**Website Project 22**

We require a company to engage in our website project that will help us to achieve our long term plan.

Our business provides management of high calibre HMOs on both a guaranteed rent and traditional management fee basis. We want to attract landlords who are too busy to self-manage and want to let to quality tenants. We provide tenants with good quality accommodation whilst taking the pressure off the landlord and we want to increase on this. We manage landlord's properties as our own.

We understand the importance of having a solid brand and this is a key part of the scope of the project. Branding is much more than just a logo. Our brand emanates who we are, whom we want to be and how people perceive us. With the right brand, we can define our values and we want to have an edge over competition. We also believe that a strong brand will set customer expectations by positioning our niche in the marketplace.

In addition to our branding we need to create a new or update our existing website. This approach will provide a better and more cost-effective solution.

We would like to create a branding pack that will include the following:

* LinkedIn, Facebook and Instagram Banners
* Creation of profiles on LinkedIn, Facebook and Instagram
* our personal logo with variations to suit different media and devices
* Create a strapline that summarises what we do
* Details on how to use the logo in digital and print applications
* Email signature design
* Business card design
* Letterhead design for postal communications, including Landlord letters

**Website**

We will provide the relevant content for the site but we would require keyword research, to ensure our site is optimised for SEO.

There will be five pages on the website:  
HOME – LANDLORDS – TENANTS – HOW IT WORKS – CONTACT and later we will add our blog. The about us and business info will be back links.

We want our new website to have a more modern and clean feel with new images, colours, and fonts which will replicate what is in our branding pack and would like a clear call to action to attract landlords and our target market.