

 **DBETA**
THE BETTER | WEB

01 WHO WE ARE

A full-service website agency based in London

Founded in 2019, **DBETA** is a potent mixture of creative, technical, and strategic expertise. A team of fifteen highly experienced web developers, graphic designers, project managers, and SEO specialists, we've established a wide reputation as a web development company that delivers results.

How we can help you

- We understand your website is central to your brand identity, reputation and how customers perceive you. We take the time to understand your business and create a strategy to fulfil your commercial objectives.
- This partnership model not only results in the growth of your business online but is the key reason why so many of our clients have returned to us over the past 11 years. We've played a crucial role in our client's online presence growth, from SMEs to corporations.

02 THAT WE HAVE OUR AWARDS

- CSS Winner - Site of the Day
Recognised for innovative web design and development among other global designers, developers and agencies.
- Awwwards - Site of the Day
Recognised for international talented web development and design.
- CSS Design Awards - Site of the Day
Recognised for website design and showcased our best web design works.



awwwards.

CSSWINNER

Clutch

CSSDesignAwards

03

DESIGN APPROACH

We believe that web design should pay for itself.

It is a simple idea but very effective. It ensures we don't just design websites that look great but they also deliver quantifiable benefits for your business.

Our design process is focused on working towards your commercial objectives to ensure you achieve the highest levels of return on investment.

The process includes:

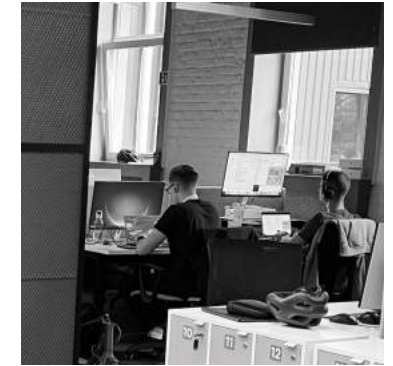
- Extensive planning and competitor analysis
- Customer-focused UX design process
- Obsessive attention to detail
- Applying strategic and marketing insight to designs
- Results-driven, accountable design workflow and processes

If your website is no longer converting, then we can help.

04

OUR TEAM

Unlike most web agencies who employ a 'jack of all trades' philosophy in their development process, we use a chain of specific teams throughout a project who each bring their expertise to bear. Our web designers work purely on design, our programmers on coding, and our digital marketing experts on SEO. A dedicated project manager oversees the teams and ensures a seamless development process, and acts as the client's point of contact.



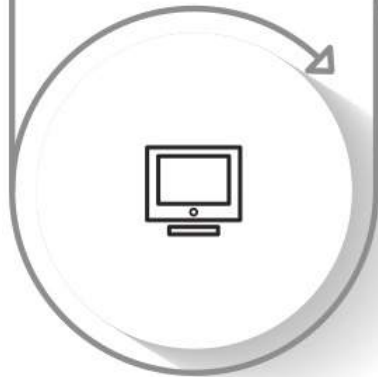
0.5

STRATEGY THAT WINS

WORKING PROCESS

Design

By gaining an in-depth understanding of where you are in the digital space, we identify the 'whys' and the 'hows' of your online needs.



Development

With our analysis done, we begin designing the website and marketing strategy needed to give your business a competitive edge.

Content

Once the website is developed, we start uploading all the images, text and video content required to complete the project.



0.6

WE OFFER

SERVICES



Graphic & Web Design

From corporate logos and brand design to business brochures and animated 3D graphics, Dbeta supplies the creative edge needed to boost your company profile.



Seo & Social Media

Increase your online visibility with our comprehensive range of SEO, content creation and social media management services.



Web & CRM Development

With our websites built around our web framework, you no longer need to rely on open-source platforms.



Cloud Services

We'll maximise your efficiency on the cloud by providing you with domains, telephone lines, email reading, software and Chrome browser utilities.

