



**22 CENTURY**  
DESIGN & MARKETING



AUGUST 2025

# Website Proposal



THERE IS CONFIDENTIAL INFORMATION WITHIN THE DOCUMENT ▼

**Please note:** The information held within this document is confidential for the sole destination of DOWNTOWN COMPUTERS LTD. The information held within this document including, but not limited to; plans, ideas, pricing and advice are not for public circulation and remain the Intellectual Property of the author.

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## INTRODUCING 22 CENTURY >

Founded in 2019 and based in the heart of Leicestershire, 22 Century is your award-winning local digital partner, proudly recognised as **SME winners of the Midlands Enterprise Awards 2024**.

With over a decade of combined experience in design and digital solutions, we specialise in **turning creative ideas into practical, results-driven solutions for businesses** of all sizes. From sole traders to large corporations, we're passionate about making professional web design and digital marketing accessible to everyone.

As a full-service agency, we offer everything from bespoke website design and social media management to ongoing maintenance and digital marketing solutions – all delivered with our signature **5-star customer service** that keeps clients coming back year after year.

What sets us apart? We believe in doing things differently. All our web servers are powered by 100% renewable energy, **we handle everything in-house (no outsourcing)**, and we're committed to building long-term partnerships, not just one-off projects. When you work with 22 Century, you're not just getting a service provider – you're gaining **a dedicated team that truly cares about your business success**.

AWARD WINNING

5\* RATING

LOCAL IN-HOUSE TEAM

## INITIAL VERBAL BRIEF >

Downtown Computers Ltd approached 22 Century in June 2025, regarding a website redesign and to explore options available for potential overall improvements to the website.

After initial conversations regarding the site, we curated a tailored online proposal, accessible here: [22centurydesign.com/proposal-downtown-website](https://22centurydesign.com/proposal-downtown-website).

This document contains information on the current standing of your website and associated online activities, and to provide some further detail on how we can work together in the future.

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## DOWNTOWN COMPUTERS LTD WEBSITE ▾

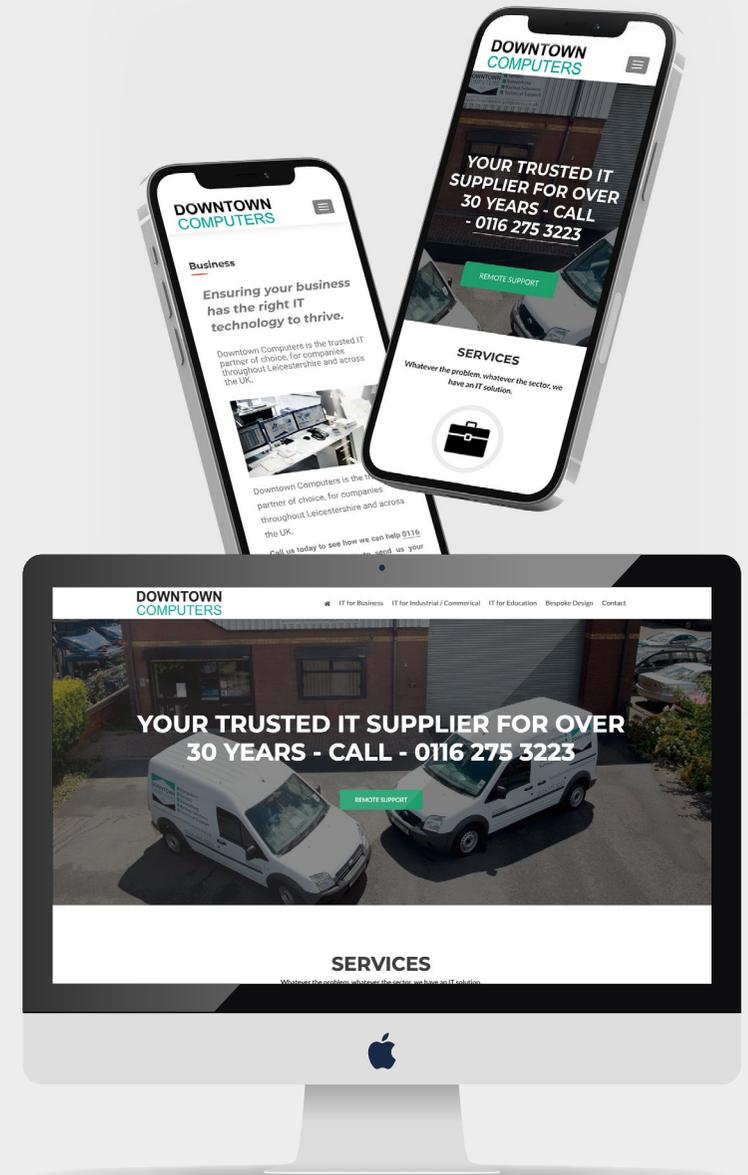
### WEBSITE DESIGN & BESPOKE BUILD VIA WORDPRESS

We're excited to guide you through your website project, which will unfold across three carefully planned phases: Planning, Design & Build.

