

dijify



**YOUR
CUSTOMERS
ARE ONLINE.**

ARE YOU?

WELCOME!

Designing with business success in mind, we deliver an outstanding service with an affordable price tag.

We specialise in marketing websites that not only drive relevant people to your site, but also convert them into customers once they arrive.

Almost 4.57 billion people in the world were active internet users in July 2020 and approximately 2 billion people are using social media. Whatever kind of company you're running, the statistics tell you clearly: your customers are online.

Without a valuable online presence, potential customers may well conclude that you're not a company to trust or take seriously and go to a competitor instead.

If someone wants to know more about you, the first thing they do is Google you – it's up to you (with our help!) to make sure they like what they see.

"We have had the pleasure of working with Iain at Dijify for over 5 years. He has watched the charity grow and develop and he has moved with us to modernise our website and listen to our needs. Most recently we changed our name and Iain was central in adapting our website to illustrate our new branding and feel. Iain is very intuitive and has a great way of getting the best out of others. He is also incredibly efficient and skilled in what he does. We will continue to work with Iain and his team moving forward and grateful for their expertise."

- Nicola Welsh.

Held In Our Hearts.

WHAT WE DO

| **Information websites** | **E-commerce websites** |

| **Booking websites** | **Catalogue websites** | **Blog websites** |

| **Charity websites** |

We've spent the last decade building websites for small businesses all over the world. This has put us in the extremely fortunate position of knowing exactly what most small businesses really need from a website. We'll carefully analyse your individual business requirements to determine which features will help you get more customers. See details of some of our most popular features:

Booking systems: A must have feature for many industries who have appointments or bookings to schedule. Online booking systems reduce workload and eliminate the possibility of human error. In addition, it also presents more opportunities for scheduling appointments since more people could be doing it at the same time whereas you can only talk to one customer at once.

E-commerce systems: If you buy or sell anything online, you need a flawless e-commerce system! A well-designed e-commerce site offers the single most efficient way for you to sell and reach a wider audience. We can integrate a variety of e-commerce systems into your site depending on what is appropriate for your business or is existing already.

Blog: Adding a blog to your site will help boost your traffic and send quality leads to your website. By creating blog content that is of value, you can attract an audience and eventually convert them to customers. Having a blog helps you to build visibility, trust and become an authority in your industry which all help customer acquisition.

WHAT WE DO

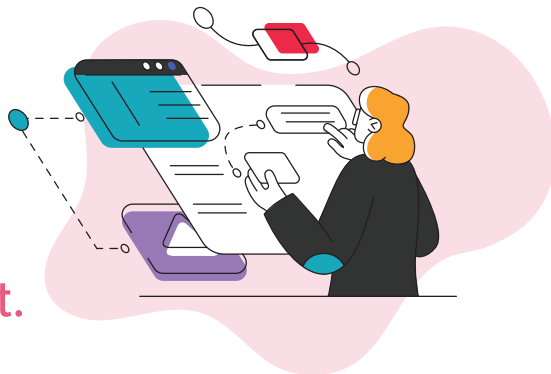
Knowledge Base / FAQ: We can help you create an organized collection of valuable information about your products or services. Having an FAQ or knowledge base page on your website provides quick information to help customers make a purchasing decision. It also massively reduces the time your employees spend answering simple questions.

Live chat: Live chat software allows you to have real time conversations with your customers/potential customers while they're on your website. You can increase sales and expand your market reach with the ability to communicate with your audience at every stage of their buying journey. Customers love it because it's fast, easy, and convenient!

SEO: The customers who know your name can find your website, but what about people that don't? We will help new customers find you by ranking your business higher in search engines. Using an intelligent search engine optimisation strategy on your website helps to increase relevant traffic and in turn grows your customer base.

Fully Responsive: All our websites are fully responsive (mobile friendly). Responsive websites adapt to different screen sizes, giving visitors the best possible experience whether they're viewing on a mobile, iPad/tablet or desktop. Having a responsive website can also help you improve your business' rankings in search engines.

**OVER
4,000
beautiful
websites built.**



OUR PROCESS

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Plan:

We'll have an initial consultation to discuss your website requirements and come up with a progress plan. We'll discuss your business needs and goals for the future to make the best recommendations for your site. You will find the invitation to book your free consultation at the end of this brochure.



Build:

Once we have a plan in place, it's time to get building! We'll stay in touch throughout the entire build process - we don't leave our clients in the dark. The plan isn't set in stone, you will be able to make changes and add more features as we go.



