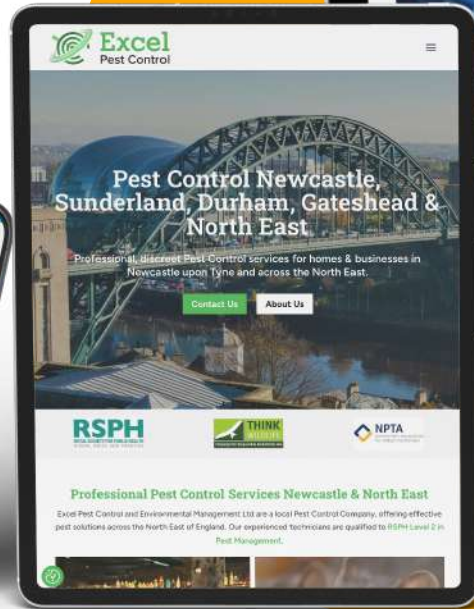




THE WEB DESIGN
& SEO COMPANY

Results-Driven Website Design, SEO and Digital Marketing Services





Diana Crabtree

Managing Director,
The Web Design &
SEO Company

But our commitment doesn't stop at great web design – we help your business get found, remembered, and chosen. From SEO and paid advertising to videography, social media training, and ongoing support, we are here to help your business succeed.

We are proud of the relationships we've built, our clients' success, and the long-term impact our work has had on their businesses. What sets us apart isn't just what we do – it's how we do it. We treat your business as if it were our own and focus on delivering a strong return on your investment.

In this brochure, you'll find a snapshot of our services, approach, and examples of our work, along with a few kind words from our valued clients. I hope you enjoy reading, and I look forward to working together through our long-term partnership.

Welcome to WDSEO, and thank you for taking the time to explore what we do and how we can help your business.

Since our journey began in 2015, our mission has been to help UK businesses grow and thrive with our results-driven digital marketing services. What started as a small, local venture in Plymouth has evolved into a nationally recognised team of dedicated professionals – trusted by businesses of all sizes across the UK.

Your business deserves a website that works as hard as you do – a website that isn't just visually pleasing, but actively attracts genuine leads, sales & enquiries, builds trust and delivers real results.

That's why we don't just build websites; we create high-performing digital platforms that are thoughtfully designed, optimised for search engines and AI search, and tailored to your unique goals.

Diana Crabtree

Diana Crabtree

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01. Small Business Websites

Professional Website Design for Small to Medium-Sized Businesses

To help you attract more customers, increase your leads & enquiries, and grow your business, our modern, mobile-friendly, SEO & AI-optimised Small Business Websites include:

-  A Home Page, About Page, Contact Page with form, & up to 4 individual Service Pages
-  1 x Domain & 1 x Domain-based email
-  Keyword & Competitor Research
-  Professional SEO-optimised Copywriting
-  Conversion Rate Optimisation (CRO) with Clear Calls to Action
-  Your own images fully-optimised, and/or quality stock images
-  Paid Premium Plug-ins for contact forms, speed & security, etc.
-  Yoast SEO Plug-in on all website pages
-  GDPR Compliance, incl. Cookie Policy, Privacy Policy, Website Terms of Use & Cookie Consent Management
-  Links to Your Social Media Accounts



"I am absolutely delighted with the new Small Business Website created for my Fire Sprinkler Systems company, Orbital Fire Safety Ltd, which covers the South West of England. The team also designed my professional new branding, along with my business stationery.

The process was smooth and timely, with communication being brilliant all the way through. Nothing was too much trouble. I would have no hesitation recommending WDSEO for small business website design and branding, and look forward to working with them over the coming years."

Alan Beattie, Orbital Fire Safety Ltd



You can also add the following optional extras:

- Up to 12 Service pages
- Meet the Team on your About page
- Google & Facebook or Static Reviews page
- FAQs page
- Image Gallery page
- Video Gallery page
- Prices page
- Finance page
- Professional Logo Design for your business
- Logo, Business Card & Letterhead Design



Book a Website Call

If you require any additional pages or extra functionality, such as appointment bookings, links or embeds to Quoting tools, additional contact forms or links to CRM, simply book a call with us to start your journey towards growing your business.



[Book a Website Call](#)

Buy Your Small Business Website Online Today!

