

[illegible]

WEBSITE DESIGN SERVICE

Would you like a website that is designed with one sole intention: to generate new clients for you?

Would you like the website design to be based on sound design principles learned from my own investment of over £350,000+ and rising in generating clients for my own services websites?

Would you like the website to incorporate all of the lessons that I have learned from managing an annual online spend of £1.5 million for businesses selling a wide variety of services for many years?

I teach all of my clients to set up marketing systems that generate new client instructions for them on a consistent basis.

One of the most powerful forms of automated client attraction for business owners is a website that is designed with the sole purpose of generating new clients for them.

Therein lies the problem.

I run “More Client Strategy” calls with hundreds of business owners every year.

On nearly every occasion I find a website that is simply not fit for the purpose of making their telephone ring with new client enquiries.

- *There are design elements that I can instantly see will stop it from producing the desired results of new client enquiries.*
- *There are Search Engine Optimisation elements missing or completed badly.*
- *Even if someone does find the website there are always missing calls to action, meaning that prospects who would otherwise get in touch to enquire about the services on offer do not do so.*

Often these are elements which mean that substantial changes are needed.

However, by this time the business owner has invested so much time and money into the website he or she is reluctant to make changes again.

I find the average investment in a website is £5,000.

That is £5,000 for a website which will not make the telephone ring. It is a wasted £5,000.

It frustrates the business owner when they realise that they have a website that is not fit for purpose but it frustrates me even more because I know how detrimental to their business, which is why I developed this service.

The Solution

When I stopped being a practising solicitor to set up my marketing consultancy, I was approached by a lot of former colleagues and friends and asked to generate new clients for them.

I would explain that I could teach them my marketing methods which would then allow them to build their own client generating website and engage other effective marketing strategies to generate as many clients as they wanted or needed.

Luckily for me, and now for you too, they declined.

Instead they asked me to build my own website and generate new clients for them.

Reluctantly I agreed (I knew that building their own client generating website would be better for their businesses in the long term).

However, in hindsight it was one of the best things that has happened to me.

It worked.

I spent over £250,000 online promoting this website and generating new enquiries for my clients

I tested new design ideas, how to display the content, and different methods for generating enquiries for my clients.

I am no longer involved with this website having sold my interest in it, but since then I have continued to improve my skills for generating new enquiries from websites for my service business owner clients, as well as a large legal services website which generates leads for solicitors, [Solicitors Near Me](#).

You can now benefit from this expertise and acquire a website that not only incorporates all of the design and marketing elements I have learned from my own spend of over £350,000 to generate leads online, but also the lessons I learn from managing an online spend of over £1.5 million per annum for my clients.

How The Service Works

Within three months you could have a new website that is based on all of my accumulated online service business marketing expertise.

I prepare a website design for you based on my most successful design template. This is customised with your colours, your logo and any images you choose.

I copy across the content from your existing website, your logo and colour scheme and create the new website for you.

I incorporate all of the required SEO elements including title tags and description tags which are vital for Google.

Content Management

The website will be constructed using WordPress, a universally available content management platform that is very “Google friendly”.

It is also very easy to work with and to make changes to.

Included within my website design package is video training showing you how to use WordPress so that you can make your own changes to the website.

I deliberately choose to work with Wordpress because it is such a Google friendly platform and, should you ever decide to stop working with me for whatever reason, you can easily find other wordpress developers to help you.

All you need to do is to simply choose your desired package, return the website design reservation form and we can get started.

Your Website Design Package.

Premium Package @ £225 per month + VAT:

- One new website design with unlimited revisions (subject to fair usage policy)
- Website development for up to 20 pages (a bespoke quotation will be provided if your website is larger than 20 pages)
- Easy to use content management system for quick edits and updates
- Enquiry form
- Reviews embedded on all pages
- Fully mobile responsive
- Secure website hosting (https)
- Daily website backups (so that if you do make any errors when editing, we can roll back to the morning back up from that day)
- Keyword research and unique title tags and description tags created for all pages
- New reviews, pages and blog posts added for you, you simply email them to us (subject to fair usage policy)

Ultimate Website Design & Content Marketing Package @ £1,200 per month + VAT:

- All included in Premium Package
- Keyword research carried out to determine new content article titles
- 5 articles written and added to your website for you every month
- Monthly website performance report emailed to you

All you need to do is to choose your website design package, sign the reservation form below and we can get started on the design process for you.

I look forward to working with you.

Yours sincerely,



Nick Jervis

Solicitor (non-practising)

Website Design Reservation Form

If you would like to secure your slot, please complete and return this form as quickly as possible to hello@nickjervis.com.

Your Name:	
Firm Name:	
Business Address:	
Your Website URL:	
Package requested <i>please circle:</i>	Ultimate @ £1,200 plus VAT per month Premium @ £225 plus VAT per month

Signed:.....

Dated: