

CLYDE SITES

WHAT TO EXPECT WITH YOUR
WEB DESIGN INVESTMENT.



INTRODUCTION - WHY YOU'RE HERE

MANY PEOPLE TELL ME THEY'RE NOT VERY TECHNICAL OR DON'T REALLY UNDERSTAND DOMAINS, HOSTING, OR WEBSITES – SO I'VE CREATED THIS GUIDE TO HELP.

WHEN YOU INVEST IN A WEBSITE, YOU'RE NOT JUST PAYING FOR A FEW PAGES ONLINE. YOU'RE INVESTING IN YOUR BUSINESS'S ONLINE HOME – WHERE FIRST IMPRESSIONS ARE MADE AND TRUST BEGINS.

AT CLYDESITES, I DON'T JUST BUILD WEBSITES; I DESIGN DIGITAL SPACES THAT REFLECT YOUR BRAND, ENGAGE YOUR AUDIENCE, AND DRIVE RESULTS. I'VE BEEN SELF EMPLOYED FOR 10+ YEARS AND HAVE BUSINESSES MYSELF ACROSS THE UK, TAKE IT FROM SOMEONE WHO KNOWS.

THIS GUIDE EXPLAINS WHAT YOUR INVESTMENT COVERS, WHAT TO EXPECT LONG-TERM, AND WHY DOING IT PROPERLY IS ALWAYS WORTH IT.



WHY YOU NEED A PROFESSIONAL WEBSITE (AND ME TO BUILD IT)



SOCIAL MEDIA IS GREAT FOR VISIBILITY, BUT IT'S BORROWED SPACE – ALGORITHMS CHANGE, SHADOW BAN HAPPENS AND YOUR REACH CAN DISAPPEAR OVERNIGHT.

YOUR WEBSITE IS DIFFERENT. IT'S YOUR DIGITAL HEADQUARTERS, WORKING 24/7 TO SHOWCASE YOUR BRAND, BUILD TRUST, AND GENERATE SALES. IT'S SECURE AND ISN'T GOING ANYWHERE.

ANYONE CAN MAKE A QUICK DIY SITE, BUT A PROFESSIONAL, PURPOSE-DRIVEN WEBSITE IS WHAT SETS YOU APART. IF YOUR SITE LOOKS SLOW OR UNPOLISHED, PEOPLE LEAVE – FAST.

CLYDESITES BUILDS WEBSITES THAT ARE:

- CUSTOM-DESIGNED FOR YOUR BRAND AND AUDIENCE
- OPTIMISED FOR PERFORMANCE, SEO, AND MOBILE USE
- EASY TO MANAGE AND EXPAND AS YOUR BUSINESS GROWS

A DIY SITE GETS YOU ONLINE. A CLYDESITES SITE GETS YOU NOTICED.



WHAT YOUR INVESTMENT COVERS

BEHIND EVERY POLISHED WEBSITE IS A LOT OF WORK YOU DON'T SEE – AND I BELIEVE IN BEING TRANSPARENT ABOUT WHERE YOUR MONEY GOES.

1. DISCOVERY & STRATEGY

I LEARN ABOUT YOUR BUSINESS – YOUR GOALS, AUDIENCE, AND WHAT MAKES YOU UNIQUE – TO PLAN A SITE THAT LOOKS GREAT AND WORKS EFFECTIVELY.

2. DESIGN & BRANDING

LAYOUTS, COLOURS, AND TYPOGRAPHY ARE CRAFTED TO MATCH YOUR BRAND AND GUIDE VISITORS TOWARD ACTION. EVERY DESIGN IS MOBILE-FRIENDLY AND BUILT WITH PURPOSE.

3. DEVELOPMENT & SETUP

ONCE APPROVED, YOUR SITE IS BUILT CLEANLY AND SECURELY WITH STRONG SEO FOUNDATIONS, FAST LOADING, AND THE INTEGRATIONS YOUR BUSINESS NEEDS.

