fwdmotion.co.uk

be creative.
A forward-thinking, fully integrated creative agency.

From initial concept through to final solution, campaign delivery and analytics, FWD is your trusted partner, ideally positioned to empower your brand and drive results for your business.

Graphic Design

Be creative - our creative design studio can successfully develop your brand through engaging designs and captivating visuals.

Digital Marketing

Be inspiring - we can help grow your online presence, increase engagement and successfully reach your target audience in a digital world.
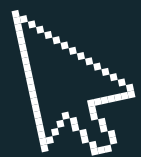
Web Development

Be innovative - using the latest software and technologies, we can future-proof your online capabilities and place your business at the forefront online.
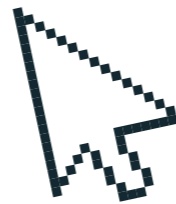
WEB SERVICES

DESIGN | OPTIMISE | BUILD

FWD MOTION

It's not enough to **JUST** have a website. It needs to look good, it needs to present information in a clear, accessible way. It needs to create a strong first impression and make your clients and prospects feel like they've found **THE ONE**.

So why do you need to update your website?

Visual Appeal

When people visit your site, they see it as a reflection of your organisation. If your site looks professional and is loaded with useful information readers will see you as an authority and expert. Likewise, if the site looks poorly designed and structured and/or out-of-date they'll make the same assumptions about your company. The website should highlight your brand your products and/or services with a clear and consistent layout and navigation.

Responsive & Mobile Friendly

The UK is now a smartphone society. We're spending two hours online on our smartphones every day; twice as long as laptops and PCs. If you factor that with the mobile-first indexing update from Google, ignoring the mobile market is a very risky business. It's now considered the common practice to make a website mobile-friendly (responsive design).

If you haven't updated your website in a while the chances are that you may be driving mobile users and potential customers away.
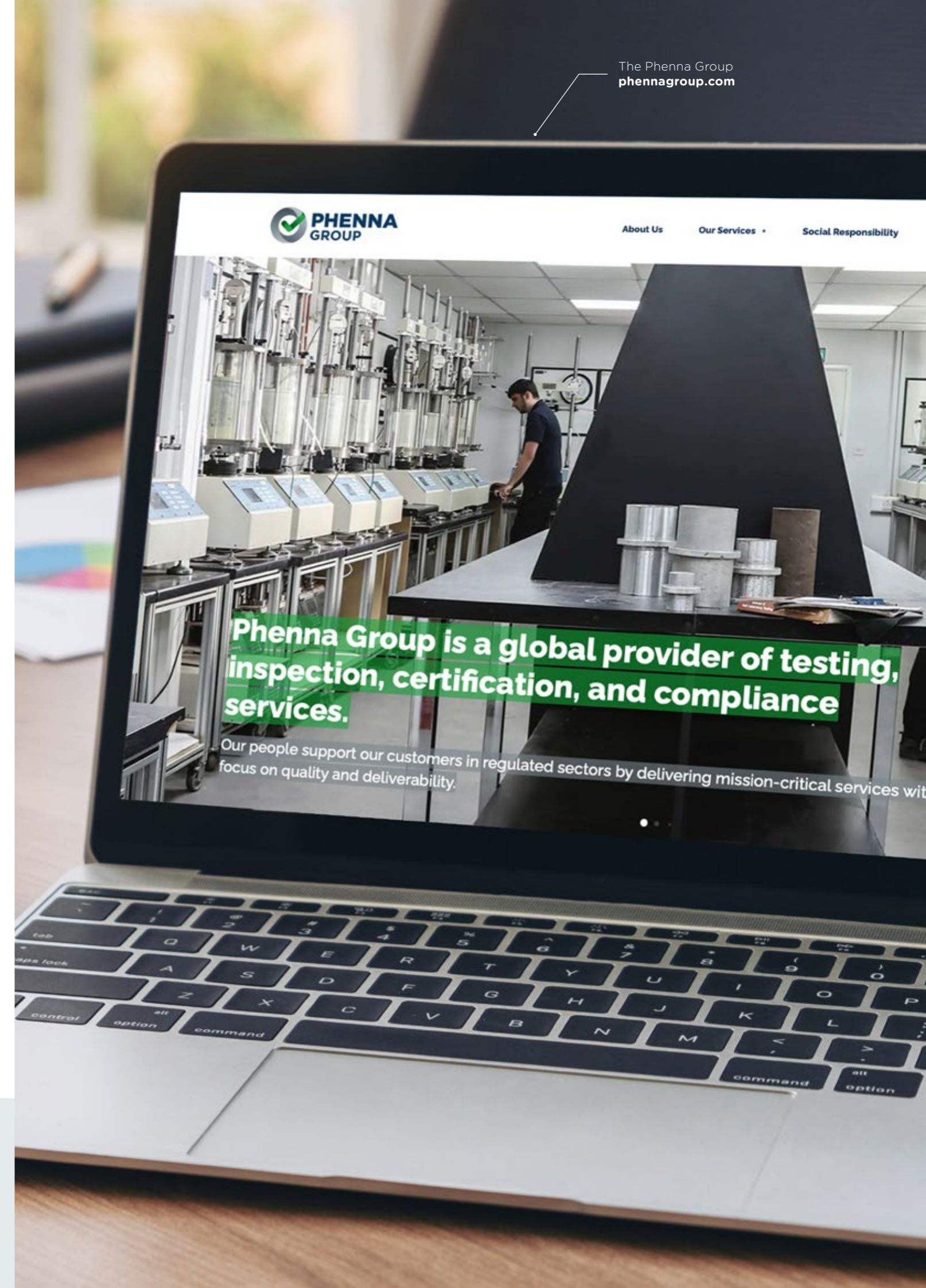
Technique & Coding

