUS gave Mock & Co a professional look that not only my competitors are impressed with, but it gives me a step above the competition. I wanted a look that could take me to the next level with out having to pay ten thousand dollars. I paid a reasonable price and got the attention Mock & Co deserved. **Since Mock & Co site has gone live, my customer sales have doubled.**

### How did you get on using Magento?

I am a person not too familiar with computers and was a little nervous about doing my own updates but Magento is so easy to use and update products etc.



# ELEVATE: REACH NEW HEIGHTS.



TUNE UP YOUR SITE WITH ADVANCED SEO!

**A** great looking website from WebCreationUS is just the starting point towards gaining online success for your business...

Search Engine Optimization (SEO) comes as standard with all our new websites but there is actually more that can be done to boost your website and gain high-level search results. Our 'Elevate' Advanced SEO Programme can improve

**I wasn't sure about the importance, or investment in SEO, but I can say without any doubt that we have increased revenue, simply by appearing higher up on Google... We are now generating more candidates able to find us...and also more clients giving us business. Its great!"**

*Kingston Stanley  
Marketing Recruitment Co.  
Dubai*



## Reach New Heights with the ElevateSEO programme

your ranking on search engines, giving increased website visitor performance and improving your online marketing campaign dramatically.

Obtaining a high position on Google for your area of business can be extremely difficult to achieve. There are a limited number of spaces on page one of Google, so its pretty much impossible to guarantee a top ranking. Alarminglly, businesses are still being promised un-achievable results by some SEO companies.

We take an honest and realistic approach with our

Elevate SEO programme and our highly skilled SEO team can achieve high ranking positions using tried and tested methods.

**Getting your site high up in the Google search rankings will increase the number of visitors to your website** and could potentially make a big difference to your turnover, so it's absolutely worth considering using this service. **We have many customers using the Elevate Programme that are seeing at least double the amount of visitors since going ahead.**

**Think about it; a relatively small investment could easily make a huge difference to your business!**

**There's no contract, so you can cancel at any stage.**

**Interested?  
To find out more, call us on: 877-565-2825**

## SEO helped our business grow too!

SEO is crucial to our business too and has a huge effect on the amount of enquires we receive. It enables us to secure business globally.

## Just some of the many features

- Free initial Keywords Ranking Report
- Complete Site Analysis
- Offsite and Onsite Search Engine Maximization Techniques
- Search Diagnostics and Fixes (if needed)
- Manual Intervention Across All Metadata Fields (if needed)
- Intelligent Manual Link Building Campaigns
- Increased Search Ranks
- LIVE Rank Tracking
- Monthly Link Building Reports
- Dedicated SEO Support Team
- Pay-As-You-Go Monthly



# OUR ADVICE IS FREE.



## GETTING HELP WITH YOUR PROJECT

**G**etting a business online can be a daunting task for some. As such, we are happy to assist clients with every aspect of their website project wherever we can and this includes providing web marketing tips to help ensure that your web strategy is as successful as possible.

Our expertise comes FREE and we'll discuss your requirements in detail from the outset, providing guidance along the way.

**If you have any questions at all, you can be sure that you'll get all the information you need from our Sales, Design and Development or Projects teams. PLEASE CALL OR EMAIL US.**

**Here is just a short list of jargon that we're frequently asked about:**

### **Domain Names**

Domain names are alphanumeric names used to 'point' to your website's 'address' on a web server,

E.G. [www.apple.com](http://www.apple.com).

A web site address includes a suffix such as .com, .net, .org, .co.uk etc...

WebCreationUS provide full domain name registration and related services.

### **Web Hosting**

When you sign up for a web hosting account with WebCreationUS you are allocated webspace, email accounts and other related tools and resources to help manage your eBusiness.

### **Web-Space**

Physical hard disk storage space allocated to you for storing all your website files on. Measured in Megabytes or Gigabytes.

### **Web Server**

Your website files reside on a web server (a computer permanently connected to the Internet). WebCreationUS use many web servers to cater for our large client base.

### **FTP (File Transfer Protocol)**

A means of uploading your files from our development computers to your

webservice. This happens when your site goes live but also in the development stage when we upload your pages to one of our 'Dev Servers' to let you see how its all going.

### **HTML (Hypertext Markup Language)**

A programming language used for creating pages and controlling how those pages appear on the web.

### **Adobe Flash**

Software used to create some websites, animation sequences and interactive elements within web pages. Flash is often used to create web adverts like the small 'banners' you see sometimes.

### **Content**

The information displayed within a web page. This can include text, photographs, graphics, audio, video etc.

### **Copy**

The written text that you'll need to supply us with for each of your website pages.

