CHICK - WEBSITE COPY

For: Matt Chick, June 2019
(samples)

Home page

[with hero image]

[h1]:
Unlock your digital potential

[supporting line, h3]:
Find better ways to deliver services, engage clients and scale your business with effective digital solutions everyone will love.

[with multi-image logo]

[h2]:
Solving your problems, not pushing solutions
[or]:
Solving your problems with custom-built solutions[1]

[text]:
You want your business to be more slick and effective. We'll examine your issues, define what will make a difference - to your processes as well as your ROI -[2] and then help you to achieve it.

A faster ecommerce platform; a go-to hub for information; customer behaviour and data analysis; automated admin work; streamlined processes; clearer structures, improved navigation, personalised experiences and more. Do better business by making digital the cornerstone of your B2B relationships

[3 featured projects]:

[Greene King]
[h2]:
A leap forward in ecommerce
[body text]:
Greene King needed to update and streamline their ecommerce site. We made it easier to find products, as well as cross-sell and up-sell, whilst creating an improved tennant experience.
[CTA]:

See how we did this exactly

[Relish]
[h2]:
A website with impact
[body text]:
As a growing business, Relish needed a website to attract, excite and motivate their clients and prospects. We built an engaging web presence focused on their customers.
[CTA]:
See the final results in the case study

[Unitas Wholesale]
[h2]:
Improving wholesale retail engagement
[body text]:
We helped Unitas, the UK's biggest buying group, redefine how they interacted with retailers by creating engaging, personalised experiences that improved both their service and revenues.
[CTA]:
Find out why their site is so effective

[linking to About]:
[h2]:
Want to find out more about us and our process?
[body text]:
We're not ones to hide behind our screens.
[CTA]:
Check us out

[insert 'lifestyle' image]

[You don't have it in the current design, but I'd include a testimonial here]

[pre-header]:
What's your challenge?
[h2]:
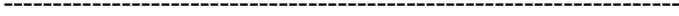# Let's talk about improving your online business

[body text]:
Tell us about what you do, the people you help, what you want to change and the results you want to see. What are your goals for your business?

[insert contact details and form]

[this is a good place to include any official membership logos, etc.]

[footers & social links]

[h1]:
Diving in. Paying attention to details. Getting results.

[opening para]:
You want to evolve and modernise so you can achieve your full potential through your website and digital systems. That's why we identify your goals, challenge assumptions and devise creative strategies so we can deliver exactly the right solution for both you and your customers.

[various pics of Chick type people]

[pre-header]: Our Process
[h2]:
Each stage designed to ensure you get the most from digital

Discovery
What do your customers need or expect? What are your business ambitions and what problems do you need to overcome to get there?
[CTA]: **Learn what we go into**

Prototype
Using our research to take the first step towards a solution that will help you speed up, scale up and improve your service.
[CTA]: **Find out how it works**

Design
Creating an interface with your systems that your customers or clients will find engaging, easy to navigate and a dream to use.
[CTA]: **See how we find a balance**

Build
Bringing together everything we've learned and planned, creating the most effective digital platform to propel you forwards.
[CTA]: **See what the end result means**

Evolution
As you grow, so will the demands on your website. We offer support and new ideas so you can continue to make the most out of digital.
[CTA]: **Learn how we help**

[pre-header]: The Team
[h2]:

You want client-focused, approachable and personally involved? That's our team.

Matt
Tech Lead
You'll talk to Matt when you're thrashing out ideas and identifying your needs, aims and objectives.

Rachel
Account Manager
You'll talk to Rachel when you're hearing updates on progress and checking on requirements, milestones and results.

John
Senior Database Developer
You'll probably never talk to John. He helps us make sense of data with insights, interpretations and attractive tables.

Freelancer network
Developers, writers, designers, videographers - the lot
Our team can draw on a huge range of specialists and skills to suit the needs of your particular project.

[insert parallax lifestyle image]

[h2]:

Laying the foundation for a truly successful project with proper research
[body text]:
The key to creating a solution that meets your needs and solves your problems comes from proper research - into your product or service, your customers' needs and the main goals behind your business.

[You don't have it in the current design, but I'd include a testimonial here]

[pre-header]:
<div align="center">What's your challenge?</div>
[h2]:
<div align="center">

Let's talk about improving your business
</div>

[body text]:

Tell us about what you do, the people you help, what you want to change and the results you want to see. What are your goals for your business?

[insert contact details and form]

[this is a good place to include any official membership logos, etc.]
[also any awards]

[h2]:
Want to hire us or join the team?

[button]:
Get our attention
(links to Contact page)

[footers & social links]

[h1]:
An effective digital response to today's business challenges

[h3]:
Faster processes, efficient retail platforms, learning from data, automated systems, satisfying clients and improving your bottom line. To help you get the most out of digital, we'll draw on our range of services and tailor solutions focused on the outcomes you need for your business.

[main window showing selected service]

[services icons/thumbnails]:

- **Websites**

All businesses are unique, and target specific markets. We'll create a site that properly engages your audience and guides them to a desired outcome while offering a great experience.
[CTA]: **Show me more**

- **Intelligent Systems**

Big data is vital in understanding your customer's needs, desires, processes and trends. Intelligent systems can help you to use information and run your business more efficiently.
[CTA]: **Show me more**

- **Apps**

Phones and mobile devices are now responsible for the majority of online activity. You need to help your customers engage with you wherever they are, online or in the real world.
[CTA]: **Show me more**

- **Ecommerce Solutions**

You need to be completely in control of the places where money changes hands online, and making the process of buying, selling and accounting as seamless as possible.
[CTA]: **Show me more**

- **Digital Management**

Constant website updates, image uploads and other additions without proper oversight can slow your business down. We'll help you optimise for clarity, efficiency and speed.
[CTA]: **Show me more**

- **Digital Consultancy**

Being experts in digital is our business. You'll get insights, guidance and strategies to improve your systems and make better use of digital, informed by years of experience.
[CTA]: **Show me more**

[pre-header]:

What outcomes do you need to happen?

[h2]:

Let's talk about your business

[body text]:
You're looking for something that will make a difference to your business and the way your customers interact with you online. We solve problems rather than sell solutions. Let us know how we can help.

[insert contact details and form]

[footer]

--- END ---