If you've built your website over 4 years ago, most likely it's far behind in terms of looks and functionality. It probably has outdated code that can slow down its loading speed – which may, in turn, impact your ranking in the Google search results. It may also not be compatible with some of the latest popular browsers.

Effective use of calls to actions

Many dated websites lack effective calls to actions that convert users to customers. A call-to-action (CTA) is a button or link that you place on your website to drive prospective customers to become leads by completing an action on your landing page.

Never leave your site visitors wondering what they should do next. If it's not subtle and intuitive, they'll leave and never return. And that's sadly a lost business opportunity.
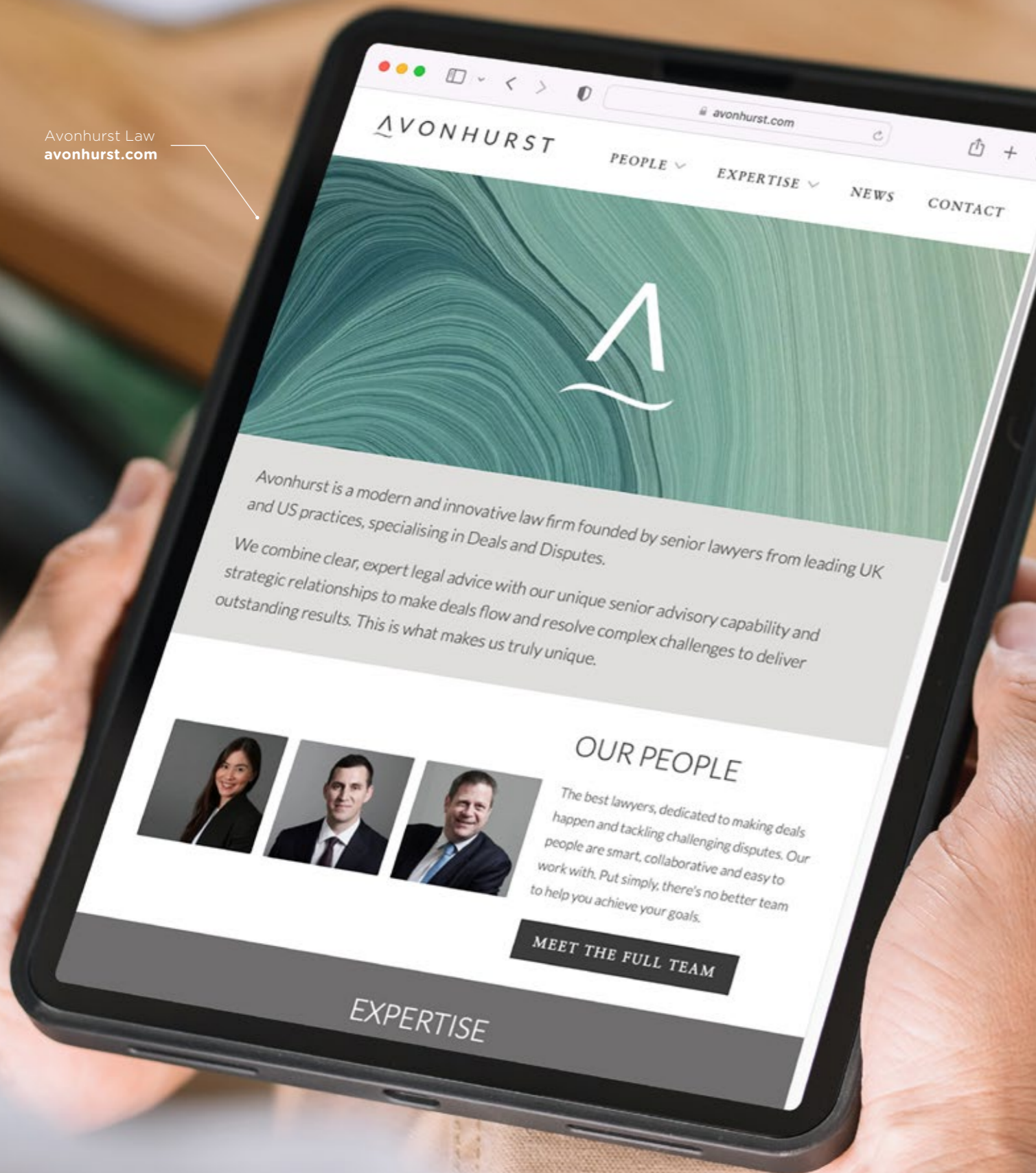