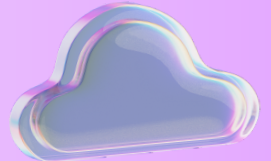
4. PROFESSIONAL TOOLS & LICENCES

I USE PREMIUM SOFTWARE AND LICENCES TO ENSURE YOUR SITE RUNS SMOOTHLY, SECURELY, AND PERFORMS AT A PROFESSIONAL LEVEL.

5. TESTING, LAUNCH & SUPPORT

BEFORE LAUNCH, EVERY SITE IS TESTED FOR SPEED, SECURITY, AND PERFORMANCE. AFTERWARD, I'M AVAILABLE FOR UPDATES AND FUTURE IMPROVEMENTS.

YOU'RE NOT PAYING FOR A FEW PAGES – YOU'RE INVESTING IN EXPERIENCE, QUALITY, AND A WEBSITE THAT'S BUILT TO LAST.



MAINTAINING & MANAGING YOUR SITE

ONCE YOUR SITE IS LIVE, IT STILL NEEDS CARE TO PERFORM SMOOTHLY.

REGULAR MAINTENANCE KEEPS EVERYTHING RUNNING FAST, SECURE, AND UP TO DATE.

HERE'S WHAT'S INCLUDED IN PROFESSIONAL MANAGEMENT:

- UPDATING SOFTWARE AND PLUGINS
- MONITORING PERFORMANCE AND UPTIME
- FIXING BUGS OR ISSUES BEFORE THEY CAUSE DOWNTIME
- REFRESHING CONTENT OR VISUALS WHEN NEEDED

IF YOU'D LIKE ME TO MAINTAIN OR UPDATE YOUR WEBSITE AFTER IT'S LAUNCHED, I OFFER THIS AS AN OPTIONAL SERVICE, CHARGED ON AN HOURLY OR MONTHLY BASIS DEPENDING ON WHAT'S NEEDED.

I ALSO RECOMMEND A FULL SITE REFRESH EVERY 6-12 MONTHS TO KEEP YOUR DESIGN MODERN, SEO HEALTHY, AND YOUR BUSINESS AHEAD OF THE CURVE.

THINK OF YOUR WEBSITE LIKE YOUR SHOPFRONT – IT NEEDS REGULAR CARE AND THE OCCASIONAL FRESH COAT OF PAINT TO KEEP CUSTOMERS COMING IN.



ONGOING & FUTURE COSTS



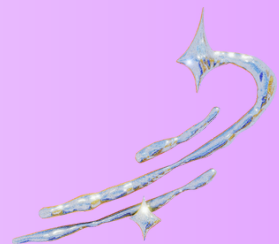
A WEBSITE ISN'T A ONE-TIME PURCHASE – IT'S A LIVING SYSTEM THAT NEEDS A HOME, POWER, AND UPKEEP TO KEEP PERFORMING AT ITS BEST.

HERE'S WHAT TO EXPECT AFTER LAUNCH:

- WEB HOSTING – THIS IS WHERE YOUR SITE LIVES. HOSTING KEEPS YOUR WEBSITE ONLINE 24/7 WITH SECURE SERVERS, BACKUPS, AND MAINTENANCE. (£120+ ANNUALLY)
- DOMAIN RENEWAL – YOUR WEBSITE'S ADDRESS (E.G., YOURBUSINESS.CO.UK). THIS MUST BE RENEWED EACH YEAR TO STAY ACTIVE. (£10-£30 ANNUALLY)
- MAINTENANCE – REGULAR UPDATES AND FIXES KEEP YOUR SITE SECURE AND COMPATIBLE WITH THE LATEST TECHNOLOGY. (CHARGED AS NEEDED)
- CONTENT OR FEATURE UPDATES – ADDING NEW CONTENT, PAGES, OR FEATURES IS CHARGED SEPARATELY AS YOUR SITE GROWS. (CHARGED AS NEEDED)

A WEBSITE WITHOUT HOSTING OR UPKEEP IS LIKE A CAR WITHOUT FUEL OR SERVICING – IT MIGHT LOOK GOOD PARKED, BUT IT'S NOT GOING ANYWHERE.

