amasci creative^{Ltd}

Project Approach

Our approach to website projects and creating device independent websites

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Standard With Every Project

Websites built with love...

We love what we do! With that love comes caring; caring for you the client, caring for your requirements as a business, caring for your customers and how they will use and interact with your website and most importantly caring for how the website is designed and created.

We go that little bit further, to ensure your website is built to the best of our abilities and we ensure that we cover all the finite details that really make the difference between a good website and a **great website.**

Our care and attention stretches beyond simply building our websites to the latest standards and practices by using HTML5 and CSS3. We actually include many additional elements and functionalities, some behind the scenes, but all of which give the website better impact, gives users a better experience and increases overall performance. All of these aspects **positively contribute to your search engine ranking** and will help the website achieve the best natural optimisation possible.

Here is a list of some of the extra things we do as standard;

- All websites built using HTML5 and CSS3
- We use CSS preprocessors to ensure quicker code/updates and reduce future update costs.
- Fav Icons and Apple Touch Icons created at each render point (16px, 32px, 64px, Retina versions etc)
- Search Engine Friendly URLS
- Custom 404 Error Page
- We create and provide a standard terms of use document detailing cookies, external links, privacy, data protection, etc.
- We always consider page load times and we minimise and compress file sizes as much as possible. This means we apply and carry out the following;
  - All images are run through compression technologies to make these as small as possible without any loss of quality. Often we can achieve a 50-60% saving on and PNG images and an overall 40% saving on JPEG files without any loss of quality. These savings are on top of standard 'save for web' practices that most agencies would do. So these are additional savings.
  - We also ensure that we minify our CSS stylesheet and Javascript (JS) files to reduce load times. Again we can often achieve a 30-40% saving per file when we compress our CSS and JS files.
  - We also use preprocessors for writing stylesheets to ensure all styles are consistent (colours, fonts, padding, margins, baseline line heights and more) and are combined into a single file, which ensures a reduction in http requests. Again another benefit to load times and your Google and general SEO scores.

- We use custom fonts where necessary. Custom fonts ensure that the style and design of your website is right. Typography can be used within the design to enhance, promote and highlight specific elements, as well as offer continuity with the brand and style of the company and overall website.

- We use SVG images where necessary. SVG images render at any size meaning they are excellent for retina displays (as no loss of quality) and offer good degradation. These are ideal for your company logo.

- META Data (Page titles, keywords and descriptions). Although now less important than it once was, Metadata is still valuable as it is used by search engines, along with descriptions and page titles, when generating search results. We always ensure we include these as standard be it generic across the site, or more detailed and page specific. We will help guide you through what to include. Although, for a thorough exercise we recommend speaking to one of our SEO partners.

- Caching files through HTAccess to improve load times across the entire website.
  Caching is useful for files on the server that don't often change. Images, PDF files, fonts and other content can be cached, this reduces the page load times, users see your website faster and also improves your Google page speed which improves your Google site rank and SEO ranking.

- Full performance review and testing to ensure that the website is optmised fully. This significantly aids with SEO and ranking. Google likes a fast website and so will you customers. We do even more performance enhancements for Responsive websites we build. If you want to understand more please see our **Performance Enhancement section**.

Some agencies don't give this love, care and attention when building a website and will simply produce the bear minimum to increase their turn around times, maximise profitability and 'get the job done.' Not all agencies operate this way but some do so please remember this when choosing how to proceed with your project.

Performance Enhancements

As well as offering the standard performance enhancements as detailed earlier, image compression, css minification, js minifcation, etc We also ensure that every website we build go through a performance review and test. We use several websites to test the performance of the website and ensure that is is optimised wherever possible.

This not only gives added benefits to the user as the website is quicker to load and access, something that is vital when creating a responsive website, but also will help improve your natural organic search engine results and give you a better chance of achieving high organic search results.

We implement the following standards;

- Full compression of all assets (images, css, javascipts)

- Caching files that will not change frequently. Setting long expiration headers.

- Cache busting files that will change to ensure updated files are represented to users as they have changed.

- GZipping files to compress these further, typically offering 60-70% reduction in download time.

- Using CDN's for common assets, such as JS libraries and web fonts.

Typically we achieve a score of 90+ / 100 on Google Page Insights (performance testing tool) compared to one of our websites pre optimised which would be typically 60-70 / 100.

Search Engine Friendly (SEF) URLS

When web pages are created they are created with an extension usually .php or .htm – if you want to direct a user to a specific page you would need to include this in the URL – e.g www.domain.co.uk/about.php this can be messy and relies on the user getting the extension correct, sometimes these differ between sites and so a user might struggle to get the correct extension.

