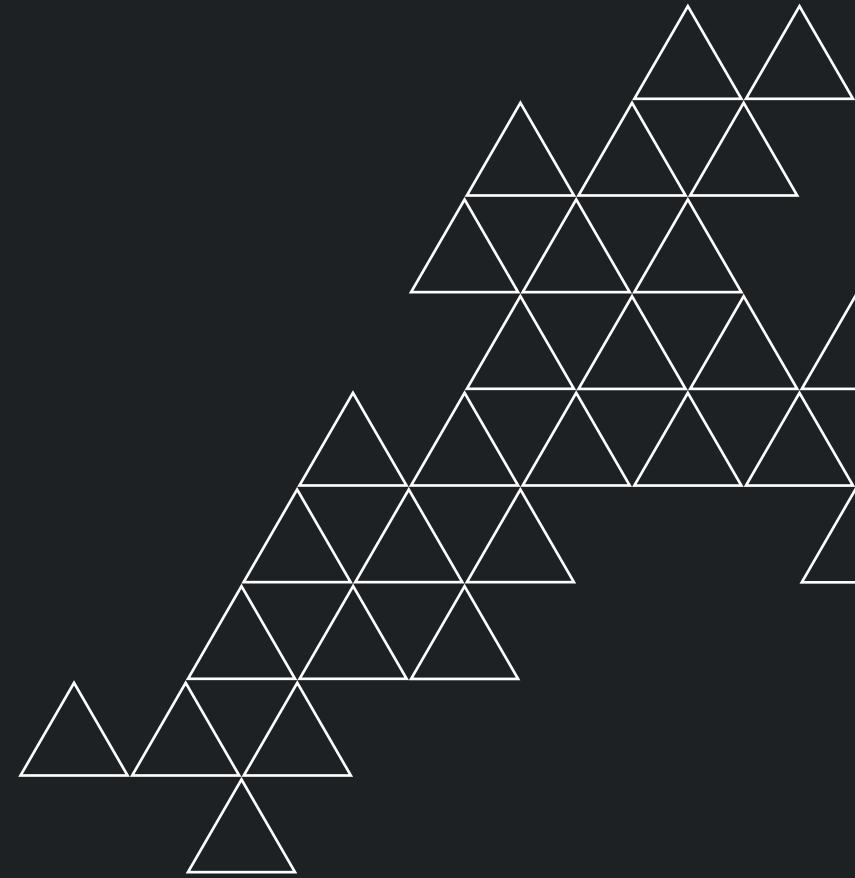


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DEVELOPED.
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Service Overview



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WEB • DESIGN • DEVELOPMENT • CONTENT • MARKETING

OFFICE 15, THE WALLED GARDEN, THE NOSTELL ESTATE,
NOSTELL PRIORY, NOSTELL, WAKEFIELD, WF4 1AB

T: 01924 802 185 | HELLO@FEELCREATED.COM | WWW.FEELCREATED.COM

WE'RE FEEL CREATED

We're Feel Created, a digital agency based in Wakefield, Yorkshire. We were voted UK Dev Agency of the Year 2022 (UK Dev Awards) for our expertise in custom WordPress development, marketing expertise and commitment to environmentally responsible practices.

Our primary services include:

- Digital strategy
- Web development
- WordPress (our preferred CMS framework), with tailor-made theme development and multi-site options
- Ecommerce
- Digital design
- Content marketing strategy/creation/deployment
- Web copywriting/content management
- Custom & CRM cloud-based systems
- SEO
- Consultancy
- Hosting & Support

Feel Created Ltd was founded and incorporated in 2011.

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WORDPRESS DESIGN & DEVELOPMENT OVERVIEW

We put you first, aiming to deliver a great client experience from start to finish. We're there for you, operating with complete transparency throughout your WordPress project.

