



WEB DESIGN
& BUILD



SEO & INTERNET
MARKETING



CREATIVE DESIGN
& BRANDING



MOBILE & APP
DEVELOPMENT

PASSIONATE

DIGITAL

AGENCY

ABOUT US

PASSIONATE DIGITAL AGENCY



ABOUT US

Since our inception in 1996, we have been committed to delivering excellent and innovative digital projects. We pride ourselves on ensuring that our projects are produced to the highest standards, at our in-house London studio.

Experienced

For nearly two decades, our agency has grown steadily to meet the requirements of our discerning clients. Today, we are a successful and respected digital agency recognised for our experience, professionalism and creativity in branding, mobile, web design and online marketing.

Talented

Our London based team have been meticulously selected for their skills, talent, qualifications and experience. Our staff include project managers, illustrators, graphic designers, developers, digital programmers, web analysts and search engine optimisation (SEO) experts, many with higher degrees in their respective fields.

Approachable

You will find us to be both approachable and professional. Some of our first-time clients have never worked with a full service digital agency before, therefore our procedures are designed to provide a structured process that is simple, supportive, informative and flexible.

Trusted

Clients such as The United Nations, Virgin, Haymarket Publishing, Barratt Homes, The National Audit Office and the NHS have all trusted us with their digital projects, therefore, you can be secure in the knowledge that you will be in experienced hands.

Professional

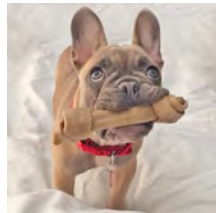
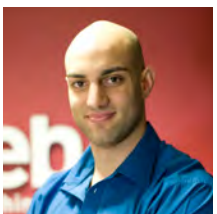
We believe that the quality of our work speaks for itself. Our vast experience in the digital and marketing industries helps us partner effectively with our clients to achieve their ultimate business objectives.

Proactive

Our clients return to us with new challenges and work, time and time again, which is a testament to our commitment to our clients' success across the whole spectrum of digital services. We will work hard to deliver an innovative, efficient and responsive service for you, and we are never more than a phone call or an email away. We hope that you will give us the opportunity to build a successful business relationship together.



IT'S ALL ABOUT PEOPLE



STRATEGIC-TECHNICAL-CREATIVE

As we are strategic, technical and creative, we offer the analytical expertise of our internet marketing teams, the experience and specialisation of our web developers, and the originality of our graphic design and branding division to ensure all round perfection.

As a full service digital agency, we recognise that graphic designers are not fundamentally technical, and that programmers are not necessarily marketing specialists. Unlike smaller digital agencies who generally use a 'jack of all trades' to do everything, we utilise our exceptional individuals, who have specialised skills and are experts in their own respective fields to work collectively in teams on each project.

Graphic designers work on design and layouts, certified programmers work on coding, internet marketing specialists work on SEO. Our clients are also provided with a strategic project manager who will organise and manage everything for you perfectly, from start to completion and support you long thereafter.

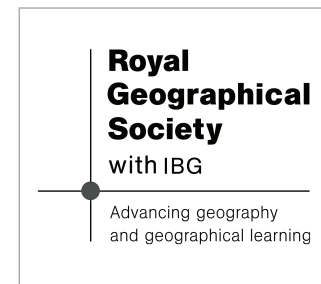
Most digital projects require the use of several of these unique skills in order to excel, and as such, we are better placed than most to deliver flawless creative digital projects that achieve our client's business objectives.

Our services include:

- ✓ Internet consultancy
- ✓ Professional web design and development
- ✓ Graphic design, branding, corporate identity development, photography
- ✓ E-commerce websites
- ✓ Content management systems (CMS)
- ✓ Search engine optimisation (SEO & SEM)
- ✓ Pay per click marketing management (PPC)
- ✓ Social networks and web 2.0 marketing
- ✓ Online database development and web applications

OUR CLIENTS

We are proud to have worked with over 1000 clients since our inception nearly two decades ago. Here are some of the more recognisable brands that have entrusted us with their digital projects.





haymarket®

CAPITA



Renaissance
Asset Managers



sprint.
media

JEROBOAMS 
WINE MERCHANTS

HCA Hospitals
World-Class Healthcare



PARKER & HAMMOND
pticians

THE PR OFFICE


London Bridge Hospital

NHS




TRANSATLANTIC LAW
INTERNATIONAL


National Audit Office

WEB DESIGN & Development

PASSIONATE DIGITAL AGENCY



WEB DESIGN

We create visually stunning, award-winning, cutting-edge websites, designed and delivered to the highest possible standards using the latest trends and technologies.

