



WEBSITE DESIGN &  
DEVELOPMENT  
PROPOSAL

## Introduction

The Anchor Agency is a company composed of Computer Programmers, Data Scientists, Engineers and Designers. We provide technological solutions to both small and large companies all around Uganda. We work with some of the best Designers and Software developers who are passionate and always eager to solve new challenges.

## About Us

All our custom website designs are built from the ground up with your requirements in mind. We take the time to learn about your business, your customers, and specific needs so that your website is not only beautiful but also helpful to grow your business in a meaningful way. To achieve this, we employ a number of discipline and tools.

You want your website to have a solid foundation with reliable, secure codes. No matter how simple or complex your website is our front-end designers and server-side developers stick to the coding best practices from the very beginning. As a result, you'll get a robust, scalable website which can be easily extended with new features and functionalities as your business grows.

In today's digital business world, you need a partner who can help you take advantage of marketing and sales opportunities across a variety of channels in real time.

## Our Vision

To create the world's largest demand driven market.

## Our Mission

To front satisfaction by perusing customer interests and creating more sales experience for our clients

## Our Services

The very reason why we employ our eyes and brain to work as hard to decode, store, and process information for less visually complex websites to be more beautiful in almost every website we do develop. We try as much as possible to distil down as much content as possible yet retaining the functionality of your site.

Our in-house services include:

- Web Design & Development
- Website Maintenance
- SEOs
- Web Hosting and domain buying
- Web site Redesign

# Executive Summary

## Responsivity

Our websites react to their environment- whether it's mobile, tablet or desktop - and changes the browsing experience to reflect the size and capabilities of that environment. It's a bit like water changing shape when it's poured from a jug into a glass or bowl. This enables Mobile screens which are much smaller than desktop ones, so a responsive or mobile-friendly website makes it easier for users to read and engage with content.

## SEOs

- On- Site Audit - Our crawler checks your entire website and follows all internal and external links.
- Rank Tracking – Track daily keywords rankings on different search engines and country or city levels.
- Backlink Checker- Our Monitor SEO Backlinks, spy on your competitors and find ideas for link building.

## Security

We take measures to secure your website from cyberattacks.

- Defence in Depth Strategy- Our defence in depth strategy for website security looks at the depth of the defence and at the breadth of the attack surface to analyse the tools used across the stack. This approach provides a more accurate picture of today's website security threat landscape.
- Confidentiality- Confidentiality refers to access control of information to ensure that those who should not have access are kept out. This can be done with passwords, usernames, and other access control components.
- Integrity- Integrity ensures that the information end-users receive is accurate and unaltered by anyone other than the site owner. This is often done with encryption, such as Secure Socket Layer (SSL) certificates which ensure that data in transit is encrypted.
- Availability- Availability rounds out the triad and ensures information can be accessed when needed. The most common threat to website availability is a Distributed Denial of Service attack or DDoS attack.

## Speed

Our engineers provide the fastest length of time at which web pages or media content is downloaded from website hosting servers and displayed onto the requesting web browser, the duration between clicking the link and displaying the entire content from the web page on the requesting browser.

Website users feel in control of their Web browsing activities, and the mental stress is not aggravated

- The view of time taken in delivering the requested material along with the accompanying HTML content to the browser.
- Browser response to page load requests.
- The view of end-users as the requested web page renders on the browser – this is the ultimate empirical measure of page load speed.

## Executive Summary

### The Design

Our content team encompasses several different aspects, including:

- Responsive Images and Media
- Media Queries
- Fluid Grids

And webpage layout, content production and graphic design. Our web designers prefer to hand code pages typing HTMLS and CSS from scratch which provides a visual interface for designing the webpage. Images are created separately therefore our graphic designers overlap with web design as our graphic designers often create images for use on the web.

Our web Design will provide you;

- Improved User Experience
- An increased in Mobile Traffic
- Faster Website Development
- Easier Maintenance
- No Duplicate Content Penalty

### Functionality

Our team creates websites with ease which a viewer can navigate your site and obtain the information they are seeking. At Anchor we utilize our knowledge, resources, and experience to produce visually appealing and highly functional websites.

Our Focus:

**Site Purpose** – we build site that inform your visitors in a clear and concise fashion. Visitors shouldn't have to guess what your site is about or search for critical information. We present the information right up front and offer clear direction so visitors can navigate to exactly the pages and information they seek.

**Site Navigation** – The primary means of accessing the content on a website is through links. We create links that are clear, prominently placed, and simple to understand. Website we create make it easy for almost any viewer to navigate quickly.

**Content Writing** – Effective content writing is one of the most critical aspects of web design. We excel at writing content for clients who aren't sure what they want to say. We can even do research on your products and additional information to serve your audience.

**Web Standards** – we stay up to date on the current web standards and technologies so we can offer our clients the advantages of using HTML, CSS, JS, REACTJS, PYTHON, DJANGO, PHP, LARAVEL, WordPress as well as GitHub and GitLab for version control.

This proposal outlines in more detail how we'll do it, and what you can expect along the way. But your biggest expectation should be one of success.

