



What is included in a WUF website

Below is a list non-exhaustive list of everything that's included in the basic build of a WUF website. I would love for you guys to understand that I really do include everything we need to give your business and digital version of that the very BEST possible chance of success.

If you don't understand all the terms please don't worry, that's why I'm here - to take care of all of this stuff for you and make sure it's implemented properly.

GENERAL STUFF

Domain Purchase

If you don't have one already I can purchase your domain for you. I'll hold it in my account, but it will have your details on it and so will belong to you.

Premium hosting

My hosting is UK based, it's safe, solid, secure and fast. Speed is a ranking factor for Google so this is extra important.

Domain and email support

If you have an existing website, domain and emails then full support is provided in extracting you from your providers and moving you over to us.

WordPress set up

Your website will have its own area on my hosting account keeping your website safe and secure.

SSL security certificate

Essential for today's modern website browsers

Email addresses, as many as you want

No need to pay extra for email addresses, they are included in WUF club

Software support

Advice on choosing the right software to use for your business and situation. Everyone is different and runs their business slightly differently so we work out the best way of doing things to make your processes smoother.

WEBSITE BUILD STUFF

Bespoke page design

Stand out from your competitors with a beautiful bespoke design that is created to convert your website visitors into clients and customers.

UI and UX

User interface and user experience are both firmly considered and included in my designs. We want to consider the website users whole experience and journey through the website. Making it as easy and clear as possible for them to find the information they need and then take action eg book, enquire or buy.

Functionality integrated

I build on WordPress which is fully customisable. The benefit of this open-source software means that there's tons of options for adding functions to the website.

Email marketing integrated properly

no links to random sign up pages

Favicon

It's that little image in the top of the browser bar that people love to see!

Custom blog including page, post and category bespoke design

Your blog should be an information hub....

Custom 404 page

If someone ends up on the 'we can't find that page' page, this will be custom designed to match your website and give the user options for where to go next thus increasing the chance of keeping them on the website and not going elsewhere.

Landing pages for your freebies

Having a freebie on your homepage is great, but what if you want to post about it on social media? I make a special page just for the freebie that gives you an independent URL to use on your platforms to promote it and increase sign-ups.

Custom thank you page for after people have sent you an enquiry.

Further connect and create a positive impression for people after they have used the enquiry form. Rather than just a formal 'thanks for your message' message we send people to a beautiful thank you page with further information and help for them. Making a thank you

video is always a nice touch and helps cement in people's minds you are the right choice for them.

Integrated Google reviews

Gain the trust of your website visitors with integrated and branded Google reviews

Footer that is SEO optimised

All the sneaky stuff to get the maximum Google juice out of your website whilst also making navigation easy peasy for website visitors.

Sales pages

Need a stand-alone sales page for a course or membership? No problem. We can create a hidden page and hide the header and footer, but it's still totally on brand and the page benefits SEO-wise from the page being on-site.

TECH STUFF

Caching plugin

This is a plugin that helps with the speed and loading of your website. Mine is connected to my hosting platform for an extra boost.

Search engine ready

Meta titles and descriptions, H1 and H2 tags, alt tags, social meta links and much more. Local SEO features are also implemented for Google to read and understand.

Your website linked to your Google Business Profile

Super important if you are a local business, this gives Google a lovely big tick on its list that you exist and helps with ranking your website

Social meta image

This is a custom image that is set for the website. It means when you pop your website link into social media you get a beautiful image that fits properly, with no cut-off words or people's heads.

Submission to Google Search Console

Great for gaining insight into how your website is performing and giving Google information about your website structure.

Sitemap Submitted

Very important to help Google understand all about your website.

301 Redirects

Super important to continue any rankings your existing website has in Google when we transfer you over.

General help videos

I love making help videos for people. It's often easy to show you something, or demonstrate via video rather than reams of confusing instructions.