



Working with **ALT.**



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Meet the team



Craig Murphy
MANAGING DIRECTOR

Craig founded ALT Agency in 2007 and is the managing director running the business day to day and deals with pre-planning and seeing through the execution of all projects.



Rehan Khan
PROJECT MANAGER

With over 20 years project management experience, Rehan has been project manager at ALT Agency for the last 2 years.

Highly skilled at taking client requirements in a user friendly way and communicating them to our developers in a technical way. Rehan is the guy you will communicate with on a regular basis and will know your project inside out and will provide you your weekly reports.



Milos Novakovic
WEB & GRAPHIC DESIGNER

Milos is head web and graphic designer at ALT Agency and has held this position since mid-2016.

With a background spanning over 10 years in web design, Milos was recruited by ALT Agency for his attention to detail and creative designs.



Elliot Redman
HEAD DEVELOPER

Elliot is head programmer for ALT Agency and has held this position since 2009.

A life dedicated to PHP programming, self-taught in web development, Elliot is stimulated by the challenges of simply programming the most complex of websites.



Jade Davis
ACCOUNT MANAGER

As your account manager, Jade will be available to deal with any admin questions relating to your account such as contracts, invoicing and ensuring you are getting a high level of service on a day to day basis.

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The Process

The process that you will go through with ALT Agency is broken down in to 3 stages:



Each stage is designed to:

- ✓ Ensure your project is delivered to you on time
- ✓ Ensure you're kept up to date every step of the way with no tech talk
- ✓ Ensure minimum issues
- ✓ Ensure your project is thoroughly tested and delivered to you as per your requirements

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1 *Pre Project*



Rehan Khan
PROJECT MANAGER

The pre-project stage is the foundation to your whole project. This is the stage where the most of your input will be required and where you will spend time with your project manager **Rehan Khan**.

During the pre-project phase we iron out:

- ✓ Your site structure
- ✓ Your site pages and important elements for each page
- ✓ The main goal for your website
- ✓ User Journey
- ✓ Technical requirements and features

Once all of this is ironed out and signed off by your team, Rehan will put this into a nicely presented document, simply called a “**Tech Document**” and this will form the guide to developing your website.

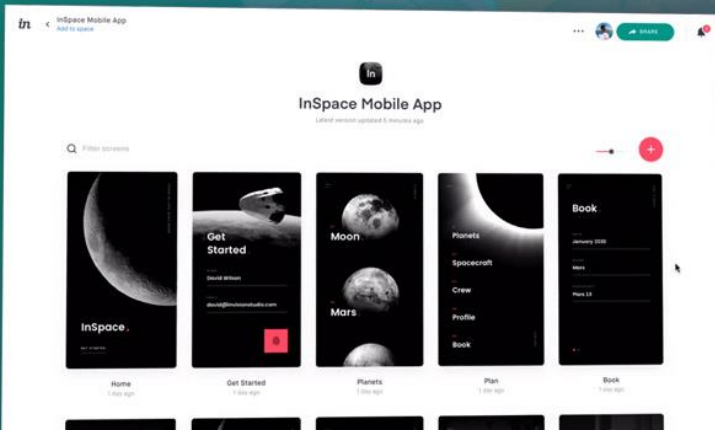
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2 Development

The development phase is when our team of designers and developers bring your ideas to life.
The development phase consists of 2 main stages:

THE DESIGN STAGE

The design stage involves us creating the visuals for your projects, whether this be basic wireframes or full blown designs.
Designs for all projects include both desktop and mobile designs as standard.



When it comes to presenting the designs to you, we use some pretty fancy software called **InvisionApp** that will allow you to view, click through and leave feedback on the designs.

Your whole team can be involved and leaving feedback is simple: Simply click on a design and leave your feedback and our designers here at ALT Agency will action upon it and give you an email notification once completed.

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2 Development

Once your desktop and mobile designs are all signed off we then move onto the development phase, this is when your designs are turned from simple static pictures into a full blown user-friendly website.

THE DEVELOPMENT STAGE

The development process, depending on the size of your project can take several months. During the development phase you will receive weekly updates and access to our development server to view your website and check on the progress.

During your weekly updates you can expect:

- ✓ A summary of the project and work to date for that week
- ✓ A list of items completed that week
- ✓ Any issues encountered
(which is usually none due to incredible pre-project planning)
- ✓ A list of items to be completed the following week

Throughout the development process your project manager **Rehan** will be on hand to answer your questions and deal with any issues that may crop up.



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③ *Post Project*

We know how excited and keen you will be to get your website in your hands, but, before your website launches, and before we hand it over to you, there's lots of testing that needs to happen.

The length and detail of this depends on *the size of your project*.

Most testing is complete, by us, within 7-10 days. During this phase we may use external contractors and other third party resources to test your website and get as much feedback as possible.

Your end project will match up pixel perfect to the design visuals that you signed off during the design phase and the functionality will match the requirements in your "tech doc" created during the pre-project phase.

Once you have signed off your project and have launched we don't just leave you to it and expect your website to be hit by thousands of visitors overnight.

Once launched you may be interested in learning about our Digital Marketing packages such as SEO or PPC Management which can help drive targeted traffic to your website.



Post Project Optional Extras

Once your website has launched you may be interested in driving traffic to your website, optimising your website or looking to make changes to your website but not have the time. Here are some **typical packages** (*No contract required, cancel anytime*) that our clients take up once their website has launched:



SEO & 20 HOURS DEVELOPMENT TIME

This package gives you maximum flexibility, it includes SEO for up to 10 main keywords and 20 hours development time to use as you wish across a month. Typically, development hours are used for data analysis, Conversion Rate Optimisation (CRO), Updating content and adding new pages/functionality.



SEO

Our standard SEO package offers optimisation of up to 10 main keywords, on-site SEO including meta tag optimisation, page interlinking, H1 tag optimisation, sitemap submission and Google Page insights score optimisation. Once all of your on-site stats are satisfactory we then move on to link building, content distribution and off-site SEO.



PPC MANAGEMENT

Driving targeted traffic to your website using Pay Per Click across Google Adwords and Social Media. A very popular package, this enables targeted traffic to be driven to your website *almost* overnight. Quick, Measurable and easy to show where every penny of the budget has been spent.



What's included:

Your project will include the following as standard:

- ✓ 1 homepage design with 2 revisions
- ✓ Pre-defined number of unique subpages with 2 minor revisions (*eg service pages, product pages, about us, testimonials, case studies*)
- ✓ Contact us page
- ✓ Mobile responsive designs
- ✓ Integration into your chosen platform (*eg WordPress, Magento, WooCommerce, Custom CMS*)
- ✓ SEO Meta Tag control
- ✓ Security plugins and folders locked down to prevent hack attacks and SQL injections



ADDITIONAL EXTRAS

We understand that your project scope can change and so the following optional extras are available at your request for an additional cost:

Additional Pages, Revisions and Design of all your sub pages