



## Introduction

**Hedgehog Design is a Creative Design company providing Web Site Development, Content Management Systems and Printed Brochure Design.**

We offer a practical approach to your company needs - ever mindful of corporate identity guidelines, yet always looking for ways to make your company stand out from the rest.

We don't offer gimmicks, only a unique viewpoint with appealing designs that will be enjoyed by you, and most importantly, your customers.

HEDWIN CMS is our unique Content Management System designed with your business in mind.

Practical and simple to use by technical and non-technical staff alike and flexible enough to grow in line with your business requirements.



## About us

**Based in Dorking in Surrey, Hedgehog Design was formed in 1994 by Jimenez Joseph and has steadily grown and expanded its expertise from brochure design through to web development.** In those years, the company has grown and our skills developed even further, making it an established and well-experienced design company.

Hedgehog Design is a small, yet well-connected company. This means that we can keep a happy relationship with our clients, all the while able to provide the best development solutions using our specialist partners.

We have a wide network of specialists who have closely worked with us for many years, giving us the best service at all times.

We always take a positive and professional approach to all the work we do, our aim is to provide you with the best all-round design and development solutions possible, giving you the confidence in knowing that your interests are well looked-after every step of the way.

Please contact us anytime if you would like us to help you with any web or print design projects you might have. Telephone: 01306 640 222

## Our Mission

**To provide our clients with the very best in design without the high costs and long-winded process normally associated with the design industry. We are straight-talkers and believe that you'd want a design company to give you the facts, without the flannel!**

## Our service

**Hedgehog Design's service spans a wide net and we offer a high quality service. Taking every care to regularly communicate with our clients and faithfully respect any corporate identity guidelines.**

We work to ensure that you get the right advice and aim to deliver a project that you will be proud of - on time and on budget.

### Web Development Services:

- Web Site Design & Development
- Content Management Systems
- Search Engine Optimization
- Web Hosting & Domain Name Reg

### Print Design Services:

- Brochure Design
- Logo Design and Stationery
- Promotional Material
- Presentation Graphics
- Visualization/illustration

### Service Costs

We aim to give you a fair price for our work and we understand that you may have budgetary constraints - therefore we are very flexible, and can work to an hourly rate, a variable estimate or a fixed cost - whichever suits you.

Hedwin is our website to showcase our tailor-made Content Management Systems (CMS). Administer your website, wherever you are in the world. Add, edit, delete and archive pages using our convenient control panel - no experience necessary! [www.hedwin.co.uk](http://www.hedwin.co.uk)



Our service / Web Development Services

## Creative Web Design

**A well-designed web site can greatly improve your sales prospects.**

### Web Site Design & Development

You only get one chance to make a first impression, therefore your marketable value and reputation can be made or lost in a matter of seconds. Your presence on the Internet is a direct reflection of your company, so you have to present yourself in the best light.

### Effective Design

To maximize your company's look and feel Hedgehog Design emphasizes the importance of effective, front-end design in all projects. While it is important to make your site visually attractive, we never lose sight of the fact that every site must be easy to use and intuitive. We combine technology know-how and artistic talent to make this happen.

### Websites That Work for YOU

We offer a complete web site design and hosting service. We can help you get the most out of your web site and make your web site work for YOU.

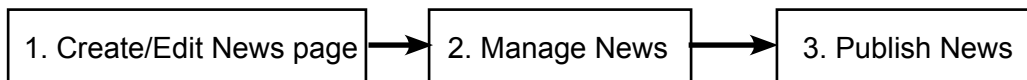
Your web site is as important, if not more important, than any other marketing tool your company uses. We understand this and we will ensure that everything about your web site's design, functionality and presence represents your company perfectly.

Our service / Content Management Systems

## Content Management Systems - An Affordable and Necessary Tool

Your business can save an average 65% on web maintenance costs with Hedgehog Design's HEDWIN CMS. No longer an expensive web accessory, our CMS is an affordable and necessary tool for your web site.

HEDWIN CMS is our own Content Management System technology born from years of providing web development services and watching other poorly-kept web sites. It is vital that a website is kept current and valid, as it can be off-putting to visitors and can potentially lose valuable business. Badly maintained web sites can lead to a dysfunction in the web site's style and navigation. This can be off-putting to visitors and can potentially lose valuable business.



Above: A typical path to managing a web page via HEDWIN CMS -

### The Benefits

A good CMS is a worthwhile investment to secure complete control of your web site's content. Many companies need to update web site content on a fairly regular basis, therefore benefiting from this technology.

Be it once a month or daily updates, your web site can be maintained by anyone you choose in your company - anywhere in the world. No software to install, because it is web-based. More than one user can be given access to the password-protected control panel. You can even choose how much control is given to each user.