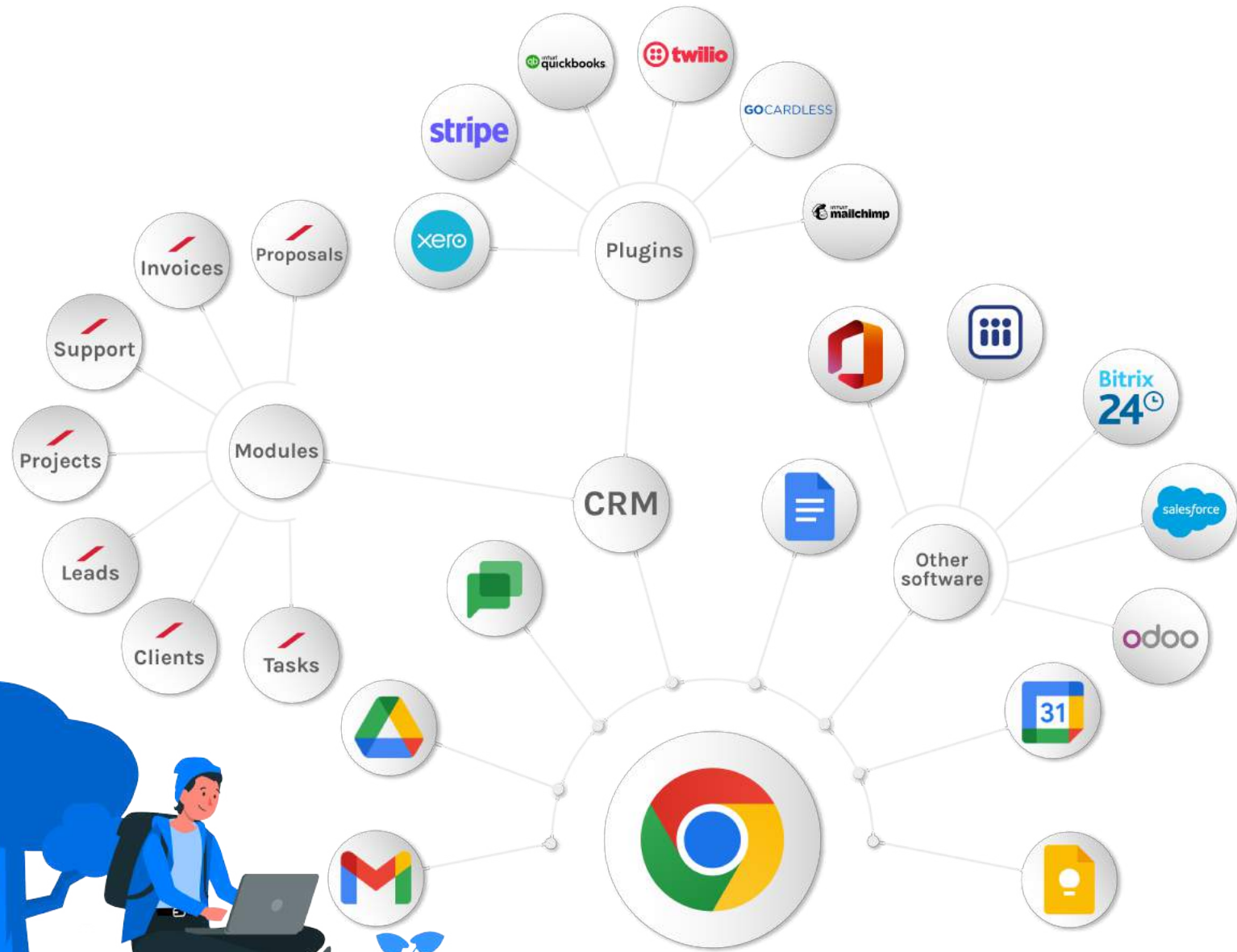


CRM & GOOGLE

By combining Perfex CRM with Google utilities, we create an excellent experience for your customers – one that's easy for you to manage.

With Perfex CRM, a self-hosted Customer Relationship Management platform that adapts effectively to any demands, we tailor it to the specific needs of your business and its customers. By integrating Perfex with Google products like Chrome, Gmail, Google Drive, Chat, and a host of other services, you can quickly and efficiently provide the outstanding customer experience that drives growth.

What's more, by combining Perfex CRM with Google products, you're free to work wherever you want. With this combination expanding both the ease and potential of the cloud, whether you're in a taxi in London or on a beach in Thailand, you can manage your business effectively from anywhere.



