

Dearnese Fabrications Ltd

New Website Requirement

Dearnese Fabrications is an Architectural Metalwork Company specialising in the fabrication/ supply and installation of architectural metalwork within the UK.

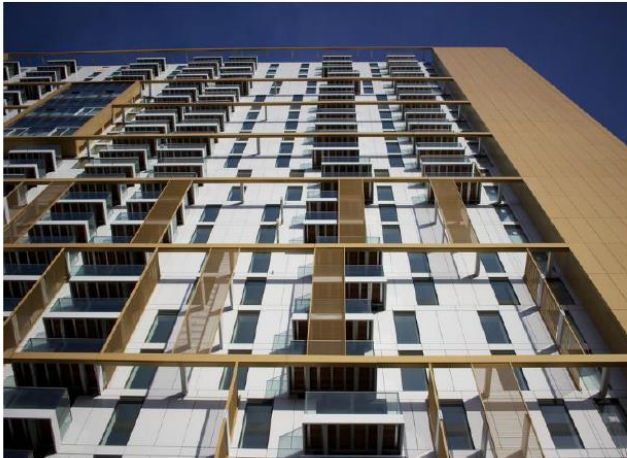
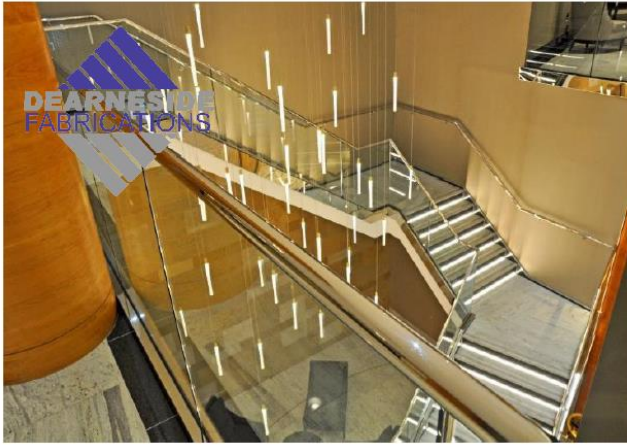
The company is involved with some of the most prestigious landmark developments within central London.

The company has seen substantial growth over the last four years: -

2013-2014	£6.4 Million
2014 – 2015	£8.5 Million
2015 – 2016	£13.6 Million
2016 – 2017 (Projected)	£16 Million*

\*All works secured for 16 - 17

Please see attached overview, this give details of the company structure, current /recently completed projects and client list.



### Current Marketing Activity

The company carries out no ATL marketing, we use the latest market intelligence and target projects / packages and prefer to contact clients directly and pitch the business in person. We find this direct approach is beneficial and establishes an early relationship with the key decision makers within the organisation.

Dearnside doesn't use brochures or any official printed marketing material apart from a printed ppt document which is updated monthly and used as an aid for presentation purposes.

Social Media – We don't believe a presence on Facebook or Twitter would be beneficial for the company - many of our competitors have gone down this route and have either not posted updates in several months or due to the lack followers have ceased utilising these tools.

### Current Website

The current site has recently been updated by our exiting developer with a view of overcoming issues with viewing on mobile devices.

We have since decided it is now time to look for a new Website Specialist with the aim of delivering a site that will portray our vision of being the "Market Leader" within the Architectural Metalwork sector.

Whilst the current site footprint has been developed over several years its current execution doesn't portray how Dearnside has grown or indeed its future aspirations.

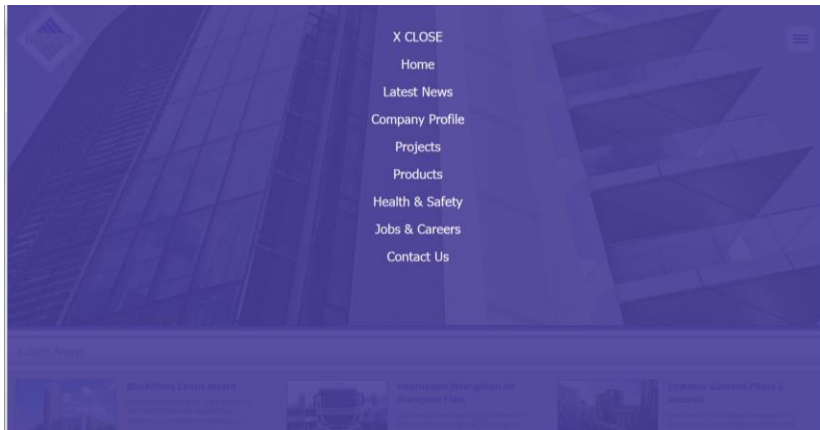
### Images / Project Images

The company has over the last 12 months commissioned a professional photographer and now have more than 12 landmark projects with high quality images, the current site doesn't make use of these pictures especially on feature project pages.

