

## Website design development, copywriting and SEO

### Introduction

Is your website working for you? When was your website updated? Chances are it has been a while, but it is often the first place customers will look to get some insight into your company – what does your website say about you?

Your website is your shop window to the world today and is playing an increasingly important role in the business to business buying process. You want your website to stand out from the crowd, but it needs to deliver a clear and simple message that prompts desired outcomes. Incognate offers a comprehensive web design, development and SEO service and has delivered website services in part or full to a range of clients including IGEL, JMR Consulting UK Ltd, APEX Business Consultants, Blaser Mills Solicitors, Halian IT Services, Microsoft and many more.



### Product Overview

The amount of time we spend online and 'connected' in the UK has risen significantly - nearly doubling in the last five years alone.

The Office of National Statistics recorded that 30.1 million adults in the UK (60 per cent) accessed the Internet every day or almost every day in 2010, which is nearly double the 2006 estimate.

The Internet is often the first place people will either look for your service or check you out once they have met you.

Incognate provides a comprehensive service that either revives existing websites or can produce a new website – making it fast and fit for purpose. We provide a comprehensive service that includes design, build, copy writing and SEO services.

Content is critical for your website, but writing for the web is different. You need to make sentences shorter, punchier that drive people to take action. Our SEO content writers are able to weave keywords into your website to increase search engine traffic. At the same time, the design needs to be clear, sharp and make it easy for prospects to navigate.

Finally, you need to track the your website traffic and our WebstatisticsPod package is a leading online service to track hundreds of real-time website statistics. It lets you know who is visiting your site, where they are coming from and how long they are staying.

### Benefits

Incognate provides a comprehensive website development service. Each member of Incognate's web team has over a decade's experience working on web applications.

If you too believe that first impressions count we can help you to produce a website that:

- Is under your control – update content yourself ongoing
- Supports your sales and marketing efforts
- Generates leads and/or raises your profile
- Ensures your website is on message
- Provide you with a professional image
- Provide the latest B2B input and ideas on web development
- One source for all your website needs
- Componentized service, so you can pick and choose which elements you need
- SEO and ongoing content creation
- Measure results by tracking traffic

If you need a total web solution including design, build, copy writing and SEO services Incognate will help you to get the website you need.

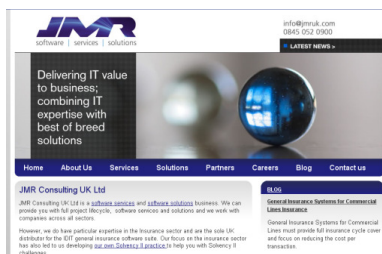
## What the Client Says

Incognate has worked with Blaser Mills for years developing and enhancing their website and has helped to:

- Raised the company profile
- 4 fold increase in traffic to the website
- Increased average page views from 1.7 – 8
- Improved site stickability
  - From 80 – 60% jumping off in less than a minute
- Enabled them to keep the site up-to-date
- Using email marketing to drive more traffic to the website

“Incognate produced our new website, provide ongoing active content services connected with it and this includes SEO as well. John and his team are friendly, good humoured creative and thoroughly pleasant to work with. They know their stuff in and about business communications as well!” **Jonathan Lilley, Head of Business Services at Blaser Mills Solicitors**

## Clients



## SEO

Gartner predict that online marketing will control more than \$250 billion by 2015 in Internet marketing spend worldwide.

Yet, how can you attract more visitors to your website? We provide a proven and powerful combination of professional SEO content writers and search engine optimisation skills that is based on over 15 years experience.

Achieving front page results on Google is tough, but in making the grade and you will achieve higher visitors numbers to your website.

Yet, you also need to ensure that when visitors make it to your site they can understand what you are selling! You want them to act and contact you or buy your products and services.

We will increase your traffic using the very latest search engine optimisation techniques, but also write words that grab the readers attention and sell.

## WebstatisticsPod

Ever wonder who is visiting your site and which pages are the most popular? You can track hundreds of 'real-time' website statistics from as little as £29 + VAT per month, that will help you to identify how people are using your website and find out:

- Who is visiting your site
- How they found you
- How they navigate your site
- If they buy or transact on your site
- How effective your advertising is
- Dashboards which are tabbed, customisable and user specific
- Hundreds of additional statistics on your visitors
- Tracks search terms from 300 search engines.
- Email alerts for user definable traffic levels
- Exportable reports in numerous formats including XLS, PDF

## About Incognate

Incognate provides a wide range of business marketing services including copywriting, email marketing, telemarketing, website development and media relations. If you need to increase sales, communicate more effectively with company stakeholders, or raise your media profile – we can help you.



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