The makings of a fabulous website

Lowestoft Town Council

26th June 2023

Introducing Silver Monkey

A talented, creative, and multi-skilled team of marketing professionals

Full-service support

- ✓ Branding & graphic design
- ✓ Website design
- ✓ Digital marketing & SEO
- ✓ Brochures & other printed media
- ✓ Exhibitions
- ✓ PR & advertising
- ✓ Photography & video

Design and visual identity

We will develop the Lowestoft Town Council logo into a cohesive visual identity with defined font hierarchy, colour palette, and visual style, to support design consistency across all touch points:

- Signage
- Flyers and brochures
- Banners
- Posters
- Tourist information
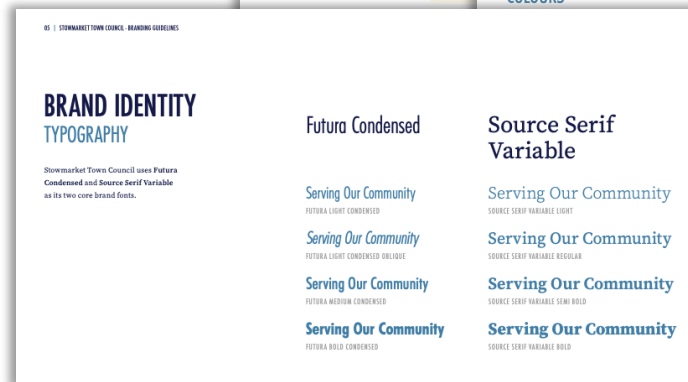
Mobile-first design philosophy

When up to 80% of your traffic comes from mobile devices, it make sense to adopt a mobile-first design philosophy (rather than having mobilisation as an afterthought)
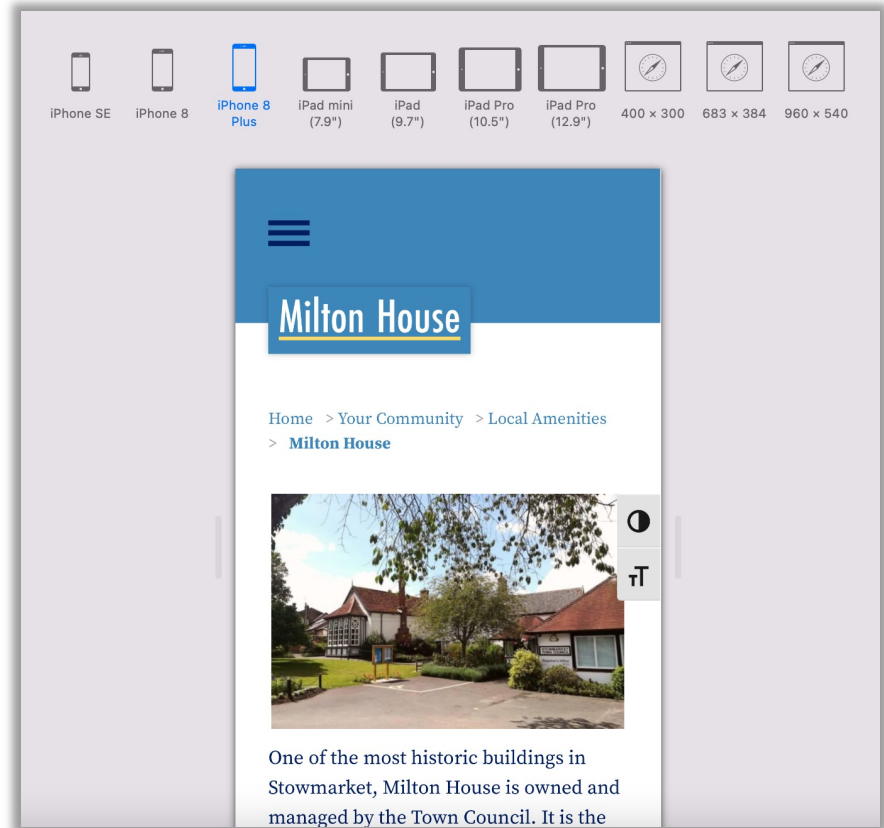
Website structure and content

All taken care of by Silver Monkey.