Our experts have delivered numerous custom WordPress system builds for businesses and groups of all sizes. Each project is tailored to specific client needs, but as standard we include:

- Key contact throughout the project
- Initial design stages (using existing branding guidelines) with designs laid out for all key pages. Branding and tone of voice workshops are available upon request
- Built using the latest WordPress CMS version, providing easy site content control to your team
- Coded to match designs perfectly with a mobile-first approach
- Bespoke theme, built to match requirements
- Page builder for maximum flexibility using the latest Gutenberg functionality. Client-specific elements created, as required, to minimise your team's workload
- Integration with APIs
- Search functionality, forms and Google Map integration
- A maintained online version of the site in development, for you to review, released early in development with regular back-ups
- Full cross-browser reviews prior to launch
- Regular releases of your website code, to the dev environment, helping to keep you in the loop and clearly showing the progress of coding
- Professional code management tools to manage revisions and for secure storage
- Regular progress catch-ups to ensure everything is running smoothly and to schedule
- Hosting and maintenance contracts available
- Web copywriting and content marketing services available to complement your website launch

WORDPRESS CONSULTANCY

We have in-depth experience in using the WordPress framework, having developed many websites in the framework over the last decade. As part of our offering, we provide informed consultancy on your website framework and the web as a whole. As part of the service we include:

- General WordPress consultancy
- Existing site reports
- Advice on developing your WordPress site further
- Assessment of current WordPress code
- WordPress upgrades

Pricing

Consultancy is charged out at a daily rate of £850+VAT with travelling costs charged separately. A full quote can be provided once specific requirements are understood.

We also offer branding, tone of voice and marketing consultancy services to help you get the most out of your WordPress website. The format of these is usually workshop-based with guidelines produced following your session.

SUPPORT

We offer comprehensive ongoing WordPress website support. Services include:

- Hosting of your site, if required
- TLS (SSL) certificate supplied
- Regular manual checks for system updates and run as required
- Subsequent manual system checks following an update
- Theme updates, if required, following an update
- Plugin updates (if using premium plugins, additional licence fee charges may be applicable)
- Ongoing, secure backup of theme files, including revisions
- Regular, secure, external backup of your site key files and database
- Maintained development version of your site
- Website 'Uptime' monitoring
- Response time to queries within 24 hours and action within 48 hours, of a response (within normal working Monday-Friday 9 am to 5 pm weekdays)
- Support limited to a set amount of hours in a given month, subject to service chosen and is for website maintenance only.

Pricing

Hosting & maintenance are priced to match requirements, starting at £400+VAT p.c.m.

Reactive support

As an additional service, we offer monthly block hour purchases at a discount from our usual hourly rate. These hours can be used as required, excluding the purchase of licences or other billable items. Specific rates can be found in our separate 'pricing' document.

MARKETING AND COPYWRITING SERVICES

We offer digital marketing services that complement our web builds, helping you to get the best possible performance from your launch. We help with everything from ad-hoc copywriting to monthly full-service content retainers with a focus on raising awareness and increasing engagement organically. Typical services include:

- Tone of voice workshops
- Content marketing strategy, creation and deployment
- Copywriting (web, PR, articles, blogs, award entries, social media)
- SEO research and optimised copywriting
- PowerPoint presentations

Clients tell us that our cost-effective copywriting services help them with a) optimisation and b) meeting website launch deadlines.

Pricing

Items priced individually, prices based on £75+VAT per hour.

Monthly retainers

We offer cost-effective monthly retainers for clients looking for regular content support. Our team is experienced at working as an extension of in-house marketing teams, liaising with internal and external stakeholders as required. Retainers start at £1500+VAT p.c.m.

ADDITIONAL INFORMATION

For peace of mind, along with all the necessary licences for our industry-standard professional software, we also have the following insurance with documentation available on request:



Professional Indemnity Insurance

Cover: £1,000,000



Public & Product Liability Insurance

Cover: £5,000,000



Employers Liability Insurance

Cover: £10,000,000



Cyber Essentials Certified

Registered in England & Wales Company Number: 07866403

VAT Registered Number: 127 7757 80

RECENT MESSAGES

“Feel Created has brought our vision to life by listening to our requirements and feedback. And by offering additional services such as copywriting, they’ve eased the burden on our team.”

