



Professional websites that you control



Toolkit Facts

- ✓ We sell and publish over 30 websites every month
- ✓ We service over 1000 clients and our dedicated team in Southampton answer over 250 support emails every day
- ✓ We provide websites from plumbers to painters, driving instructors to solicitors. From Loopy Lorna's café in Edinburgh to Olympic Gold Medal winning athletes in Cowes, we cover the whole of the UK and beyond.

“Excellent designs, excellent support, excellent service. A fantastic service, quick responses and all enquiries dealt with swiftly”

Richard Emmett | Emmetts Solicitors



www.emmettsolicitors.co.uk



TOOLKITWEBSITES

If you're a small or medium-sized business that needs to get noticed on the web, then it's time to talk to the web design company that will get you up and-running – quickly, professionally and at the right price.

Whether you already have an existing website or are a start-up company, we've got a solution for you

You should try us if you...

- ✓ **are a small business and need a professional website**
- ✓ **want to be able to easily update your website anytime**
- ✓ **would like the peace of mind of passionate customer service**

Welcome to the world of Toolkit Websites

With over 10 years' experience of working with small and medium businesses, we have developed the industry-leading platform – The Toolkit – to create updatable sites that crackle with professionalism and sales potential.

We've continuously updated and improved The Toolkit, and our clients will tell you that it's the easiest and most stable way to update your website.

Better still, we're a friendly team and we offer unbeatable customer service: we aim to answer phone calls within five rings, and normally reply to emails in less than 30 minutes.

Read on... then talk to Toolkit Websites: our 95% client retention rate speaks for itself



Call our team now: 02380 633 644
info@toolkitwebsites.co.uk, www.toolkitwebsites.co.uk

Toolkit Facts

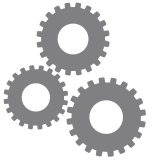
- ✓ We've been serving SMEs since we were founded by Marcus Green in 1999. We now have 20 staff and a head office based in Southampton
- ✓ We have a client retention rate of over 95% – don't take our word for it, read our testimonials from really happy customers

“The combination of the user-friendly 'Toolkit' and a helpful and 'can do' attitude makes working with the Toolkit Websites team a pleasure. I have always been really pleased with how quickly we are able to get things done”

Tracey Johnson
In-Deed Management Consultancy, Windsor



www.in-deed.com



TOOLKITWEBSITES

Website Design That's Made To Measure

Every website we create is designed exclusively for you, giving you a bespoke web presence that will outshine your competitors.

We work closely with you to make sure your website looks perfect and is easy for your customers to use.

What's more, your very own project manager will guide you every step of the way, from your first ideas right up to the finished website. You can make unlimited changes to the design, until you are completely satisfied.

We call it the Toolkit Quality Guarantee



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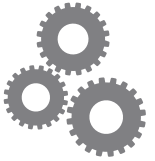
- ✓ All calls come straight to our Southampton HQ and we aim to answer them in less than 5 rings
- ✓ Our email response is lightening fast – we aim to get back to you in less than 30 minutes
- ✓ Call now and try us out

“ Toolkit have provided a fantastic service which has also been fabulous value for money. I asked for many many changes to be made to my site before it went live and all of these were implemented promptly and without any sign of exasperation on your part! Thank you to the entire team for your hard work and a great service. It is very much appreciated”

Stephanie Pritchett | Pritchetts



www.pritchettslaw.com



TOOLKITWEBSITES

Passionate Customer Support

Customers rate ongoing friendly technical support as a key part of their choice of web design company. Our testimonials speak for themselves – take a look.

How are we different?

- ✓ We care about our clients.
- ✓ We want you to be completely satisfied with our service, and we do that by listening to you – and acting on your requests.
- ✓ If you have a technical query, our team can help put you on the right track quickly, helpfully and proficiently.
- ✓ We offer comprehensive training to enable even the most novice user to be able to easily update their website

Support at a glance

- ✓ We have a local-rate phone number
- ✓ Our support team is UK-based, in our Southampton head office
- ✓ We offer support materials online at www.toolkitsupport.co.uk



Call our team now: 02380 633 644
info@toolkitwebsites.co.uk, www.toolkitwebsites.co.uk

Toolkit Facts

- ✓ You can simply update your website, photos, text, SEO, layout and much more, 24 hours a day 7 days a week from any computer, anywhere in the world!
- ✓ Server uptime guaranteed of over 99.8%. Our server operator, Rackspace, host the websites of 40 of the Fortune 100 companies on the New York Stock Exchange

“My project manager was very professional but kind, real & helpful. Looks so professional which makes me feel blessed as never set a web site up before!”

Kaz Aston | Kaz Aston



www.kazaston.com



TOOLKITWEBSITES

Your Website Package At A Glance

That's where Toolkit Websites stands head and shoulders above the crowd. If you sign up to one of our website packages, you'll receive all of the following – as standard.