CLYDESITES PROVIDES RELIABLE, MANAGED HOSTING AND TRANSPARENT RENEWALS SO YOU DON'T HAVE TO WORRY ABOUT DOWNTIME OR TECH HEADACHES – EVERYTHING'S HANDLED PROFESSIONALLY.



CLYDE SITES SERVICES

CLYDE SITES OFFERS EVERYTHING YOU NEED TO BUILD, LAUNCH, AND GROW A STRONG DIGITAL PRESENCE.

- WEB DESIGN & DEVELOPMENT – CUSTOM-BUILT WEBSITES DESIGNED TO ATTRACT, ENGAGE, AND CONVERT.
- WEB HOSTING & DOMAIN MANAGEMENT – RELIABLE, MANAGED HOSTING WITH TRANSPARENT BILLING.
- WEBSITE MAINTENANCE & SUPPORT – KEEPING YOUR SITE SECURE, UPDATED, AND PERFORMING AT ITS BEST.
- WEB APPS – CUSTOM ONLINE TOOLS OR SYSTEMS THAT TAKE YOUR SITE'S FUNCTIONALITY FURTHER.
- GRAPHIC DESIGN & BRANDING – COHESIVE VISUALS, LOGOS, AND MARKETING ASSETS FOR A UNIFIED BRAND IDENTITY.
- BUSINESS & WEBSITE MANAGEMENT – ONGOING UPDATES, ANALYTICS TRACKING, AND STRATEGIC GUIDANCE.
- CONSULTING – HELPING YOU PLAN, OPTIMISE, AND GET THE MOST FROM YOUR ONLINE PRESENCE.

YOUR WEBSITE CAN BE JUST THE START – THESE OPTIONAL ADD-ONS TURN SMALL SITES INTO POWERFUL BUSINESS TOOLS BUILT TO GROW WITH YOU.

*PAYMENT PLANS ARE ALWAYS AVAILABLE AND I'M MORE THAN HAPPY TO DISCUSS OPTIONS!



CLYDE SITES PRICING



🖥️ WEBSITES

FROM £450-£1,200+ PRICING DEPENDS ON SIZE, FEATURES, AND FUNCTIONALITY.

- STRATEGY, DESIGN, AND DEVELOPMENT
- SEO-FRIENDLY SETUP AND TESTING
- FULL LAUNCH SUPPORT

HOSTING AND MAINTENANCE ARE BILLED SEPARATELY SO YOU ONLY PAY FOR WHAT YOU NEED.

⚙️ WEB APPS

FROM £4,000-£7,000+

FOR BUSINESSES THAT NEED MORE THAN A WEBSITE – LIKE BOOKING SYSTEMS, DASHBOARDS, OR CLIENT PORTALS. BUILT SECURELY, DESIGNED FOR GROWTH, AND TAILORED TO YOUR GOALS.

☁️ WEB HOSTING & DOMAIN MANAGEMENT

FROM £120 PER YEAR

RELIABLE, MANAGED HOSTING THAT KEEPS YOUR SITE ONLINE 24/7 – INCLUDING SECURITY, BACKUPS, AND PERFORMANCE MONITORING. DOMAIN RENEWALS USUALLY COST £10-£30 PER YEAR, DEPENDING ON YOUR PROVIDER.

🛠️ WEBSITE MAINTENANCE & SUPPORT

FROM £10 PER MONTH

REGULAR UPDATES, BACKUPS, AND SECURITY CHECKS TO KEEP YOUR SITE RUNNING SMOOTHLY. ADD UPDATES AS AND WHEN NEEDED, OR CHOOSE A MONTHLY MANAGEMENT PLAN FOR ONGOING CARE AND PEACE OF MIND.