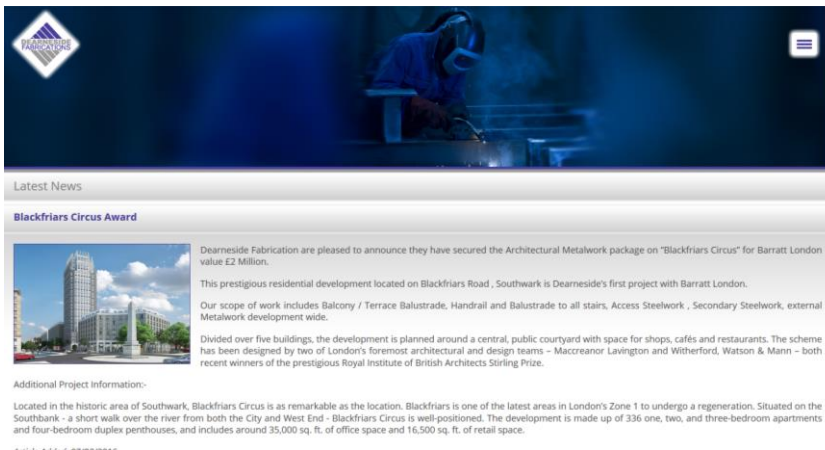
### Home Page



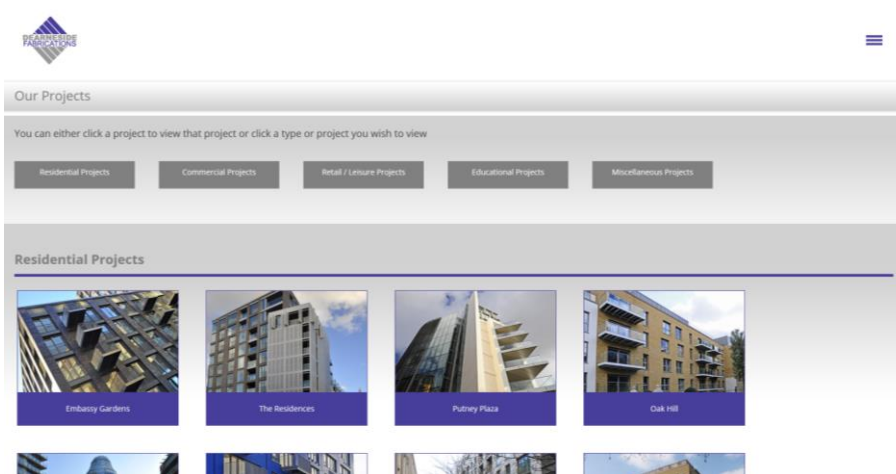
## Navigation



## News Page



## Project Overview



## Target Audience

Major Building Contractors

National House Builders (London Bias)

Developers

Architects

- Quantity Surveyors
- Commercial Manager
- Design Managers
- Project Directors
- Procurement / Buyers
- Supply Chain Management

## New Website

The company's new site will act as a shop window featuring heavily on the Landmark projects and be its main marketing / reference tool.

