

dhm Websites

Process & Features List

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OUR 4-STEP PROCESS

Our process has four steps, which requires our clients to formally approve and sign-off elements at each stage before the next step can begin. There is a total of four walk-through calls with your project manager throughout the process which will be scheduled in advance of any work beginning so everyone's working on the same timetable and expectations.



PLANNING

📞 SCHEDULED CALL 1:

Roadmap Alignment

Your Project Manager will share and discuss a detailed Roadmap outlining the process and suggested dates for each stage of sign off and scheduled call.

✅ CLIENT SIGN-OFF 1:

Specification & Sitemap

Our 'Compass Document' ensures all parties are singing from the same hymn-sheet. This document lays out all the layout, design and build requirements for the website as well as the page-structure.

FLAT DESIGN

📞 SCHEDULED CALL 2:

Flat Design Presentation

Screen-share call showing the first layout in black and white, 'dummy' text and placeholder images.

✅ CLIENT SIGN-OFF 2: Flat Design

The layout is very much the skeleton of your website, the 'meat' comes later in the form of colours, images and text.



INTERACTIVE DESIGN

📞 SCHEDULED CALL 3:

Interactive Design Presentation

Your Project Manager will walk you through your website that is fully useable on our staging link. This will really bring your website to life and you'll see the full user experience for the first time.

✅ CLIENT SIGN-OFF 3:

Interactive Design

Signing off the build is the big one - this will mean your website will move from our staging link to your main domain so will be live usually in under 48 hours.



LIVE

📞 SCHEDULED CALL 4:

Editing, Maintenance & Support

Your Project Manager will provide access to the editing how-to videos, explain the support request process and (if applicable) discuss your content management calendar with you.





REVISIONS, CHANGE REQUESTS & WARRANTY

- TWO REVISIONS PER STAGE**
 A revision is a request to amend an aspect that has been presented to you at each stage (i.e. planning, layout, design and build stages). Included in your investment are two revisions per stage. Thereafter the revisions are chargeable at an hourly rate.

- CHANGE TO SPECIFICATION**
 A change to specification is a revision request that is not included in, or is in contrast to the aspects outlined in the "Compass Document". This might include additional pages, or extra page-scroll animation. These types of changes are chargeable at an hourly rate. Changes to specification can often slow down the project so it's important that full care and consideration is given to the Compass Document from the outset to avoid extra charges during the project.

- 30-DAY WARRANTY**
 Your website comes with a 30-day warranty for bug fixes and adhoc support.

SERVER & SECURITY

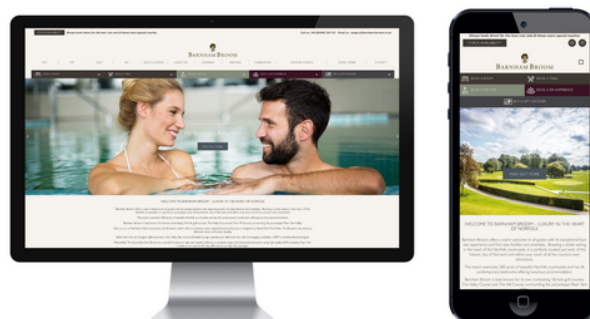
- URL CANONICALISATION TEST**
 Canonicalisation describes how a site can use slightly different URLs for the same page (e.g., if <http://www.example.com> and <http://example.com> displays the same page but do not resolve to the same URL). If this happens, search engines may be unsure about which URL is the correct one to index.
- SSL CERTIFICATE**
 A website that has an SSL certificate ensures all website traffic between your web server and user's browser is secure and cannot be read. When your website has an active SSL certificate the application protocol changes from HTTP to HTTPS. Having an SSL certificate is not only important for your website's Google ranking, but also for your customers who could be advised not to proceed to your website from their browser if one is not present.

THE FRONTEND

- BUILT IN WORDPRESS**
 Approximately a third of the websites on the internet choose WordPress as their content management system including whitehouse.org and thesun.co.uk. We find it's the perfect platform for every hotel's needs.
- RESPONSIVE WEB DESIGN**
 Responsive web design is a web development approach that creates dynamic changes to the appearance of a website, depending on the screen size and orientation of the device being used to view it. In responsive design, page elements reshuffle as the viewport grows or shrinks.
- MOBILE OPTIMISED**
 Mobile optimisation is the process of adjusting your website content to ensure that visitors that access the site from mobile devices have an experience customised to their device.
- FAVICON**
 An icon associated with a particular website, typically displayed in the address bar of a browser accessing the site or next to the site name in a user's list of bookmarks.