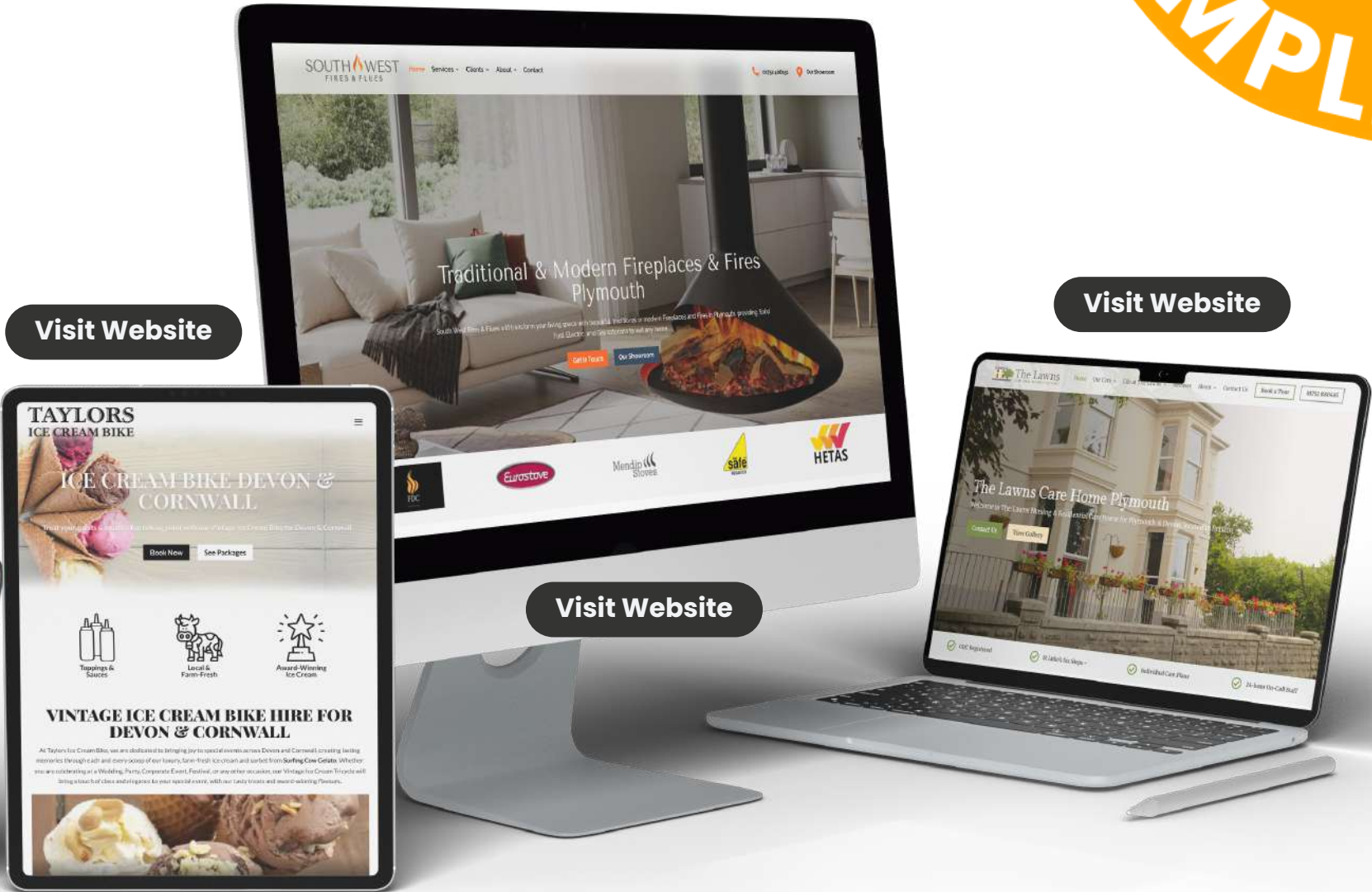


[Visit Website Shop](#)



EXAMPLES

Pay Upfront or Pay Monthly – Your Choice



Visit Website

Visit Website

Visit Website

Visit Website

Excel Pest Control



The website for Excel Pest Control features a green and white color scheme. The header includes the company logo and a mobile menu icon. The main content area has a background image of a bridge and contains the following text:

Pest Control Newcastle, Sunderland, Durham, Gateshead & North East

Professional, discreet Pest Control services for homes & businesses in Newcastle upon Tyne and across the North East.

