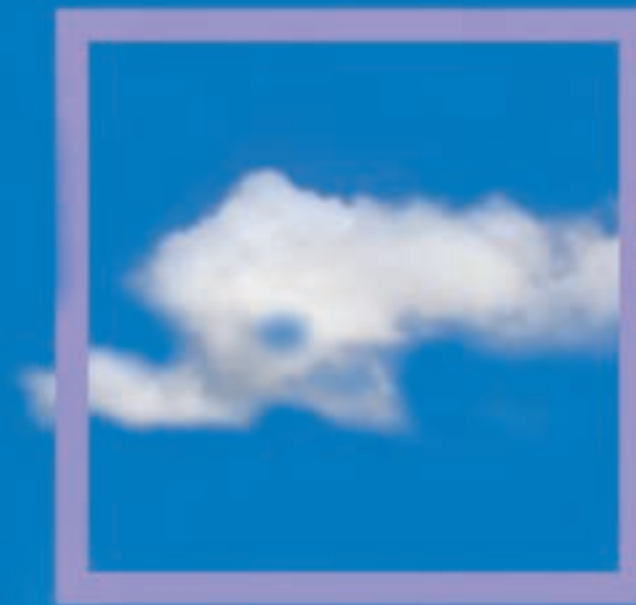# WE ARE

SAVAGE & GRAY

RESPONSIVE
WEBSITE
DEVELOPMENT

savageandgray.co.uk

We develop innovative,
creative online brand strategies,
helping our clients across the UK
connect with their customers.

WE
IDENTIFY
ASSESS
ENGAGE
EXCITE
BY DESIGN

SAVAGE
&GRAY.

savageandgray.co.uk

How we work

SAVAGE & GRAY

Each member of the team will be involved with every stage of the project bringing their combined experience together for maximum results.

The project will be managed using a tried and tested methodology to ensure we deliver on both spec and budget.

Phase one – discover

Communication begins with listening.
During the scoping phase we listen, research and gather thoughts and feelings to find out as much as we can about you and your target audience.

We get under the skin of your business so that the user interfaces and functionality we develop for you is fully in tune with what you want to achieve both on an information management and branding / design perspective.

Phase two – define

Having gathered information during the scoping stage, we develop our findings into the development framework:

- identifying key post types that will be created to control and manage your content
- create site plans and refine wireframe layouts

which are presented to the client for valued comment and feedback.

Phase three – develop

Drawing on technical skills, we will then develop the layouts and functionality of the site, providing the solutions necessary for you to engage your audiences. Our approach is not to produce quick fixes, but to design websites that are future proofed with flexibility to grow and evolve as the organisation evolves.

Phase four – deliver

Well-planned schedules ensure that we deliver projects on time, on budget and on spec.
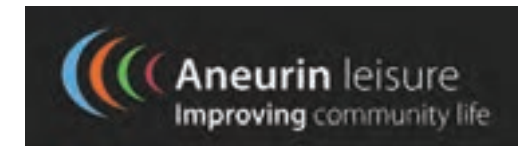
We communicate with you throughout the process so that you always know where we are and how far we've got to go.

The website being live is not the end of the journey for us. We can deliver training so that in-house members of staff feel comfortable updating the website going forward.

OUR CLIENTS

From our formation in 1999 Savage and Gray have developed an enviable customer list and reputation working with clients across the UK.

VALUED RELATIONSHIPS – OUR CLIENTS INCLUDE:

SAVAGE & GRAY

CANOLFAN MILENIWM CYMRU WALES MILLENNIUM CENTRE®

WGGB THE WRITERS' UNION

HAY FESTIVAL.ORG
AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

AWEBB THE ELECTRICAL NETWORK

COURTYARD HEREFORD

BBC National Orchestra and Chorus of Wales
Cerddorfa a Chorws Cenedlaethol Cymreig y BBC
BBC

Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Film Hub Wales
Canolfan Ffilm Cymru

COASTAL Housing Group

Cyngor Celfyddydau Cymru
Arts Council of Wales

morganstone
constructing the future

british science festival

EM EVERYMAN CARDIFF OPEN AIR THEATRE FESTIVAL 17

EM EVERYMAN THEATRE CARDIFF

NEWPORT LIVE CASNEWYDD FYW

m motorpoint .CO.UK
car buying evolved

The Princess Royal
THEATRE | THEATR
Dywysoges Frenhinol

NEUADD GWYN HALL

Neath Port Talbot County Borough
Bwrdeistref Sirol Castell-nedd Port Talbot

National Trust

CARTREFI NPT HOMES

BOROUGH THEATRE ABERGAVENNY

Aneurin leisure
Improving community life

MWLDAN

HAMDDEN Celtic LEISURE

St David's Hall
Neuadd Dewi Sant

JEHU GROUP
80 years of construction excellence

South Wales Chamber of Commerce
Connect. Effect. Grow.

CANOLFAN CELFYDDYDAU Pontardawe
ARTS CENTRE

wjec cbac

CREATIVE SERVICES
WHAT WE DO

SAVAGE &GRAY.

BROCHURE DESIGN

WEBSITE DEVELOPMENT

ANIMATION

ILLUSTRATION

EVENT DESIGN

BRAND CREATION & DEVELOPMENT

BBC National Orchestra and Chorus of Wales

Cerddorfa a Chorws Cenedlaethol Cymreig y BBC

BBC

LOGO DESIGN

EXHIBITION & DISPLAY

MEET THE TEAM

DAVID GRAY
DESIGN DIRECTOR

Prior to forming Savage and Gray Design Ltd, director David Gray worked as a senior designer for both public and private sector design companies.

With over twenty years experience in design, Dave specializes in all areas of design, branding, project management and digital animation.

AREAS OF EXPERTISE:

- Graphic Design
- Branding
- Animation
- Production management
- Illustration
- Music production

"

The definition of design is 'creativity with purpose' – and whether it's for a website, printed page or animation, our team ensures that both are always at the forefront of each and every project.

VANESSA SAVAGE
DESIGN DIRECTOR

Before forming Savage and Gray Design Ltd, Vanessa worked in Arts Marketing and as a freelance designer.

With over twenty years experience in commercial design, she specializes in account management, design, copywriting and marketing.

AREAS OF EXPERTISE:

- Graphic Design
- Branding
- Illustration
- Training
- Production management
- Account management

FIONA PERRIGO
SENIOR DESIGNER

With over ten years experience in design, Fiona Perrigo is the team's senior designer and one of our in-house web developers, specialising in all areas of design and project management including custom built cms websites.

AREAS OF EXPERTISE:

- Graphic Design
- Website development
- Branding
- Production Management

BEN VAUGHAN
SENIOR DEVELOPER

Ben is a wizz with php, mysql, systems adminstration, ticketing api integration, bespoke wordpress development and a git guru to boot!

AREAS OF EXPERTISE:

- WordPress Development
- PHP scripting
- Javascript
- Multiple SQL dialects
- API Integration

TIM SAVAGE
DESIGN DIRECTOR

Prior to forming Savage and Gray Design Ltd, director Tim Savage worked as a senior designer for both public and private sector design companies.

With over twenty years experience at senior level, Tim specializes in project management, design, branding and web development.

AREAS OF EXPERTISE:

- Graphic Design
- Website Design
- Project management
- Training
- Team Management
- Copywriting
- Photography

"

What excites us most as a studio is how an effective visual identity can bring alive an organisation's personality and help it to communicate effectively with its customers.
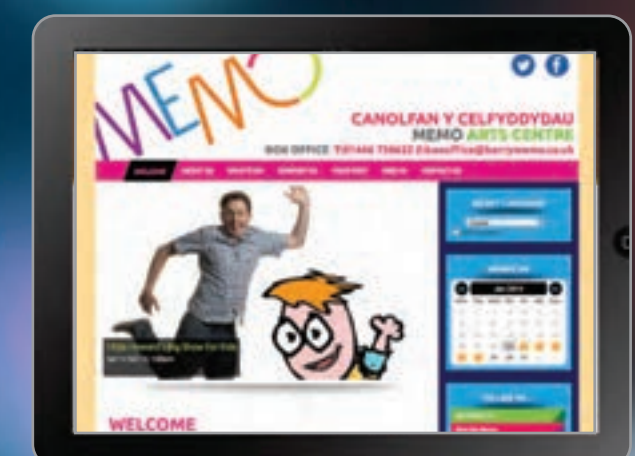
RESPONSIVE...
UPDATEABLE...
SCALABLE...

CMS
WEBSITES
DESIGNED
AND BUILT
BY

SAVAGE
&GRAY

For Smartphone

For Tablet

WE BUILD WITH

Originally launched in 2003, WordPress has become one of the most popular content management systems (CMS) in the world.

Used by over 70 million sites, this widely-used CMS has become a powerful tool to control and publish content online, engage with audiences and help raise brand awareness.

Here are ten reasons why we put Wordpress at the heart of our developments.

1) A WordPress site will save you money

Once the initial build and testing is complete and your website is live to the world, ongoing maintenance and support charges will be at a minimum – you control your content with a few simple clicks, saving time and developer support fees, and making more of your marketing budgets.

2) Spend less time updating and more time promoting

With a streamlined content control process, auto-publishing and preset styling built-in, you'll save many valuable marketing hours that you would have spent wrestling with your content, and gain more time to plan and create future campaigns.

3) Control access with multi-user admin permissions

Do you have a large team with different roles and responsibilities? With wordpress you can grant them access to individual areas and limit what they can control and publish.

4) Intuitive, accessible and easy to learn

Easy to learn and manage, you can add audio and video by simply pasting a url. Upload images, create pages and reorder menus in just a few steps. Then get on with your day!

5) Easy Access, everywhere

With a simple login process you can update your content on the go anywhere in the world, even via your phone.

6) A dedicated, passionate global community

WordPress is open-source software built and supported by a huge global community of designers and developers, ensuring it's always moving forward as technology develops, so your website will never be out of date.

7) SEO control: Google loves WordPress

With Yoast SEO integrated on your website you can take control of your SEO rankings via an easy to use interface.

8) Strengthen your brand with a consistent look and feel

Ensure your visitors see your company at its best. With preset styling functionality and a flexible template structure for more bespoke design, WordPress takes care of the styling to present consistent branding, leaving you free to concentrate on creating media-rich content for your visitors.

9) Scalable, extendable, flexible

Whatever your business requirements, whether you want to start selling online, create a global membership community or take bookings and payment via Paypal or Sagepay, WordPress plugins will help power your site into exciting new areas. Join the global WordPress community and you'll be able to take advantage of a huge range of plugins to extend the power of your website.

10) Cross system integration

One of the most exciting things about WordPress is how flexible and extendable it is. Integration with third party systems is a breeze. Running a venue with a Box office integrated with Ticketsolve or Spektrix? WordPress can utilise their API to pull the data straight into the back-end. Managing your e-list via Mailchimp? Collect email addresses and add them directly to your Mailchimp lists. Want to export customer data to an external CRM? WordPress's flexibility allows for unlimited integration possibilities.

INNOVATIVE & CREATIVE ONLINE SOLUTIONS
www.savageandgray.co.uk

WORDPRESS IS THE PERFECT ENGINE TO POWER YOUR ONLINE PRESENCE.