Custom design and build – Your site is crafted by our experienced design team

A fully updatable website – Change your website 24 hours a day – easily, and with no fuss

Passionate customer support – Drop us an email, and we'll be on the case – right away

Fast phone support – We're ready to help you, when you need us

Free domain name – We will register or transfer your website name

Business grade email – Benefit from daily backups and free yourself from spam

Fast & reliable hosting – You can rely on 100% uptime with our websites

Proven track record – We have over 1000 happy customers – see our client map on the next page

Search engine tools – Our SEO tools will help your website climb the search engine results

No long term contract – You just sign up to a short, three-month notice period

We also include a free contact form, Flash animation, shopping basket, image gallery and sitemap (site index in each package).



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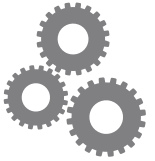
Toolkit Facts

- ✓ Our team have taken a website from initial enquiry to publication in less than 3 days!
- ✓ Once the design is agreed, send us your text, photos and general content and we will input it all to make your website really take shape. This can happen in day or even hours!
- ✓ We give free training to ensure you know how to update and optimise the site yourself – quickly and easily

“Lou McDonald from Stainless Designs wanted a site asap. She sent us her info, we agreed the design and it was online in less than 3 days”



www.stainlessdesigns.co.uk



TOOLKITWEBSITES

Up And Running – In Days



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Toolkit Facts

- ✓ Every client gets unlimited design changes before going live to make sure you are totally satisfied
- ✓ You will be assigned a dedicated project manager to ensure your website looks its best and published as quickly as possible

“ We were one of the early adopters of The Toolkit and we remain a loyal customer today. It really is superb and so simple to use. One huge benefit is that it can be accessed remotely, which allows us to update our website daily with changes to the event calendar”

Jason Manning | Hot Liquid Sailing



www.hotliquid.co.uk



TOOLKIT WEBSITES

Updating Your Website

If there's one thing we're well known for, then it's making it simple for you to own and update a professional website. Every site we build is powered by 'The Toolkit', our very own content management system (CMS). It's regularly updated, very powerful and unbelievably easy to use.

With The Toolkit at your fingertips, you'll be able to update your own website – quickly, easily and without fuss. And if you need any help or guidance at all, every member of our team is fully trained in using the same system – so you have real peace of mind at all times.

Updating your own site isn't just simple, it helps your business

Using The Toolkit to update your website not only gives you the flexibility to add content at any time, it gives you many more benefits:

- ✓ You don't have to fork out for expensive update fees every time you need to change a line of text or update a picture
- ✓ You choose the people who can log in and update your site – it's easy to set up a new admin account
- ✓ You can get business-critical, time sensitive information published instantly
- ✓ If you want to take something off your site quickly, you can do
- ✓ It's easy to make sure the search engines find lots of fresh content on your site – and boost your rankings.



The Toolkit is also packed with SEO tools that will help you get visible in Google, Yahoo! and Bing. Winning new business on the web couldn't be easier!



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info@toolkitwebsites.co.uk, www.toolkitwebsites.co.uk

Toolkit Facts

- ✓ Our websites are Search Engine Optimisation friendly and we give you all the tools, tips and tricks to enable you to get the best results on Google, Yahoo, Bing and many more
- ✓ Dedicated support website for every piece of information you could need at www.toolkitsupport.co.uk

“The staff at Toolkit Websites are great. Even computer novices like us can understand what we are being told”

Cyd Loveday | Plough Harrow Inn



www.ploughandharrowinn.co.uk



TOOLKITWEBSITES

Search Engines

Your fantastic new website is ready... but how do new customers find it?

SEO (search engine optimisation) is the name for techniques that get your website a higher place in search engine results.

We always build websites to be search engine friendly and we've packed lots of SEO tools into The Toolkit itself.

But the most important aspect of SEO is the content you add to your website yourself. When you write about the work your business does, your local area and the products you sell, you're helping to tell the search engines what your website is about. One of the ways they do this is by noticing keywords, like 'web design Southampton' or 'painting contractor Northern Ireland', in your text. And the more often you update the more the search engine notices your site!

It's not just the on-page content that's important, though – that's why we've created The Toolkit to allow you to change all of the following:

Meta descriptions – text that search engines use to summarise your page in the search results

Keywords – words that some search engines will look at when indexing your page

The main content – of course!

Page links – linking to pages within your site gives them a 'vote' of authority, which can help SEO


Image tags – text that describes the images on your website, particularly for people with visual impairments.

While no company can guarantee that you will get the search engine rankings you want, the real issue is whether you have the tools that give you the help you need. We deliver them, and our team is always delighted to help advise you on improving your search engine positions.



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Toolkit Facts

- ✓ Call our sales team anytime for a chat about your requirements on our local rate number 02380 633 644
- ✓ Be reassured with our Trading Standards 'buy with confidence' approval 
- ✓ We do logo design – if you need one we can help

“The friendly helpful attitude of your staff. Nothing is too much trouble as they realise we are not all IT Gurus. The presentation of the site is first class”

Ronald Pye | Carspace London



www.carspacelondon.co.uk



TOOLKIT WEBSITES

Growing Your Website

Our website packages give you the number of pages and images that best suit your needs – and our team will happily advise you which option will suit you best.