NO SKILLS

The technologies we are good at:



Programming technologies

We work intensively with the latest development library software, including Bootstrap, jQuery, jQuery UI and CSS Animate. We have extensive experience with API-based software modules such as Quickbooks, Xero, Twilio, Stripe and many others.



Codelgniter & Laravel

We are experts in Codelgniter and Laravel-based projects. Whether you need something built from scratch or you have an existing project that requires customisation, we can optimise any application to your specific needs. With Laravel allowing eCommerce stores to be built that can handle 30 million products, there are few limits to the scale of any project.



Marketing & Other Media work

From Search Engine optimisation and graphic design to 3D modelling and rendering, we have all the tools necessary to ensure that your web project creates the impact you want.

NO PACKAGE BUSINESS START-UP

£2,000

Time Frame: 2 months



150 hours



2000 word content



Number of modules: 2



SEO setup

Logo & stationery

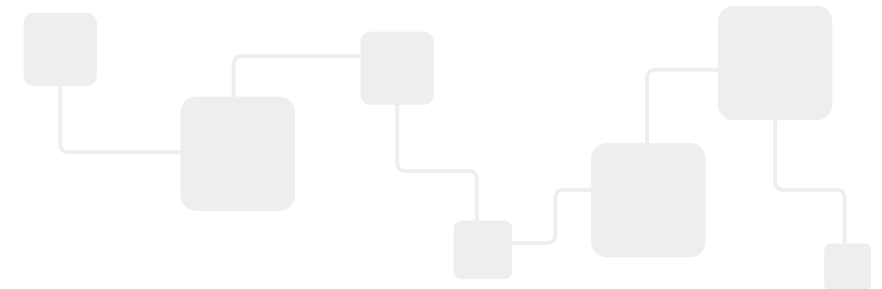
Legal pages

Business cards

6 months free telephone line


3x Revisions

Contact form manager & builder




10 PACKAGE SMALL BUSINESS

£5,999
Time Frame: 4 months

 300 hours

 3500 word content

 Number of modules: 4

 CMS compatible

Design based on brand guidelines


3x Revisions

CMS for portfolio, services,
company and other web pages


2 stages of SEO

11 PACKAGE CORPORATE BUSINESS

£8,999
Time Frame: 6 months

 450 hours

 6500 word content

 Number of modules: 6

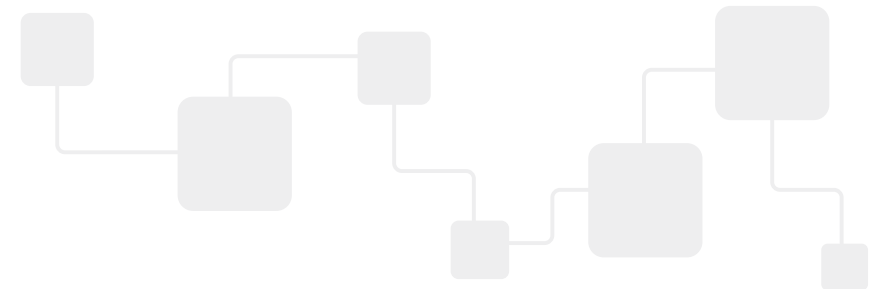
 Retina ready

Design based on brand guidelines

Bespoke imagery

3x Revisions

4 stages of SEO



12 PURELAKE GROUP CASE STUDY

For

Natalie S

Category

Property Developer

Published

June 1st, 2021

A corporate and mobile-friendly website design

The award-winning **Purelake Group** is a leader in quality homebuilding in the South East.

Purelake was a referral client in need of a new website design. In addition to a new mobile-friendly version, they also wanted the ability to update their website. As a solution, we made the website half static (for blazing fast loading speed) and half dynamic to allow them to update their portfolio, sliders, and other image and text elements. We built the site's front end using the latest Bootstrap from Twitter Technology, Elegant Icons, and Animations.



Testimonial

“The guys did a fantastic job, taking all my requirements on board and ensuring I was kept informed of the project development progress at every stage of the journey. I would highly recommend it!”

