

You

Why you contacted us

Total Reward Solutions (TRS) offers a range of fairly niche HR services aimed at improving business processes. In effect, TRS is an extension of a business's own HR Department.

You feel that your current website is not performing as well as should be in terms of generating new enquiries and you approached us for advice regarding how we could help to make the web work harder.

We discussed the search engines during our meeting and I explained that we were able to work with you to put TRS on the first page of Google for keywords and phrases which had resonance with your target audience.

We went on to discuss the website more generally as we both felt that it was not presenting the business as favorably as it could be.

We propose to develop a new website with an emphasis on the following:

- **An approachable tone of voice.** Crisp, contemporary imagery coupled with concise copy (plain English) will achieve this (currently the imagery feels dry and over-corporate)
- **Your clients.** We suggest that this can be achieved through the use of a slickly animated Flash header (gallery style)
- **The various arms of the business.** The visitor must be able identify the different areas of the business and "International Assignment Services" must be identifiable
- **The search engines.** The website must be optimized to ensure a solid re-launch
- **A "path to sale".** There must be a path through the website which guides the visitor from the home page through to their area of interest and on to the contact page

Your requirements

Look and feel

The website will feel professional whilst at the same time approachable.

Visitors would use the following words to describe the business based on the look and feel of the website

- Professional
- Reward
- Friendly
- Modern
- HR
- Large

Each page will feature a gallery of clients at the top of the page. We propose to make the logos animated on a sliding area which pops out when hovered over. This will be obvious to find.

When a logo is clicked, the visitor will have the option of downloading a PDF case study about the client concerned or alternatively simply reading a short paragraph of descriptive text within the Flash itself.

The gallery will change on each page depending on the subject matter – for example, on the “International Assignment Services” page, Facebook may feature in the gallery. This concept is based on your information that visitors tend to be primarily concerned with one particular area rather than every service simultaneously.

The gallery will immediately shout “professionalism” and this coupled with lifestyle imagery will present an approachable but professional image.

Tone of Voice

The website will communicate to its customers in a direct, understandable but non-patronizing way. You mentioned that the website was aimed at primarily attracting medium sized businesses (of over 50 employees) rather than corporates. Hence, we feel that the copy should not feel dry and stuffy – it needs to encourage its visitors to call or email.

The website should not attempt to give the visitor everything – it should leave them wanting to know more. Currently, some areas of the website contain lists and these feel as if they could be exhaustive (but they are not).

The copy should be concise and to the point.

Pages (to be agreed)

- ✓ Home
- ✓ Reward Strategy
- ✓ Total Reward Statements
- ✓ International Assignment Services
- ✓ Long Term Incentive Plans
- ✓ Bonus Plan Design
- ✓ Sales Incentive Plans
- ✓ HR Information System
- ✓ Benefit Plan Design
- ✓ Clients
- ✓ Contact Us
- ✓ Key Players
- ✓ News

Technical Requirements

- Intuitive content management - allowing the updating of text on the website
- Flash header - animated client gallery
- Download PDF facility
- Facility to add, edit and delete news items
- Facility to upload a PDF against a particular client (for Flash header)
- Facility to create a new client for the Flash header complete with short overview text
- Contact forms to allow a visitor to contact the business (email confirmation back to the visitor)
- Search Engine Optimisation to ensure a solid re-launch in the search engines

Hosting

- ✓ 12 months hosting free on our secure shared servers (£150 per annum thereafter if you choose to continue hosting)
- ✓ 99.9% uptime guarantee
- ✓ Unlimited email addresses
- ✓ Webmail enabling you remote access to your emails

Search Engine Optimization (one off fee)

There are a large number of techniques which can be used to optimize a website for search engines. Some are general and will benefit all websites whereas others are specific to your sector and requirements. Before we embark on our work to optimize your website we will chat to you to ascertain your online aims for the business. This will help to inform our work. Our search engine optimization techniques are tailored to your needs.