

# VOCAL™

Web Development



# Welcome to Vocal



**Allow us to introduce ourselves!**

**We are Vocal. A small creative agency with big ideas! As part of the award-winning Hudson Outsourcing, we're ready to stand up for our clients and get loud!**

**Our creative content agency might be small, but it's by no means shy! Whether you're a small, micro business or a large organisation, we'll make sure you're heard in your marketplace.**

# Why choose Vocal?



**When prospective clients visit your website, you only have 2-3 seconds to grab their attention, or most will leave.**

**Jill Hudson, our Founder, has worked with creative businesses for over two decades. She has personally managed contracts from £5,000 to hundreds of millions. Her extensive, diverse experience in the creative sector allows Vocal to help our clients stand up and get loud.**

**We know that websites have never been more important for your business. A website sets the first impression of your brand. These seconds count, so having a website that draws in visitors and instantly engages them is key. Whether you're just starting out, or you've been in the game a while – we can help you stand out online.**

**Our team of skilled creatives, marketing gurus, developers and copywriters will work their magic and take your website to the next level.**



# Meet your Website Team



## **Jill Hudson – Project Director**

**Jill oversees the entire website development process, from the initial idea through to launch. Her extensive experience in the creative industry means she knows what it takes to stand out online.**

## **John Hudson – Marketing Director**

**John leads our marketing efforts on an international level, helping us, and our clients, get noticed online. With a wealth of experience in marketing, John isn't afraid to stand up, speak out and be Vocal.**



## **Kathryn Johansen – Head of Creative**

**As Head of Creative, Kathryn knows a thing or two about standing out online. With her team of creatives, she can take your website to the next level with eye-catching branding and designs.**

# Meet your Website Team



**Ajay Kumar Nimmala – Designer**

Ajay loves making our client's websites and branding look awesome! He is always raring to get going, no matter the project.



**Jake Rayner – Designer**

Jake's creativity knows no bounds! He'll elevate your website with striking designs and awesome branding.



**Amy Good - Marketing Executive**

Our Marketing Executive, Amy, knows all about the many ways to help your website stand out. Allow her to use writing and marketing skills to help your site get seen!



**Prashant Swami – Developer**

Prashant is ready to build fully bespoke websites for our clients. With seven years of experience as a Developer, he'll have your audience coming back for more!