CASE STUDY:
THE COURTYARD, HEREFORD

Responsive website

See the site at
courtyard.org.uk

COURT ARD
HEREFORD

API integration
with external Spektrix
ticketing system
allows customers
to book ticket and
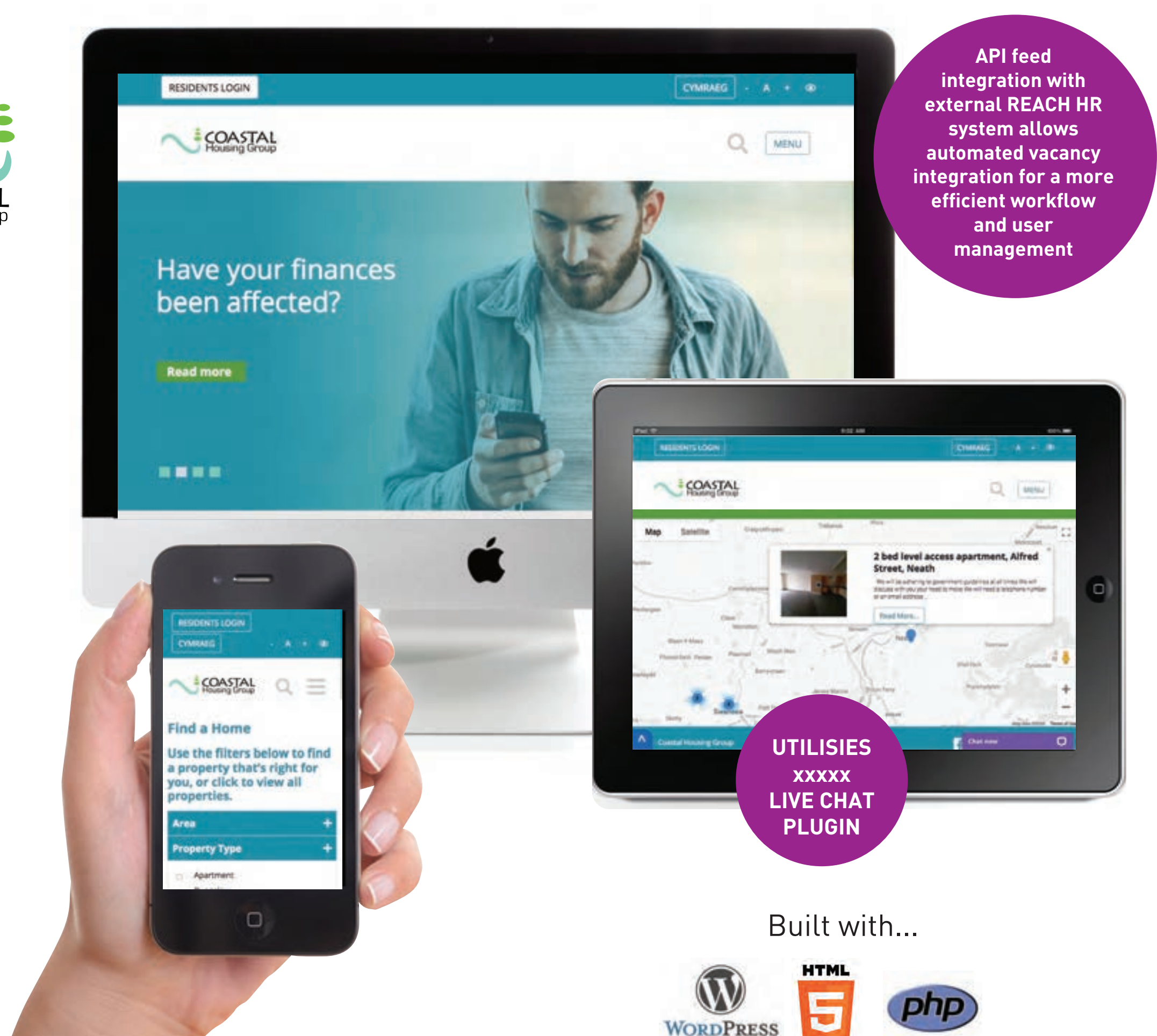manage their
account without
leaving the website

KEY FEATURES:

■ Multi media display
(embed video & audio)

■ Jquery, slideshows with
content click through

■ Image Sliders and Galleries

■ User account creation and
management

■ Events calendar

■ Automated scripting
to pull events data
from box office
system daily

■ Auto form creator

■ Content control
blocks: display
content of your
choosing in
different areas

■ Integration with
Spektrix api to auto
import event data and
payment links into the
admin area.

■ Featured content
blocks

Built with...

WORDPRESS HTML5 php SPEKTRIX

CASE STUDY:
COASTAL HOUSING

Responsive website

See the site at
coastalha.co.uk

COASTAL
Housing Group

KEY FEATURES:

- Multi media display
  (embed video & audio)

- Jquery, slideshows with content
  clickthrough

- Image Sliders and Galleries

- Language control

- Intelligent News with category filters

- Integration with REACH jobs portal
  feed api to auto import vacancy data &
  documentsc, into the admin area.

- Google Map Geolocation API to show
  available housing locations with hover
  data, category filters, application forms
  and user click tracking

- Google Map Nearby API to show
  data on each housing content type for
  nearby schools, doctors, shops, club

- Form builder for contact forms,
  questionnaires, hire enquiries etc

- Content control blocks: display content
  of your choosing in different areas.
  Types of content to display includes
  image sliders, call to action, you might
  also like, mailing list signups. Content
  can be reordered with additional show /
  hide toggle

**API feed
integration with
external REACH HR
system allows
automated vacancy
integration for a more
efficient workflow
and user
management**

**UTILISIES
xxxxx
LIVE CHAT
PLUGIN**

Built with...

WordPress   HTML5   php

CASE STUDY:
WESTACRES

Responsive website

See the site at
westacres.co.uk

KEY FEATURES:

- Multi media display (embed video & audio)

- Jquery, slideshows with content clickthrough

- Image Sliders and Galleries

- User account creation and management

- Auto form creator

- CSS animation

- Content control blocks: display content of your choosing in different areas

- Featured content blocks

WESTACRES

Life Style.

Luxury homes from Westacres.

Our developments

Summerland
Let's Explore...

Life Style.

Luxury homes from Westacres.

SUMMERLAND ESTATE

Welcome to Summerland

An exceptional development of 3, 4 and 5 bedroom homes set in the heart of the Gower Peninsula

Let's explore...

WESTACRES

Life Style.

Luxury homes from Westacres.

Explore Luxury...

CASE STUDY:
MORGANSTONE

Responsive website

See the site at
morganstone.co.uk

KEY FEATURES:

- Multi media display (embed video & audio)

- Jquery, slideshows with content clickthrough

- Image Sliders and Galleries

- User account creation and management

- Auto form creator

- Google Map Geolocation API to show development locations with hover data and category filters

- Content control blocks

- Featured content blocks

morganstone
constructing the future

Breaking New Ground for the Environment

Morganstone awarded ground-breaking Parc Eirin scheme that will be first of its kind.

More

Why choose Morganstone?

At The Heart of the Community

Working Together.

At the heart of the Community

Caring for our communities

Built with...

WORDPRESS   HTML5   php
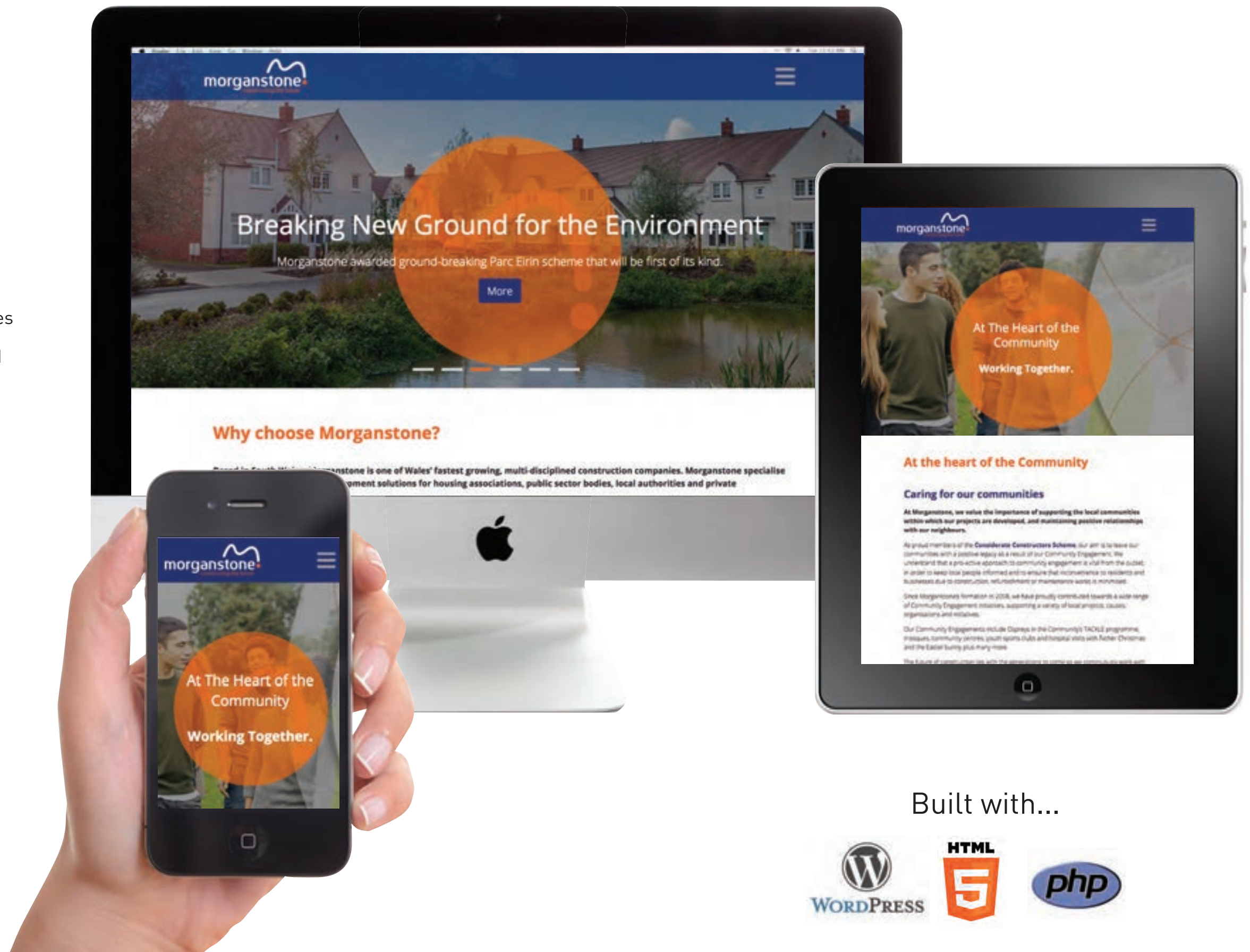
CASE STUDY:
FILM HUB WALES

Responsive website

See the site at
filmhubwales.org

KEY FEATURES:

- Multi media display (embed video & audio)

- Jquery, slideshows with content clickthrough

- Image Sliders and Galleries

- User account creation and management

- Google Map Geolocation

- Form creators

- Member account creation and management

- Full screen video

- Content control blocks: display content of your choosing in different areas

- Integration with Multiple box office feeds to create events calendar

- Featured content blocks

Film Hub Wales
Canolfan
Ffilm Cymru

API integration with multiple external ticketing systems to create dynamic events calendar

Built with...

WORDPRESS HTML5 php

CASE STUDY:
JEHU GROUP

JEHU
GROUP
80 years of construction excellence

Responsive website

See the site at
jehu.co.uk

KEY FEATURES:

- Multi media display
  (embed video & audio)

- Jquery, slideshows with
  content clickthrough

- Image Sliders and
  Galleries

- Form builder

- SEO content control

- Google analytics built in

- Content control blocks: display
  content of your
  choosing in different areas

- Featured content blocks

Built with...