Launch:

You can rely on a smooth launch as we take care of the entire launch process to ensure stability. This means you can start selling your product or services quicker from the day you launch – no mucking about!



Support:

We are here to take care of everything for you after your site is launched. The process doesn't end when the design is complete, we will look after your website maintenance and ensure your site is always up to date.



Hosting:

We work with some of the best cloud hosting providers in the world to ensure your website is fast, reliable, and stays online so you never miss a customer. Slow-loading websites cost retailers \$2.6 billion in lost sales each year – don't become part of this statistic!

COMPARE YOUR OPTIONS

WEBSITE FEATURES	BASIC	60% OFF PRO	PLATINUM
Upfront design cost	£399.00	£699 NOW £249	£2,250
Maximum pages	5	10	50
Design	Multiple look & feel options	Customised look & feel options	Fully custom bespoke build
Copywriting	Expert Copywriter	Expert Copywriter	Expert Copywriter
Amendments	Unlimited	Unlimited	Unlimited
Domain & secure hosting	Yes	Yes	Yes
Email address	Up to 25	Up to 25	Up to 25
Standard widgets (blog, social media etc..)	Unlimited	Unlimited	Unlimited
eCommerce	Up to 10 (DIY)	Up to 10 (DIY)	Up to 100 (DIY)
Visuals/Images	Parallax & Animations	Parallax & Animations	Custom Images & Graphics
Digital Marketing Training	Yes (monthly training including Q&A with our experts)	Yes (monthly training including Q&A with our experts)	Yes (monthly training including Q&A with our experts)
QuickStart eBook series	10-part (Digital marketing series)	10-part (Digital marketing series)	10-part (Digital marketing series)

FAQ

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How long does it take from start to finish?

We can build you a beautiful website in as quick as 2 weeks if you need it now! We have created an effective build model based on years of experience and thousands of completed projects which eliminates the possibility of delay. Our websites are always on time and exactly what you need.

What if I don't know what I want/need?

Set up a call with us and we can go through your business type, goals, and what you want from your website. We will then be able to make suitable recommendations and give you a realistic quote for a website based on your specific business needs.

Can you improve my existing website instead of building a new one?

Yes, absolutely. If you know what you would like to be changed or added, great! If not, don't worry. We can conduct an in-depth analysis of your current site and make suggestions based on your business.

Will I be able to change the text and images myself?