We also understand that it's important for your website to grow with your business. That's why you can request more pages and images when it suits you, and why we offer a range of extras that will help you take your website to the next level.

Quality add-ons for extra flexibility

Whatever package you choose, you can add-on any of these great-value services:

Logo design. We can design you a new logo or freshen up an existing design. Call our team for more information

Copywriting. Lost for words or pushed for time? Then our copywriters will create professional and lively text that's good for search engines too

Email Marketing. Email marketing is one of the most effective ways to win customers. Our powerful campaigns will help you to promote your business for less

Google Pack. Turbo-charge your website with a pack containing five of Google's most effective services

We've plenty more to offer, from bespoke animations to buttons and graphics. Check out the full range at www.toolkitwebsites.co.uk/webdesignservices.



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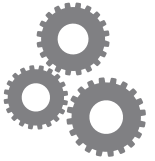
- ✓ Our Content Management System is easy to use – we've developed it so our granny can use it!
- ✓ We help you get your business on Facebook, Twitter, Blogger and other social media to help your business grow

“Our design was very important to give a slick and exciting feel to our Polo event website. Alex understood what we needed and delivered a stunning site and the cost stayed exactly the same as the original quote!”

Rory Heron | CEO, Polo in the Park



www.polointheparklondon.com



TOOLKIT WEBSITES

Satisfied Customers

Frontier Sport Health and Fitness

The challenge: Because Frontier Sport Health and Fitness was growing so rapidly, Paul Simmons soon found that the business had outgrown its existing website. He needed a new site that would reflect the quality of the company, as well as allow him to provide clients and potential customers with up-to-the-minute information. He also wanted a site that was easy to navigate.

The solution: We worked with Paul to design a site that exactly matched his requirements. Fully-updatable, the new website is easy to find your way around, packed with fresh information and looks absolutely stunning.

The result: Paul was delighted with the design of his new site, and the fact that he could update it himself – any time he chose. The website is a big hit with Paul's clients, and he was impressed by the quality of our design and our customer service.

In Paul's words: *"The service was very good and there was a constant stream of offers to help... I am very happy with service and website!"*



www.frontierfitness.co.uk



Call our team now: 02380 633 644
info@toolkitwebsites.co.uk, www.toolkitwebsites.co.uk

Toolkit Facts

- ✓ We are in our 11th year designing websites, we're not going anywhere!
- ✓ If you are not happy (we hope that's very unlikely!) email us or call us and we will do everything to turn your frown upside down!

“Even when the time scale ran over (completely my fault), there was no pressure to get it signed off. Very prompt responses to all questions / emails / phone calls”

Simon Maguire | Maguire Boats



www.maguireboats.com



TOOLKIT WEBSITES

Satisfied customers

2thefore, Communications Consultants

The challenge: 2thefore, a specialist PR and communications consultancy, needed to revamp its website. Ironically, because company directors Katie King and Glen Goldsmith spend so much time helping SMEs raise their profile – including drafting copy for their websites – they had neglected their own site. The content was good, but the design was tired and looked out of date.

The solution: We worked with 2thefore to create a crisp new look, and built their website on The Toolkit – ensuring it was easy for Katie and Glen to update.

The result: The new website is both vibrant and professional, and gives clients – and potential clients – of 2thefore an impressive insight into the company.

In Katie's words: *“The whole team is the same – very focused on delivering excellent customer service... our new website is completely intuitive and simple to use. We're always moving into new markets and promoting new products. The Toolkit allows us to keep it up to date and relevant to our latest projects.”*



www.2thefore.com



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info@toolkitwebsites.co.uk, www.toolkitwebsites.co.uk

Toolkit Facts

- ✓ At Toolkit Websites we believe in Passionate Customer Support. That means we will do everything we can to look after you
- ✓ When you call us you don't need to press 1 for this or press 2 for that. One of our passionate support team will answer the phone!
- ✓ Every website we produce is custom built for your business. We will work with you to ensure that you get the perfect website

“Very efficient service. Patient with changes that we made. We are extremely pleased with both the website and the service received at all times during the process”

Sarah Bird | Kr Electrical Products Ltd

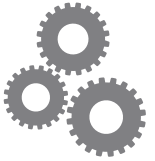


www.kr-electrical-products.co.uk

TOOLKITWEBSITES



From Aberdeen to Ascot
from Cornwall to Caerphilly,
our happy customers have
growing businesses all
around the Country



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info@toolkitwebsites.co.uk, www.toolkitwebsites.co.uk

Toolkit Facts

- ✓ Our sales team, here to explain everything; ask for Will, Adam or Matt
- ✓ Our delivery team, here to guide you through your design and build; Alex, Kitty or Cat
- ✓ Our technical support team, here to answer all the difficult questions!: Jack, Matt or Barnaby

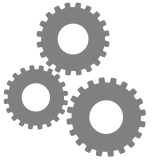
“Amazing value for money and diligence in terms of support. Out of this world!”

Daniel Batchelor | The Lazarus Plot (Band), Farnham



www.thelazarusplot.co.uk

TOOLKITWEBSITES



Get in Touch!

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