WORDPRESS   HTML 5   php
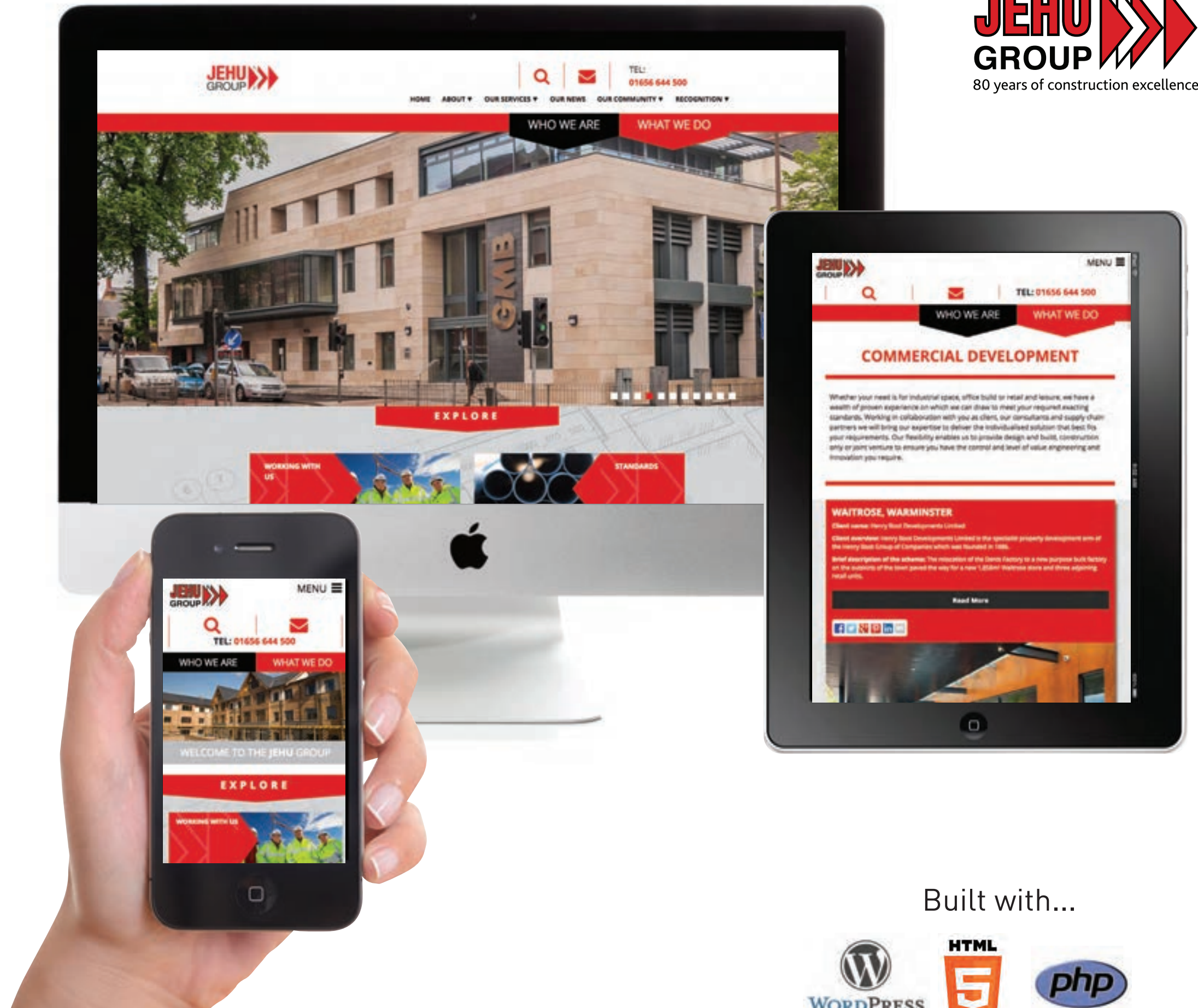
MEMBER MANAGEMENT CASE STUDY:
WGGB THE WRITERS' UNION

Client: THE WRITERS' GUILD OF GREAT BRITAIN.

The Writers' Guild of Great Britain is the trade union representing writers in TV, radio, theatre, books, poetry, film, online and video games.

In TV, film, radio and theatre, the Guild is the recognised body for negotiating minimum terms and practice agreements for writers

See the site at
writersguild.org.uk

KEY FEATURES INCLUDE:

- Secure CMS admin control with multi-department permissions access.
- Over 2500 members worldwide
- Jquery, slideshows with clickthrough
- Twitter stream integration
- Blog creation and Management
- Interactive Regional office googlemapping location creator
- Membership payment and subscription system
- SAGEPAY payment integration
- WILD APRICOT CRM integration
- Resources archives
- Membership account creation automation
- Writer profile and search

Member data exporter / importer interface allows admins to transfer data between the website and external wild apricot CRM platform

Membership levels and Sage Pay payment gateway for subscriptions

Interactive mapping

Downloadable Resources archive

Built with...
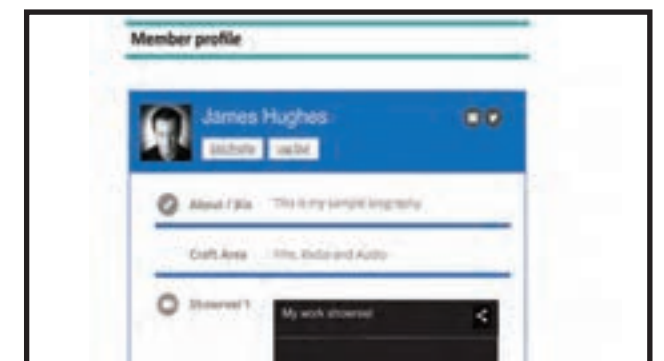
Find A Writer search and editable profiles with video, pdf, image and text features

DEVELOPMENT SCHEDULE

We will break the production process down into 4 blocks of development. Some blocks will run in parallel.

1. FUNCTIONALITY SCOPING INFORMATION GATHERING

A series of development meetings with the team to investigate and discuss current workflow processes, technology used and future needs / requirements of the organisation.

An invaluable opportunity to both establish the core members of the development steering group & invite valuable contributions and involvement of all staff.

2 - 3 WEEKS

2. WIREFRAMING & BRAND DESIGN LIAISON

Development and presentation of walkthrough and wireframes for the main areas of functionality of the new website.

Provide new site designs for discussion to ensure branding, design and functionality integrate seamlessly.

3-4 WEEKS

3. CODING AND DEVELOPMENT

Coding and development of new site undertaken.

Development broken down into blocks for testing and sign off.

Snags identified and updated.

8 - 10 WEEKS

4. BETA LAUNCH / TESTING

New site moved to final server destination, for vigorous testing snag identification and updating.

3 - 4 WEEKS

5. SITE LAUNCH

Site published on main URL

Support available for 3 month period with any snags identified and updated.

TOTAL ESTIMATED PRODUCTION TIME: 8-12 WEEKS

CONTENT ROW CREATORS

Our developments include a powerful bespoke page builder system using our own content row creator, giving admins the freedom to display content in a variety of ways and styles.

Each row can be switched on or off, and reordered as desired.

Examples of the rows are shown on the right.

We will the build content rows to your specific requirements.

ADMIN VIEW

Select the row type tick 'Enable Row' to display, add content and update. Content is published on the front end.

Row Type
Please select what type you wish for this row to be

○ Content ○ Content Full Width ○ Call To Action ○ Text Row (with image) ○ You Might Also Like ○ Slider Row

○ Testimonial Row ○ Meet the Team ● Video Row ○ Gallery Row ○ Video Full ○ Tabs Row

○ Awards or Partners Row ○ Link Row

SLIDER ROW

CONTENT ROW

TEXT ROW

CALL TO ACTION

YOU MIGHT ALSO LIKE

BLOCK DISPLAY
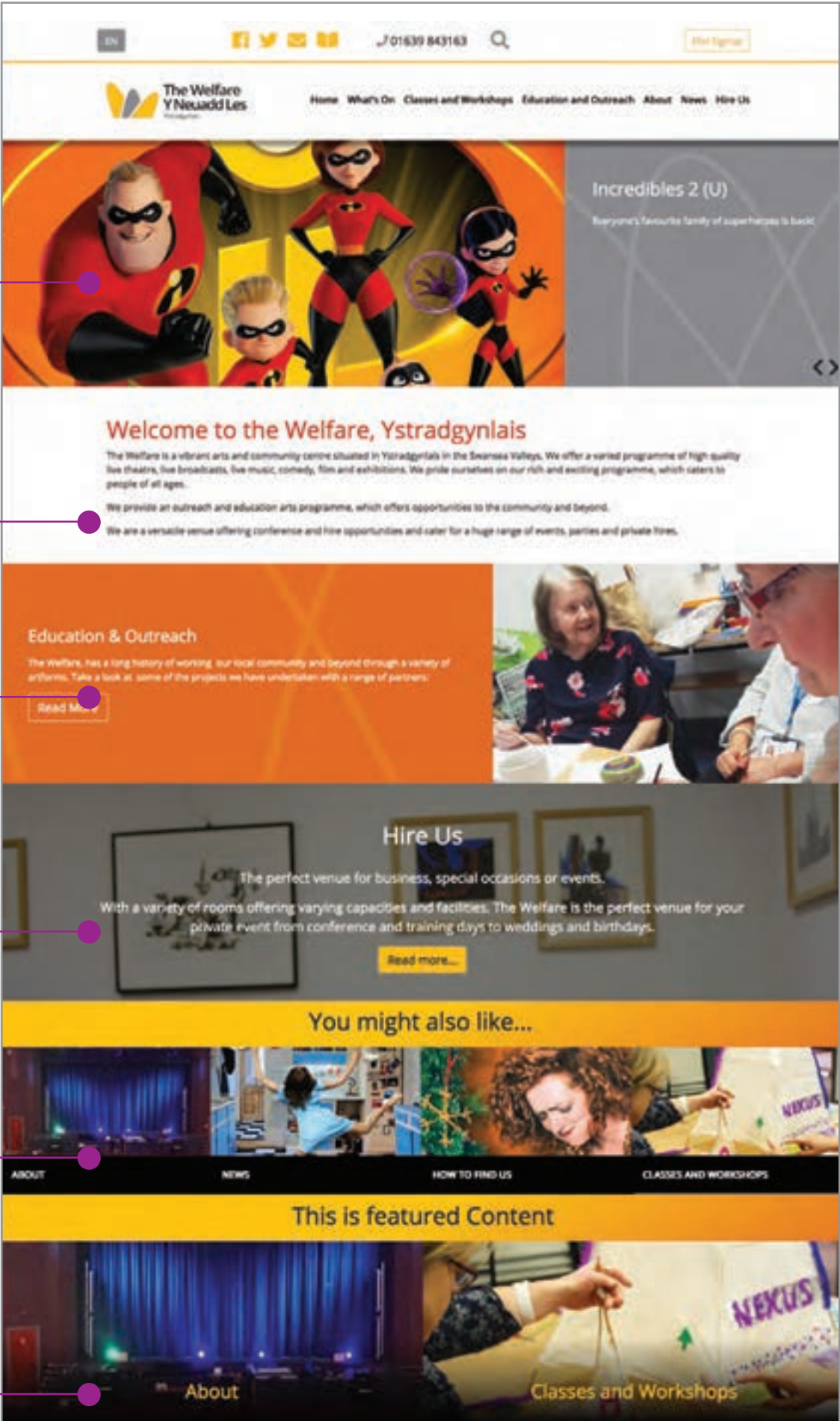
ADVANCED SEARCH

We utilise the powerful wordpress taxonomy functions to create a powerful search interface to feature site content pre-tagged and sorted into categories

Users can easily find relevant content via, category, title, keyword or type.

Specific keywords can also be added to ensure content is found and displayed if entered by the user.

IMAGES ON FIG 1. & 2 ARE TAKEN FROM OUR DEVELOPMENT

https://filmhubwales.org

Content is created and added to a specific category via a tick box, for example Film, Resources or Projects (Fig 1) and specific sub categories such as Diversity and Inclusion or Young Audiences. Content is included in the Search options (Fig 2)

AJAX SEARCH VIA KEYWORD (WITH REALTIME RESULTS)