# Our Experience

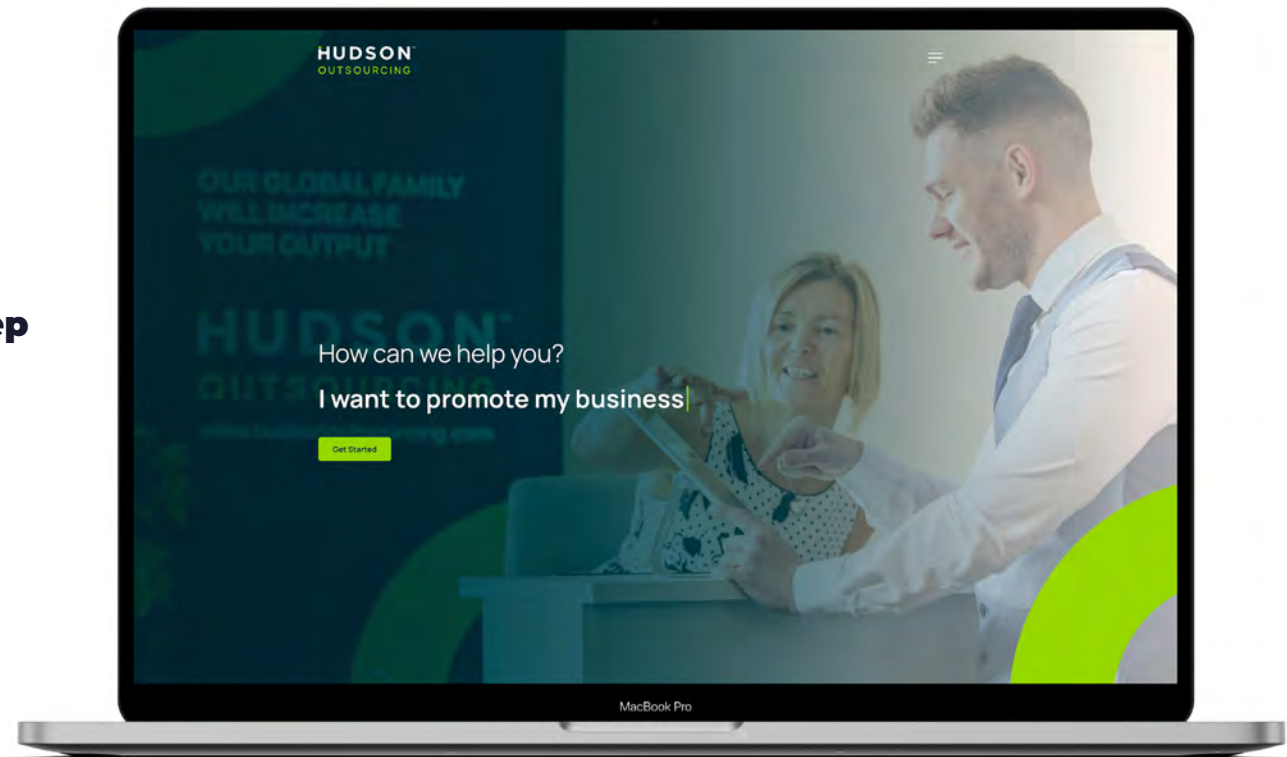


## HUDSON<sup>TM</sup> OUTSOURCING

**In 2021, the Hudson Outsourcing website had a makeover, and our in-house Development Team, along with our awesome freelancers, were there every step of the way!**

**Our Designers and Developers took our concept and ran with it, building a sleek, attractive site.**

**Hosted on WordPress, the Vocal Team manage the website in-house. Our team of creatives work hard to stay ahead of the curve, regularly producing eye-catching designs and compelling, SEO-friendly content for the site.**