So instead we will build the site using SEO friendly URLS, so the pages will not appear to have an extension and the address above would be www.domain.co.uk/about/ - this makes it much more accessible for users as well as better for SEO.

The creation of the script to produce Search Engine Friendly (SEF) URLS is FREE

Google Analytics

We will set up Google Analytics as part of the initial setup, free of charge, and assign you with administrative rights over this account so you also have full control. We do offer additional reporting and report analysis services. If this is of interest please ask us about our Ai Tracker package.

The implantation of Google Analytics and the Google Analytics account is FREE

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Device Independent Websites

Multi Device Website

Traditionally websites were created to a single fixed width desktop view. This would mean it would render at a set size (traditionally 990px wide) and so when viewed across different devices and smaller screens there is no guarantee how this will perform and render. Naturally, most websites will translate reasonably well across different viewports but these will still have the usability quirks of needing to pinch in and zoom the website to read certain text, click links, use the navigation etc.

Well, this can be avoided. We can bring a more seamless and better overall user experience to your website across different viewports and devices, by creating a multi device website, also know as a device agonistic responsive website. Read on for more information.

What is Multi Device Web Design?

Multi Device Design or Responsive Web Design (RWD) as it is know in the industry is the creation of a website that provides an optimal viewing experience (easy reading and navigation with a minimum of resizing, panning, and scrolling) across a wide range of devices (desktops, laptops, tablets and mobile phones). Put simply, Responsive Web Design is essentially one website which can work on many different screen sizes. This ensures better interaction for the user and will eliminate the need to have one website for the desktop and one website for mobile/tablets.

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"With over 4 billion mobile devices in use around the world, mobile browsing is becoming the norm. We can no longer assume that our sites will be viewed on a desktop monitor with an average resolution."

"A responsive website can automatically tailor the page layout to best suit the users viewing device. Thus giving them the best and most seamless experience."

So computers aren't the only way users browse the internet anymore. This shift into mobile and tablet browsing means that users' expectations have changed and people expect to be able to browse the web on their phones just as easily as they browse the web on a desktop computer. A responsive website can automatically tailor the page layout to best suit the user's viewing device, thus giving the user the best and most seamless experience.

What are the benefits of a multi device website?

The main benefit of a multi device website is to provide your customers and users with an overall better experience. In doing this you would likely increase revenue and enquiries through your website, as it is much easier to use because it is better suited to their mobile and tablet devices.

There are other benefits to having the website created as a multi device website;

- Future proofs the website to give it better longevity.

- Potentially better SEO ranking and scores as Google is more likely to score your website higher if it is created this way. Also avoids the need for duplicate URLS and content, if split into mobile and desktop sites, which is consider bad in the eyes of the search engines.

- Creating overall better experience for your customers and potential customers, hopefully leading to more enquiries/sales.

- Increasing your reach to a wider target audience by catering for tablet and mobile users.

- Save time and cost on mobile development (as a separate mobile site is not required).

- Save time and cost on site management and updates (as only one site is required to be updated).

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About Us

We are specialists in web design and internet solutions, offering a fantastic range of products and services.

We consider ourselves "the complete solution providers" being able to take any aspect of design from logo/identity creation through to a full featured web solution marketed to be an effective tool for your business and not simply a web presence.

"We consider ourselves 'the complete solution providers'"

As every site we build is bespoke, we never use templates, the whole process is tailored to your requirements. We review exactly what your aims for the website are and research this in order to create a website that will be suitable to your audience, in terms of giving the maximum usability, user experience and success. We plan content position and appearance through discussion and research and deliver initial wireframes for agreement before moving into the design phase.

"As every site we build is bespoke, we never use templates, the whole process is tailored to your requirements"

We've been working in the web industry for a long time. Our experience in design, development and project management spans across a wide range of web projects across a number of industries, but don't take our word for it - have a look at some of our work.

We have been trading since 2004, when we initially set up as Amasci Multimedia Solutions (sole tradership). The business has evolved and after establishing a solid footing in the industry we became VAT registered in May 2007. We then took the business to the next level by becoming incorporated in May 2008, changing our full trading name to Amasci Creative Limited.

design . web . multimedia . branding

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Contact Information

If you have further questions about the proposal or want to review any of the aspects suggested within this document then please feel free to get in touch with us.

Please contact us using any of the methods below.

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Amasci Creative Limited is registered in England and Wales with company number 6559198 and VAT number 910 0251 90.