USER TYPES KEYWORD

RELEVANT CONTENT APPEARS UNDERNEATH

USER CAN ALSO ACCESS ADVANCED SEARCH OPTIONS
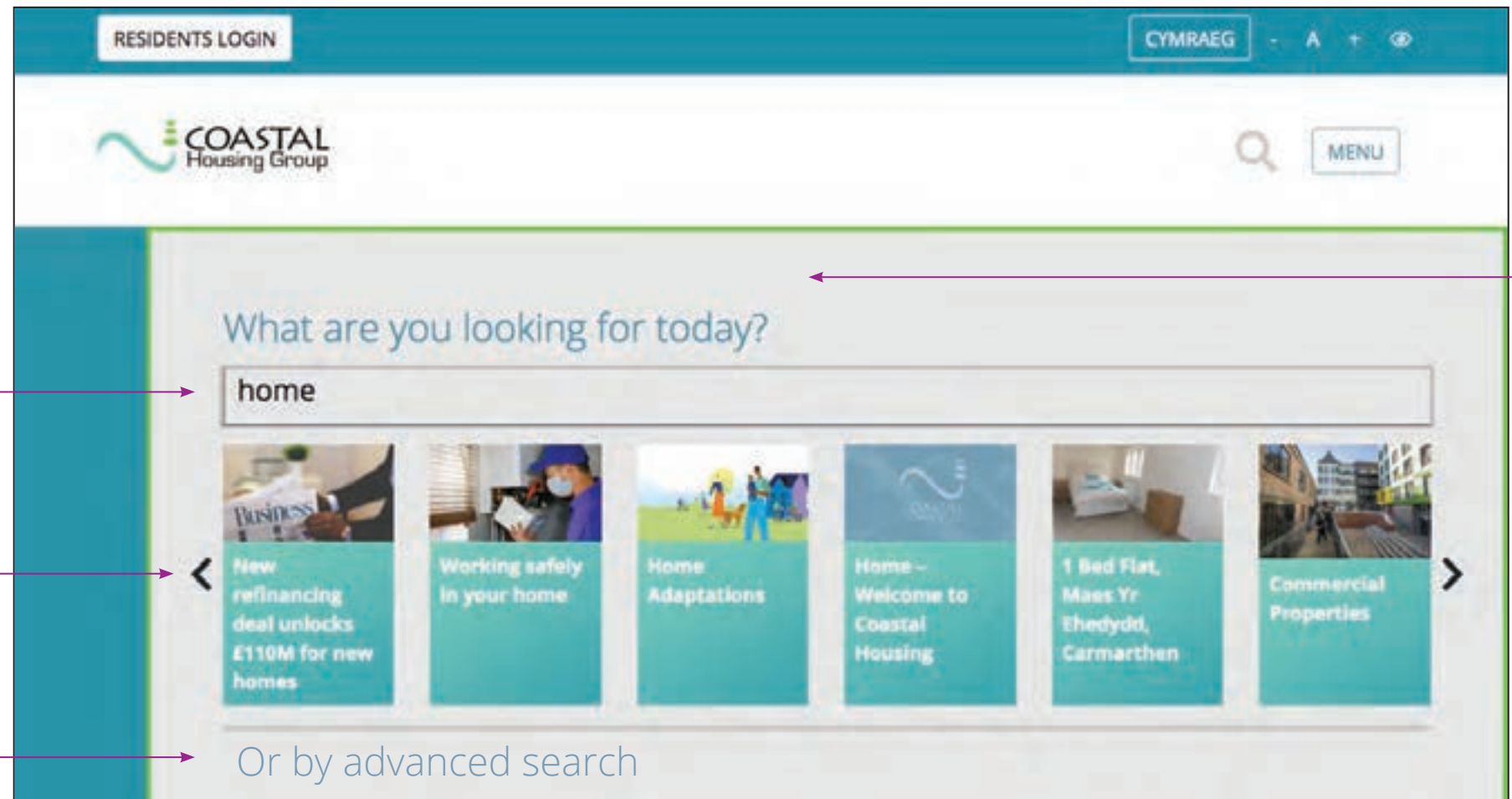
SEARCH INTERFACE SLIDES OUT FROM THE RIGHT WHEN TRIGGERED IN HEADER

Fig 1.
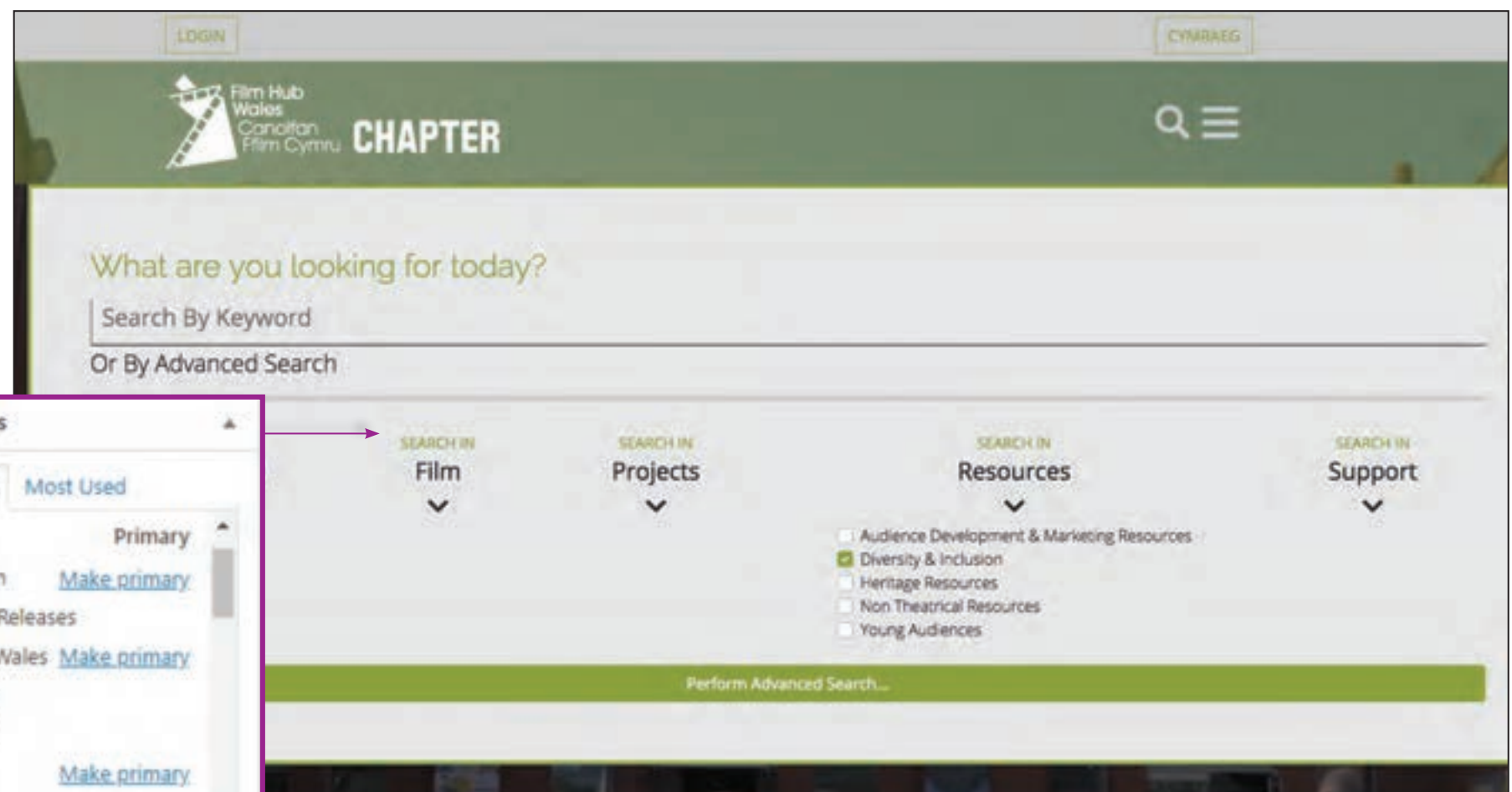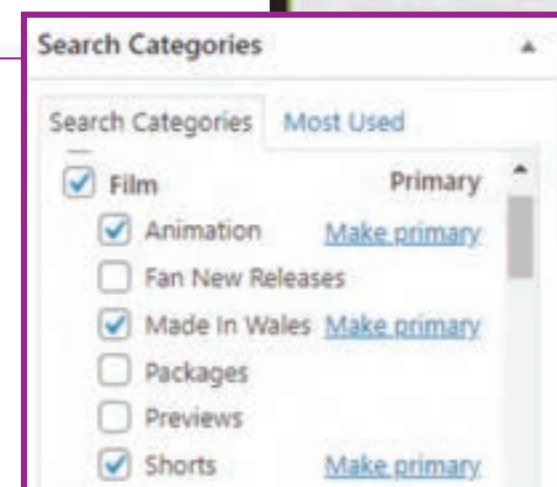
Fig 2.

DESIGN, BRAND DEVELOPMENT & ANIMATION SERVICES

In addition to bespoke website development we offer a range of creative services from brand identity, brochure, design, logo design and animated video explainers.

BRAND DEVELOPMENT SERVICES
PROJECT: WGGB THE WRITERS' UNION

We offer a range of additional design services: brand identity, brochure, design, logo design, animated video explainers.

ANIMATION SERVICES
BRING YOUR MESSAGE TO LIFE

Animation adds essential meaning to your communications; expressing an idea quickly & clearly, and capturing the emotion and personality of your company in seconds.

Watch our animation showreel at:
https://savageandgray.co.uk/animation/
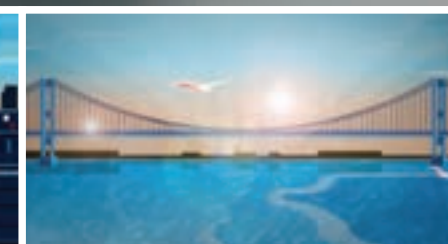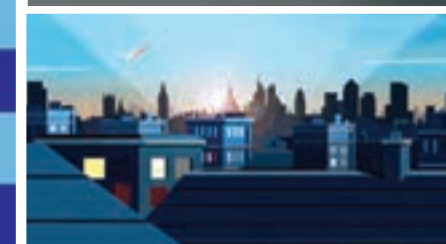
WEBSITE FUNCTIONALITY OVERVIEW

Bespoke website functions and features as standard
to give you complete control over your content.

EDITABLE HEADER & FOOTERS

HEADER FUNCTIONS
WITH EDITABLE FIELDS

EDITABLE
SOCIAL ACCOUNT LINKS

SEARCH
CONTROL

MENU
CONTROL

JOIN US

EDITABLE
LOGO AREA

SALESBOND

FOOTER OPTIONS WITH
EDITABLE FIELDS

EDITABLE
FOOTER
MENU

EDITABLE
SOCIAL
LINKS

Halpin House,
Off Church Street
Frodsham
WA6 6QJ

Contact Us
Privacy
Terms & Conditions

EDITABLE
ADDRESS

Contact

0121 269 1207

Email

sales@salesbond.co.uk

EDITABLE TELEPHONE / EMAIL CONTACTS

PAGE CONTENT EXAMPLE PRE-SET STYLES

Create engaging, and striking page content with a suite of pre-styled features.

SALESBOND

Page Editor Styles

TITLES

h1
h2
h3
h4
h5

BUTTONS

Button Green

Button Blue

Button Grey

Button Black

BLOCKS

Block Green

Block Blue

Block Grey

Block Black

TEXT BLOCK

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

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Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; quae verbum emi

PULL QUOTE

" *Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.*

Halpin House,
Off Church Street
Frodsham
WA6 6QJ

Contact Us
Privacy
Terms & Conditions
Join Us

Contact
0121 269 1207

Email
sales@salesbond.co.uk

NEWS / ARTICLE MANAGEMENT

Create articles, and assign categories

EDITABLE CATEGORY DISPLAY

PAGENATE LARGE AMOUNTS OF CONTENT

JOIN US

SALESBOND

Latest News

Select a news category to view

Industry News | Conferences | Training | Data Services

Sales Bond secures cyber certificate for business expansion

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Read More

Sales Bond are coming to the North West

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Read More

The relationship game in an online world

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Read More

Staying Nimble: Why recruiting a telesales team isn't always the best way to get new business and drive growth

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Read More

< prev   1 2 3 3 ... 10   next >

FLEXIBLE MENU MANAGEMENT

Our developments include a flexible menu manager as standard that allow admins to control the order, positions and hierarchy of page and sub pages.

We have also created a content 'showcase' function that allows you to display important content with an image and title reveal on hover.

Examples of the showcase menu function are shown on the right and below.

We will build the menu function to suit your specific requirements.