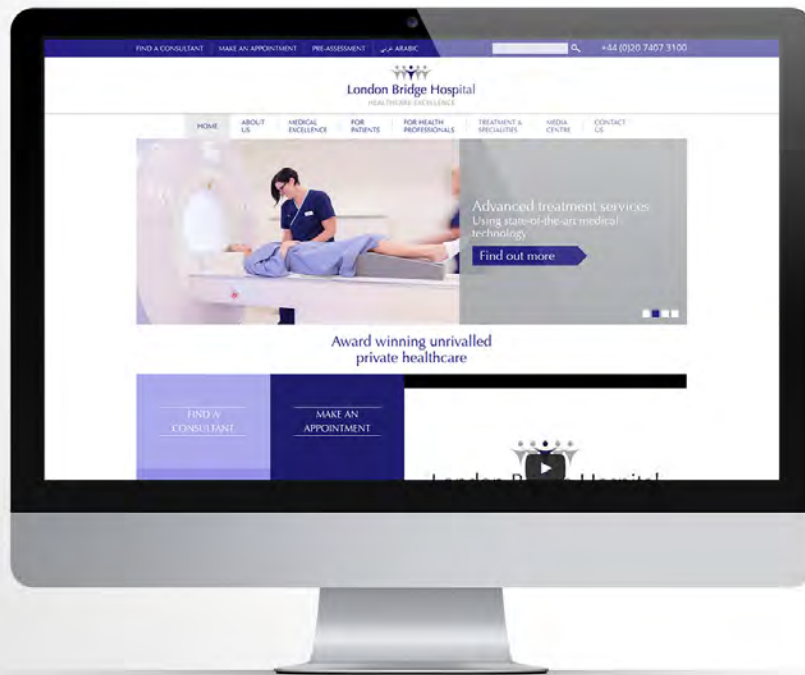
Every year, hundreds of our clients enjoy the substantial benefits of running a professional and successful website - whether it's a corporate online brochure, a highly interactive social media platform or a fully fledged e-commerce solution.

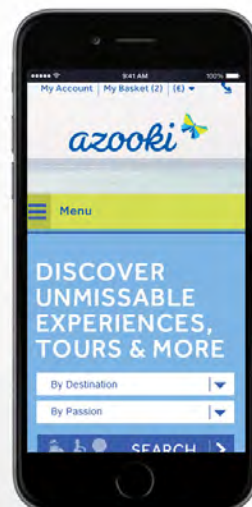
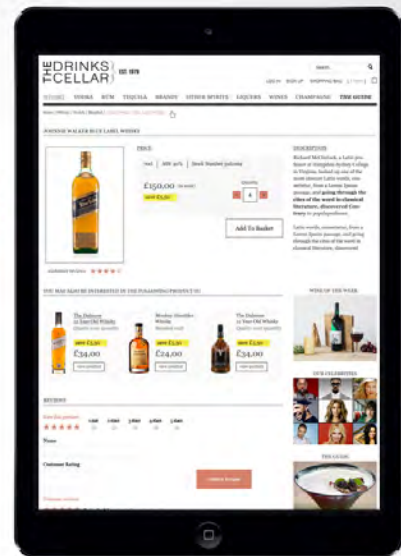
We place the utmost importance on making sure that our websites always reflect our clients' professionalism, websites that look great, load quickly, are secure, and work towards your business objectives.

