Universal Web Design

Design Your Success
At Universal Web Design, we are known for building websites that sell. The digital landscape is always evolving and we make sure we evolve with it.

As your digital marketing agency, we help your business to grow. We understand that it's a journey that takes time and we help you every step of the way.

We are your digital marketing team, and we are here to be your first port of call for all things online, and all things digital.

01206 588 000

sales@universalwebdesign.co.uk
SERVICES

Website Design

➢ Website Design and Build
➢ E-Commerce Website
➢ Website Maintenance
➢ Website Development

Online Marketing

➢ Social Media Marketing
➢ Social Media Advertising
➢ Blog Management
➢ Email Marketing
➢ Search Engine Optimisation
➢ Pay Per Click
➢ SMS Marketing
➢ Ultimate Marketing Package
➢ Professional Website Content

Graphic Design

➢ Logo Design
➢ Flyer Design
➢ Business Cards
➢ Brochure Design

Other Services

➢ Mobile App
➢ Video Production
➢ SSL Certificate
A website should not be overlooked; unfortunately, many businesses neglect this as an important aspect of their business and overall marketing mix.

Whilst your website may not be performing, you can guarantee a competitor’s website is! Keep your customers engaged in your website and not others!

Online marketing becomes very challenging, especially if your website does not live up to the standards your customers expect. So it’s important to keep it fresh!
User Guide
Bespoke Pages
Regular Backups

"From start to finish, my experience with UWD has been first rate. The creative team have exceeded my expectations."
- Ancient Restorations

"UWD provided a professional service which took my thoughts and made them into a great looking product."
Addis Education

Analytics Reports
Security
SEO Setup

WHAT TO EXPECT

Our websites are designed bespoke to you, your business and your brief. Let us know what you envisage and we'll make it a reality! We have 54 detailed process steps in every website build, ensuring you get the website of your dreams.

You can expect a seamless and perfect service with top levels of communication at all times.
FAQ’S

How long will it take you to make my website?

> Typically we advise circa six weeks for all new website builds. However, our services are designed to suit you, your schedule and your business.

Can I make changes to my website once it is live?

> You certainly can! Universal Web Design understands the importance of being able to dip in and out of your own website, with the ability to make changes easily.

Will you teach me how to use the backend?

> Yes! After the website has been completed, we offer you a 1-1 training session, only charging an hour of our time enabling you to make all of the changes you need!

OUR PACKAGES

**Brochure**

- 3 Pages: £300
- 5 Pages: £500
- 10 Pages: £1,000
- 15 Pages: £1,500
- 25 Pages: £2,500

**E-Commerce**

- 5 Pages 15 Products: £1,000
- 7 Pages 20 Products: £1,200
- 10 Pages 25 Products: £1,500
- 15 Pages 30 Products: £2,000
- 25 Pages 35 Products: £3,000
Keeping your website up-to-date and running efficiently is a task most business owners overlook. Our expert developers will ensure that your website is constantly changing and following current trends.

4 Hours Per Month
£120

8 Hours Per Month
£240

16 Hours Per Month
£480

24 Hours Per Month
£720

40 Hours Per Month
£1,200

Content Writing
Professional Website Content is first and foremost the most important aspect of your website. Your website may be highly usable, engaging and stylish but if your content is riddled with typos, overly technical, unformatted or lacking in marketing magic then you will never get the conversion from visitors on your site.

£35 per page
Security Certificate

The Government have implemented new data laws where every website will be required to have a Security Certificate. So if you do not currently have one, we can help!

£120

WEBSITE MAINTENANCE

Keeping your website up-to date and running efficiently is a task most business owners overlook. Subsequently, our team of developers will ensure all theme files, plugins and your website database are working effectively.

- WordPress CMS Updates
- Custom Theme Updates
- Plugin Updates
- £20

- WordPress CMS Updates
- Custom Theme Updates
- 24/7 Uptime Monitoring
- £30

- WordPress CMS Updates
- Plugin Updates
- Ongoing Security Monitoring
- £40

- WordPress Speed Optimisation
- 24/7 Uptime Monitoring
- Plugin Updates
- £50

- WordPress CMS Updates
- Broken Links Check
- Enhanced Security Implementation
- £70
"Ignoring online marketing is like opening a business but not telling anyone."

Managing Director, Danny Nevill
Universal Web Design
Online Marketing is of vital importance to any business. Not only is it all about getting your brand out there into the digital world, but it's also a great way of keeping track of and staying ahead of your competitors.

If you don't promote your business, how are customers going to know you exist?
SOCIAL MEDIA

All of our social media marketing services are tailored to meet your requirements, no matter what they are. When it comes to social media management, we've got you covered!
**SOCIAL MEDIA MANAGEMENT**

Social Media is beneficial to any business, especially in today's modern world. We have a range of different packages available to suit your social media needs as a business.

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRONZE</strong></td>
<td>3 Social Media Platforms 30 Updates Per Month</td>
<td>£75</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>3 Social Media Platforms 60 Updates Per Month</td>
<td>£120</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>3 Social Media Platforms 90 Updates Per Month</td>
<td>£150</td>
</tr>
<tr>
<td><strong>PLATINUM</strong></td>
<td>3 Social Media Platforms 120 Updates Per Month</td>
<td>£175</td>
</tr>
<tr>
<td><strong>PLATINUM +</strong></td>
<td>3 Social Media Platforms 200 Updates Per Month</td>
<td>£250</td>
</tr>
</tbody>
</table>

**SOCIAL MEDIA ADVERTISING**

Not only do we offer Social Media Management, but also Social Media Adverts, helping you to reach a more targeted audience quicker with a higher reach!

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRONZE</strong></td>
<td>2 Boosted Posts Tailored Audience</td>
<td>£120</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>4 Boosted Posts Tailored Audience</td>
<td>£160</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>6 Boosted Posts Tailored Audience</td>
<td>£240</td>
</tr>
<tr>
<td><strong>PLATINUM</strong></td>
<td>8 Boosted Posts Tailored Audience</td>
<td>£320</td>
</tr>
<tr>
<td><strong>PLATINUM +</strong></td>
<td>10 Boosted Posts Tailored Audience</td>
<td>£400</td>
</tr>
</tbody>
</table>
BLOG MANAGEMENT

Blog management is so important, we really can’t stress it enough! Its influence in the digital marketing sector is growing rapidly! If you really want to get your business and your brand out there, then you need to have a blog.
A blog can be your company’s voice in a crowded room of market saturation and over population. We will make sure that your business is shouting louder than everybody else. A blog will set you apart from the herd. Your mark of quality and attention to detail.

**OUR PACKAGES**

**BRONZE**
- 1 Blog Per Month
- Content Creation
- Upload Included
- **£60**

**SILVER**
- 2 Blogs Per Month
- Content Creation
- Upload Included
- **£115**

**GOLD**
- 3 Blogs Per Month
- Content Creation
- Upload Included
- **£165**

**PLATINUM**
- 4 Blogs Per Month
- Content Creation
- Upload Included
- **£210**

**PLATINUM+**
- 6 Blogs Per Month
- Content Creation
- Upload Included
- **£300**
EMAIL MARKETING

Email marketing services are a tried and tested method of provider-client-communication. It is quick, it’s hassle free and convenient. It is also an extremely cost effective way to advertise to your existing customers; email marketing allows you to attract new ones as well!
OUR PACKAGES

1. 1 Email Per Month
   - Content Creation
   - Design Included
   £60

2. 2 Email Per Month
   - Content Creation
   - Design Included
   £115

3. 3 Email Per Month
   - Content Creation
   - Design Included
   £165

4. 4 Email Per Month
   - Content Creation
   - Design Included
   £210

5. 6 Email Per Month
   - Content Creation
   - Design Included
   £300

☑ Reports to track the progress of your campaign
☑ Expert promotion of your products and services
☑ Open lines of communication at all times
“Universal web design have just completed our new website. We are really happy with the final design. The service was very professional; the staff were very helpful and we were kept up to date throughout the whole process.”

Lay And Leave Buffets

“We use Universal Web Design for various services and I would not hesitate to recommend this great company. They are always a huge support & nothing is too much trouble for them. I look forward to working with them for many years!”

Faze Caterers

“UWD created my website from scratch in a very short period of time. They provided a professional service which took my thoughts and made them into a great looking website. Great Service.”

Addis Education

“Our company has used Universal Web Design for some time now. We find them to be very professional, friendly and quick to act on any task we throw at them. I cannot recommend these guys enough.”

EnergyCentric

“UWD consists of a team of enthusiastic and highly skilled individuals who developed a web presence and took over the social media for my company. To say I’m pleased with what they have achieved is an understatement.”

Time Flize Ltd
“I was really impressed with UWD. This is because they got straight away what I was trying to achieve, I would certainly have no hesitation in recommending Universal Web Design to other companies.”

FootieWithDad

“Fabulous service from this company and would highly recommend to anyone looking to have their website done or regulate social media campaigns!”

Mellow Moments

“Yesterday our social media campaign went live – within two hours I had already been contacted by a client looking to do immediate business. I am now extremely excited to see what the rest of the campaign brings.”

Will Protect

“The pricing structure is extremely reasonable and clear with a variety of tailor-made options to suit differing needs. Overall, I highly recommend this company.”

Voice Workshop

“These guys are on top of their game and are the marketing backbone of all of our businesses which in turn helps us to keep on top of our game.”

Hawkhurst Alternative Investments
10 REASONS

**1. GOOGLE PARTNERS**
Being one of the first companies invited to partner with Google has ensured UWD stay ahead of their competition.

**2. IN-HOUSE TEAM**
All of our team works in house and at present from our head offices in Colchester.

**3. MULTI AWARD WINNING**
We are very proud to have several awards as well as nominations allowing us to be the leading company in our industry.

**4. 53 WEB DESIGN STAGES**
All websites go through a minimum of 53 stages throughout the design and build process. No aspect is ever left to luck.

**5. ADVANCED PROCESSES**
Our team use advanced management and delivery processes to ensure all services are delivered to the highest standards.
4 DEPARTMENTS
A business with structure and organisation. At UWD we have dedicated departments for web, marketing, sales & finance.

