



Website Design

Your website may be the first line of communication between potential customers and your business. It will reflect your company, especially out of office hours when a representative may not be available, so it's crucial to have a well-designed, functional site.

For a list of examples please see durell.co.uk/webdesign

Website Design & SEO

We believe that great designs involve a lot more than just making a site look appealing, the site needs to be easy for the user to navigate around, it needs to be engaging and give the user a reason to return. It also needs to work well, under the surface - the core of the website needs to be well-structured, cross-browser compatible and compliant to w3c standards.

It seems that the phrase 'SEO' is everywhere now-a-days, and many people mis-understand what SEO is all about - they place repetitive keywords all over a page, not realising that Search Engines can see through this. Optimising a website starts at day one, when the first CSS layout is put together - here at Durell we ensure that every site we develop is w3c standard. Basically, the w3c is a consortium set-up to set the standards for website coding, then browsers are designed to be compatible with these standards. Thereby - if you ensure every word on a site is compliant with the w3c standards, it should ensure that sites look the same on any browser.

This may sound like nonsense, but let the facts tell the truth. We recently redesigned our very own website and applied our principal of SEO. Given that we wanted top-results for 'IFA Software' and 'General Insurance Software'. We managed to ensure that the site was always returned in a Top 10 position, creating increased traffic to our site. Don't believe us? Try it for yourself, go ahead - type "IFA Software" into Google, or "General Insurance Software".

Design or redesign?

You may already have a website that doesn't attract the number of leads you would have hoped for. A fresh new look will bring them to your site. If you don't already have a site we can design one for you from scratch.

We recently redesigned our own website to create a cleaner, easier to access layout, which could then incorporate useful links and news on the home page, to provide our clients & prospects with all the information they need quickly and easily without the need to go through many different menus and submenus.

Key Benefits

- ✓ **Search Engine Optimisation (SEO)** – As well as looking good your site should be easy to find. Sites designed by Durell are optimised to appear near the top of Internet search listings.
- ✓ **Integration with Durell** - Our 'Web-Link' service allows your customers to see their policies, investments, personal details and up to 42 other customisable questions via your website.
- ✓ **Online quotes** - Durell also offer online quotes for motor and household insurance. Why not setup your own price comparison site?
- ✓ **W3C Validation** – Durell follows the Worldwide Consortium (w3c) standards for how websites should be formatted. Abiding by these rules helps sites to move up the Internet search listings.
- ✓ **Dynamic Content** – You will probably want to add news stories or press releases to your site, but won't want to learn complex HTML coding. On a site designed by Durell you can login to change the content simply and easily. (n.b. see the "Admin" link at the bottom-right of www.durell.co.uk).