DRAG & DROP MENU ITEMS
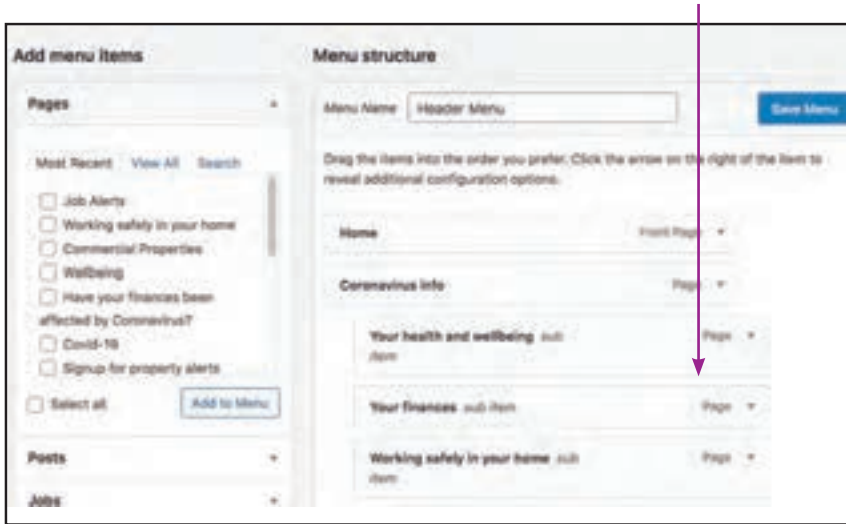
SLIDE OVER MENU FUNCTION

USER SELECTS MENU

MENU SLIDES OUT FROM THE LEFT
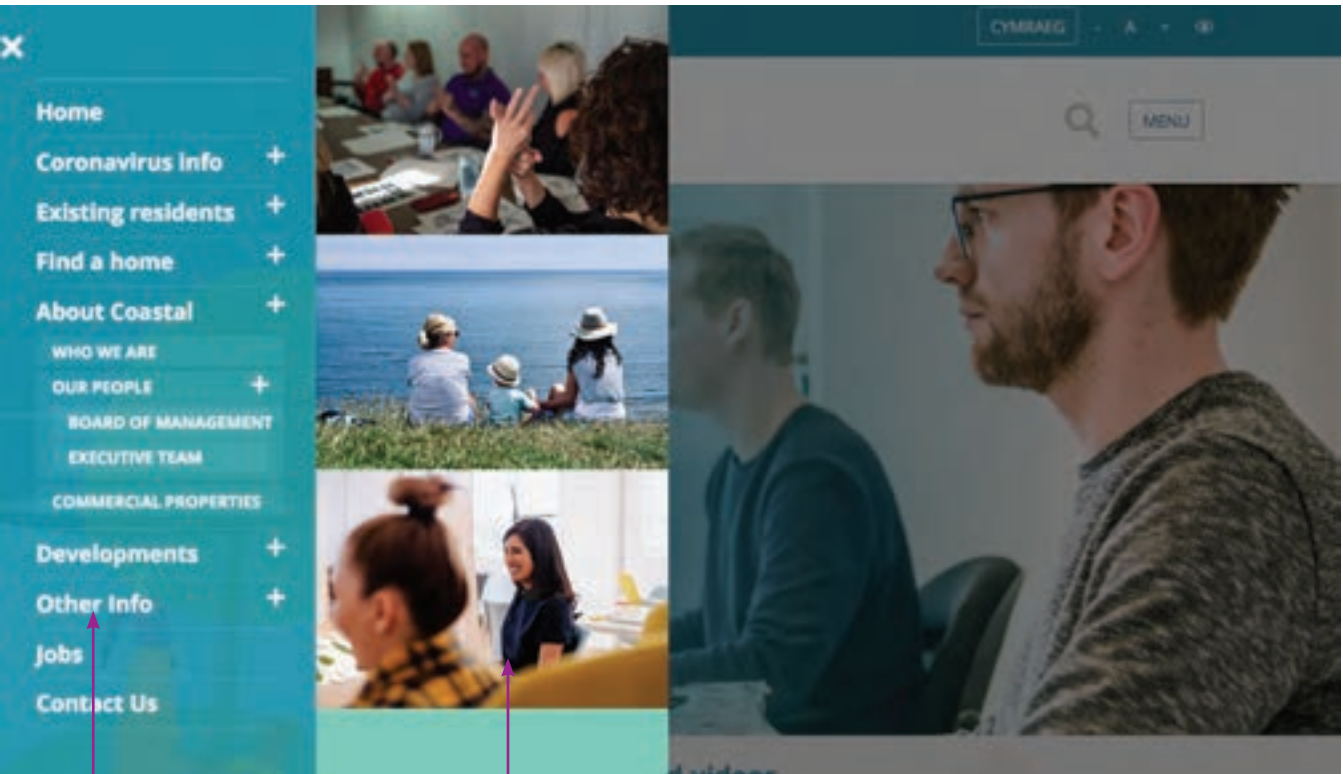
MAIN NAVIGATION
MENU WITH EXPANDED
CHILD PAGES

SHOWCASE MENU ITEM BLOCKS
WITH SHOW / REVEAL TITLE ON HOVER

'SHOWCASE' CONTENT IN THE MENU

FEATURED MENU ITEM BLOCKS
WITH SHOW / REVEAL TITLE

WE PROVIDE THE FOLLOWING ROW OPTIONS FOR CREATING DYNAMIC CONTENT AS STANDARD

Welcome to Sales Bond
Take a look at this great article to learn more.

Read more

CALL TO ACTION ROW - ENCOURAGE USERS TO PERFORM ACTIONS BASED ON MESSAGING

This is a content row
You can use this row to show text , images, buttons, links and more.

Download file

CONTENT ROW - DISPLAY CONTENT WITH PRESTYLED BUTTONS, BLOCKQUOTES, PULL QUOTES

Video row main title

Video Title

Video Title

Biggest single foreign direct investment in the UK in a **decade**

VIDEO ROW: DISPLAY YOUTUBE / VIMEO VIDEOS VIA A URL

Abet hos numeratque poetas ad nostrum tempus Livi sc

Read more
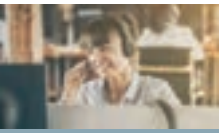
TEXT ROW - DISPLAY ARTICLE SNIPPETS WITH IMAGE TEXT AND ACTION BUTTON

Find out more about...

Contact

Telesales

Services

Training & Conferences

YOU MIGHT ALSO LIKE CONTENT BLOCKS - CROSS SELL OTHER SECTIONS AND CONTENT ON A PAGE BY PAGE OR ARTICLE BY ARTICLE BASIS

Our Clients Say...

Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decoru.

John Smith

TESTIMONIAL ROW - SHOW CUSTOMER REVIEWS - QUOTES AS A SCROLLER

Welcome to Sales Bond
We plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decoru.

More

SLIDER ROW: SPOTLIGHT PAGES / ARTICLES / PROJECTS IN A FEATURED SLIDER

This is a tabs row
This row allows admins to present large areas of content together on one page in separate tabs. This makes the content easier to navigate for users and avoids long scrolling pages on smaller screens. See also the section grouping content via shortcode.

| What We Do | Tab Title 2 | Tab Title 3 | Tab Title 3 | Tab Title 4 |

Content Title Link

Content Title Link

Content Title Link

Content Title Link

TABS ROW: DISPLAY LOTS OF CONTENT IN A SINGLE SECTION WITHOUT THE NEED TO SCROLL

Meet the Team

MEET THE TEAM ROW: DISPLAY STAFF PROFILES AND CONTACT DETAILS VIA HOVER MODAL OR CLICK THROUGH

Admins have complete control to display and feature content and media in a range of options.

S&G Content Builder

Add Content Rows

1

Row Type
Select the row type

- Call to Action
- Gallery Row
- Info box Row
- Link Row
- Map Row
- Meet the Team Row
- Brand / Partners Row
- Slider Row
- ✓ Standard Content Row
- Tabs Row
- Testimonial Row
- Video Row
- You May also Like row

2

Row Type
Select the row type

3

Slider Row

ADDING VIDEO CONTENT

Our developments include powerful video content management with two options for the admins to utilise. We can support both Youtube and Vimeo platforms.

1 Manually add video content url

2 Auto import Videos & playlists.

You can view a live example at

https://www.coastalha.co.uk/current-developments/

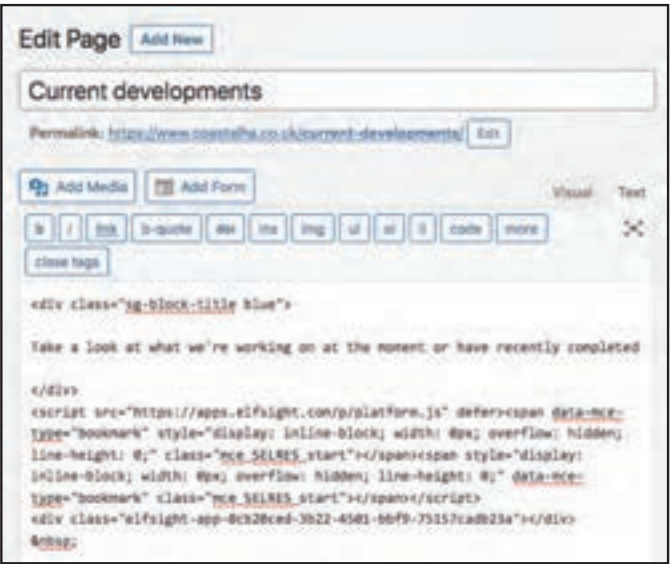## MANUALLY ADD VIDEOS
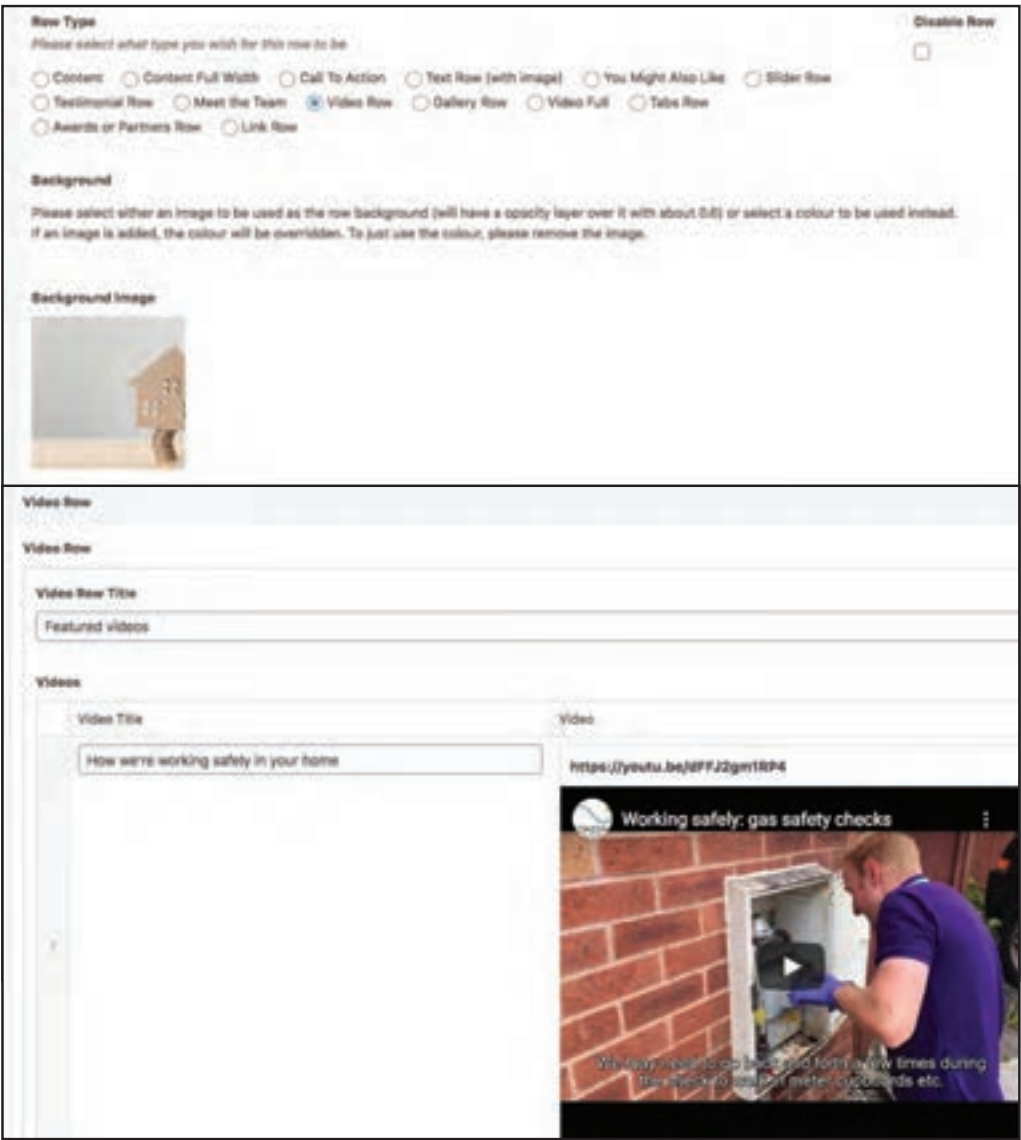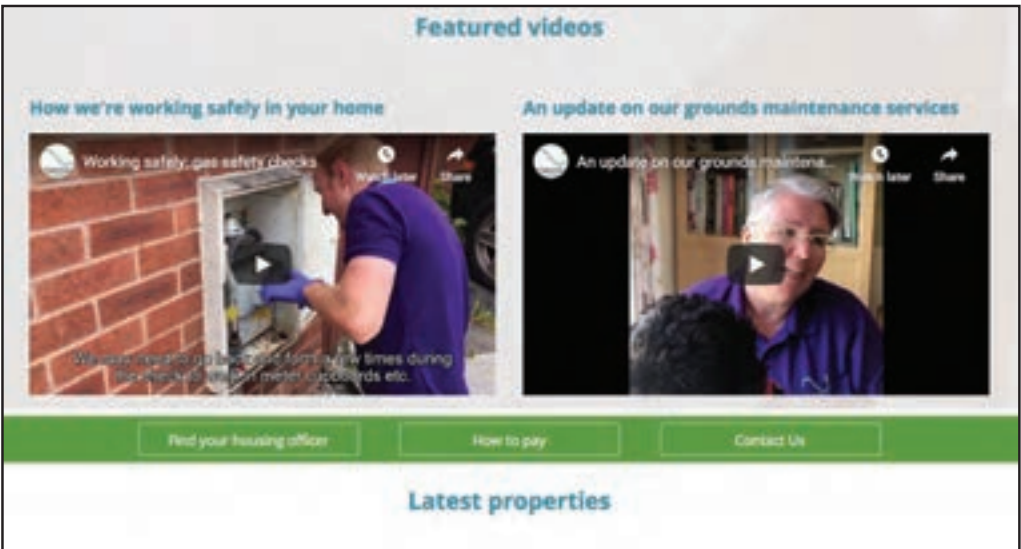
CREATE AUTOMATED VIDEO PLAYLISTS

