

Web Design & Development Services

Web Design & Development

Here at **Security Media Publishing**, great web design comes as standard, however equally important is web optimisation, functionality and customer service. Rest assured all these qualities are reinforced at **SMP**.

e-Commerce & Web Design Services

SMP offer complete e-commerce solutions. We understand the importance of usability for both the customer and the shop owner. As well as maintaining stock and processing orders, our e-commerce packages also come with website optimization & marketing.

Website Optimisation & Internet Marketing

If you are looking to maximise your web-site's performance in search engines, **SMP** offer website optimisation services to improve your organic rankings in the major search engines such as Google, Yahoo & Bing.

Graphic Design & Directory Advertising

From design to submission, **SMP** can manage the entire process for you. **SMP** also offer complete graphic design solutions covering folder design, logo design, corporate identity design and advert design.

Web Design & Website Marketing

Welcome to **SMP**. We are a web design and internet marketing studio that specialises in; web design, website optimization, marketing and bespoke functionality.

When choosing a web design company, the design plays an important role in the success of your online presence. Here at **SMP** we traditionally employ graphic and web designers who together produce great designs that are technically sound. Equally important are factors that you should take into consideration. These consist of 4 following disciplines:

Web Design - W3C compliant XHTML & CSS coding, and a keen focus on website usability.

Marketing - An understanding of your online objectives and existing marketing concepts.

Website Optimization - Search engine friendly website coding and maintenance of search engine rankings.

Functionality - Bespoke Content Management Systems (CMS) developed to your exact requirements.

For more information about any of our services then please call 01543-250456 directly or alternatively you can complete our online enquiry form.

Website Design Templates, Artwork & PDF Downloads

Our website design resources contain a rich variety of informative PDF's, vector artwork and website templates. All of our website design resources are free to download and are regularly updated by our in-house design team.

Our basic web design package comes complete with a bespoke design, flash animation, contact enquiry form and sufficient pages that explore your products and services.

All of our web sites are built by our in-house web designers and coded to industry standards.

- Better Search Engine Rankings.
- Better Universal Browser Compatibility.
- Better collaboration between other web designers and developers.

New Business Web Designs

Our New Business web design packages are really tailored to suit you, your business, and your objectives. After an initial consultation we design and develop your web site to achieve those objectives.

Advanced features may include:

- Blog with RSS feed
- (CMS) Content Management System.
- Video uploads area
- Flash animation and menus as required
- A bespoke E-Commerce system - allows visitors to enquire and purchase

Web Site Design & Web Development – general notes

In modern times, there are a whole host of features available to build a both stunning and interactive web site. The construction and completion of a web site can be categorised in two main areas:

1. The Design

The primary objective of a web site should be to meet the requirements of the client. In most cases this would be to attract then convert Internet users into customers, subscribers or in the case of charities, donators. The design of the web site is paramount to reassuring, educating and ultimately convincing the viewer that they have come to the right place, or that they have found what they are looking for. It is the responsibility of the web design company or sole web designer, to produce a suitable design that is attractive to the target market, and doesn't deter people from exploring the web site. Web designers often use a variety of techniques, programmes and software during the design of a web site.

2. The Development

Once the design of the web site is in place, either as a mock-up or coded HTML skeleton, the web site then requires developing. Development can be as basic as constructing the design as a web page in HTML, or it can be as complex as using the design to 'skin' a complex, Database driven web site. Development can be completed by the same designer, or in the case of bigger/complex projects, within a team of individuals who specialise in certain areas of construction.