Our 'one-host' approach means everything stays under one roof, giving you seamless communication and a single point of contact for all your web and marketing needs. No outsourcing, no confusion – just clear, direct collaboration that gets results quickly.

As your dedicated account manager, our Director Rachel Jenkins will personally oversee every aspect of your website project from initial planning through to final launch. With over 10 years of experience and our commitment to 5-star customer service, you can trust that your project is in expert hands.

At 22 Century, we don't just build websites; we create digital solutions that truly work for your business, backed by the personal service that sets us apart from larger agencies.



## CURRENT GOOGLE PAGESPEED INDEX ANALYSIS ▾

56

Mobile Performance

76

Desktop Performance

95

Accessibility

92

SEO

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## DOWNTOWN COMPUTERS WEBSITE ▾

### PLANNING & LAYING YOUR SITES FOUNDATIONS

Great websites don't happen by accident – they're built on solid foundations. This crucial first phase is where we transform your business expertise into compelling digital experiences that truly connect with your audience.

#### CONTENT THAT CONVERTS

We begin by crafting website copy that does more than just inform – it persuades. Through our comprehensive content creation service, we'll work closely with you to develop messaging that speaks directly to your ideal clients, whilst importantly remains compliant with the complexities of your legal industry.

Every word is carefully chosen and SEO-optimised to ensure your site not only ranks well on Google but, more importantly, turns visitors into customers by building a vital level of trust before an enquiry is even made.

#### INFORMATION ARCHITECTURE THAT WORKS

Next, we dive into your existing content and business processes, whilst reviewing all the essentials such as up to date team information and imagery, review your service descriptions to ensure these are compliant with ever changing regulations and a full review of your brand presence across wider marketing channels.

Think of this as creating a comprehensive blueprint of everything your website needs to communicate, to whom, and how / where this will be done. We'll work hand-in-hand with the Downtown Computers team to gather, organise, and refine all your key information – ensuring nothing important gets overlooked.

This thorough approach allows us to create dedicated, tailored sections for each of your services, giving potential clients the detailed information they need to make confident decisions. When visitors feel well-informed, trust builds naturally – and trust converts to revenue.

#### STRATEGIC SITE STRUCTURE

Before any design work begins, we'll create a detailed site map that outlines your website's complete structure. This strategic planning phase ensures every page has a purpose, every user journey is optimised, and the overall experience flows seamlessly from first click to final conversion, no matter the device, no matter the user preference – every base will be covered.

By getting the architecture right from the start, we streamline the entire design process – saving you time, reducing costs, and delivering a website that works harder for your business.



## DOWNTOWN COMPUTERS WEBSITE ▾

### DESIGNING YOUR WEBSITE

This is where your vision comes to life. We believe exceptional websites are born from exceptional design – which is why we create and perfect your bespoke designs before any website building begins.

#### DESIGN FIRST, BUILD SECOND

Our ‘design-first’ approach means you’ll see exactly how your website will look and feel before we write a single line of code. This strategic process eliminates costly revisions and ensures you’re completely happy with the direction before we move forward. It’s all part of our commitment to delivering outstanding quality whilst keeping your project on time, and on budget.

#### PAGES THAT PERFORM

Your website will feature all the essential pages identified during our planning phase, but we go beyond the basics. Drawing from years of web design experience, we’ll incorporate proven conversion elements including comprehensive FAQ sections, streamlined enquiry forms direct to your inbox, compelling ‘Meet the Team’ pages that build instant trust, and a strategic services section to establish your authority in your field.

#### MODERN DESIGN STANDARDS

Every design we create incorporates the latest techniques in usability, accessibility, and responsive design. Whether your clients are browsing on desktop, tablet, or mobile, your website will deliver a flawless, show-stopping experience that reflects the quality of your business.

#### CONVERSION-FOCUSED ARCHITECTURE

We don’t just make websites look beautiful – we make them work harder for your business. Every design element is carefully considered to showcase your key information with intuitive navigation that guides visitors naturally towards taking action. The result? Higher engagement, better user experience, and ultimately, a stronger return on investment for every visitor interaction.

Because at the end of the day, great design isn’t just about aesthetics – it’s about creating digital experiences that convert browsers into buyers.



## DOWNTOWN COMPUTERS WEBSITE ▾

### BUILD, SET-UP & INTEGRATION

This is where strategy transforms into reality. Your website will be meticulously crafted using cutting-edge WordPress technology, ensuring every element works seamlessly together to create an exceptional user experience that truly represents the calibre of services Downtown Computers provides.

#### PREMIUM BUILD TECHNOLOGY

We utilise the latest WordPress development techniques combined with premium plugins and licences (all included in your package) to deliver a website that's as powerful behind the scenes as it is beautiful on the front end. Your team will enjoy intuitive back-end editing capabilities, while your clients experience flawless navigation and lightning-fast performance.

#### FUTURE-PROOF ARCHITECTURE

Smart businesses plan ahead – which is why we build with tomorrow in mind. Your website's architecture is designed for seamless scalability, allowing you to add new services, content, and functionality as your practice grows and develops. No costly redevelopments, no technical limitations – just a website that evolves alongside your business ambitions.