Our web copy experts will ensure your website is clear, concisely worded, and easy to navigate, so visitors can quickly find the information they are after.
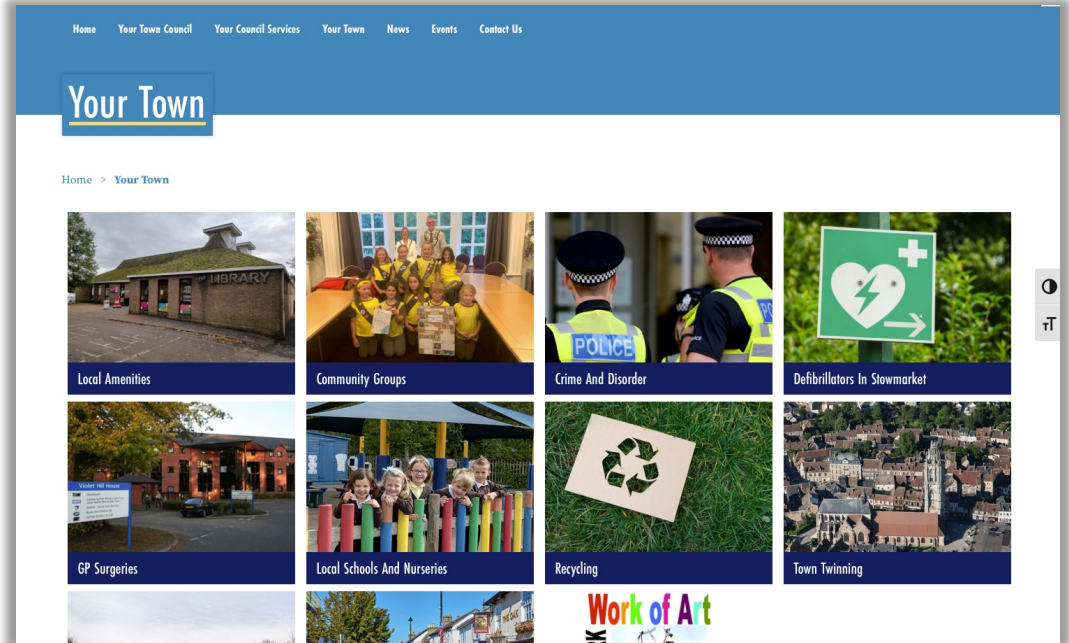
Professional photography

Because when people say "oh,
that's a lovely website" they're
often talking about the imagery!

Accessibility

Website will be built to conform to Web Content Accessibility Guidelines (WCAG) 2.1, to make content more accessible to a wider range of people with disabilities.
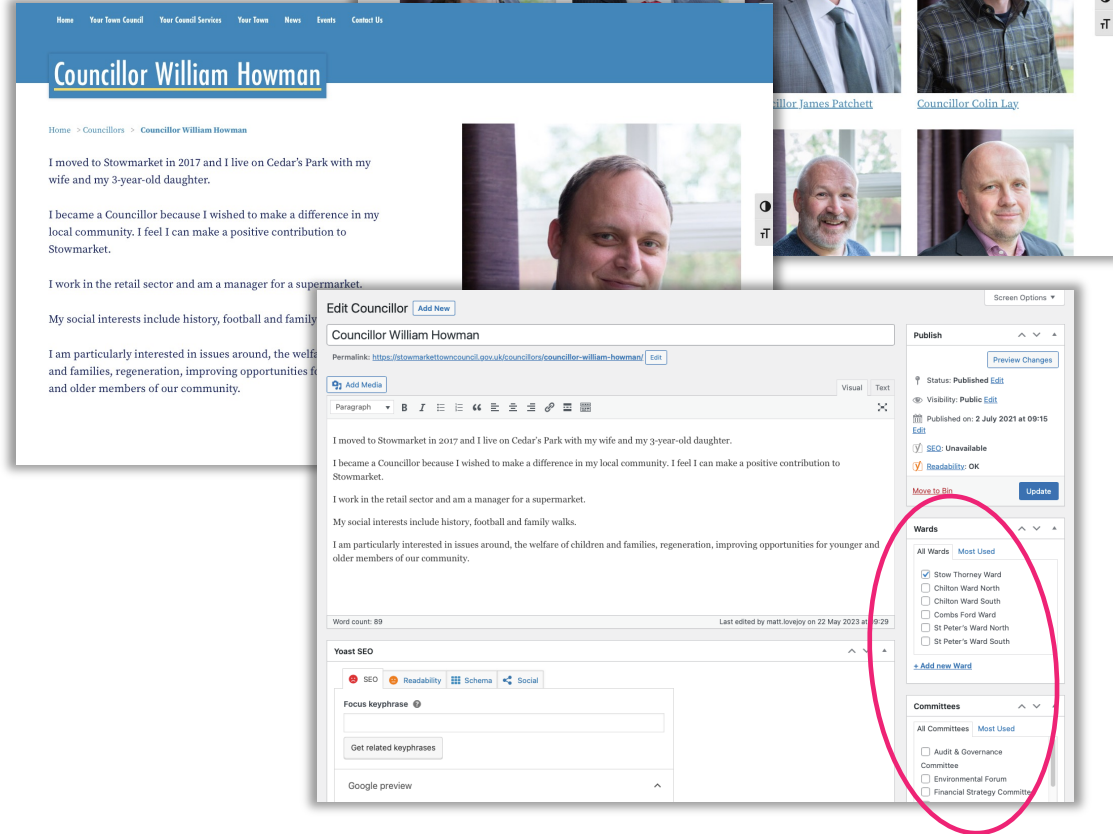
Events and latest news