# Solution

The Anchor Agency will develop a modern website that showcases the value proposition, features, benefits, pricing & customer testimonials of Your business' Collection.

The Anchor Agency has been involved in the development of several best-in-class of business to customer website, including for companies like The Coca Cola Company and Northfly Uganda. We will use the best practices from those websites combine with learnings from 4 years of helping companies grow to produce a website that generates a high number of trial signups for Your business.

# Process

In order to build Your business, the high-performing website they need, the Anchor Agency will walk through the following process with the Your business' team.

## Goals

Firstly, we'll work together to establish goals for the website and how they fit into the wider organizational goals.

## Discovery

Once we've established the goals of the website, we'll then work to identify where the opportunities lie. This can involve some or all of the following:

- Data analysis- we'll look at existing website data, including traffic source, landing pages, conversion rates etc. to understand where the biggest opportunities lie the website.
- Customer interviews- we'll conduct interviews with your customers to understand how customers use the product, what they were using previously, what problems it solves for them, etc. This will help us write copy that resonates with your audience and the problems they are wanting Your business' Collection to help them solve.
- Internal interviews- we'll interview a number of internal people at the Your business' Collection to understand how the wider business works and how we engage with the customer across their lifecycle. This will allow us to understand how best to convert people from a visitor to your website to a paying customer.

## Strategy

Once we've completed the discovery phase, we'll then come up with an overarching strategy for your website.

This will include information like what pages we'll have, how navigation will work, visual style, conversion paths, etc.

This strategy will be driven by the insights gained from the Discovery stage, and will leverage our deep knowledge of Business to customer website best practices.

We'll present this strategy back to you for review, iteration & approval.

## Wireframing

Once the strategy is agreed on, we'll then do a basic wireframe of your new website that will show the navigation, page layouts, copy, etc.

This will allow you to understand how the site will look and what messages will be conveyed, and will allow us to iterate quickly until everyone is aligned.

## Design

Once the wireframe is agreed on, we'll then turn the wireframe into a high-fidelity design that shows exactly how each page of the website will look.

We will present this back to you as an interactive prototype that will allow you to click through the website and experience it as if it was live.

We'll then iterate and make any final changes in this stage before signing off and beginning development.

# Process

## Development

Once the design has been agreed on and signed off, we'll then develop the website on the WordPress CMS using the Elementor page builder.

Using a CMS like WordPress combined with the Elementor page builder, makes it quicker for us to develop, and also makes it easy for you to update the website however you need.

## Signoff, launch and training

Once the website is built, we'll jump on a video call and walk you through the new website. Once you've signed off on it, we'll push it live at [abryancollection.com](http://abryancollection.com) and archive your old website in case you need anything from it.

Finally, we'll do a basic training session with your marketing team so they understand how to edit the website when they need.

## Deliverables

As outlined in the Process section, The Anchor Agency will be responsible for delivering the following:

- Website strategy document that outlines navigation, key pages, visual style etc.
- Wireframes for the new website to be reviewed, iterated and agreed
- Full design for the new website to be reviewed, iterated and agreed
- Final, mobile-responsive website live at your business' collection.com

It's also worth noting what is outside the scope of this project:

- Optimization for Search Engines
- Submission to Search Engines
- Design of other branding assets such as logos

"The Anchor Agency helped us build an amazing website that doubled our Visit Site to Signup conversion rate. It's been a critical part of the 100% YoY growth we're experiencing."

Byamugisha Benard- Cofounder- Northfly Uganda.

# WEBSITE MAINTENANCE PLANS

We would all like to think we can just build a website and walk away from it, but the truth is someone has to take care of it. Once a website is built and launched, it must be maintained to ensure they remain secure and up-to-date. A lot of things can happen or go wrong if it gets neglected. A website that's not maintained can ruin your reputation and your business. What if you or your clients don't have the time or desire to maintain the site? The solution is easy

Our website maintenance plan is an ongoing premium service to keep the website up-to-date. This usually includes the website's WordPress core, plugins, and themes. For example, the website will also need to be tested and improved. Our plans include backups and site monitoring.

## What's Included in our Website Maintenance?

Website maintenance packages can be tailored to the client's specific needs. This means you can let them choose what services they want. This at least includes the WordPress core, plugins, and themes. Services typically include a combination of the following:

### Updates

Update of the WordPress core, plugins, and themes and ensure that everything works together as planned and solve any issues that arise.

### Backups

Performing both automatic and manual backups on a regular schedule. Backups will be used to restore the website if needed.

Popular tools include:

- Backup Buddy
- Updraft Plus
- Duplicator
- Backup

### Security

Monitoring threats and attacks, and set up security to prevent them. Perform security fixes and restore backups as needed. You could even include SSL certificates.