With HEDWIN CMS the control panel is easy to follow, because it is tailor-made to your specifications. It speaks your language - no technical knowledge required and no HTML to learn.

With HEDWIN CMS, you will be able to:

- Add, edit, duplicate, delete and archive pages and content within the web site.
- Password protect the control panel and assign more than one administrator.
- Technical and non-technical staff alike will understand how to use it because it will be designed to fit into your organisation's working practice.
- Keep the web site's style intact without fear of damaging it.

## CMS Elements

HEDWIN CMS is largely a tailor-made service, which can be defined in modules for small to medium sized websites. Any of these modules can be extended for any type of use on your web site. Each module has a basic price and extensions to these modules would need to be quoted accordingly.

Modules:

**Home Page Manager**

**News and Events (including archive)**

**Product Showcase\***

**Case Studies and Testimonials**

**Job Opportunities Pages**

**Archiving & Backups**

Each module is supplied with one combined control panel designed to suit your company style.

\* Please call to add E-commerce to this module.

## CMS Technical Support & Maintenance

It is vital that a Content Management System is properly maintained and regularly checked. It is a system that is constantly moving, not unlike a server. Our Maintenance and Technical Support contract ensures that your website always functions properly and avoid potential problems.

We retrospectively back up your databases - In the event of a server crash, we can restore the last database entries of up to 72 hours. This contract covers CMS maintenance and general website technical support, along with testing and periodical checks to make sure everything is running smoothly.

Along with this service, we can also carry out routine changes to your CMS\* at no extra cost, which would normally incur a separate charge outside of this contract.



#### Maintenance and Technical Support Contract Features:

- Regular testing and checks
- Retrospective CMS database backups of up to 3 days.
- Routine changes to the CMS on request\*
- Unlimited Telephone and Email support with a guaranteed response time of 1 working day max. for routine problems and queries.

\* Routine changes are defined in a Service Level Agreement once a Web site Development project has been completed.

## Search Engine Optimization (SEO)

**No matter how good your web site is, if it's not found in a search engine - it's no good. Our team of SEO specialists offer a selection of Search Engine services that will help bring your web site to the uppermost level on many search engines.**

While there is no cast-iron guarantee of reaching the top positions in all major search engines our team will optimize your pages so that they are maximised for search engine visibility.

With standard compliant coding, keyword research, site content, structure, relevant inbound linkage and correct meta-data the search engines are more inclined to index web sites content. We make sure your site is listed within the relevant categories for your product and include alternative search parameters utilising top level and mid level keywords and phrases that are being used to search for your information or product.

Our team will take a look at your product or service and target customers in order to place your site in the correct categories including local, regional and international directories and search engines.

### SEO Services

SEO services are designed to concentrate on several key areas when making recommendation for web site optimisation and search engine marketing campaigns.

- **Web site title** - reflects your company and its main key phrase in search parameters
- **Web site description** - which the description is optimized to reflect your main content and keywords and sentences that your customer would use to search for your company or product. (less emphasis is placed on description tags, but still counted in the overall index measure).
- **Content** - we optimize the content and if needed employ a copywriter to re-write the content for full optimization. Spider and robots such as the ones Google and Yahoo use, all look at content. Is it optimized? Does it contain the right amount of keywords? Is it understandable?
- **Coding** - you can have a great looking web site with all the right search optimization techniques in place but still your web site is not being indexed by Google. This is sometimes due in part to coding problems within the site especially if a web site is built in frames or using java or flash in its navigation.

- **Site Design and Structure** - this is a key and important issue in maintaining your web site standard. If your web site is of poor design it then reflects on the product your company offers. Visitors today expect a company's web site to reflect the information or product that is offered, to be functional with the right amount of usability and navigation. A web site is your display window on the web.
- **Keyword Research** - One of the more important elements of search engine optimization is research of words and sentences that are used by visitors. Our team will research the key phrases that are used to find your product or services and build your content around these phrases. Key phrase research is not just about looking for the top keyword but also mid-level key phrases that relate to your web site.

## Web Hosting for Our Customers

**Hedgehog Design Hosting is open to our customers only. We give our customers a competitive rate on shared server hosting – with no set up fee, plus they also benefit from FREE technical support.**

Our web hosting is on the Windows platform and is provided with 1 FREE domain registration. No more will you have to pay over the odds for technical assistance. Our servers are maintained around the clock by a team of dedicated technicians.

### Hedgehog Design Hosting comes with these features:

Price Per Year - £85 inc. VAT

This fee combines a rental fee for the web space you take up on our Shared Server, and a usage fee for the amount of data you transfer across our network.