Navigation buttons for [Contact Us](#) and [About Us](#) are located at the bottom of the main content area.

[Visit Website](#)

Movers not Shakers of London



The website for Movers not Shakers of London has a blue and white theme. The header displays the phone number 0207 630 9005 and a [Contact Us](#) link. The main content area features a background image of a crane and includes the following text:

Professional Removal Company London

Expert Packers, Secure Storage, Business/Office Relocations & House Removal Company in London

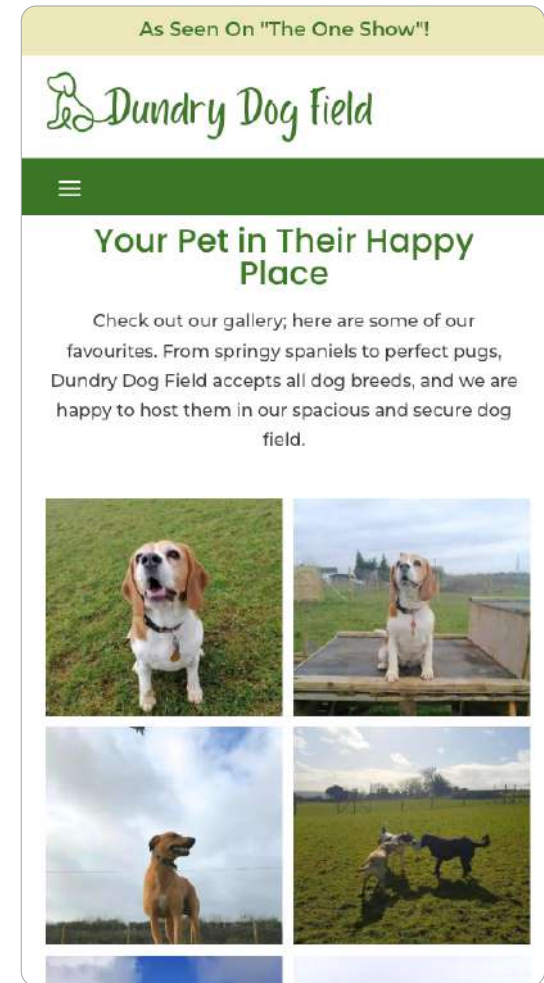
Navigation buttons for [House Move](#) and [Business Move](#) are positioned below the main text.

Two checkmark icons highlight the company's strengths: **Highly Rated Reviews** and **Professional & Experienced**.

The footer text reads: **Domestic & Commercial Removals in London**

[Visit Website](#)

Dundry Dog Field



The website for Dundry Dog Field uses a green and white color palette. The header features the text "As Seen On 'The One Show!'" and the company logo. The main content area includes the following text:

Your Pet in Their Happy Place

Check out our gallery; here are some of our favourites. From springy spaniels to perfect pugs, Dundry Dog Field accepts all dog breeds, and we are happy to host them in our spacious and secure dog field.

A gallery of four photos shows various dogs in a field setting.

[Visit Website](#)

02. Trades Websites

Professional Website Design for Sole Traders & Trades Businesses

Whether you are a sole trader just starting out, looking to move to the next stage, or an established business in need of a new website, our Small Business Trades Websites are perfectly suited for all types of tradespeople, helping you get found online and gain more high-quality leads and local work.

Trades included:



Plumbers & Heating Engineers



Electricians & Electrical Contractors



Landscapers & Gardeners



Builders & Construction Firms



Carpenters & Joiners



Locksmiths



Tree Surgeons



Roofers



Painters & Decorators



Plasterers



Tilers



& all other Trades



"After being let down by my last so called web specialist, I called Web Design and SEO for a chat. Well that was the start of an amazing transformation of my web presence and lead count.

From the very first contact I was made to feel very welcome and important. My first visit lasted around 2 hours, this is where we discussed my current website and the awful mess it was in.

From then we worked out a new website along with other means of lead generating. And needless to say, that I am now reaching prospective customers far beyond I ever had done.

Everyone, and I mean everyone are so nice and approachable.

I would HIGHLY recommend Web Design and SEO Company Limited. A+"

Jon Hart, Harts Fascias & Roofing



Buy Your Trade Website Online Today!



