Home

* ~~its should be it’s~~
* generally I think you shouldn’t reveal with marketing that you are one person. Marketing just sounds more professional when it refers to a mystery “team”, even though it is a team of 1 (for now). So the strapline “Freelance Web Designer” isn’t necessary after your company name “Blue Marble Web Design”. That is enough, this isn’t a CV. You can use that strapline for something else snappy, if you like.
* ~~On your Types of Website, maybe you have the same 4 text just as a placeholder for now but in that context it should be users’, not users. And single with lowercase s.~~
* ~~What makes a good website: drop “Thesedays”? It should be 2 words but who cares about in the past, people only care about now, so the word is redundant.~~
* ~~I wasn’t going to comment on style but avoid underline ANYWHERE! It always looks really 90s. So this you should reformat on your Good Website tabs.~~
* ~~Visitor Stats: here it should be “its” (belong to it), not “it’s”. I remember this one by asking: is there a letter missing? Only put the apostrophe if there is a letter missing (from “it is”).~~
* ~~RESPONSIVE: “Thesedays” isn’t a word. Again, I think you should drop it as it’s a bit folksy~~.
* ~~SEO: “Search engines such as Google have profound influence on the effectivness of a website, so websites need to be designed such that search engines deliver your website to your users as much as possible.”~~

~~My edit:~~

~~Search engines such as Google have a profound influence on the effectiveness of a website so their design needs to be optimised so that search engines always deliver your site to your intended users.~~

Services

* ~~Be consistent with capitalised words. If it’s a proper sentence but not a title, all words should start lowercase unless they are a name. So ditch the capitals in Website, World and Responsive.~~
* ~~Avoid exclamation marks, unless it is a one-word exclamation, like “Great!”.~~
* ~~eCommerce: change “accept transactions” to “process transactions”. It’s 2-way (including refunds).~~
* ~~“Start ups” 🡪 Start-ups. (Or “Startups” seems to be acceptable now but not 2 separate words).~~
* “~~get in touch” 🡪 capital G. Add full stop.~~
* ~~Companies. Needs splitting into 2 sentences, or I suggest: “Perhaps you've had a website for a while now but really needs updating with a fresh, modern look. Your website is the face of your organisation and you want to make a great first impression.”~~
* ~~Agencies. Needs a rewrite to a) change “I” to “we” and b) make it specific to them (agencies), not you. Something like “If you are a design agency working at capacity and need a trusted partner to outsource projects, you can rely on Blue Marble to deliver your clients’ requirements on time and to the highest standards.”~~
* ~~“OK, So tell me…” 🡪 “Okay, so tell me…”. (“OK” isn’t actually a word). Lowercase “so”.~~

Portfolio

* ~~Web design 101: never have text areas that change as you move your cursor over them. The 3 tiles are illegible until you move the cursor over. I suggest you find another way to include the pics, if you want them. Maybe bleach much whiter. Or move the text outside the pics and format accordingly.~~
* eFAKT. “form” 🡪 “from”.
* ~~AAE. “users” 🡪 “users’” (or just “user”).~~

Contact

* ~~The mechanism is a little clunky. Both links shunt the page down a little and it’s not clear you are directing users to the contact footer. I would just put text to the effect of “Ready to launch your next web project with us? Or just want to have a chat about the world of possibilities for your web presence? Contact us below…”~~

Pricing

* Agencies can be cagey about… (Don’t want to slag off the competition too overtly, it sounds disingenuous).
* I’m nervous about the message in sentence 1. You imply that lots of discussion before starting a project is a bad thing. You want the message to be that you will have as much discussion with them as it takes to define the scope of the project and to settle on a price. You will hold to that price unless there is a need to significantly extend or alter the project, at which point you will have a reasonable discussion about what is a fair price for the addition. And you will need spend beyond their budget (in labour) without their instruction and agreement.

But I need more time to phrase that in marketing speak.

* Use Blue Marble instead of “BM Web Design” – it is your golden ticket branding.
* “pop up” 🡪 “arise”.
* ~~“How much does a does a website cost in these days?”~~
* ~~CMS – If you want customers with no web knowledge (it looks like you do), you need to explain this at some point. Maybe just “CMS (content management system)”. Ah I see you explain further down.~~
* ~~WIx 🡪 Wix~~

~~But, surely I can work out how to do it myself?~~

~~I see what you’re doing with that paragraph: imagining they are going through the same early learning process you have been through. But nobody wants to hear about the early learning process of the expert they are looking to hire so I think you should eliminate yourself from this visioning.~~

* ~~You’ve probably heard of Wix and Squarespace and we at Blue Marble have a lot of experience creating sites using these powerful tools. However, we know that for most people it can be a slow and painful learning experience to produce even a basic site that you may not even be happy with as a professional website.~~

~~Do you have the time, energy and resources in your already hectic schedule to learn these new skills? If not, why not allow us to take on that burden and do what we are good at and create your web vision for you? Let us turn a slow and painful process into something fresh, easy and breezy with outstanding results.~~

Different types of site:

* ~~Landing page: don’t denigrate them with “just sit there”. These are one of your products, so you want them to sound super important still. So (e.g.):~~

~~“Essential for even the smallest enterprise, these tell your visitors who you are and what you can do for them. They also provide all your essential contact details and can let customers contact you directly with a single click.”~~

* ~~CMS. Good. But I think you also need a sentence along the lines of: And when handling user data in this way you need to be sure you are confirming with all data regulations, such as GDPR, and we can help you ensure your site is compliant.~~
* ~~eCommerce. Should be “users’” or “user”.~~
* ~~As well as managing user information, you might also need to manage a database of products like an online shop for which you’ll need an eCommerce platform. Depending on the size of your online offering, these sites can become very large and complicated but we can work with you to ensure you only need to worry about your products and not the machinery behind your website.~~

Site costs.

* change “I” to “we”.
* “… our pricing is at the most competitive end of the range”.

“you will find we charge around half of what they typically charge.”

Tempted to also say:

“… and we will never outsource work to third-party companies in other countries”.

Or maybe can say that somewhere else…

How Long

My suggested edit:

~~A typical bespoke website will take 4 – 8 weeks to complete and we will give our best realistic estimate after consultation with you. It certainly helps if you have much of your content prepared, such as brochure copy, staff profiles, images and product descriptions. Whilst we encourage a clearly defined project, we are flexible and can respond to your changing needs with several design iterations. So, if you see our early designs and want to expand your initial site, we are happy to amend the project and will advise a new estimated time for completion. All projects may experience creep, but we are ready to adapt to produce the best possible site for your enterprise.~~

Other thoughts:

* Are you doing the graphic design or do you expect them to provide all images? You may get some customers who really are starting from scratch and don’t have logos etc. I suggest you have a graphic designer mate on standby to take on those tasks in case they want it. Don’t try and create company logos yourself, it is a completely different profession!
* Comment about regulations somewhere, i.e. “we are familiar with them and will ensure your site is compliant”.
* Statutory pages: If you register as a company you’ll need small print pages for company details, reg codes.
* Comments somewhere about post-design continuous support options. In fact this is often the main money-earner for some design companies.
* Comments somewhere about the advantages of using a small, independent designer. Instant access (to you), e.g. <24 hour response to queries, but usually instant.