Popular tools include:

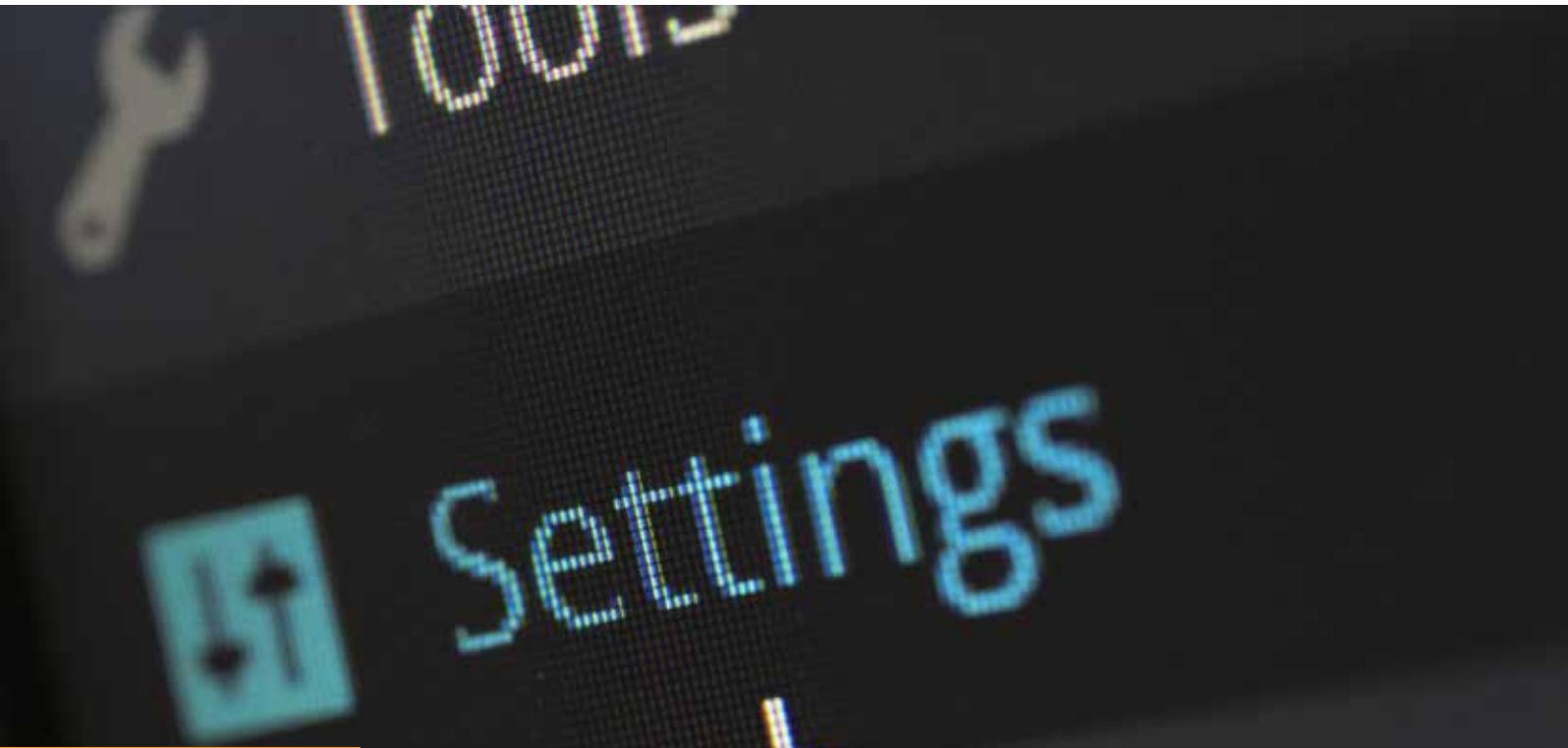
- Word fence Security
- I Themes Security
- All in One WP Security & Firewall
- Secure Security

### Site Monitoring

Monitoring speed issues, 404 errors, broken links, etc. and solve issues or make suggestions about how to solve issues.

Popular tools include:

- Uptrends
- Pingdom
- GTmetrix



## Analytics

We use high-quality tools to analyse traffic and offer suggestions for content, design, etc. This can also include a/b testing.

Popular tools include:

- Google Analytics
- Google Analytics for WordPress
- Google Analytics Dashboard for WP
- hrefs

## Consulting

We help clients grow their business and online presence. We offer Skype calls, email, meeting in person, talking over the phone, etc., for training and business development.

## Marketing

We offer to manage social media, advertising, email and newsletter campaigns, etc., to help grow their online presence.

## Content

We perform updates to their content, such as images, text, and layout changes. Websites need to have their content updated to remain current. You could even provide blog content, handle comments, users, email, etc. You could provide blog articles monthly, weekly, or daily.

Website maintenance is crucial for every website. Websites that are not kept up to date pose security risks. Hackers and other nasty web-based threats find those little holes in the code. Plugins can become incompatible with each other, with your theme, or with the WordPress core if they're not updated.

Your website is the centre of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. The Anchor Agency's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

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Akamwesi Complex - New Port Bell Rd.

P. O. Box 8423, Kampala (U).

[agency.anc@gmail.com](mailto:agency.anc@gmail.com)

+256 772 659 668 +256 755 966 901