[Visit Website Shop](#)



Book a Website Call

If you need any extra pages or functionality, such as appointment books, links to or embeds to Quoting tools, additional contact forms or links to CRM, please book a call with us to get your new website project started.

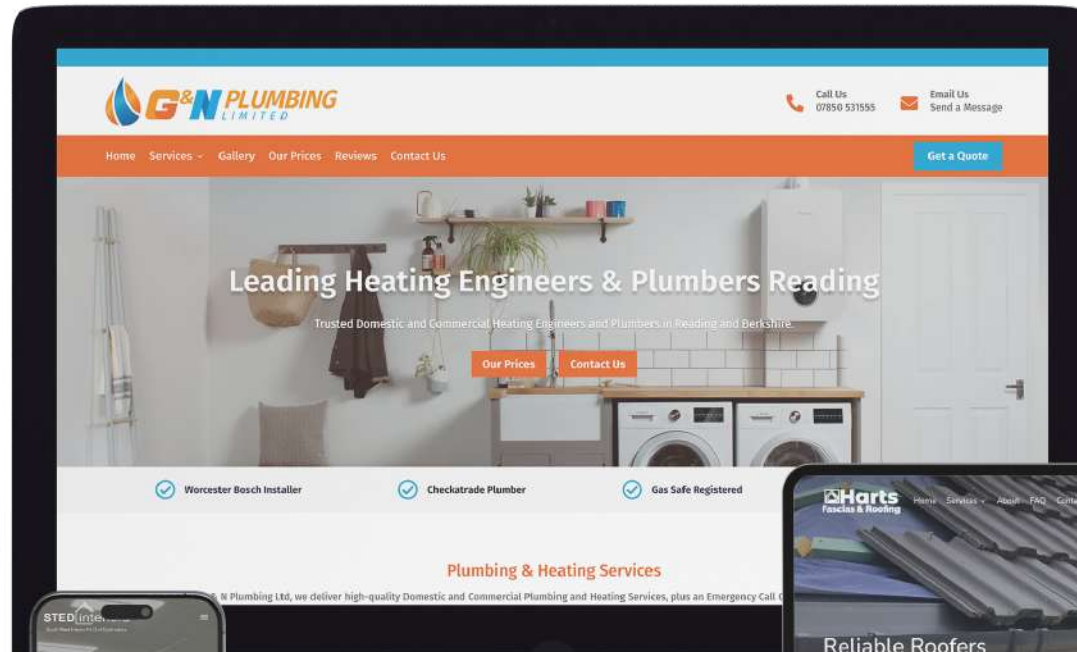


[Book a Website Call](#)

EXAMPLES

Pay Upfront or Pay Monthly – Your Choice

Visit Website

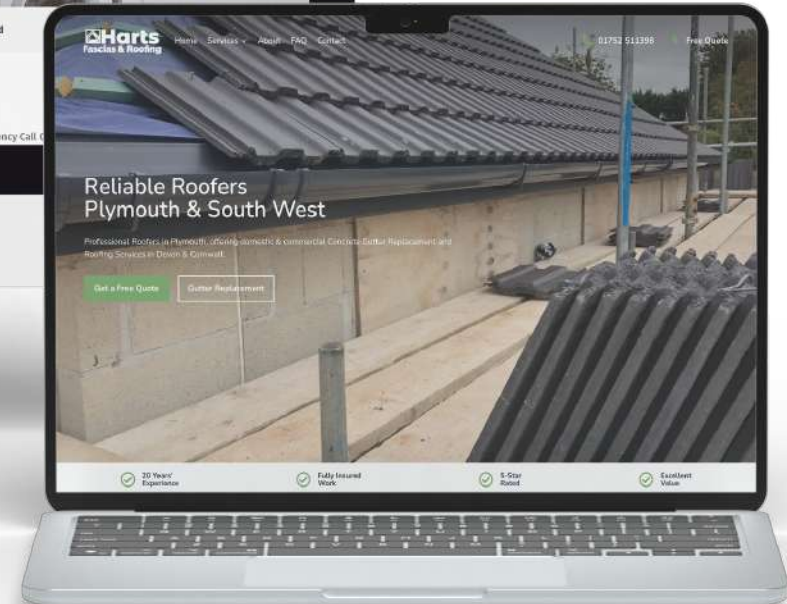


Visit Website



Visit Website

Visit Website



IS Plumbing & Heating

07784 872861

IS Plumbing & Heating
PLUMBING, HEATING, RENEWABLES, FIFE

What our customers say

All Reviews 4.9 Google 4.9 Facebook 4.9

Overall Rating
4.9 ★★★★★ (303)