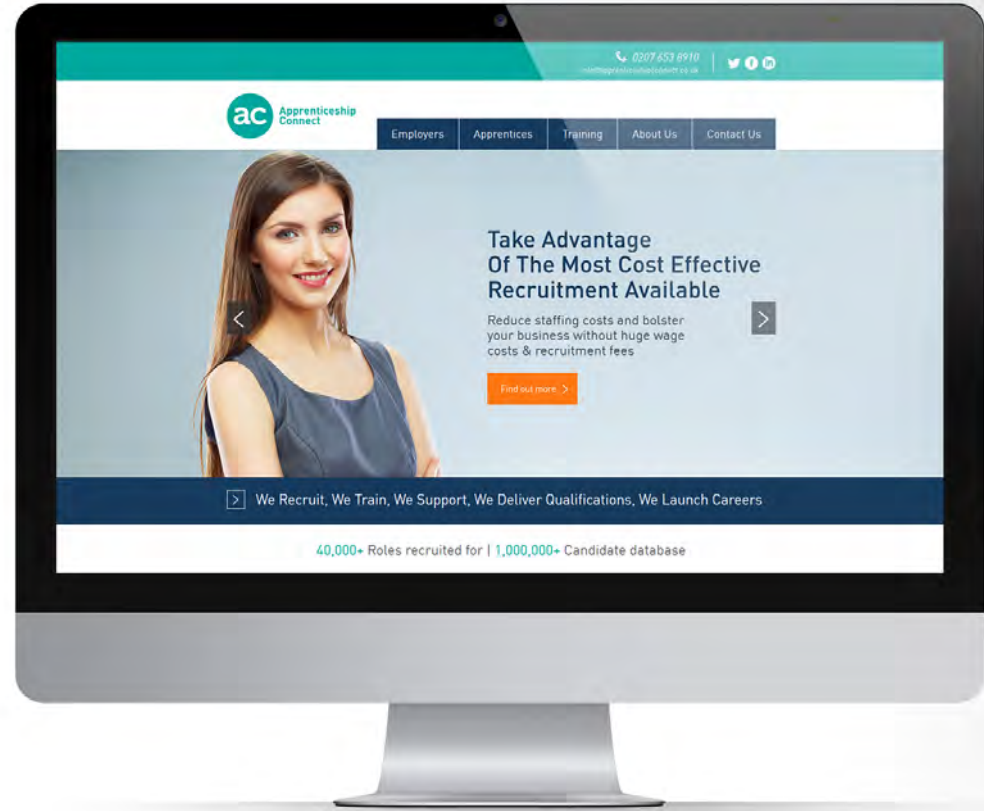
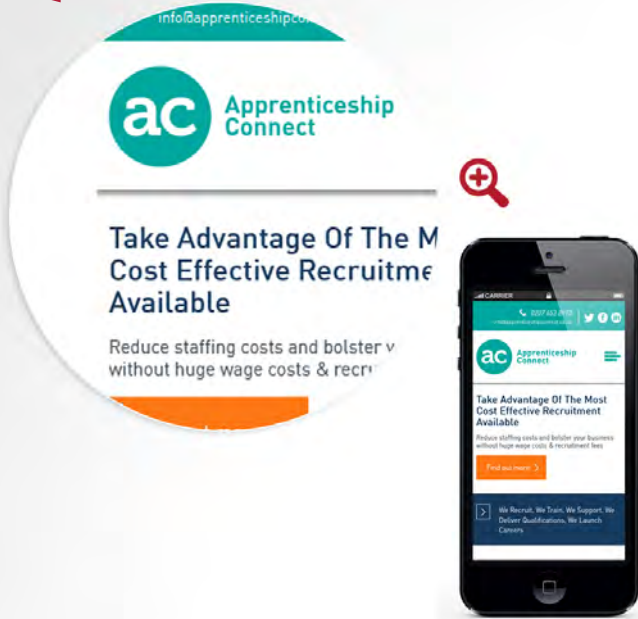
Great emphasis is placed on user interface design and general usability, so that as well as looking fantastic, your finished site will be easy to access and navigate, whatever your audience's level of experience. Our aims are clear - to create high-end, responsive websites that grow our clients' businesses by raising their reputation and standing online.