10 WORKING HOURS
Our team works hard from 8am to 6pm to ensure your business is covered, before, after and during the typical day.

CORPORATE SOCIAL RESPONSIBILITY
We are an active contributor to the local community and as a result, support multiple charities throughout Essex.

FIVE STAR REVIEWS
Very few companies nationwide has as many five star reviews as us within the web design, digital marketing industry.

5 COMMUNICATION OPTIONS
You are never limited to one form of communication. We offer; telephone, email, face to face, ticketing systems and live chat.
SEARCH ENGINE OPTIMISATION

Search Engine Optimisation (SEO) is an integral piece of the digital marketing puzzle. This means that your website will be optimised for search engines safely, ethically and effectively. We include daily ranking checks, competitor analysis, as well as on and off-site SEO.

**BRONZE**
- 15 Keywords
- Keyword Tracking
- Monthly Reports
- £150

**SILVER**
- 25 Keywords
- Keyword Tracking
- Monthly Reports
- £240

**GOLD**
- 35 Keywords
- Keyword Tracking
- Monthly Reports
- £330

**PLATINUM**
- 45 Keywords
- Keyword Tracking
- Monthly Reports
- £465

**PLATINUM +**
- 60 Keywords
- Keyword Tracking
- Monthly Reports
- £690
PAY PER CLICK

Pay Per Click (PPC), though complex in nature, yields one simple, hard-won and very vital result: TRAFFIC. Our pay per click experts will help you direct qualified traffic to your website. As we all know, traffic equals interest, it equates to an increase in consumer base, revenue, and overall prosperity!

**BRONZE**
- 1 Campaign
- 2 Adverts
- 50 Keywords
- £100

**SILVER**
- 2 Campaigns
- 4 Adverts
- 100 Keywords
- £140

**GOLD**
- 3 Campaigns
- 6 Adverts
- 200 Keywords
- £200

**PLATINUM**
- 4 Campaigns
- 8 Adverts
- 300 Keywords
- £250

**PLATINUM +**
- 10 Campaigns
- 20 Adverts
- 600 Keywords
- £350

“The team have worked so hard in developing our website. The new design and SEO services have generated new leads already.”

- Delta Building
Our Ultimate Marketing Package has been expertly designed so that you have a selection of marketing avenues and when put together, these can save you valuable time and money.

**Social Media**
is perfect for brand awareness and keeping up with the digital times.

**Email Marketing**
is known for having the highest ROI and great for targeting customers directly.

**Blog Management**
keeps your website up to date and more importantly, gives you a voice.

**SEO & PPC**
are perfect for getting you to the top of Google, the most used search engine!

**BRONZE**
£675

**SILVER**
£1,000

**GOLD**
£1,750
MARKETING

- Web Maintenance
- Web Development
- Mobile App
- SMS Marketing

"These guys are the marketing backbone of all of our businesses which in turn helps us to keep on top of our game."
- Will Protect Ltd

Website Maintenance
keeps your website up to date and efficient; a task many overlook.

Website Development
keeps your website fresh and following current trends in the market.

Mobile Apps
are the 21st century and your business needs one to stay ahead of the game.

SMS Marketing
is an efficient marketing route, directly into your customer's inbox.

PLATINUM
£2,250

PLATINUM +
£3,250
Graphic Design
Logo Design £85

Your logo is the cornerstone of your brand and helps to represent you and what you do. Let us design one that makes you stand out!

£120 Flyer Design

Flyers are a great marketing avenue to explore. They are simple and easy to read with the vital aim of attracting your customer’s attention!

Business Cards £120

Business Cards are a must for all business owners. They need to be clear as well as eye-catching...we make you stand out from the rest!

£480 Brochure Design

Brochures are one of the most versatile marketing tools you can use to inform customers of your products or services. Utilise this with UWD!
MOBILE APP

Where better to be than in your customer’s pocket every day? There’s no better marketing technique to utilise!
Mobile apps, as they are now commonly known, are without a doubt, the fastest growing sector in the digital marketing industry at present. Mobile apps are therefore vital to your business success!

Push Notifications

It's all very well having a mobile app, but what can you do to keep reminding customers of sales and special offers? Push Notifications are the answer!
VIDEO PRODUCTION

With video being the fastest growing form of online communication, you can get your brand out there in a creative way. We have state of the art video cameras with a team to go alongside them, with a great deal of experience!
£800
- 30 Second Video
- 1 Day In Total
- Website Upload

£1,200
- 1 Minute Video
- 2 Days In Total
- Website Upload

£1,500
- 90 Second Video
- 2.5 Days In Total
- Website Upload

£2,400
- 3 Minute Video
- 4 Days In Total
- Website Upload

£3,600
- 5 Minute Video
- 6 Days In Total
- Website Upload

**Presenter**
A good presenter can make or break an advert. Luckily, we know all the best ones.

**Scripts**
Script writing is the most important piece of the video. Our content writers are ready!

**Actors**
In need of an actress or an actor? Let us help you find one from a selection of the best!