DISPLAY PLAYLIST ON THE FRONT END

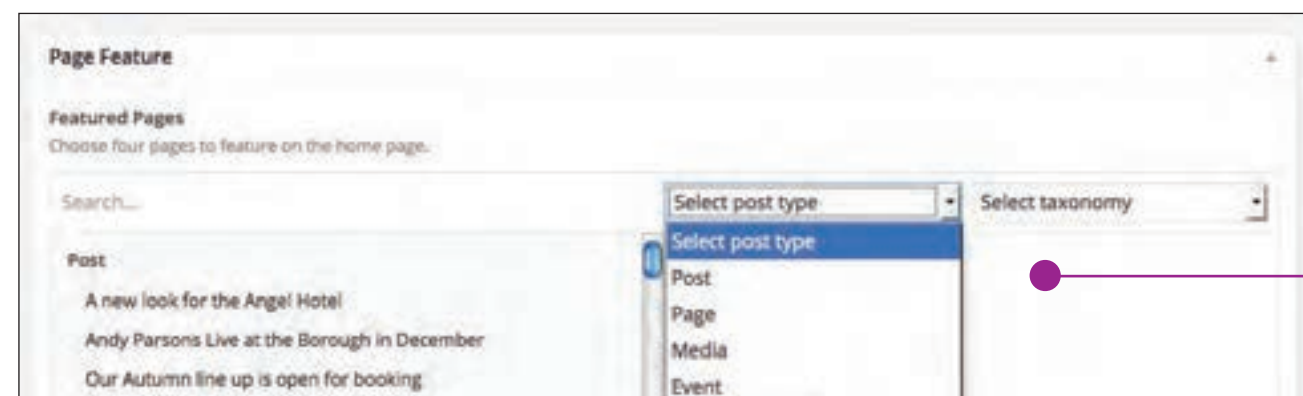VIDEOS PLAY IN BROWSER ON CLICK SO USERS DON'T LEAVE THE SITE

VIDEOS AUTO IMPORT FROM YOUTUBE VIA UNIQUE SCRIPT.

Content Control Blocks

Display the content you need when you need it with our flexible content blocks in three easy steps.

Choose from page, post / article, product or video / audio content. And choose which block area to populate.

Present updated, engaging content to your visitors.

1. Select your content on the left with a click. It will display on the right, click and drag to reorder as required.

2. Hit update to save the selections.

3. Your content will appear on the front end.
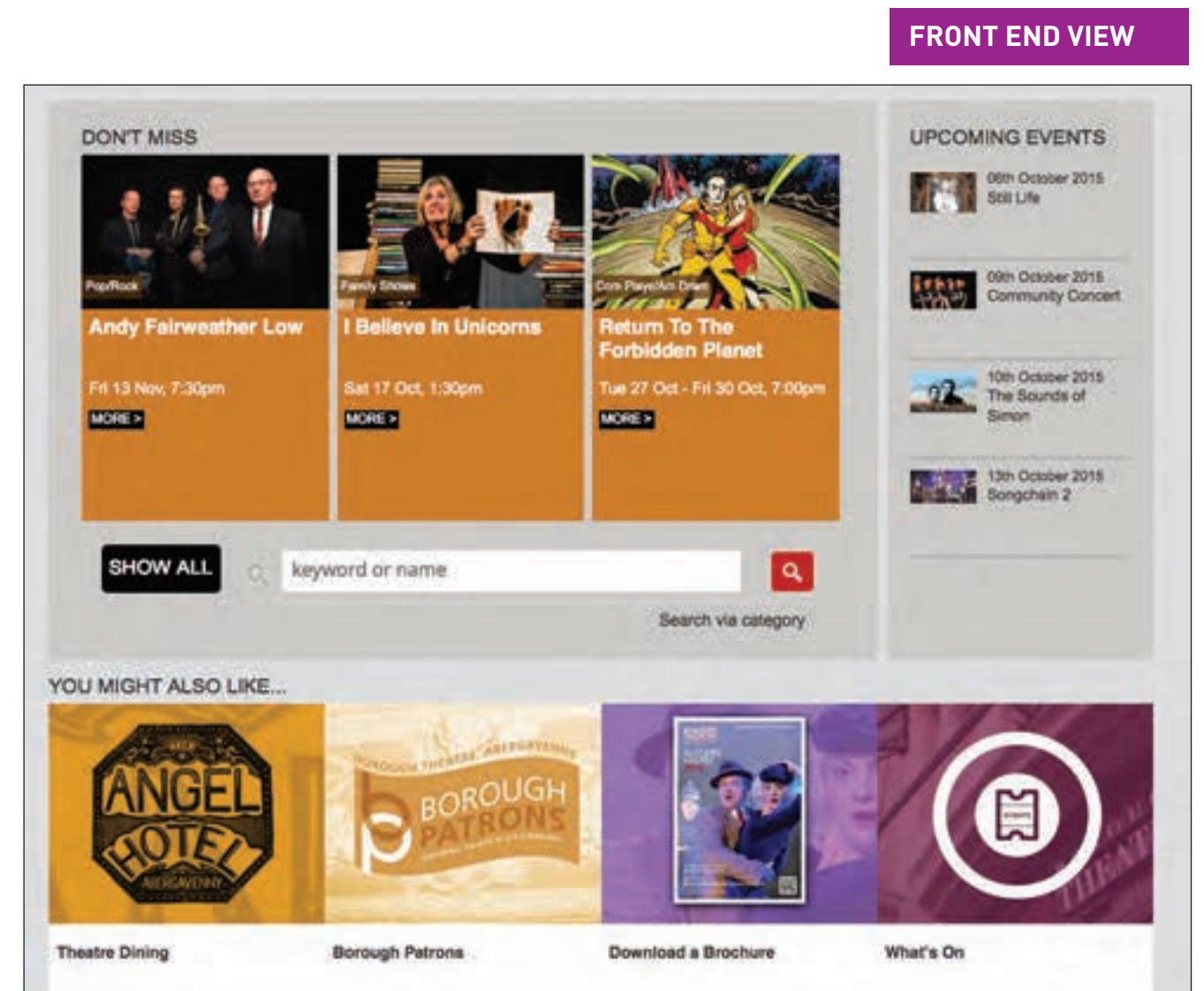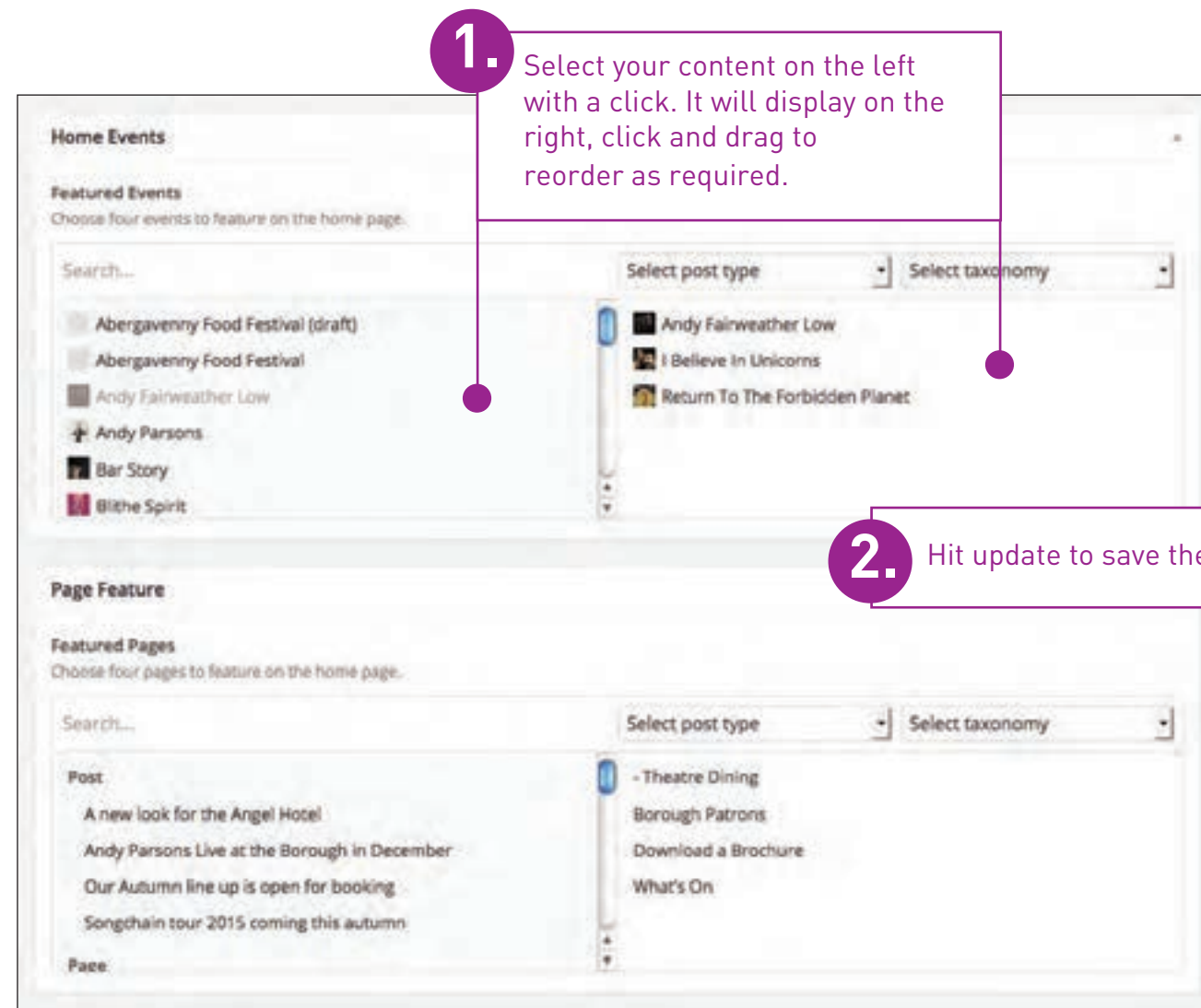
Filter content for selection by type or category (taxonomy)