Phenna Group is a global provider of testing, inspection, certification, and compliance services.

Our people support our customers in regulated sectors by delivering mission-critical services with focus on quality and deliverability.

"Websites promote your organisation 24/7: No employee will do that." Paul Cookson

Content

The first impression of your website would be the overall layout, but the reader is visiting your website because they are looking for useful information. A site redesign can also allow you to re-address how you communicate with all your visitors and to write simple copy, on target and more effective – remember, in the modern "go faster and faster" world you only have 2 -4 seconds to engage new visitors. Fresh and unique website content is a very important factor in encouraging people to revisit your site more often.

SEO & Website Update

If you don't update your website it's sure to fall in the search engine rankings. Every time you make an update to your site, Google and other search engines crawl and index your pages, thus your site ranking gets recalculated. If you keep your content updated and GOOD QUALITY, you increase your chances of getting noticed on Search Result pages. Pair that with a charming, good looking website, and you're guaranteed more attention.

Provide easy navigation

When we talk about user experience (UX), we are referring to the totality of visitors' experience with your site—more than just how it looks. UX includes how easy your site is to use, how fast it is, how easy it is to find information, and how little friction there is when visitors try to complete whatever action it is they're trying to complete. Your website navigation should focus on nudging the right visitor toward the must-have experience.

Is your bounce rate favourable?

The definition of bounce rate is the percentage of people who arrive on your site and leave without visiting a second page. A high bounce rate indicates that you're doing something wrong, either with content, with the navigation of your website, or overall look and feel on your site. On average, a bounce rate between 40-60% is OK (this varies depending on your industry).
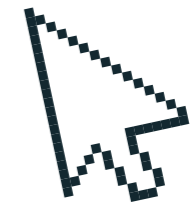
"Day by day, the number of devices, platforms, and browsers that need to work with your site grows. Responsive web design represents a fundamental shift in how we'll build websites for the decade to come." Jeffrey Veen