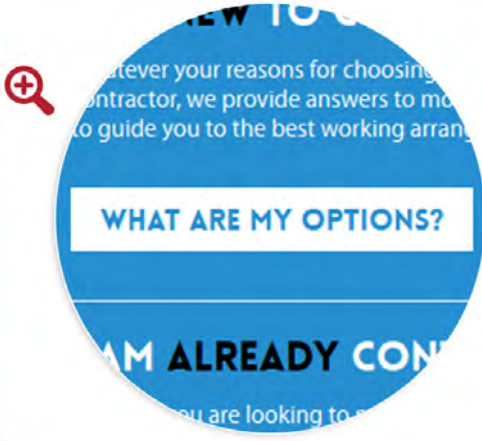
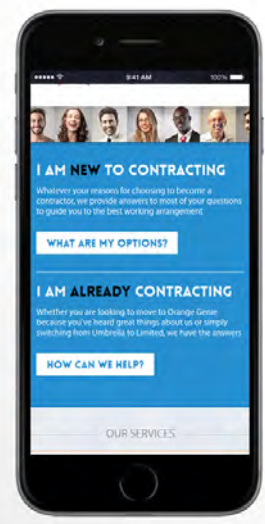
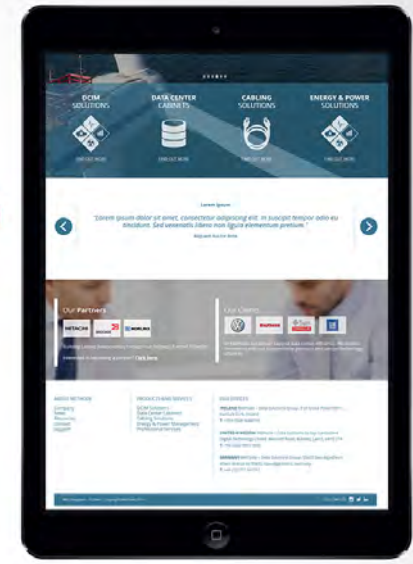
First impressions count. We create websites that:

- ✓ Meet specific business objectives
- ✓ Are highly polished and pixel perfect
- ✓ Look spectacular on all major platforms including; Internet Explorer, Firefox, Safari, Chrome, iPhone and iPad IOS, Android and other handheld devices
- ✓ Are built modular - are easy to update and expand to allow for future proofing and growth
- ✓ Adhere to the Government's Disability Discrimination Act
- ✓ Comply with W3C international web standards for future browser compatibility
- ✓ Are secure









MOBILE & APP DEVELOPMENT

With our expertise in mobile architecture and design, our team will make sure that your mobile website or app meets your strategic goals.

Today, over half the UK population are using smartphone devices, and by 2018 there are predicted to be over 2 billion mobile users worldwide, even overtaking desktop usage.

We are always at the cutting edge of technology and have adapted some of our considerable expertise in website building for the mobile and app market. We take our unrivalled design and development experience and apply it to these fantastic new platforms.

In the last few years we have invested heavily in skills and personnel to offer both responsive mobile friendly websites, as well as mobile app development on platforms such as the Apple iPhone/iPad, Google Android and Windows Mobile devices.

Apps and mobile sites are without doubt, the preferred way for people 'on the move' to interact with businesses and this will only increase over time. They specifically tap into the huge growth in mobile internet consumption, and data can be available anywhere and at any time, boosting productivity and interaction between consumers and businesses

If you are interested in increasing your client base, gaining greater consumer insight and more frequent interactions with existing customers before your competitors do, you should talk to us about our innovative mobile services.



PROGRAMING & CMS DEVELOPMENT

We build bespoke websites and internet applications with powerful content management systems (CMS). These systems allow you to update your website easily, quickly and securely.