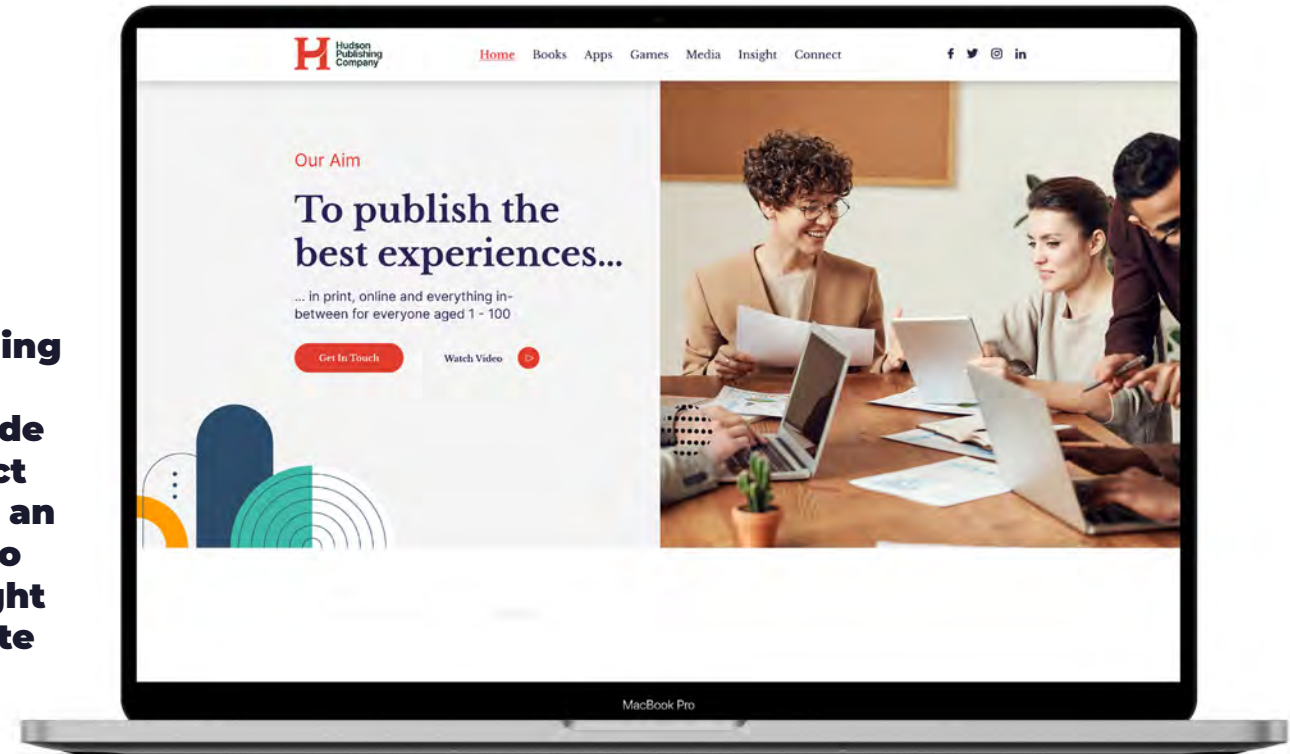
# Our Experience



**Our latest project, Hudson Publishing Company, is currently underway.**

**The site, which will be home to our publishing house, is being developed by an in-house team of Designers and Developers, alongside a talented team of freelancers. Every aspect has been considered to bring our audience an unforgettable experience. From branding to site navigation, the Vocal Team have thought of it all, creating a user-friendly, modern site for the Company.**

**We've also worked hard to be found! Throughout the entire development process, SEO has been considered to put Hudson Publishing Company on the map.**





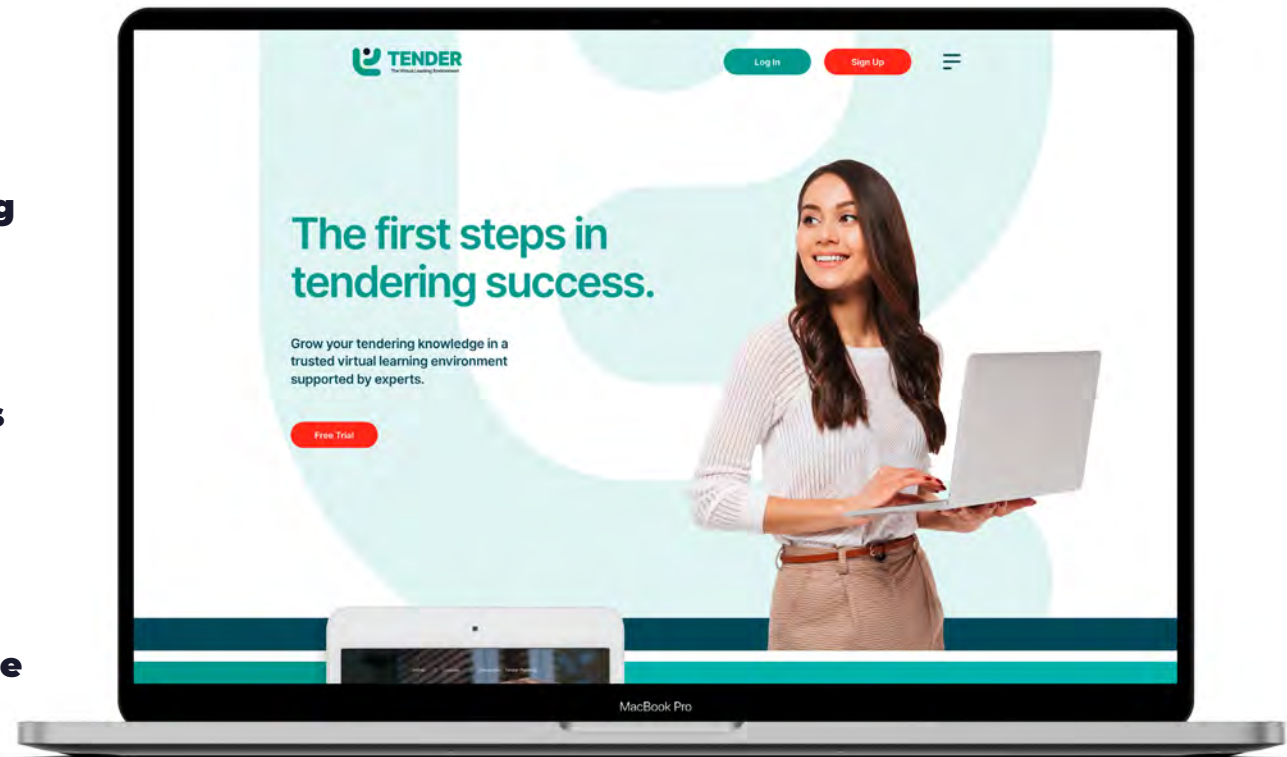
# Our Experience



**Also in development is Tender VLE, a virtual learning environment for all things tendering. With a team of talented freelancers, our in-house Developers oversee the development of the site, taking the initial wireframe and turning it into an eye-catching website.**