#### Web Space - 30Mb

This refers to the amount of space on our Shared Server that is allocated to you. Should you find you require additional Disk Space, you can easily upgrade your hosting by calling us.

#### Data Traffic - 5Gb

Data traffic is the amount of information you send from your web space to the internet by click-throughs which are generated by visitors to your web site.

#### FTP Accounts - 1 account

An FTP Account is a special folder on your server space where you store your web site content. You need a separate FTP account for each individual web site you create.

#### Domain Name Registration - FREE for first year

The first year of registration of one top level domain (TLD) such as .co.uk, .org or .net is included in this package. Please note that prices of some domain extensions vary, which may alter the price of your hosting. This will be confirmed during the order process, should you choose to proceed.

#### Web Stats - Optional

Frontpage Extensions Support - Yes

Microsoft Access - Yes

Telephone & Email Technical Support - Yes

Our service / Print Design Services:

## Brochure Design

**A good quality brochure or catalogue is key to promoting your company's services. It adds weight to your reputation and further ensures your customers that you are the business that means business!**

And it all starts with the Cover.

The strong selling message is always on the cover - encouraging your readers to open it and want to read more. Without this, there would be no motivation to open the brochure.

Most readers merely glance at brochures, just enough to take in pictures and main headings. They can get the gist of the brochure's content purely by doing this. Whatever the design brief, we can deliver effective company brochures and catalogues. Our designs will ensure that those visuals and headings give the right message and provoke the reader to read on.

We will make sure your brochures meet any corporate design guidelines while being clear, consistent, impactful and relevant, something you will be proud to offer to current and prospective clients.

Hedgehog Design's experience and knowledge can help you clarify printing issues, paper options, print methods and specialist printing techniques.

## Logo Design and Stationery

**Do you want all your corporate communications to be clear, consistent and positive in tone? Do you want all your business communications to convey your organisation's unique personality and share your values with others?**

Many blue chip companies devote millions of pounds each year to developing their brand and promoting their corporate identity. Their corporate logos have certain qualities that make them more memorable and easy to distinguish from others. These qualities are based in the designs themselves and in the techniques and research used in developing them.

The key to effective logo design is SIMPLICITY.

Simplicity is one element all effective logo designs have in common. People are drawn to clean, uncluttered logo designs because they can easily absorb and recognize the symbol at a glance. Fussy, crowded logos such as designs featuring many intricate details are distracting and tend not to be as well recognised as cleaner designs.

At Hedgehog Design, we work to create an innovative and simple logo that works in proportion to your corporate stationery and other media. We aim to design a logo that will set you apart from your competitors and give your corporate identity more weight.

Our logos are designed to be flexible, enabling you to incorporate your logo into any media where it would appear, such as: shop signs, vans, corporate clothing and of course on business stationery.

## Promotional Material

**Promotional material can come in forms such as a leaflet, mailer, postcard flyer or small brochure. Whether you're selling a service or opening a new business, a flyer is one of the most effective ways to attract attention.**

Depending on your budget, we can create a powerful promotional item that will grab attention and prompt the reader to read on.

We do this in a number of ways:

- **Punchy headlines** - This is your first and only shot at capturing the reader's attention. We sum up your product in a few, but powerful, words.
- **Visual graphics** - If you are opening up a nightclub, then photography or visual effects are best.
- **Shoot from the hip text** - Space will be limited, so we work on giving readers enough information to call them to action.

We can advise you on the best ways to promote your event, along with your most effective printing options.

## Presentation Graphics

**Wakey Wakey!! Boring presentations can't always be helped, but it is often not supported by good graphics. This is a common problem with conference or board room presentations. Listeners are often found dozing off in the middle of an important presentation.**

Our presentation graphics work to keep the listener's interest using appealing visual affects, with all the necessary left and right brain stimulus. Our graphics work WITH the presentation and help support it's message, without over-powering it.

Working in PowerPoint, we can create a smooth presentation without too many busy features, that is easy for the presenter to use and helps the speaker to get his message across.

We can offer a complete presentation design service whether you need a simple slide presentation or a high-tech CD-rom interactive presentation.



## Visualization and Illustration

**Not only are we designers and programmers, we're also artists. Many of our clients have commissioned our work for pitches or presentations. We can create imagery for items not yet produced - from simple line drawings all the way through to photo-realistic visuals.**

Floor plans and perspective drawings

Stylized illustrations

Photographic visuals

New Product Photo-illustration

## Estimates

**Our online web estimate calculator is designed to give you a ball park figure that will help you decide which web site development service you want and how much you want to spend. This hassle-free cost guide is a quick and easy way to get an answer, right now!**

- No waiting around for an estimate.
- Not too many complicated questions.
- Just a simple answer to a "How much might it cost...?" question!

## Contact us

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