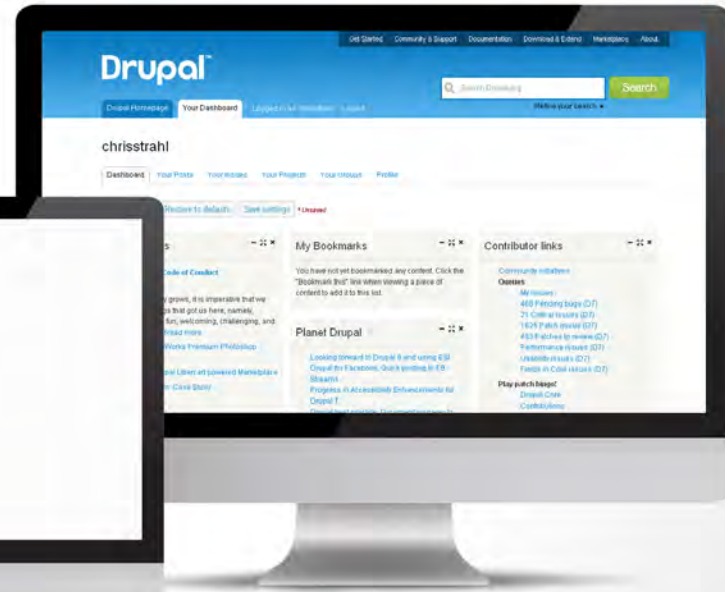
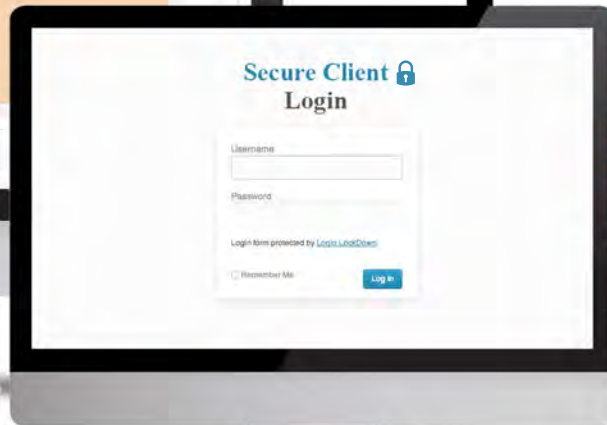
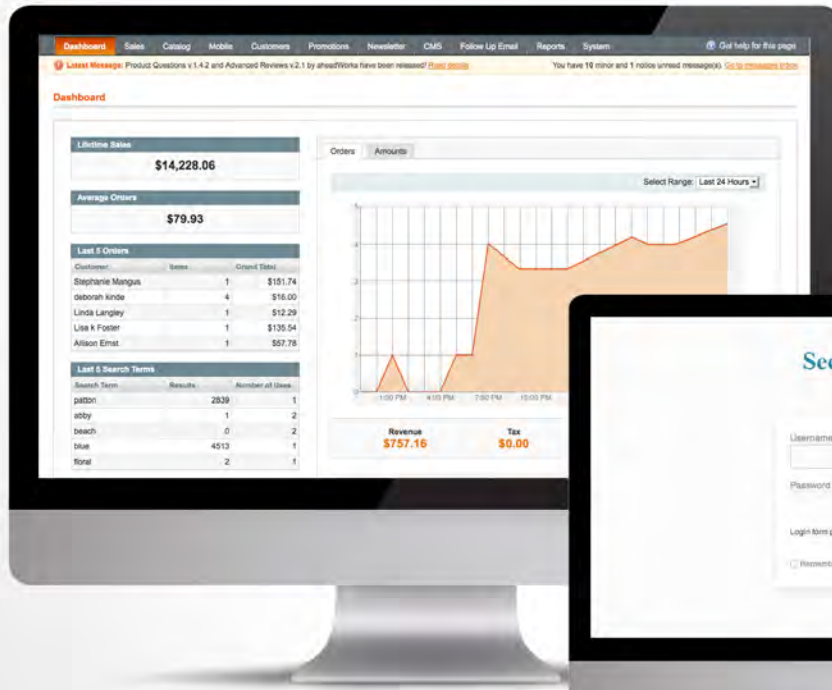
It's essential to be able to update your website on a regular basis and to have the tools to do so easily and securely. By specialising in robust open source technologies such as PHP and MYSQL, we can provide you with online site updating tools that enable your business to be more successful and productive.

Most notably these systems have powerful databases behind them and are connected to enterprise level CMS systems such as Typo3, WordPress, Drupal or Expression Engine. They all offer different levels of functionality, robustness and security, so we will help you implement the most suitable CMS for your specific budget and commercial needs.

Whether you need to update your site regularly or wish to automate your business processes online, talk to us, as we will have the right solution for your requirements.

Our CMS Systems can give you the freedom to:

- ✓ Edit text and content
- ✓ Create and delete pages
- ✓ Add and remove sections
- ✓ Change the website structure
- ✓ Upload documents
- ✓ Add images or videos that can be resized and optimised automatically to fit in with the current design and layout
- ✓ Create blogs
- ✓ Interact with legacy systems
- ✓ Manage your database processes online



E-COMMERCE WEBSITES

We construct powerful e-commerce websites that look fantastic, are easy to update, are secure, and provide you with all the tools you need to manage products, pricing, customers, promotions, invoicing and more...

Over the years, we have built and managed a wide variety of successful e-commerce websites for our clients. Some of which generate and handle millions of pounds in sales annually.

Our e-commerce websites are designed and coded using 'best practice' in order to generate confidence in our clients' brands and products. Our systems also offer PCI compliance, flexibility, ease of use, and security. They allow our clients to control most aspects of the site easily and quickly from any computer at any time.

We can also integrate advanced features, such as the provision of analysis data, stock control systems, special offer systems and mailing lists. We can even integrate your items with specialist product listing search engines for maximum exposure online.

We use either established e-commerce platforms such as Magento, if your needs are relatively modest, or can build completely bespoke systems, if you require the ultimate level of flexibility.