Nick Jennings, Project Director at Advance Colleges Trust

“They are creative, forward-thinking and 100% dependable — they are always accommodating, even when we have ambitious deadlines! And their attention to detail always impresses. I wouldn’t hesitate to recommend them to anyone.”

Emily Taylor Gregory, Marketing Director at Longitude FT (Financial Times)

“Feel Created’s in-depth content management solution for Thinc incorporated multiple integrations with existing systems that are core to business success. The team’s ability to integrate Calendly and Active Campaign within our website build was a key requirement upfront, and they delivered the required functionality seamlessly.”

Paneesha Parmar, Head of Marketing at Thinc

“I’m thrilled with our new website and appreciated the support, flexibility and attention to detail provided by the Feel team. We required some very specific functionality that they developed in a way that just works. If you’re thinking about creating a unique, effective and powerful website I have no hesitation in recommending Feel.”

Joe Gregory, founder at Rethink Press

TERMS

Contractual terms

We usually ask for a 3-month notice period for cancellation of any contract unless otherwise stated at the time. All completed work will be billable in the event of a cancellation. Please refer to our terms for full details about contractual obligations.

Technical requirements

Where hosting options are not required, we'll supply requirements for your site/system.

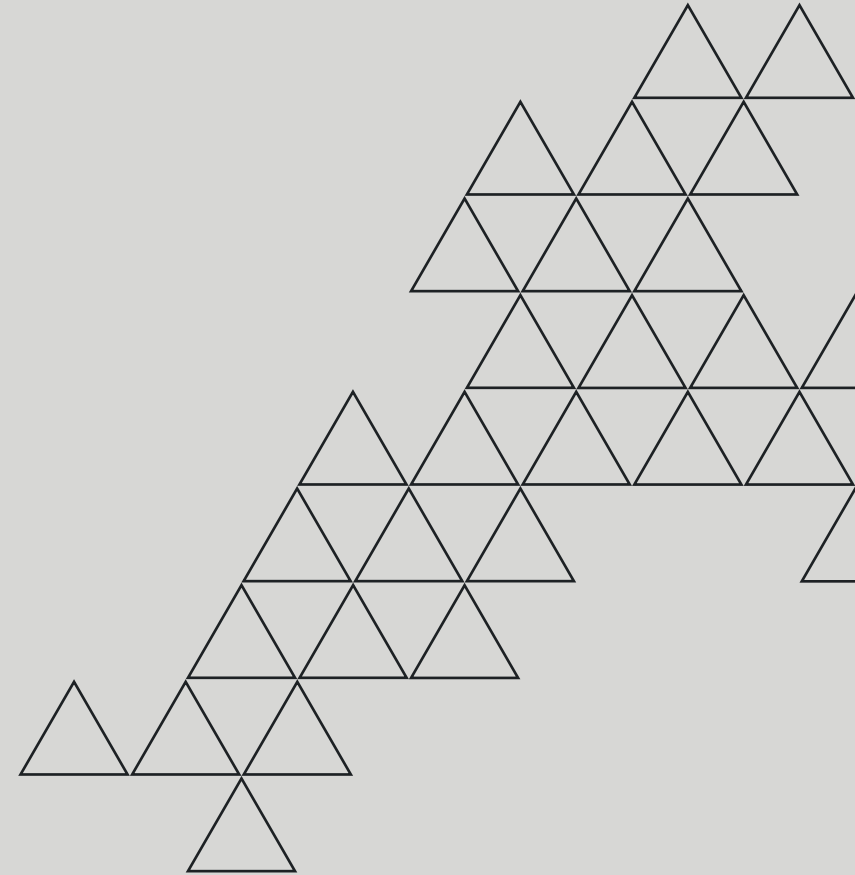
System Examples

While systems are developed to match our clients' needs, examples of existing systems can be shown in a development environment by special request.

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Thank you

Should you have any questions, do not hesitate to contact us on hello@feelcreated.com or calling **01924 802 185**.



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