#### STRATEGIC SEO FOUNDATION

As part of our exclusive SEO Launch Pack service (available only to our bespoke build clients and included in your estimated provided), we'll implement a comprehensive search engine optimisation strategy from day one. This isn't just basic setup – it's a strategic foundation designed to establish your visibility on Google and other search engines right from launch, giving you the competitive edge you need in today's digital landscape.

#### ONGOING SUPPORT OPTIONS

Once your website launches, you have two excellent options to ensure continued success. Choose our personalised 1-2-1 online training sessions to empower your team with the confidence to navigate and update your custom WordPress dashboard independently. Alternatively, let us handle everything with our comprehensive maintenance package – daily backups, security updates, performance optimisation, and technical health checks that save you time and eliminate future headaches.

#### BUILT FOR EXCELLENCE

Every line of code, every integration, every feature is crafted with one goal in mind: creating a digital presence that matches the exceptional standards Headleys is known for. When your website goes live, it won't just represent your business – it will elevate it.

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## TYPES OF MARKETING 22 CENTURYRY CAN OFFER YOU ▾

At 22 Century, we don't believe in one-size-fits-all marketing. Every business is unique, which is why we offer a comprehensive in-house range of digital marketing services designed to work together seamlessly – or individually – to drive real results for your business.

### #1

#### ORGANIC SOCIAL MEDIA MARKETING

Build genuine connections and grow your audience authentically with our strategic social media management. Our three-tier approach (Mentor, Guru, Manager) ensures we can support businesses at every stage of their social journey. From content creation and scheduling to hashtag strategy and community engagement, we help you build a loyal following that converts into real business results – all without relying on paid advertising.

### #4

#### GRAPHIC DESIGN

Your brand deserves to stand out in every interaction. Our comprehensive graphic design services ensure consistent, professional visual identity across all your marketing materials. From logos and business cards to brochures and digital assets, we create designs that not only look exceptional but also reinforce your brand message and drive customer engagement at every touchpoint.

### #2

#### CONTENT CREATION

Great content isn't just about looking good – it's about building trust and driving action. Our award-winning team creates compelling, authentic content that resonates with your audience and strengthens your brand authority. From engaging social posts to informative blog articles, every piece is crafted to connect with your customers and support your business goals.

### #5

#### WEBSITE DESIGN & DEVELOPMENT

Your website is your digital storefront – make it count. We create responsive, conversion-focused websites that work beautifully on every device. All hosted on our eco-friendly UK servers powered by 100% renewable energy, because great websites should be good for business and the planet.

### #3

#### EMAIL MARKETING

Transform your email list into your most valuable business asset. Our strategic email campaigns don't just land in inboxes – they build relationships, nurture leads, and convert subscribers into loyal customers. With personalised messaging and smart automation, we help you stay connected with your audience in meaningful ways.

## THE 22 CENTURY DIFFERENCE

Unlike larger agencies, we provide personal account management with direct access to our experienced team. Every strategy is tailored to your business, delivered with our signature 5-star customer service, and supported by our commitment to sustainable, responsible marketing practices.

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## 5\* REVIEWS FROM LOCAL BUSINESSES ▾

“Wow! We had our business web page designed by 22 Century Design & Marketing. The layout and content is phenomenal and we could not have hoped for anything better, from design to content. We would highly recommend Rachel and 22 Century Design.

**WOODS & WALLACE MORTGAGE SERVICES - HINCKLEY**

“I write to say a massive thank you for taking care of our social media presence for the last two years. Before we started working with you, we had very little online presence. We didn't have the knowledge and certainly not the time to be able to do it ourselves. Then you came along and took all the pressure away. You come up with ideas, researching where necessary, draft the posts but always make sure that we are happy with what you have proposed. Our enhanced online presence has made a big difference to the number of new enquiries we receive. You have really enhanced our profile and we have gained many new clients as a result. You are professional and knowledgeable, yet friendly and easy to talk to – a pleasure to work with! I always recommend your company to any clients and associates needing help with their social media and I will continue to do so.

**DOWSETT MOORE CHARTERED ACCOUNTANTS (NOW ARMSTRONGS ACCOUNTANTS) - HINCKLEY**

“Rachel has gone over and above at every step of creating my new website. The clear, no nonsense quotation, reassured me from the start of my project that I would understand each stage of the build and Rachel's lovely friendly manner ensured I wasn't afraid to ask for help. They have trained me so patiently and taken the time to go over certain things more than once. They have helped me shape my website to one that I couldn't be more proud of. If you are on the fence as to who to trust to take your business to the next level, don't be! Get in touch with the team at 22 Century Design and begin your journey in safe hands. Thanks guys, you are the BEST!

**KJ INTERIORS - HINCKLEY**

“Over the last 6 months our online presence has improved hugely. Your guidance, and professional design service is absolutely amazing. We've had compliments from clients and Mortgage Advice Bureau alike and it shows what superb work you do.

Our leads from online channels have easily doubled in this period, which makes the investment into your services an easy decision to make.

**MORTGAGE ADVICE BUREAU - HINCKLEY**

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**22 CENTURY**  
DESIGN & MARKETING



**Thank you  
for your  
consideration**

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