Project overview

Thank you for inviting Geek Designs to provide a proposal for the design and development of a new website for Regeneration.

We want to build a website that provides a distinguishable online presence for your company. To accommodate your professionalism, the website will follow a modern, premium design that is hyper-personalised to allow you to build rapport with your online customers.

The website we will create for Regeneration will be completely bespoke, not templated. This will allow us to have free rein over its layout, which will enable us to deliver a high-end website that is unique to your business.

Additionally, we will help you define the essence of your brand and then translate it into the design with your branding. We will find a unique visual expression to set your brand apart from others in your market.

Sitemap:

- Home
- About
- Services Overview
- IV Therapy
- IV Infusion Drips
- Phlebotomy/Blood Tests
- Laboratory Exams
- Home Care (for nurses)
- Patient Repatriation
- Medical/Nursing Equipment
- Case Studies/News
- Concierge (overview of concierge services)

Further website and development work:

- User database (allowing customers to log in to the website to make bookings etc.)

- Booking System & 'E-commerce functionality' (allowing customers to choose 'products', book themselves in manually with available dates and pay through the website.)
*For certain services, customers will be able to choose their preferred service/product and then fill out a detailed contact form to request a callback.

- Bespoke iconography, illustrations, animated elements and micro-interactions to facilitate a personalised user experience.

Branding, Website Design & Development

Phase 1: Branding

We will start by working with you to establish your brand identity so we can truly reflect the message of your business. We will create a modern and memorable logo that can be used for various online and offline media.

We want to develop branding that will be easily distinguishable, incorporating appropriate colours that complement your brand and ethos. Having a defined logo sets you apart from competitors and helps customers identify you.

As we will be designing a brand from scratch, our designer will take their time to understand your business, your core values and message. As well as research the market to gain a sense of what is needed for you to stand out.

Therefore, we have provided the cost for our time to ensure we craft you a brand that is unique and of high quality.

Phase 2: Website Design

During the course of this project, we want to build a bespoke, fully responsive website that will portray the professionalism and stature of your brand. Building the branding concurrently with the site is ideal for us, we can establish what works and what doesn't, while applying prototype branding to an actual website, ensuring we deliver you a high-impact online presence.

We want to build Regeneration a website that will accurately convey the expertness of your services and capabilities. It is essential that your website provides positive first impressions with your online customers throughout the discourse of the site.

To allow us to establish trust with the users, we will replicate your authenticity throughout the website by creating a modern, engaging

platform that guides the user through to making an informed decision.

The core focus of this website is to deliver an information-rich platform that features interactive details and aesthetics to support the content. All information will be provided sufficiently where needed, ensuring that there is a consistent flow of both relevant content, images and illustrations. The purpose of the website is to provide professional information and corresponding imagery to accurately inform the user.

We would look to create a site that instantly delivers a high visual impact and authenticity with your customers. When people land on your site, we want them to gather the understanding that you are a reputable company.

It's paramount that we deliver a site that is hyper-personalised to ensure that we can establish rapport with your prospective clients, especially as the services you are offering will often be thoroughly researched by your client before they commit. We will achieve this by incorporating bespoke animated details, illustrations and iconography that all tie in with your brand throughout the site demonstrating your attention to providing a high quality user experience.

These illustrative details will allow you to be distinguishable in your market; additionally, it will enable you to communicate with both your national and international clients universally. Bespoke images and icons are a proficient way to engage the users and allow them to accurately identify the services they are looking for on your website.

The site will also feature micro-interactions, so that the site isn't overly 'static' instead the users get a unique experience throughout your website, furthering engaging their interest.

Website Design and Development

Phase 2: Continued

The website will feature seamless navigation, guiding your customers through a process on each page, providing a 'story' of what you offer, what to expect and the benefits, leading them towards making a reasoned decision to get in contact or book themselves in.

Each page will be designed bespoke around the individual service, providing a unique user experience that is interactive and informative.

We provide support throughout the whole project, keeing you updated on the process as it unfolds. We will also provide support, guidance and training after the project is complete to ensure you can use the new site, add new images or update content yourself to the website when necessary. However, we will always be a phone call away if assistance is needed.

Phase 3: Website Development

After we have completed the front-end design of the website to represent your business, we will then look to integrate an 'e-commerce functionality' to allow us to build the booking system within your website.

We will firstly implement a user database which allows users to make their own accounts on the website, allowing them to access information and appointments as of when they need.

Furthermore, users can directly add 'items' to their basket as they navigate the website or alternatively navigate to the fast booking system to choose which service they are looking to schedule in.

The fast booking system will present the user with available dates and times to schedules themselves in from an in-clinic visit, further easing your admin responsibilities; however, they have the additional option to contact you if they require concierge services.

Once the user has selected their preferred sessions/services, they can then pay directly through your website, or you can provide the option for them to pay upon arrival.

We will execute this development work on WooCommerce, the go-to e-commerce platform for WordPress.

WooCommerce is user friendly and is supported by a massive ecosystem of plugins, allowing us to add virtually any functionality you can imagine, with relative ease.

WooCommerce supports all major payment gateways. We can integrate any payment gateway that you require, however there may be additional charges from the merchant depending on which you use.

As for the medical/nursing equipment hire, we can layout this out as an 'ecommerce' and then enable users to fill out out a form to enquire about specific product requirements.

The site will also feature a search bar to further ease the user journey with helping them find what they're looking for and relevant contact forms on individual pages to allow customers to enquire further or request callbacks.

Website Design and Development

Phase 3: Copywriting

Our copywriters will research and plan for the most effective copy to implement within your site. The content will be optimised for target keywords and phrases that we want your website to be indexed for. The copy will reflect the tone and persona of your company; we will ensure that all content remains consistent throughout the site.

The copy will focus on being SEO-friendly and meet Google regulations. We will incorporate elements of 'Google E-A-T' into your content. This stands for 'Google - Expertise, Authoritativeness and Trust'.

This will be the type of content we want to be providing to accommodate the YMYL element where users need to establish trust in your company.

Phase 4: Complete onsite optimisation

Once the website project has been finished and approved, we can then instigate your onsite SEO. We will incorporate suitable keywords to index your website in Google.

Onsite optimisation meets the criteria of any search engine's regulations and is expected.

Each page (including dynamic and static) will be individually optimised for different search terms and keywords; this includes the content and alt tags of any visible images.

By implementing the most suitable keywords and phrases for your site, we can index the website and allow Google to position you on the search results accordingly.