



The Preston Partnership are leaders in business training based in Hove, East Sussex. The company's web site needed a complete overhaul as it was very out of date and ineffective. **dotSquared** won the contract to redesign the web site, beating over 30 other contenders, and went on to complete the project on time and to budget. www.preston-partnership.com

OBJECTIVE

dotSquared aimed to develop a **web site to showcase** The Preston Partnership's outstanding work as bespoke business trainers with collectively over 50 years experience in bringing the best out of managers. The web site's **message must act comfortably** as an **online brochure** for current clients to consider further training options *and* for **new business customers** to quickly attain this is the company for them.

dotSquared builds web sites **compliant with accessibility guidelines** set out by the Web Accessibility Initiative (WAI), which use semantic code (clean, tidy, minimal) and are search engine optimised (in layout, content and meta data). The Preston Partnership's design should incorporate **social networking tools**, **email collation** services and **web marketing** possibilities.

IMPLEMENTATION

Following extensive meetings and 'phone calls, The Preston Partnership's core team and dotSquared developed ideas and copy for a web site **with its own voice** lending itself to the notion of **bespoke training** for today's many varied business styles and models.

dotSquared worked up an **initial wire-frame** which was signed-off and drawn-up in to two designs to encompass the ideas, voice, branding and social networking needs. One of these designs was worked up into the **WAI compliant template**, the rounded corners crucial to the design caused considerable difficulties to get perfect in older Internet Explorer browsers but an accessible solution was found. dotSquared and The Preston Partnership used a **photo library** to source the correct images for the job and talked in great depth about the message each image conveys. Before populating the pages with content the **copy was halved** and then almost halved again to reduce it to its core message which could be reached fast by users.

MailChimp's email collation service was set-up enabling users to sign-up to updates/newsletters and clients to manage mail outs effectively. MailChimp is extremely easy to use and free of charge for most clients needs.

Cushy's content management system (CMS) was implemented; as a WYSIWYG online editor with functionality familiar to computer users throughout – Cushy CMS can be got to grips with speedily and needs very little training.

Finally the site was **search engine optimised** throughout involving keywording in the content and meta data, links on useful keywords throughout the site and structuring the pages to be read easily by robots (using semantic code such as header tags). dotSquared then implemented **Google Analytics**, **Webmaster**

Tools and AdWords, the site was registered with the most popular search engines launched on time.

RESULTS

The Preston Partnership's all new user-friendly web site is accessible, search engine optimised and utilises current social networking facilities. dotSquared is very pleased that Paul King, director, has already reported firm enquiries from the new web site. Paul says;

*"I would **strongly recommend Vanessa** and dotSquared to any company who is looking to **improve their presence on the web**. I am delighted with The Preston Partnership web site that she designed and built for us and I am grateful to her for the **expert way she led me through the experience**, she is a true Partner of ours. Thank you Vanessa."*

Paul King - Business Managers Training - www.preston-partnership.com

The screenshot displays the Preston Partnership website. At the top, there is a logo with three colored squares (red, blue, yellow) and the text 'PRESTONPARTNERSHIP TRAINING COACHING CONSULTANCY'. Below the logo is a navigation bar with links: Home, About Us, Training, Coaching, HR Consultancy, and Contact. The main content area is divided into three columns. The left column is titled 'Find out more about our expertise:' and contains three sections: 'TRAINING' (specialising in training managers), 'COACHING' (developing business coaches), and 'CONSULTANCY' (helping with people development). The middle column features a large heading 'grow your people, grow your business' and a section 'At The Preston Partnership we specialise in the GROWTH of management and leadership talent' with a list of services. The right column is titled 'Our expert skills include:' and lists various skills like training, coaching, and consultancy. At the bottom, there is a 'CONTACT US NOW!' section with contact details and a 'join our mailing list' form.