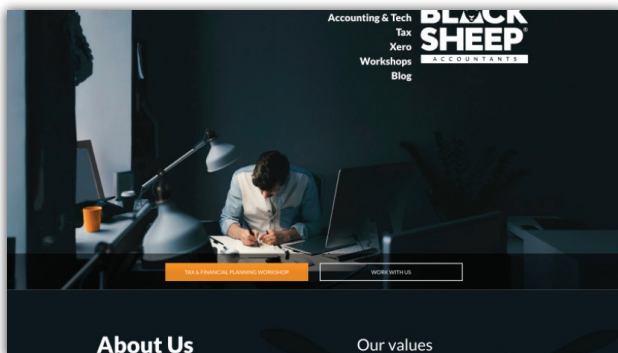
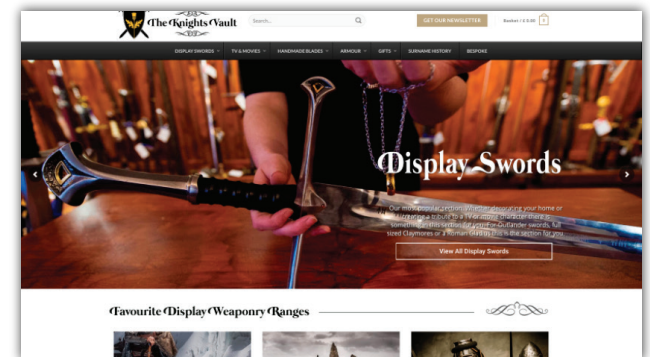
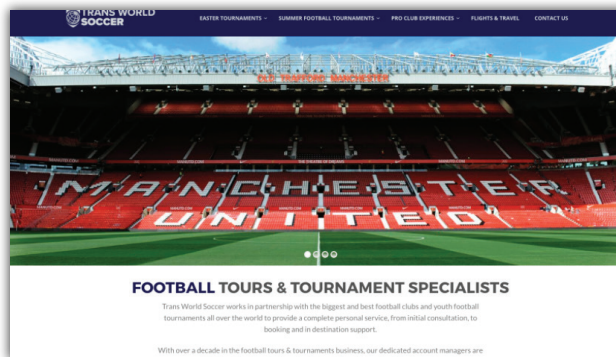
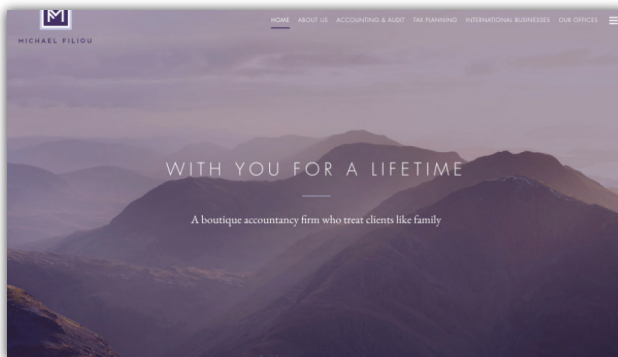
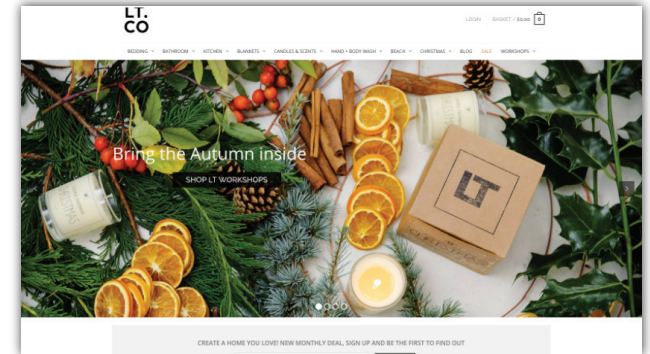
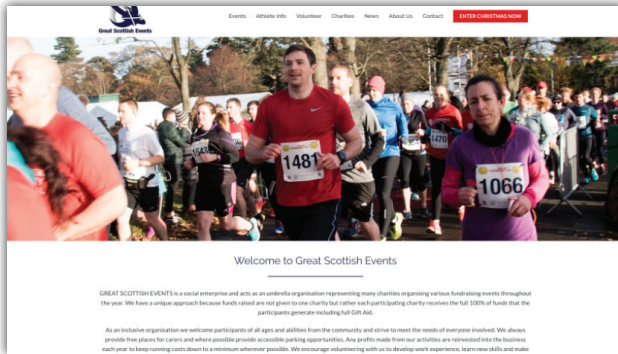
We use reliable code that's easy to manage in the future, so when you want to change something quickly you will absolutely be able to do it yourself. We are more than happy to show you how to make updates so that you feel comfortable making changes whenever you want to.

"Working with the Dijify team has been a brilliant experience. They took a vague brief and broad vision and distilled it into a website that does exactly what I want it to do. They have been supportive and helpful throughout, teaching me the ropes of managing my new site and being quick to answer questions. I highly recommend them if you are looking for a web designer."

- Christina Petrides.
Workingontheroad.com

SOME OF OUR LATEST WORK

dijify



You can check out more of our work at www.dijify.uk

1,000's of happy clients.



NEXT STEPS

We would love to have a chat with you to see how we can help with your website requirements. The link below will allow you to book in for a free consultation with one of our specialists:

BOOK YOUR FREE CONSULTATION NOW



To get the most from your free consultation, we recommend filling out our short questionnaire beforehand >>

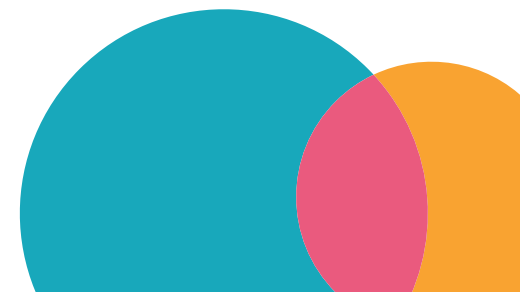
NEW PROJECT QUESTIONNAIRE

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- What industry are you in?
- Do you need a new website, or an existing site updated?
- What is your main business goal?
- Where are your customers based?
- What website features are you interested in?
- How much would you like to spend?

"I would like to say that over the past few years from the original design and updates since then, working with Dijify has been an exceptional experience. From the design to managing the site on my behalf has taken Great Scottish Events from success to success. From the original two events per year Dijify has now designed and manages up to six events. I have no hesitation in recommending Dijify website services to any other business."

- Terry Crossley.
Great Scottish Events Ltd.



**Say goodbye to expensive
retainers, complicated
contracts and endless excuses.
Say hello to results and
business growth!**

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