

Are you making the most of your web presence?

- ⇒ Can customers easily find you on a search engine?
- ⇒ Does your website really tell prospective customers what you offer?
- ⇒ Is your website compliant with legislation?
- ⇒ Do you use social media effectively?

If your answer to all or any of these questions is 'NO' then the **Sustainable Web Review** will be a key tool in developing your web presence and growing your business.

As part of the Design and Innovation for Business Sustainability project, South East Design is offering a limited number of **FREE** impartial sustainable web reviews to eligible businesses*.

The web review will commence with us gaining an understanding of your business objectives followed by a thorough review of your website with these objectives at the core. The review will cover the following six key areas and you will be provided with a detailed report analysing your website and making recommendations for improvement (further details can be found overleaf):

- ⇒ Website design
- ⇒ Website content
- ⇒ Business sustainability
- ⇒ Carbon credentials
- ⇒ Marketing and customer communication
- ⇒ Technological underpinning

If you would like to apply for a Sustainable Web Review or would like further information please contact Paula Richardson at South East Design on **023 8084 5879** or paula.richardson@southeastdesign.co.uk

* Eligibility Criteria: Eligible businesses need to have been trading for more than one year, have a fully operational website have under 250 employees and have not received more than €200,000 in State Aid. Eligible businesses will be asked to confirm this information in writing prior to commencing the review.

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Further information on reverse



Sustainable Web Review

Report Outline

Website design

Design can be a very subjective and emotive subject so we will endeavour to apply diplomacy alongside objective checks and reviews of your website.

A strong fit for purpose design should ensure that your target visitors' expectations are met (if not surpassed) and that they can easily and intuitively find their way to whatever it is they are looking for. People respond strongly to visual stimulus so don't fall into the trap of underestimating the importance of good design.

This section looks at: format, design style, images and graphics, browser compatibility, brand, usability and accessibility.

Website content

The content of your website is what draws users to your site, usually through redirection from an internet search engine. If someone copies your content and puts it on their own site they will start to pull traffic away from your site to theirs, as search engines detect this new content, and this will dilute your impact on the web. Once a user has found your site it's the content that keeps them there, if the content is not appropriate to their needs or does not fit their expectations they will simply return to the search engine results and click the next link down.

This section looks at: legislation requirements, plagiarism, copyright, appropriateness of content, multimedia and interactivity and search engine optimisation

Business sustainability

The UK Governments commitment to combating climate change along with steadily increasing utility costs have been a major driving factor in many businesses focusing on sustainability but now many businesses are seeing the commercial potential of a green image.

This section looks at: how businesses can become sustainable by using service as well as product solutions

Your carbon credentials

Commercial and legislative pressures are fast changing the way companies think about their impact on the environment and the way they do business, but how do you stay ahead of the game and avoid the pitfalls. We are progressively moving towards an environmentally aware marketplace where consumers are placing much more emphasis on the environmental performance of the businesses they interact with. Customer and legislative requirements may have made you think about the environmental impact of the products that you produce or service you provide but is it time to be thinking holistically about the environmental impact of your whole organisation?

This section looks at: areas you could develop to enhance your green credentials and how you can communicate these

Marketing & customer communication

The primary purpose of your website is to market your products and services, and to act as a media for communication with your customers. Unlike other print or video media the internet is interactive, your customers can communicate their requirements and feedback their experience of your service.

This section looks at: e-marketing, calls to action, getting interactive and social media

Technological Underpinnings

To enable any online business or business presence to be a worthy investment, the correct technology must be utilised to offer customers and clients the best online service possible. This section looks at the underpinnings to a website which directly impact on business and are often overlooked at development stages.

This section looks at: website architecture, domain names and forwarding, hosting and disaster recovery