### **Content Management System (CMS)**

A CMS allows you to review, re-use, edit, publish and manage the content of your website efficiently and effectively. It enables you to keep your site up to date and maximise the chances of your visitors returning. A CMS is essential for managing your website and all our websites come with a CMS as standard.

### **Screen resolution**

The number of 'pixels' a computer or smartphone screen can display. Typical desktop PC resolutions are 1024 x 768, 1280 x 1024 and 1920 x 1080. Generally, the higher the resolution, the more information you can display on your screen and the sharper it will look.

On a desktop computer you may be able to change the resolution to a higher one in your operating system settings. You may find this improves your viewing experience greatly.



# WEBSITES QUICK LOOK UP.

	WEB-PRO-1 Brochure Style	WEB-PRO-2 Brochure Style	WEB-PRO-3 Brochure Style	WEB-PRO-4 Brochure Style	WEB-PRO-5 Brochure Style	ECOMMERCE Online Shop etc
	1 Section: Unlimited Sub-Pages	2-4 Sections: Unlimited Sub-Pages	5-8 Sections: Unlimited Sub-Pages	9-15 Sections: Unlimited Sub-Pages	Unlimited Sections and Sub-Pages	Unlimited Sections & Product Pages
<b>Standard Website Package Features:</b>						
Custom designed, responsive website with easy to use Content Management System (CMS) included, allowing you to easily edit your textual content and images etc	•	•	•	•	•	•
Responsive Design - looks great on Desktop, Smartphone or Tablet	•	•	•	•	•	•
<b>Non-eCommerce Sites:</b> Designed and built around the WordPress framework	•	•	•	•	•	N/A
<b>eCommerce sites:</b> Designed and built around the Magento or WordPress frameworks (depending on your requirements)	N/A	N/A	N/A	N/A	N/A	•
Unlimited web design concepts and revisions until you are happy with the design	•	•	•	•	•	•
Free logo design; Unlimited concepts or improvements to existing logo if required	•	•	•	•	•	•
Embedded video & audio player support	•	•	•	•	•	•
Dynamic Image Slider on homepage	•	•	•	•	•	•
Image gallery		•	•	•	•	
Advanced JavaScript functionality	•	•	•	•	•	•
Integrated enquiry/contact forms	•	•	•	•	•	•
FREE use of photography from our extensive image library	•	•	•	•	•	•
Social Media Links integration: (FaceBook & Twitter)	•	•	•	•	•	•
FREE Website domain name of your choice	•	•	•	•	•	•
1 year FREE high speed, secure business hosting	•	•	•	•	•	•
Multiple email accounts	•	•	•	•	•	•
Online website statistics; view visitor data, hits etc.	•	•	•	•	•	•
FREE Standard Search Engine Optimization (SEO) Optimized for maximum on-site conversions	•	•	•	•	•	•
I.E., Firefox, Safari & Google Chrome compatible	•	•	•	•	•	•
Fully upgradeable to more advanced features or custom requirements	•	•	•	•	•	•
Expert Technical Help & Support	•	•	•	•	•	•
One off cost - no ongoing website payments	•	•	•	•	•	•
Update product details via your web browser with ease: Prices, Product Photos, Stock Details, VAT, Delivery Options, Offers + Many more advanced features...						•
Unlimited categories and products						•
Take payments online <b>using the payment provider of your choice.</b>						•
Shopping cart system to allow easy purchase of products						•
Advanced search system						•
Send out an e-newsletter to all registered customers						•
Allow customers to view order history and leave product reviews from their own account						•
Multi-currency support						•
View various online reports						•

**ADVANCED SITES:** If you require a more complex website for your business operations then we would love to hear from you. We are experienced in designing and developing large sites with advanced functionality for a wide range of clients.

Advanced Website (Contact us for a bespoke quotation)	Advanced Website (Contact us for a bespoke quotation)	Advanced Website (Contact us for a bespoke quotation)	Advanced Website (Contact us for a bespoke quotation)	Advanced Website (Contact us for a bespoke quotation)
DATING	PROPERTY	RECRUITMENT	MEDIA E.G. MUSIC / VIDEO	SOCIAL NETWORKING
PHOTOGRAPHY	LOGISTICS / DELIVERY	HOLIDAY / TRAVEL	HEALTH & FITNESS	FINANCIAL

**MADE FOR YOU:** Any of our packages can be tailored to suit your exact requirements.  
**Please see our website for full details, specifications, available options and prices on all our products and services, or call our friendly Sales Team on 877-565-2825 who will be happy to guide you and answer any questions you have.**





## **A WebCreationUS eGuide**

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Website: [www.WebCreationUS.com](http://www.WebCreationUS.com)

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