As a priority, each individual page of your website is coded to be SEO-friendly; therefore people can find your products on search engines such as Google, even if these products are located deep within the internal pages of your website. This feature especially, can make all the difference to your bottom line and the success of your online store.

Talk to us to take advantage of our knowledge, skills and experience. We would be happy to show you sample case studies and advise you on how we can help build and support a successful e-business for you.



Do Own: Your Machine At End Of

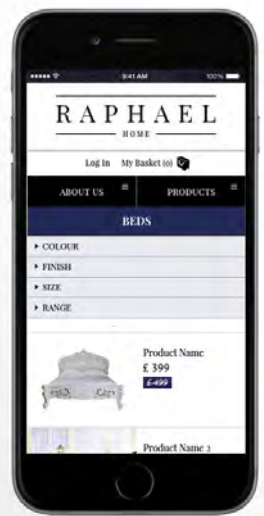
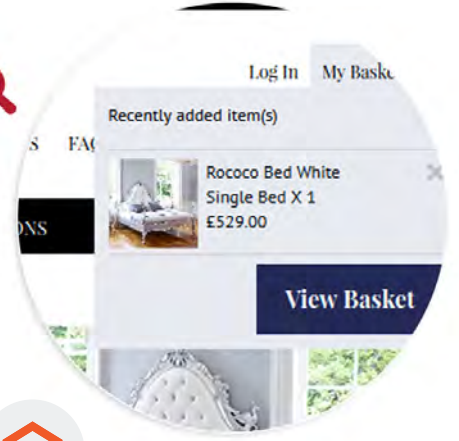
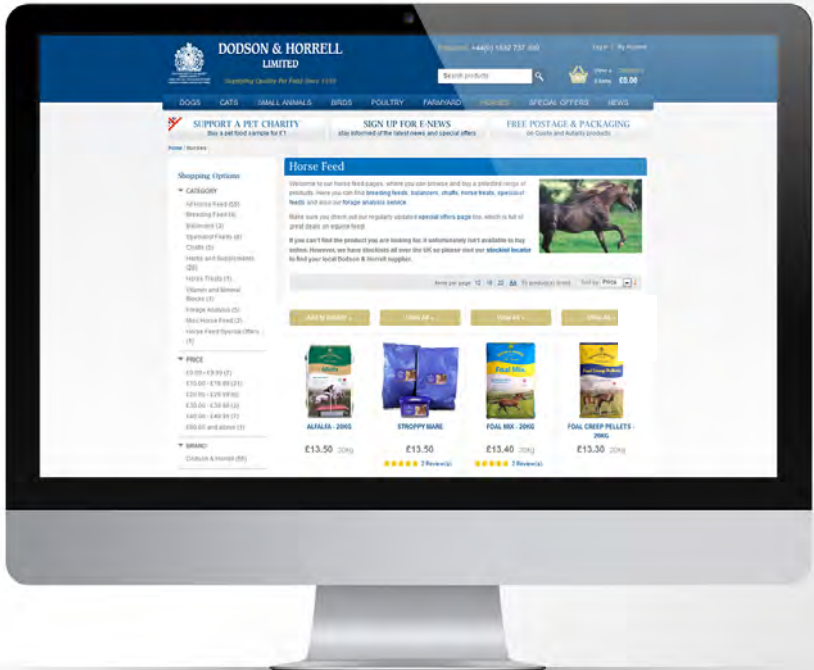
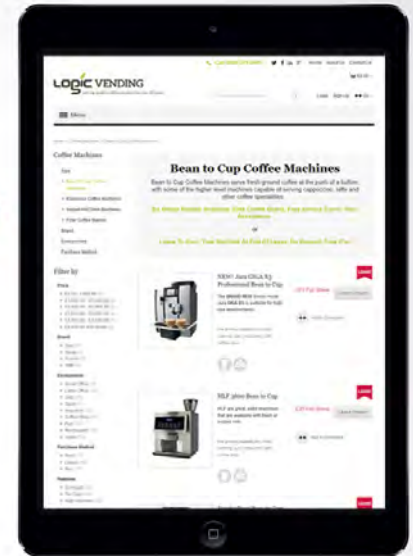


NEW! Jura GIGA X3 Professional Bean to Cup
The BRAND NEW Swiss-made Jura GIGA X3 is suitable for high use environments.