Content Control Sliders

Display large amounts of content efficiently with our content slider blocks

Choose from review, post / article, event or video / audio content. And choose which block area to populate.
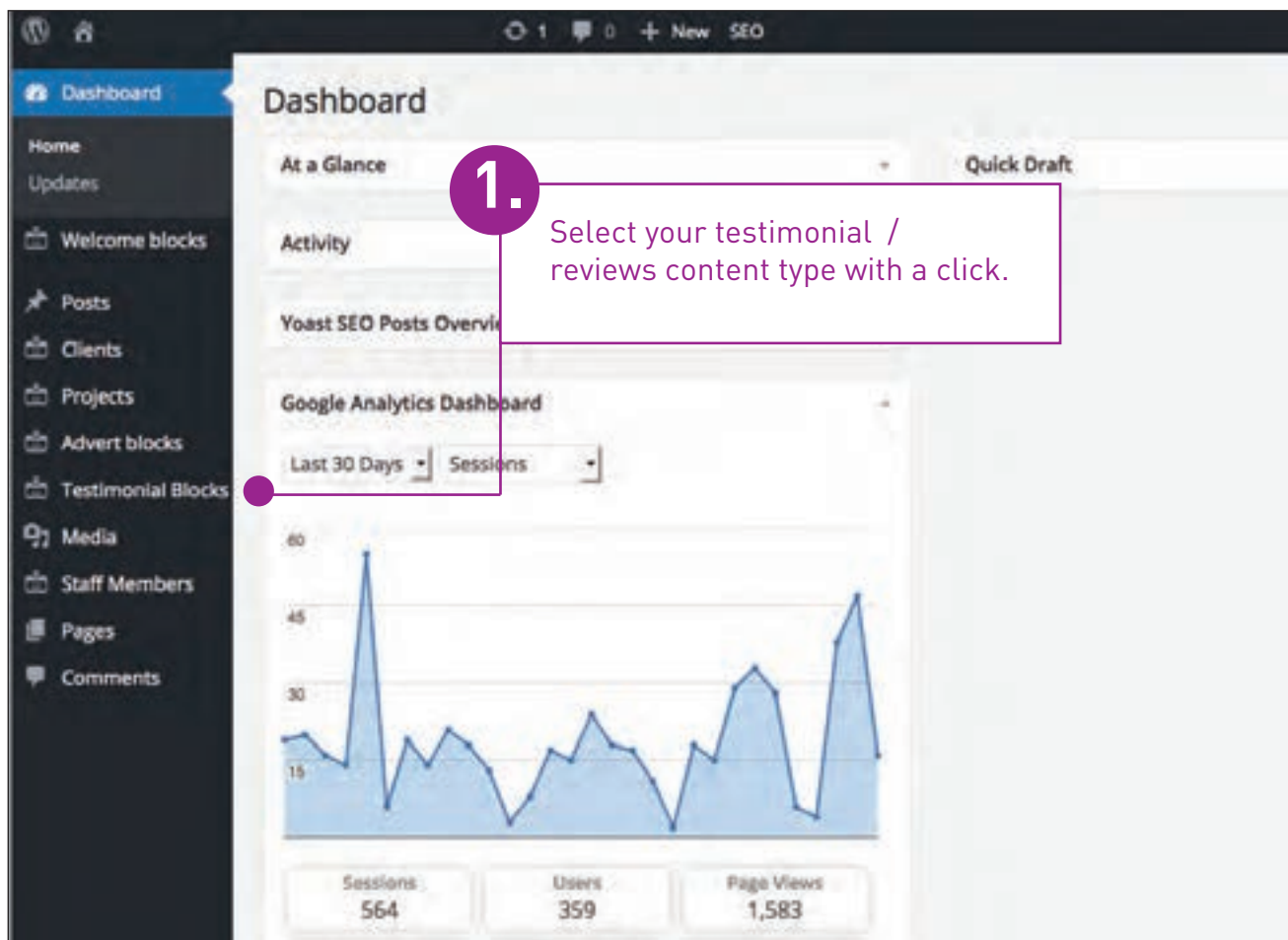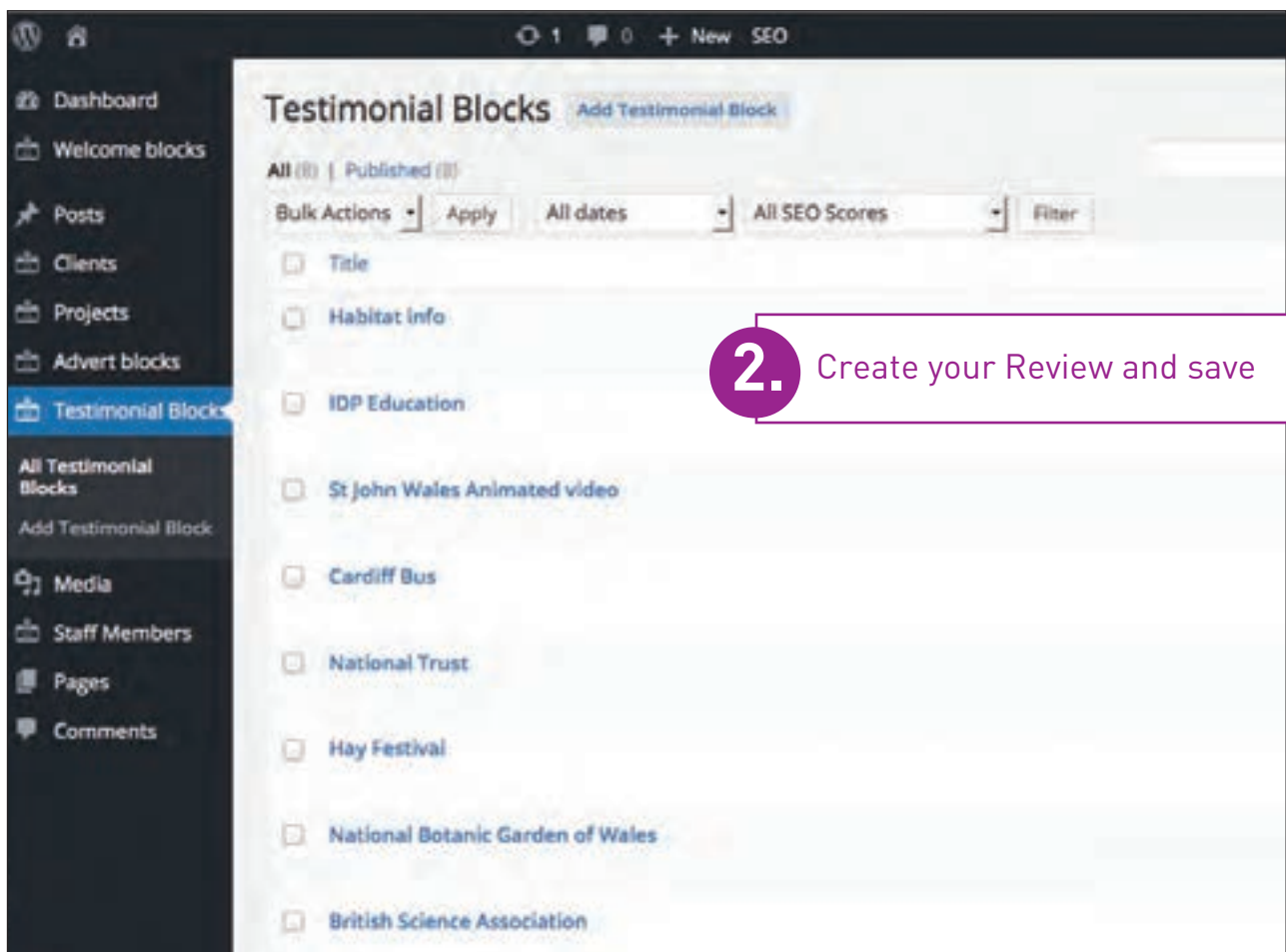
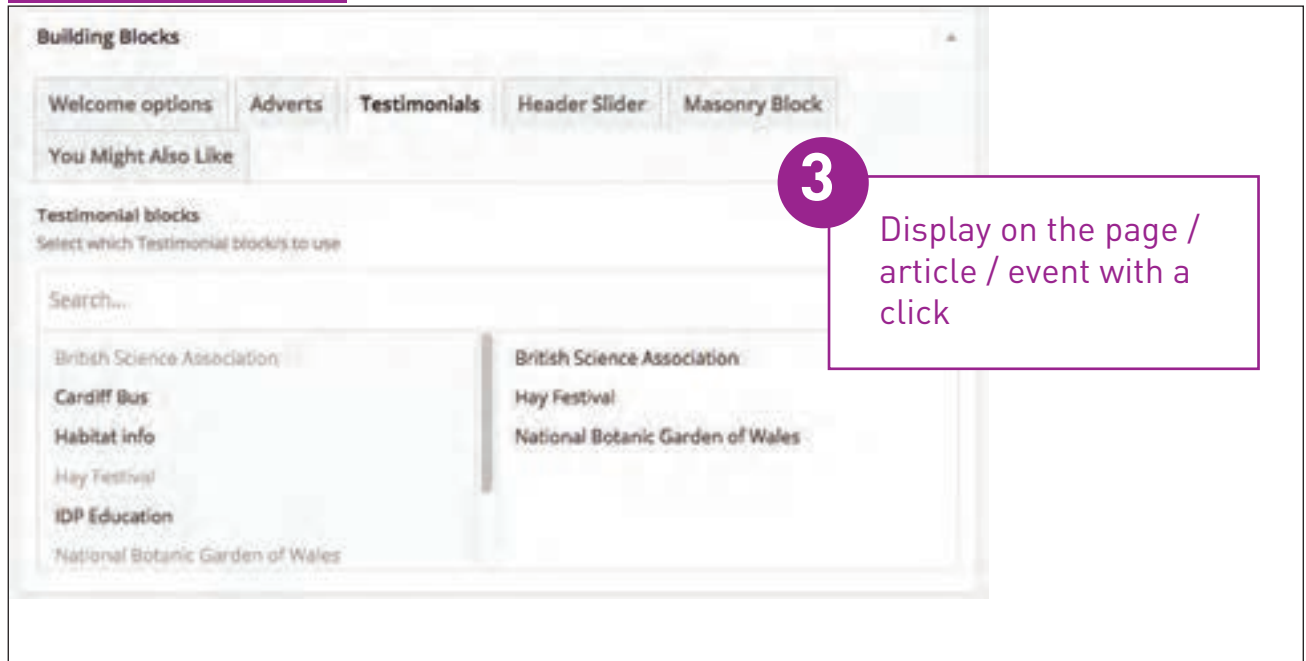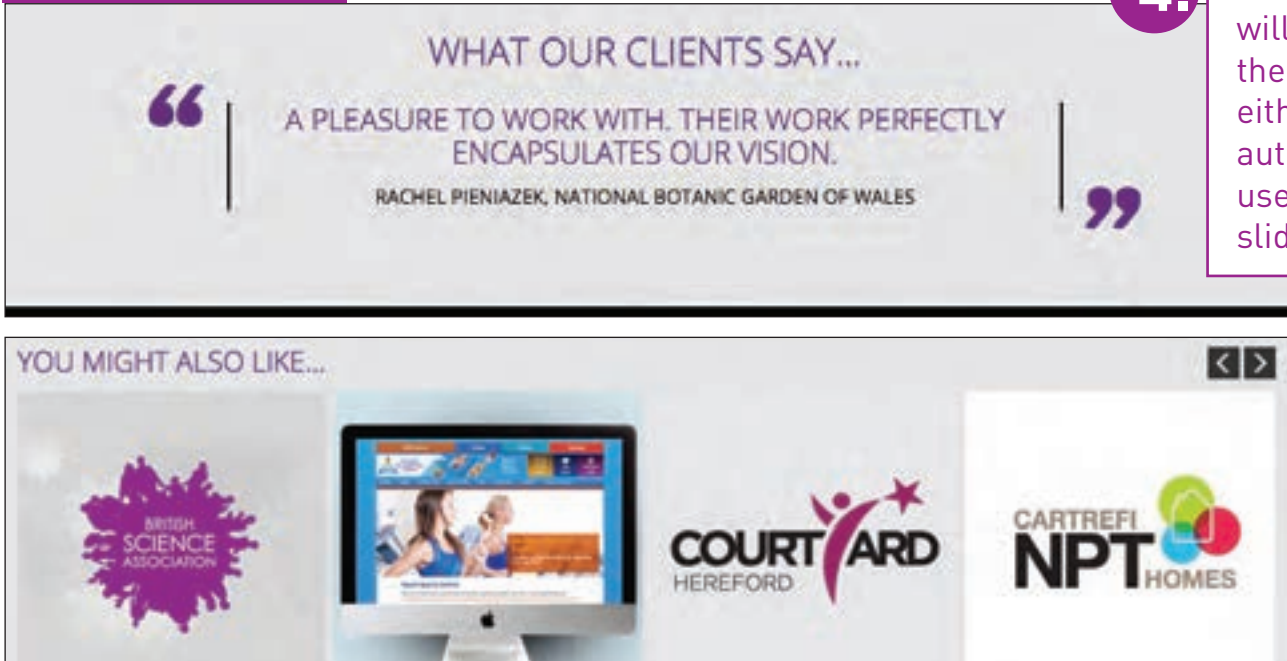**Present updated, engaging content to your visitors.**

1. Select your testimonial / reviews content type with a click.

Testimonial Blocks Add Testimonial Block

All (8) | Published (8)

Bulk Actions | Apply | All dates | All SEO Scores | Filter

- Title
- Habitat info
- IDP Education
- St John Wales Animated video
- Cardiff Bus
- National Trust
- Hay Festival
- National Botanic Garden of Wales
- British Science Association

2. Create your Review and save

Building Blocks

Welcome options | Adverts | **Testimonials** | Header Slider | Masonry Block
You Might Also Like

Testimonial blocks
Select which Testimonial block/s to use

Search...