Our aspirations for the site will feature

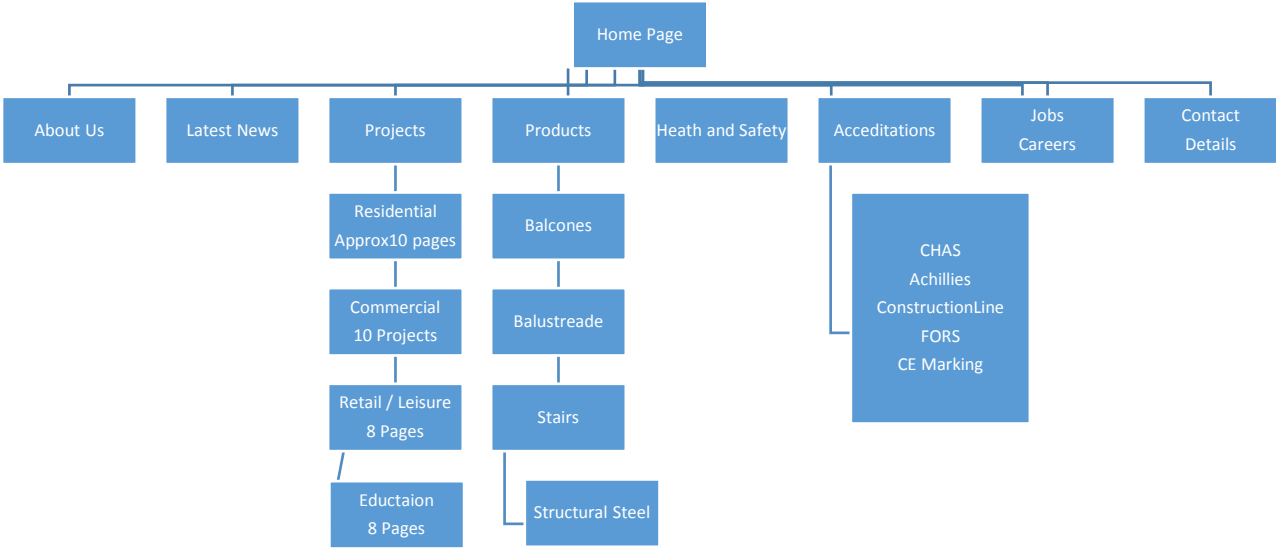
Strong Project Pages

Highlight news stories – projects won etc....

Google analytics show that the news page(s) and project sections being the most viewed and most time spent (following Jobs and Careers).

- Clean / No Clutter
- Professional
- Easily Navigable
- Utilise quality images
- CMS (enabling in-house updates for new stories/project updates)

Website Map (Suggested site layout)



We currently do not show staff profiles for senior management but this could be an option. We would appreciate feedback if you believe this would be beneficial.



## Competitors Websites

- Littlehampton Welding – [www.littlehamptonwelding.co.uk](http://www.littlehamptonwelding.co.uk)

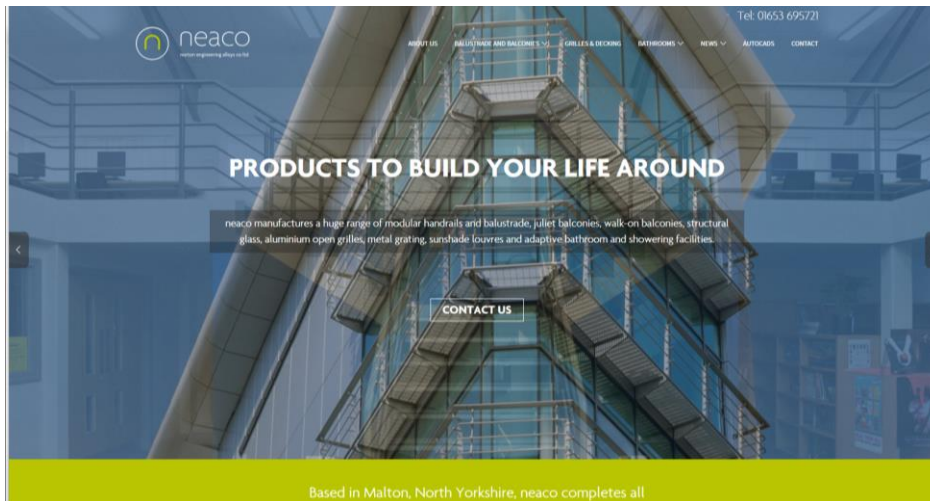


What we like: -

Project pages (High quality images and drawings)

Ease of navigation

- Neaco – [www.neaco.co.uk](http://www.neaco.co.uk)



What we like: -

Site Layout

Full Page Images

A proposed programme is attached showing key dates for the site build.

If images will be required at this early stage, these can be added on a dropbox link.