Matrix Security Watchdog
securitywatchdog.org.uk

SDL Minorfern
sdlminorfern.com
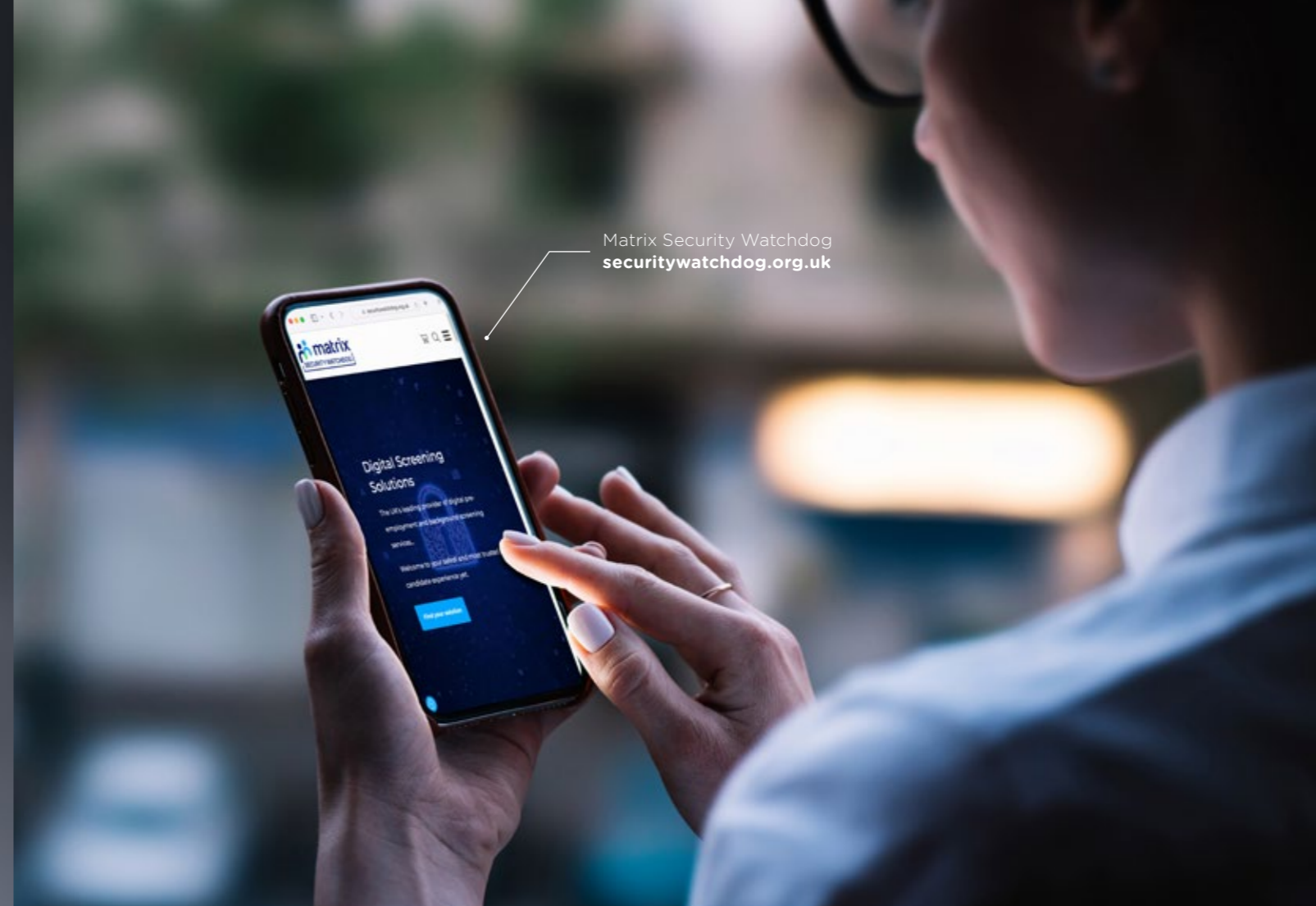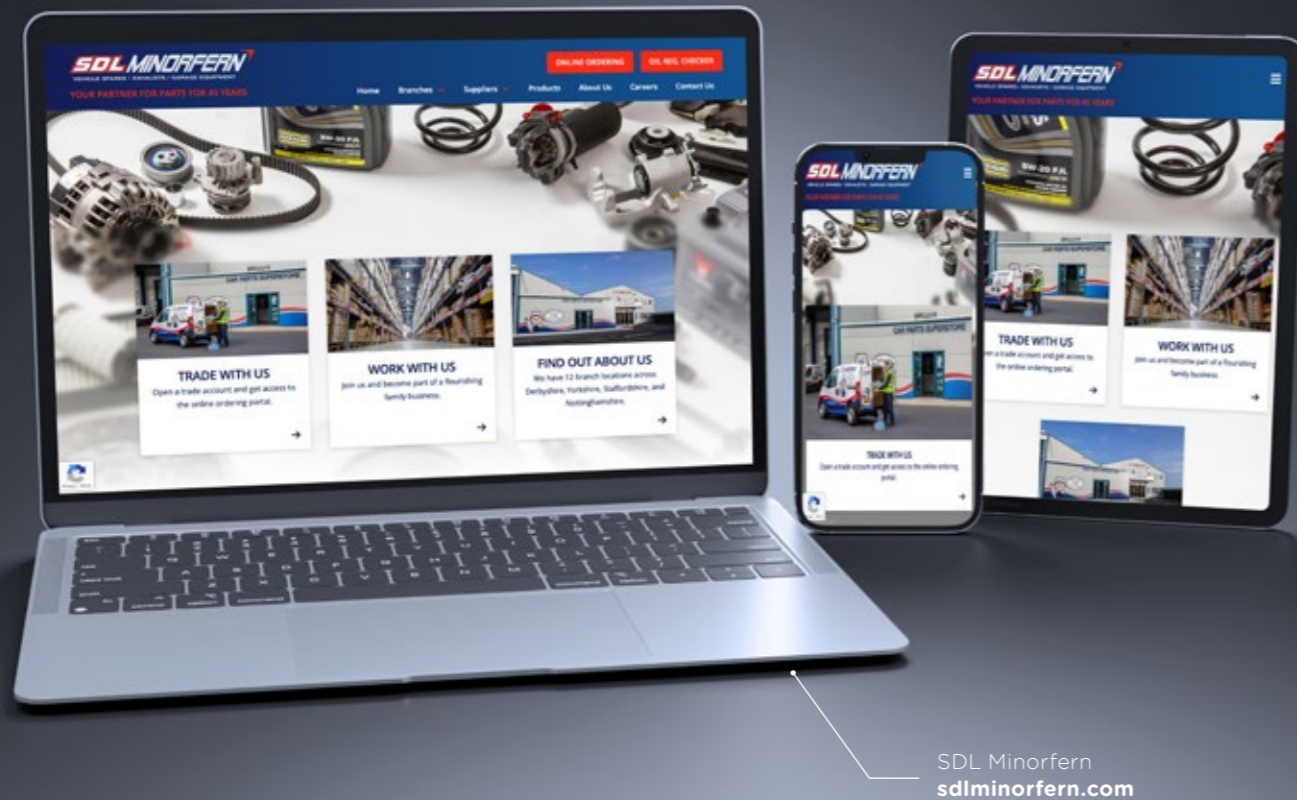
Website Speed