British Science Association
Cardiff Bus
Habitat info
Hay Festival
IDP Education
National Botanic Garden of Wales

British Science Association
Hay Festival
National Botanic Garden of Wales

3 Display on the page / article / event with a click

WHAT OUR CLIENTS SAY...

" A PLEASURE TO WORK WITH. THEIR WORK PERFECTLY ENCAPSULATES OUR VISION. "

RACHEL PIENIAZEK, NATIONAL BOTANIC GARDEN OF WALES

YOU MIGHT ALSO LIKE...

4. Your content will appear on the front end either as an automated or user controlled slider

# SEO MANAGEMENT & CONTROL:

ANALYTICS

PRE LAUNCH:

- Content review with keyword audit and correct h1, h2 title hierachy

- Site map preparation

- Images labelled with relevant ALT TAG information

- Secure https address

- 301 redirects setup for existing URLS

- Install YOAST SEO plugin to allow SEO control by admin users

POST LAUNCH:

- Submission of XML sitemap to Google, Bing, Yahoo

- Setup of Google+ account

- SEO training with admin users

- Monthly SEO review (if required)

Google analytics integrated into the dashboard for analysis by admin team.
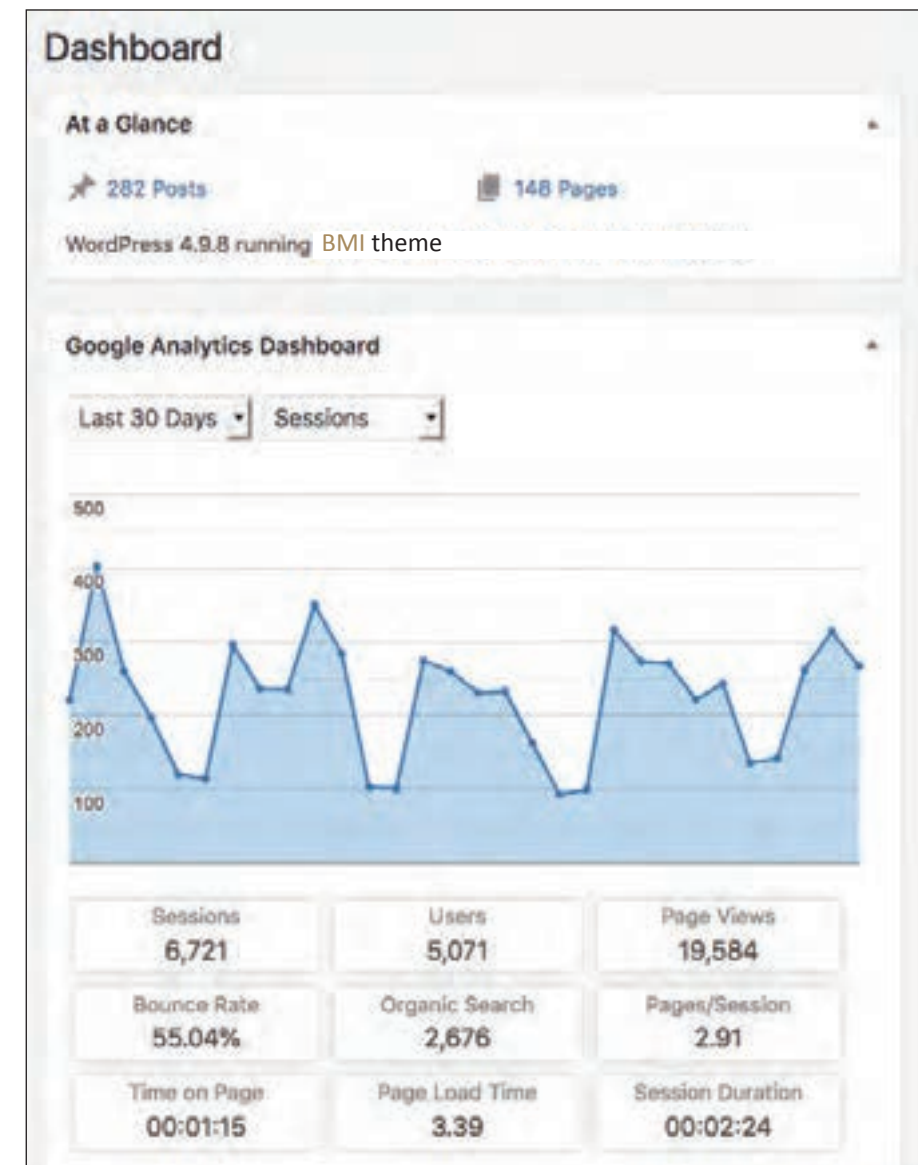
DEVELOPMENT Q&As.

Below are some typical questions we are asked about our development services and process...

1. HOW THE PROJECT WOULD WORK?
What phases, how many prototypes/ designs iterations will we provide, how long it will take (start date/ end date), what technology do we use.

THERE WILL BE FOUR PHASES

Phase one - Discover: we undertake a series of scoping sessions with you to identify requirements, ask you to complete a project kickoff form.

Phase Two - Define: Having gathered information during the scoping stage, we develop our findings into the Wordpress development framework: identifying key post types that will be created to control and manage your content, create site plans and refine wireframe / design layouts which are presented to the client for valued comment and feedback. Three rounds of design revisions are provided.

Phase three – Develop: Drawing on technical skills, we will then develop the layouts and functionality of the site, providing the solutions necessary for you to engage your audiences. Our approach is not to produce quick fixes, but to design websites that are future proofed with flexibility to grow and evolve as the organisation evolves.

Phase four – Deliver: Well-planned schedules ensure that we deliver projects on time, on budget and on spec. We communicate with you throughout the process so that you always know where we are and how far we've got to go. The website being live is not the end of the journey for us. We can deliver training so that in-house members of staff feel comfortable updating the website going forward.

OUR NORMAL PROJECT TIMELINES ARE APPROX 8-12 WEEKS

2. WHAT WE WILL NEED FROM THE CLIENT
We will need a sitemap, relevant copy for each section, any photos / documents you would like to use (we can provide stock imagery, copywriting and bespoke assets if required), we will develop creative as part of the development. A staff contact at for day to day communication / queries.

3. WHAT ARTISTIC SUPPORT WILL BE PROVIDED AS PART OF THE DEVELOPMENT PACKAGE? .
We can provide all design, illustrative diagrams, UX and UI interactive elements. As well as any stock imagery if required. To be agreed.

4. HOW CAN WE ENSURE THE WEBSITE MAXIMISES THE EFFECTIVENESS OF YOUR MARKETING CAMPAIGNS?
We will provide functional elements that integrate with your social platforms - Twitter instagram - Youtube - from embedding posts to featured playlists to encourage user traffic - data capture and integrated marketing.

5. CONFIRMATION THAT AN SSL CERTIFICATE WOULD BE INCLUDED?
An SSL certificate is provided with all our developments as part of our security procedures**.**

6. HOW WILL HOSTING, SUPPORT, MAINTENANCE, AND FEATURE UPDATES WORK?
We offer a support contract, managed hosting, monthly maintenance, updates and security sweeps along with daily backups to the server and AWS remotely. We use automated server monitoring to notify immediately of any downtime via UPTIME ROBOT. We also offer email support day to day should your team have any questions, queries or need assistance.

7. HOW MUCH CONTROL WILL YOU HAVE OVER CMS AND WHAT TRAINING WILL BE PROVIDED? I.E. UPLOADING DOCS, UPDATES, ETC, HOW MANY SESSIONS/ HOW LONG?

You will be provided with editor accounts with access 24/7 to edit pages / articles images, documents.

8. OUR APPROACH TO DATA PROTECTION
All data is locked down and we adhere to necessary security protocols and processes to ensure the data is secure.

9. WHO WOULD LEAD THE PROJECT?
The project will be co-led by our Design Director Tim Savage and our Senior Developer Ben Vaughan.

10. BACKUP AND EMERGENCY ACCESS PROCEDURES

We provide daily backups to the server and AWS remotely. 2/3 times a day. Emergency restore from backup if required is undertaken immediately and usually takes around 1 hour.

11. PROPOSED INITIAL CONTRACT LENGTH AND WHAT SUPPORT DO WE PROVIDE OVER THE TERM?

Upon launch our usual contract length is for 12 months (hosting & support)

12. WHAT HAPPENS IF YOU WANT TO CANCEL AND/OR EXPORT YOUR DATA?

We provide a full backup copy of site, files and database for you.

REFERENCES

SARAH WOODLEY
COMMUNICATIONS MANAGER
WGGB – THE WRITERS' UNION

First Floor, 134 Tooley Street,
London SE1 2TU

Switchboard: **020 7833 0777**
Direct line: **0203 372 8404**
Email: **sarah@writersguild.org.uk**

ANDY ELLIOTT
PR AND COMMUNICATIONS MANAGER
COASTAL HOUSING GROUP

3rd Floor, 220 High Street, Swansea,
SA1 1NW

Email: **andye@coastalha.co.uk**
www.coastalha.co.uk
Phone: **07754 375030**

WHAT OUR
CLIENTS SAY...

SAVAGE & GRAY NOT ONLY PROVIDE
TOP-QUALITY WORK, BUT ALSO
EXCELLENT ADVICE – THEY ALWAYS
KEEP YOUR AUDIENCE IN FOCUS. THEY'RE
LOVELY PEOPLE, FUN TO WORK WITH AND
ALWAYS GO THE EXTRA MILE.

TIM SCUDDER, CREST MARKETING & BUSINESS
DEVELOPMENT OFFICER, CREST AWARDS

THE COLLEGE APPOINTED SAVAGE AND
GRAY TO WORK WITH US TO ACHIEVE OUR
VISION, AND AT THE END OF THE EXERCISE
WE ARE DELIGHTED WITH THE FINAL DESIGN
AND CONCEPT.

MARK JONES PRINCIPAL - BRIDGEND COLLEGE

THEIR DELIVERY IS SECOND TO NONE

MAGGIE KERR, DEVELOPMENT MANAGER ,
HAY FESTIVAL

A PLEASURE TO WORK WITH. THEIR WORK
PERFECTLY ENCAPSULATES OUR VISION.

RACHEL PIENIAZEK, NATIONAL BOTANIC GARDEN
OF WALES

AGORED CYMRU WOULD HIGHLY RECOMMEND
WORKING WITH SAVAGE AND GRAY.

HUW JONES BUSINESS DEVELOPMENT SENIOR MANAGER,
AGORED CYMRU

THANKS TO S&G FOR - WELL, JUST BEING SO EASY
TO WORK WITH AND QUITE FABULOUS REALLY.

SUE HORDIJENKO DIRECTOR OF PROGRAMMES,
BRITISH SCIENCE ASSOCIATION

WITH EXCELLENT SUPPORT IN THE AREAS OF
DESIGN SOLUTIONS, ARTWORK, PRINT AND
SITE INSTALLATION. THEIR WORK HAS BEEN A
MAJOR FACTOR IN OUR VISITOR EXPERIENCE
SUCCESS, HELPING IT TO BECOME ONE OF THE
MOST VISITED SITES IN THE AREA.

CONSTANZE HEINZ, INTERPRETATION OFFICER TYNTESFIELD
ESTATE & GARDENS, NATIONAL TRUST

SAVAGE AND GRAY HAVE PROVED
THEMSELVES TO BE A TRUSTWORTHY AND
RELIABLE COMPANY, GOING OVER AND ABOVE
THEIR CONTRACTED RESPONSIBILITIES

VICTORIA DADD, MARKETING MANAGER, BBC NATIONAL
ORCHESTRA OF WALES

THANK
YOU.

WE ARE
SAVAGE
&GRAY.