THE BACKEND

- ELEMENTOR PAGE BUILDER**
 With over 5 million websites created on its platform, Elementor has been designed to allow website professionals to craft beautiful websites for their clients, whilst giving the clients the ability to easily access and edit their websites.
- DRAG & DROP EDITING**
 The backend of the website will not display any technical coding, rather clients can jump in and make copy and image changes visually. This editing is limited to content changes only.





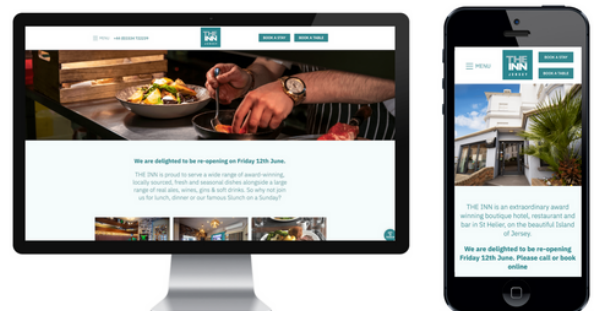
INTEGRATIONS

- ➔ **CRM FOR EMAIL DATA**
Your CRM (Customer Relationship Management) system (e.g. Mailchimp) would be connected to any sign-up links or contact forms on your website.
- ➔ **PMS / BOOKING ENGINE**
Your PMS (Property Management System) and/or booking engine would be integrated so users can book directly on your website.
- ➔ **AVAILABILITY CHECKER**
If applicable, an availability checker would be added and integrated with your PMS/booking engine.
- ➔ **GIFT VOUCHERS**
If applicable, your gift voucher provider would be integrated onto your website.

SEARCH ENGINE OPTIMISATION (SEO)

- ➔ **KEYWORD ANALYSIS**
Keyword analysis is the process of analysing search phrases that bring visitors to your website through organic and paid search. By understanding what queries qualified visitors to your website type into search engines, we can customise content and landing pages to drive more traffic and increase conversion rates.
- ➔ **META TITLES UPDATED**
A meta title (also called title tag) is an element in the head section of an HTML document that defines the title of each page of a website. It is retrieved by web browsers and also used by search engines such as Google to display a webpage in search results (SERPs).
- ➔ **RETAIN SEO EQUITY**
Your website will retain all of its historical SEO equity when migrated over. We do this by creating 301 redirects that informs search engines when a page has permanently moved to a new page, and to pass all credit to the new page.

- ➔ **META DESCRIPTIONS UPDATED**
The meta description is a snippet of up to about 155 characters - a tag in HTML - which summarises a page's content. Search engines show it in search results mostly when the searched-for phrase is within the description, so optimising it is crucial for on-page SEO.
- ➔ **H1 TAGS AND H2 TAGS UPDATED**
Header tags have their own place on a page and have to be used in a proper order starting with your h1. The h1 tag should contain your targeted keywords, ones that closely relate to the page title and are relevant to your content. The h2 tag is a subheading and should contain similar keywords to your h1 tag.
- ➔ **ROBOTS.TXT TEST**
The robots.txt file, also known as the robots exclusion protocol or standard, is a text file that tells web robots (most often search engines) which pages on your site to crawl. It also tells web robots which pages not to crawl.
- ➔ **BROKEN LINK TEST**
A broken link is a webpage that can't be found or accessed by a user, for various reasons. Web servers will often return an error message when a user tries to access a broken link.
- ➔ **SOCIAL MEDIA TEST**
A check to identify if your page is connected to one or more of the popular social networks. Social signals have become increasingly important as ranking factors for search engines to validate a site's trustworthiness and authority.
- ➔ **GOOGLE ANALYTICS SETUP**
Google Analytics is one of the most popular digital analytics software. It is Google's free web analytics service that allows you to analyse in-depth detail about the visitors on your website.