Natalie S | HR, Facilities Manager



1.3 AT-ECO CASE STUDY

For
Igor B

Category
Windows & doors

Published
November 1st, 2018

Technical and eye-catching website design

AT-ECO is a Platinum Level Window Partner and distributor of Internorm windows and doors.

AT-ECO Windows & Doors was a referral client wanting a redesigned website, logo, and integrated CRM software. This large-scale project took nearly eight weeks to complete, with the final work showcasing their products using technical information, videos, animations, and a 360-degree showroom.



Testimonial

“Great job! Thank you for designing our website, logo and the crm software”

Igor B | Manager



14 SECURITY DOORS FACTORY CASE STUDY

For

Karolis Z

Category

Manufacturing

Published

March 1st, 2021

A corporate website design that performed with search engines

Security Doors Factory Ltd (SDF) is an industry-leading manufacturer of bespoke doors. Their quality and craftsmanship, and use of technology and innovation, make their doors truly one-of-a-kind.

Security Doors Factory (SDF) was a repeat client needing a website to showcase their products and door manufacturing capabilities. The website specs also included a portal for clients to log in, track their projects, make payments, and create tasks directly. Wanting to gain search engine traffic, we created the site to deliver organic search engine results. The site currently ranks for up to 100 keywords in security door manufacturing.

Testimonial

“I would like to share my experience with this company. We were looking for a company who could build for as a bespoke website for a long time. We are impress with outcome and professional team who made this reality. Thank you very much for that! We would recommend them for everyone.”

Karolis Z | Director



15 SMART ALUMINUM CONSTRUCTIONS

CASE STUDY

For

Darius K

Category

Manufacturing

Published

June 1st, 2021

A minimalist website showcasing products and services

Smart Aluminum Constructions (SAC) is a manufacturer of aluminium and steel windows, doors, and facades. They partner with some of the world's leading brands, including Schüco, Jansen and Reynaers.

Smart Aluminum Constructions (SAC) was a client referral in need of a redesigned website. Their vision was a minimalistic, yet inspiring website with animations, icons, and graphics. Using our latest 6.0 framework, we built the website with no page reloading and an impressive product and project gallery.

Testimonial

“The website that you have built for us is just superb! The design is perfect, and the website is quite responsive. I will recommend you to everyone I know.”

Darius K | Director



16 DESIGN PROCESS

We research your business category to get as much information as possible from the internet and other sources like your competitors.

Business Start-up	Small Business	Corporate Business
7h	14h	20h

We will produce a design of your home page and different inner page layouts, giving you an option to make any adjustments to the design you want.

Business Start-up	Small Business	Corporate Business
50h	100h	150h

17 DEVELOPMENT PROCESS



	Business Start-up	Small Business	Corporate Business
Theme & company module The homepage and company module with page header, breadcrumbs aside bar, site sections and widgets.	25h	100h	150h
Services Service module page header, breadcrumbs aside bar, site sections and widgets.	50h	100h	150h
Case studies Case study module page header, breadcrumbs aside bar, site sections and widgets.		100h	150h
Blog Blog module page header, breadcrumbs aside bar, site sections and widgets.		100h	50h
Products Product module page header, breadcrumbs aside bar, site sections and widgets.			50h
News News module page header, breadcrumbs aside bar, site sections and widgets.			50h

18 CONTENT PROCESS

Theme required

The content required for the standards of the website is theme elements, for example, form labels, column headers.



50 words

Company

Pages like the about us, the area covered, contact details

Business
Start-up

1000 words

Small
Business

1000 words

Corporate
Business

1000 words

Services

Service descriptions

950 words

950 words

3000 words

Case studies

Case study description

500 words

500 words

Blog

Blog articles

500 words

500 words

Products

Product and category description

500 words

Legal pages

Privacy and cookie policy

Included

500 words

19 SLA PACKAGES

Item	Free	Recommended	Action taker
		Guaranteed response	
Email support	24/48h	3h	1h
Website support	24/48h	3h	1h
CRM support	24/48h	3h	1h
Google support	24/48h	3h	1h
Graphic design support	24/48h	3h	1h
Account management	✓	✓	✓
Project management	✓	✓	✓
Testing	✓	✓	✓
Fee per hour	£65.00	£49.99	£49.99
Monthly fee		£49.99	£199.99