Simple user-friendly tools for adding and managing event listings and latest news.
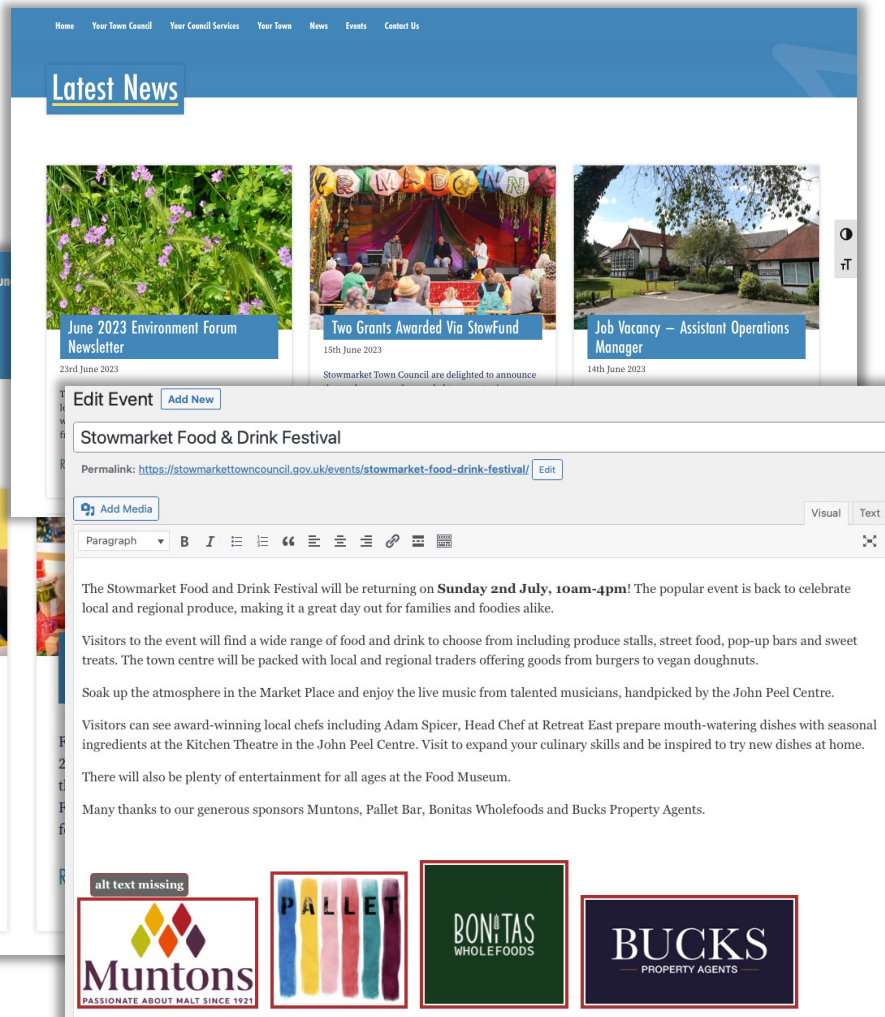
Easy to keep up to date

User-friendly tools to keep all important information up to date.

Simply tick which Ward and Committee a councillor is on and the relevant pages automatically populate 🙂

Public records

We'll make it simple to add public facing documents to the website, such as minutes, reports, strategy documents, policies, annual returns, audits etc.

Best-practice website hosting

- ✓ SSL Certification
- ✓ Telephone support
- ✓ Health checks and software updates
- ✓ Daily website back-ups
- ✓ Free disaster recovery
- ✓ Powered by 100% renewable energy

Budgetary costs

Website design	£6,700
Photography	£600
Website hosting	£40/month

Thank you