**With guidance from our Project Director, our Developers, Designers and Copywriters are producing every aspect of Tender VLE, from start to finish.**

**The purpose of Tender VLE is to help users learn effectively – any place, any time. As a result, the website had to give our audience a seamless experience on any device. The end result is an engaging, eye-catching site that offers an innovative learning experience to users, whether on desktop or mobile.**





# Our Experience



**Our Project Director, Jill, created Santa Academy to encourage children to fall in love with reading. Born from a conversation with her son, Jill has now turned Santa Academy into a global Christmas favourite, with multiple websites, an app and a novel on the way.**

**From festive designs to super fun, Christmassy content, the Vocal Team have managed the entire process, end to end.**

**Our team, along with our awesome freelancers, have worked hard to create a fun-filled website for children. To encourage children to read, the website needed to engage them from the very first visit. The end result adds a festive element to their reading experience, helping reluctant readers see the fun side of literacy.**



# Our Experience



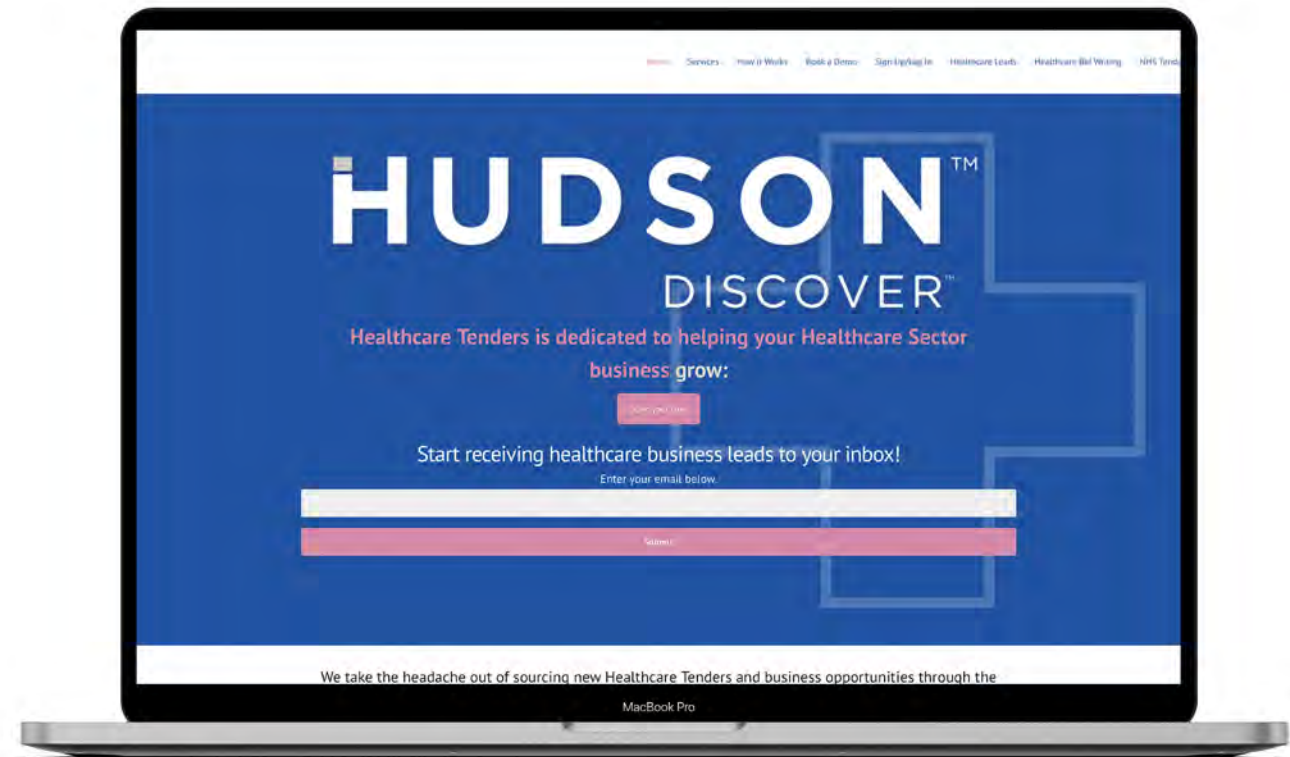
## HEALTHCARE TENDERS™

FROM HUDSON OUTSOURCING

**Healthcare Tenders, part of the wider Hudson Outsourcing, has been designed and developed by the Vocal Team.**

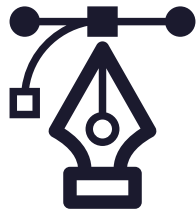
**From start to finish, our team of Developers, Designers and Copywriters have used their creativity, experience and knowledge to produce the site.**

**To help businesses in the healthcare sector secure contracts, the website needed to be sleek, professional and engaging. We produced a website that is all that and more!**



# How we work

Check out the website development process at Vocal...



## 1. Initial meeting

Every project starts with an initial meeting. We'll get to know more about you and your project, and introduce you to your Vocal Team.



## 2. Project specification

Together, we'll decide on your project specification. We'll take your ideas and use our experience to build the foundations of your project.



## 3. Digital marketing

Once we've decided on your project specification, our Marketing Team will step in. We'll plan how to optimise your website for SEO before your website launch, so you're ready to climb the SERPs.



## 4. User research

Your users are at the heart of the project. At the next stage of the process, we'll research your target audience to provide them with the best possible experience.



## 5. Interface design

As soon as you give us the go ahead, we'll get to work on your new brand. Depending on the package you choose, we can produce a new logo, develop a style guide and create stationary options.