20 TERMS AND CONDITIONS

Obligations of the Client

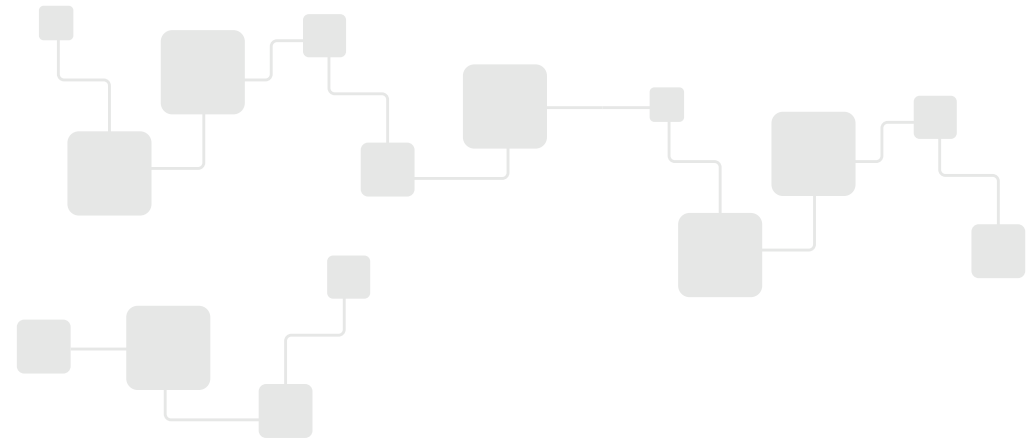
The Client shall ensure that: (a) all information and material provided to the Company is true and correct and suitable for the Services/Products and are free of third-party rights (b) information and materials required by the Company to develop the Services/Products will be provided on a timely basis (c) any representative designated to work with the Company in development of the Services/Products will have the necessary skills and experience and shall have the authority required to perform any actions necessary; (d) within 7 days of receipt, the Client shall review any submissions made by the Company for approval or comment. If the Client fails to respond by the required time, the Company shall be at liberty to progress with the delivery of the Services/Products using the information and resources available to it and the Company. And it shall not be responsible for any loss that the Client may incur. The Company may treat the lack of response as a justification for extending the delivery time of the Services/Products without penalty; and (e) The Client shall be under a continuing obligation to inform the Company in writing of any material changes in respect of any matter that relates to the Services/Products. If the Company is required to undertake additional work or to redo completed work as a result of the Client's failure to update on any changes, the Company shall be entitled to charge the Client for such additional work at its standard hourly rate of £65.00 VAT excluding per hour.

Obligations of the Company

The Company shall have the following obligations to the Client: (a) The Company shall provide the Services/Products as stipulated in the Scope of Works using reasonable care and skill to conform with the requirements of the Client; (b) The Company shall use all reasonable efforts to meet any delivery dates agreed with the Client. Subject to a grace period of 30 days for late delivery of Services, the Client may elect to treat the late delivery as a material breach and shall be entitled to treat this Agreement as terminated; (c) If the Company retains any sub-contractors, it shall be responsible for their Work Product and for any losses to the Client arising from the Work Product of the subcontractors; and (d) If the Services/Products or part thereof are found to be Non-Conforming to the Scope of Works, the Client shall notify the Company within 7 days of the delivery. On verification of non-conformance it shall be required to redeliver conforming work to the Client at its own cost within 14 days of the original delivery or such other date as the Parties may agree to in writing.

Delays by the Client

If the Client desires to delay delivery of the Services/Products, the Client must give notice to the Company of not less than 7 days. The Client shall be liable to pay the Company: (a) all costs already incurred pursuant to this Agreement and which cannot be reused or repurposed; (b) future contractual costs that the Company cannot avoid or delay without being in breach of contract with a third party supplier; and (c) an administrative fee of 10% the Fee as liquidated damages to compensate the Company for time, effort and resources expended on developing the Services/Products and an element of profit.



MAKE IT BETTER

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