£23 Per
Add to



HLF 3600 Bean to Cup
HLF are great, solid machines that are available with both or instant milk



SEO & INTERNET MARKETING

PASSIONATE DIGITAL AGENCY



SEO & INTERNET MARKETING

Getting you to number 1 in Google is our goal. Let our vast experience and expertise raise your website up the rankings and retain you there...

Search engine optimisation (SEO) is the art and the science of both onsite coding and the external promotion of a website, to ensure the highest possible rankings in the major search engines such as Google, Yahoo and Bing. We use various advanced techniques to make a website appear more 'important' to the search engines than your competition for relevant search terms.

Your website will be competing with millions of other sites trying to attract people to visit. It is therefore crucial to achieve maximum efficiency of your site through SEO, so when anyone searches for your organisation, your products or your services, your website will be found above your competitors.

Our abundant SEO experience and cutting-edge skills have enabled many of our clients to generate new business regularly, at a fraction of the price of traditional advertising.

Along with our exceptional track record and expertise in SEO, we also provide Pay Per Click advertising management on platforms including Google Adwords, Microsoft Adcenter and Yahoo Search Marketing.

We can also provide social network marketing through platforms including YouTube, Twitter, Facebook and LinkedIn and can provide services for copywriting and online press releases which can all help with general SEO campaigns and higher conversion ratios for your internet marketing budget.

Our **SEO** marketing
always **produces results**

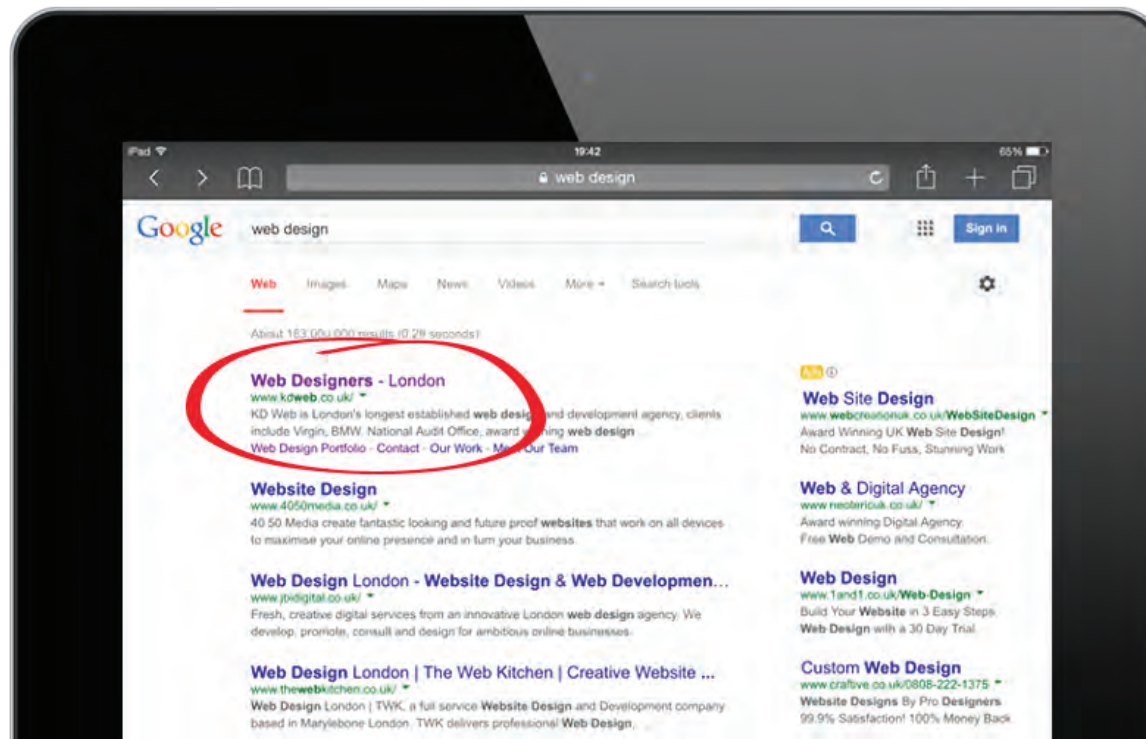


We are ranked #1 on Google

This is not a coincidence... KD Web is ranked number 1 in London on Google UK for hundreds of competitive keyphrases including:

web design
 web designers
 web design companies
 SEO companies

Let us help **YOUR** company **TOP** the rankings too...