🎨 GRAPHIC DESIGN & BRANDING

FROM £30-£100+

COHESIVE LOGOS, VISUALS, AND MARKETING ASSETS TO GIVE YOUR BRAND A CONSISTENT AND PROFESSIONAL LOOK ACROSS EVERY PLATFORM.

📊 BUSINESS & WEBSITE MANAGEMENT

FROM £60-£200+ FLEXIBLE PRICING – HOURLY OR MONTHLY PLANS AVAILABLE.

ONGOING UPDATES, INVENTORY UPDATES, AND STRATEGIC GUIDANCE TO KEEP YOUR SITE CURRENT AND EFFECTIVE.

💬 CONSULTING

FROM £60+ PER SESSION

STRATEGY SESSIONS TO HELP YOU PLAN, OPTIMISE, AND GET THE MOST FROM YOUR WEBSITE OR ONLINE TOOLS.

💰 PAYMENT PLANS

PAYMENT PLANS ARE ALWAYS AVAILABLE – I'M HAPPY TO WORK IN A WAY THAT SUITS YOUR BUSINESS AND BUDGET. OPTIONS INCLUDE:

- 💵 DEPOSIT + FINAL BALANCE ON PROJECT COMPLETION
- 💰 DEPOSIT + MONTHLY INSTALMENTS OVER AN AGREED PERIOD



HOW COMMUNICATION WORKS



CLEAR COMMUNICATION IS A BIG PART OF HOW I WORK – IT KEEPS PROJECTS SMOOTH, EXPECTATIONS CLEAR, AND CLIENTS HAPPY.

I'M AVAILABLE DURING STANDARD BUSINESS HOURS FOR UPDATES, QUESTIONS, AND SUPPORT. THIS ENSURES EVERY CLIENT GETS MY FULL ATTENTION AND THAT PROJECTS STAY ON TRACK.

I DON'T OFFER 24/7 SUPPORT, BECAUSE QUALITY WORK AND THOUGHTFUL SOLUTIONS COME FROM FOCUSED TIME – NOT RUSHED MIDNIGHT REPLIES. IF SOMETHING URGENT COMES UP, I'LL ALWAYS RESPOND AS SOON AS POSSIBLE WITHIN WORKING HOURS.

WHEN YOU WORK WITH CLYDESDITES, YOU'LL ALWAYS KNOW:

- WHEN I'M AVAILABLE
- HOW TO REACH ME
- WHAT TO EXPECT IN TERMS OF TURNAROUND TIMES AND UPDATES

CLEAR BOUNDARIES = BETTER COMMUNICATION, FOCUSED WORK, AND GREAT RESULTS.



TESTIMONIALS

HERE'S WHAT SOME OF MY CLIENTS HAVE TO SAY ABOUT WORKING WITH CLYDE SITES:

“THIS WHOLE WEB REDEVELOPMENT HAS BEEN THE BEST THING I’VE DONE FOR MY BUSINESS, I FEEL SO CONFIDENT NOW ALL THANKS TO YOU! I ALWAYS LOVE WORKING WITH YOU”
— ANGIE DAVIS, SPECTRUM COFFEE

“YOU ARE AN ACTUAL GENIUS THANK YOU SO MUCH FOR EVERYTHING! YOU’VE DONE EVERYTHING I WANTED AND MORE”
— CHELSEA, CHELSEA COSMETICS/BODY BLUSH TANNING

“I’M SO GLAD I WENT WITH YOU, YOU’VE DONE EXACTLY WHAT I ASKED OF YOU AND YOU’RE SO TALENTED”
— LAURA CAMPBELL, HAIR AND NAILS BY LAURA

“YOU ARE A GENIUS, I CAN’T EXPLAIN HOW AMAZING YOU ARE! YOU’VE BEEN ON THE BALL FOR THE ENTIRE PROJECT AND WE NEED MORE ASHLEY’S”
— ROBERT, FROM THE BOONDOCKS