Your website's loading time is a major factor in people either staying or leaving the site and never returning. If your score is not up to par, then you need to rethink the elements of your website slowing it down. Images and the size of images can often be a factor.

Easier to update the website

You should be able to update your website yourself. An up-to-date website based on a content management system such as Umbraco makes it easy to administer and avoids any messy code. That way, you can personally add to or switch your content based on your specific goals, while constantly optimising your website.
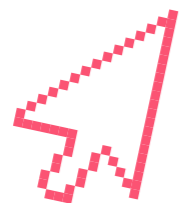
You'll reduce your risk of getting hacked

Stories of websites and social media feeds getting hacked are becoming more and more frequent. Security flaws can rear their ugly heads on any website, new or old, but the likelihood of security flaws affecting an older website is much greater as it relies on older less secure coding and technology.

Website Integration

For most businesses, integrated websites are essential for delivering the requisite service levels. An old, outdated website may not keep up with all the new apps, plugins and integrations available out there.

A website redesign is an important and complex process, which requires some time and effort – think about the reason you got a website in the first place. It exists to promote your work, help customers get to know your brand and get them excited to work with you!

Our Web Development Team excel in innovative websites to put your business at the forefront online. Using the latest software and technologies, we can solidify your online presence and increase website traffic.

Helping you:

• Reach your target audience more cost effectively.

• Boost your brand and establish a strong online presence.

• Increase customer loyalty through gamification.

• Create selling opportunities with eCommerce.

• Support online campaigns with dedicated landing pages.

• Promote your products and services across the internet.

• Increase customer engagement through content resource.
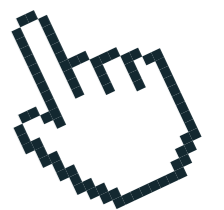
• Improve your SEO rankings.

Modern websites need to be functional, accessible and deliver the best user experience. As certified Umbraco specialists, our team can build complex back-end systems to solve any web issue and provide a fully bespoke solution.

We can offer you flexible, user-friendly websites with:

• Tailored functionality and features

• Content Management Systems (CMS)

• Full testing and analysis of the user journey

• Optional SEO services

• Optimised web content writing

Additional services include:

• Ecommerce sites

• Gamification

• Campaign landing pages

creative
thinking
with
direction

FWD
MOTION