SPEED & PERFORMANCE

PAGES LOAD IN UNDER 2.5 SECONDS

Google has indicated site speed (and as a result, page speed) is one of the signals used by its algorithm to rank pages. Page speed is also important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have also been shown to negatively affect conversions.

GZIP COMPRESSION ENABLED

Gzip is a method of compressing files (making them smaller) for faster network transfers. It is also a file format. Compression allows your web server to provide smaller file sizes which load faster for your website users.

BROWSER CACHING ENABLED

What browser caching does is "remember" the resources that the browser has already loaded. When a visitor goes to another page on your website your logo, CSS files, etc. do not need to be loaded again, because the browser has them "remembered" (saved). Your pages will load much faster for repeat visitors and so will other pages that share those same resources.

OPTIMISED IMAGES

Large images slow down your web pages which creates a less than optimal user experience. Optimising images is the process of decreasing their file size, using either a plugin or script, which in turn speeds up the load time of the page.



TIPS TO AVOID ADDITIONAL CHARGES OR DELAYS

DON'T RUSH THE APPROVAL OF THE COMPASS DOCUMENT

The Compass Document is the very first thing you'll sign off during the website project and it's arguably the most important phase. Clients who rush this phase often think of new features that they'd like on their website as they become more engaged in the project - this is what we call a 'Change to Specification' and is chargeable at an hourly rate.

COMPILE YOUR REVISIONS OVER SEVERAL DAYS AND SEND THEM ALL IN ONE GO.

Two rounds of revisions are included at each stage of the process. Your Project Manager will ask if you wish to add anything else to your revision request before briefing the design & development team internally. Often clients spot new things they'd like amended having looked at the concept with a fresh perspective a day or two later so it's worth compiling a list over a few days to avoid charges by needing to request a third or fourth round of revisions.

AS BEST AS YOU CAN, KEEP TO YOUR SIGN-OFF DEADLINES

As a general rule, each day a sign-off deadline is late, the live date moves back by one day. Where possible we'll do what we can to keep your project on track but if you have a live date you need to hit, it's best to keep to your sign-off deadlines as best you can.

Website Add Ons

Digital Assets & Support Products



DIGITAL ASSETS

WEBSITE COPYWRITING

The text on your website should serve both to inform users about your business and be optimised so that search engines like Google can crawl and index your website accurately. By choosing to have our team write the copy for your website, a detailed keyword analysis will take place to identify the most appropriate search terms for your business so they can be incorporated into the website text in a suitable tone of voice.

PHOTOGRAPHY

By opting for a photo shoot, our talented photographer Jamie will bring his 20+ years of experience in hospitality photography along with all the latest kit to capture the very best of your product.

VIDEOGRAPHY

By opting for a video shoot, our superb videographers Dan & Jake will create stunning visuals and weave them into a narrative that gives your guests a taster of the experience you offer. Drone shots, interviews with your team members and videos that capture the product can all be achieved. Your Project Manager will be able advise what to capture based on your product and objectives.

SUPPORT PRODUCTS

DIGITAL TIDY UP

Wherever your business is listed online, consistency is the key. Ensuring that your address and contact information, as well as your description and even the name of the business are replicated across major directory sites is great practice to maximise ranking position and traffic. As is stands your business has no correct listings, 5 incomplete listings and 3 missing listings. This will be having an adverse affect on the amount of website traffic you'll receive.

WEBSITE HOSTING

Each website needs to be hosted somewhere for it to be live on the internet. Choosing to host your website with us will give you a high-quality server which ensures your website is super quick, very secure and able to scale up quickly without crashing if you were to see a huge influx of traffic unexpectedly.

CONTENT MANAGEMENT

You may wish to manage the content of your website or have our team manage it for you. Choosing to have us do it for you will firstly involve us creating a content calendar, secondly to add, and (importantly) remove seasonal content. This involves adding/removing promotional offers for key dates such as Valentine's Day and Christmas, as well as amending imagery to suit the time of year.

TECHNICAL SUPPORT

Similar to a smart phone, a website needs to be updated regularly to ensure it continues to be secure, loads swiftly (under 2.5 seconds) and functions perfectly for the user. This product is designed to give you piece-of-mind that your website is being continually backed up and working smoothly, whilst also providing a monthly analytics report on traffic volumes and how users are interacting with the website.