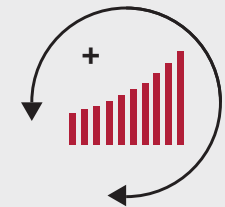
ROYAL
AERONAUTICAL
SOCIETY

80%
INCREASE IN
SEO TRAFFIC



THE PR OFFICE

90%
INCREASE IN
SEO TRAFFIC





MORGAN PRYCE

66%

INCREASE IN
ORGANIC
SEARCH



London Bridge Hospital

OVER

60,000

VISITS PER MONTH



invest | UK

280%

INCREASE IN
TRAFFIC



 **Orange Genie Group**
Supporting Professional Contractors

200%

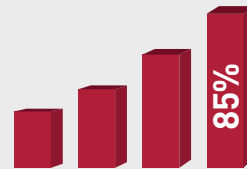
INCREASE IN
TRAFFIC



Renaissance
Asset Managers

85%

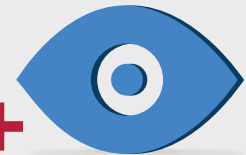
INCREASE IN
NEW TRAFFIC



BAKER SMALL
SOLICITORS

1,800+

NEW VISITORS
MONTH ON MONTH



CREATIVE DESIGN & BRANDING

PASSIONATE DIGITAL AGENCY



CREATIVE DESIGN & BRANDING

High-end graphic design, stunning logos, professional brochures, corporate letterheads and business cards – in short we deliver creative brilliance.

Helping our clients tailor and deliver their most important messages to their customers is one of our passions. Through innovative thinking and by utilising the excellent skills and experience of our in-house creative team, your brand will come to life.

We are always in pursuit of original design solutions to meet our clients' creative needs. By combining the latest advanced graphic design technology with proven marketing strategies, we aim to make your business or brand stand out from the crowd and even surpass your objectives.

We don't employ just anyone for our design department; only the brightest and the highest skilled creative digital designers make it into our team.

We offer:

- ✓ Creative consultancy
- ✓ Corporate identity and brand identity design
- ✓ Logo and business stationary design and print
- ✓ Brochures and leaflets
- ✓ Advertisement design for print
- ✓ Web video advertisements
- ✓ Packaging and product design and development
- ✓ Design of marketing materials for exhibitions and corporate events





01 02 03 04

05 06

**HERE ARE 6
GREAT REASONS**

TO CHOOSE KDWEB



6 GREAT REASONS TO CHOOSE KD WEB

01 WE ARE SPECIALISTS

We don't employ 'jacks of all trades'. Only highly trained staff with unique specialisation in either graphic design, coding or marketing are employed. We all work together in teams for each project for perfection.

02 WE ARE PASSIONATE

We are passionate about performance. We understand your website is an important marketing tool that needs to accomplish commercial objectives.

03 WE BRING SOLUTIONS

We provide a full range of digital services and we deliver end-to-end solutions. Our experience as the longest established digital agency in London is unrivalled.

04 WE DELIVER RESULTS

We consistently deliver! Our work and results speak for themselves. We will make sure your investment reaps rewards and you reach your desired outcome painlessly..

05 WE HAVE HAPPY CLIENTS

Our clients are happy clients who give us repeat business. Have a look at the vast amount of testimonials on our website.

06 WE WILL SUPPORT YOU

We will look after you for the long term. Our on-going support is second to none as we have the skills and the capacity to help you whenever you require it.

DON'T TAKE OUR OWN WORD FOR IT...

LISTEN TO OUR CLIENTS



“This looks fantastic, thank you for the great turnaround. Terrific job!”

20th Century Fox
Home Entertainment



“Thanks KD Web for your supreme effort in putting together many of the London Bridge Hospital websites and mini sites.”

London Bridge Hospital



“All in all, an excellent job from a professional, responsive company with a “can-do” attitude and the competence to deliver.”

National Audit Office (NAO)



“We are absolutely delighted with the Pelc NHS website!”

Red Pepper Marketing



“KD Web has provided us with a professional, personal and friendly service. Thank You.”

The United Nations Refugee Agency
(UNHCR)



“I am very pleased about the end result and thank you for all your efforts. This all looks at least 500% better than I had before. Thanks again.”

Richard Lionel & Partners Ltd



“KD Web developed our website www.careersinaerospace.com, the showcase for everyone interested in working in aerospace and defence. Our site now tops Google searches, even beating NASA!”

Royal Aeronautical Society





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