# How we work



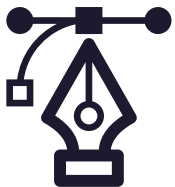
## 6. Technology stack

Next, we need to make sure that your website works seamlessly across different platforms and devices. We'll consider the usability of your website, making sure it is completely mobile responsive.



## 7. Building your website

Together, we'll decide on your project specification. We'll take your ideas and use our experience to build the foundations of your project.



## 8. Accessibility

Now it's time to make sure that your website is accessible for all users. To do this, we'll make sure that all information can be conducted in text-to-speak systems. We'll also consider font size, line spacing and white space to assist users with visual impairments.



## 9. Client feedback

It's time for your feedback. We want you to fall in love with your website, so the feedback and testing stage is crucial. We'll fix any bugs and performance issues, ensuring the website is up to scratch for your users.



## 10. Go live

Now it's time for the most exciting stage of the process – your website can go live! However, our support doesn't end there. After your website goes live, the Vocal Team are on hand for additional support, guidance and advice.

# Pricing

**We use WordPress for our websites, so all pricing is based on this platform. All of our websites are built from scratch. The team are unable to work on development and design projects on existing websites. However, our creative Copywriters can give your website a new lease on life with fresh, engaging content.**

**WordPress is great for website development and here's why:**

- ① **It's easy to use**
- ① **You can manage your website from any device**
- ① **It's a self-contained system**
- ① **Search engines love WordPress websites**
- ① **You are in control**
- ① **It's 100% customisable.**

## Price Guide

10 pages (no content)	£3,000.00+VAT
10 pages (with content)	£4,500.00+VAT
15 pages (no content)	£4,000.00+VAT
15 pages (with content)	£5,500.00+VAT
20 pages (no content)	£5,000.00+VAT
20 pages (with content)	£6,000.00+VAT

**Bespoke  
development prices  
are available on  
request.**

# A message from our Project Director



**Your website is a vital part of your business. If you don't grab the user's attention in 2-3 seconds, you might miss out on a client. On the other hand, a seamless, functional website can elevate your business to the next level.**

**At Vocal, it's our mission to help other businesses grow far and wide. Whether you're an SME or large organisation, the Vocal Team are ready to work on your website.**

**– Jill Hudson, Project Director.**

# Contact us

**Get in contact to see how we can make  
a big difference to your business.**

**02030512217**

**[holla@vocalabout.com](mailto:holla@vocalabout.com)**