Write a Review

AI-Generated Summary
Based on 303 reviews

★★★★★

- ✓ Quick response times for emergency repairs
- ✓ High-quality workmanship and attention to detail
- ✓ Friendly and professional team that communicates well

Central Heating

I have nothing but high praise for Ian and Jordan. Very

Visit Website

Birmingham Home Improvements

07928 653625 Get a Quote

BIRMINGHAM HOME IMPROVEMENTS

Trusted Birmingham Builders for Quality Home Improvements across the West Midlands, including House Extensions & Conversions

Contact our trusted Birmingham builders today for a free quote & home survey on all home improvement projects in the West Midlands.

Get a Quote

View Projects

Visit Website

Kitchen Edit

01363 777607

KITCHENEDIT
RESPRAY-RESURFACE-REIMAGINE

KITCHEN EDIT'S PRICE GUIDE

We accept bank transfers and all major debit & credit cards.

- Worktop Wrapping - £500-£1500
- Kitchen Respray - £1500-£4500
- Replacement Kitchen Doors & Respray - £2500-£6500
- Kitchen Makeover - £4500-£9500

Do you have any questions about our prices?

Request a Callback

ABOUT US KEY PAGES

Visit Website

03. Bespoke Websites

Bespoke Website Design & Development

No matter your design or functionality requirements, our professional WordPress Website Designers specialise in Bespoke Design & Development, creating a website that is truly unique to your business. Your Bespoke Website will include:



A bespoke structural & aesthetic design



Custom functionality & integrations as needed



SEO and AI-optimisation



A first-class User Experience with clear Calls to Action



Content Management System



CMS Training if required



“Amazing service and team! I have been using these guys for a number of years. They have transformed my website to not just rank in google but also convert more visitors to my site into paying customers.

They are worth every penny and I could not recommend highly enough. If anyone has any questions on my experience they are more than welcome to reach out to me.”

**Shane Jackson,
Jackson Landscaping & Plymouth Sheds**



Integrations

TRADES



Quotes



SERVICE M8

Job Management

FOR EVERYONE

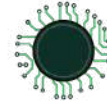
acuity: scheduling
Appointments and bookings



Events, courses
and calendars



Product
Catalogues



Customer Relationship
Management (CRM)
System Integration
for tracking customer
interactions



Live business
Social Media Feeds



Live Chat

ACCOMODATION



booking accomodation



property management
in self-catering properties



booking holiday lets,
motorhomes, camping
sites, etc.

anytime

letting and estate
agents to showcase
your properties



HEALTH AND BEAUTY



Bookings



Healthcare, clinics
and practice management

PLUMBERS



instant boiler
installation quotes



instant heat pump
installation quotes



job management

VETERINARY



Appointments



Book a Website Call

If you're ready to discuss your Bespoke Website Design, along with any other digital marketing requirements you may have, simply book a call or in-person meeting with us today to get the ball rolling. After we have discussed your needs, we will send you a free, no-obligation quote.



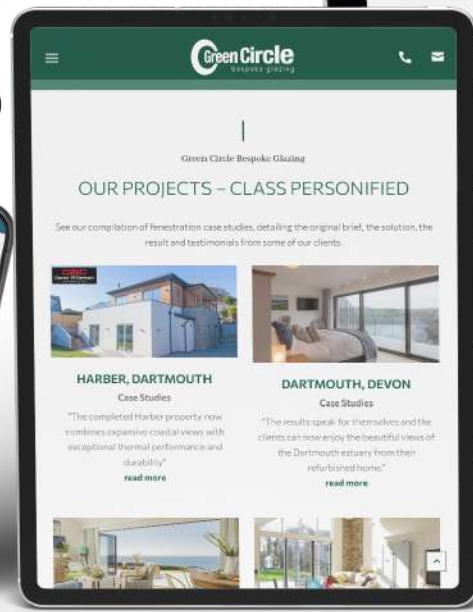
Book a Website Call

EXAMPLES

Visit Website



Visit Website



Visit Website



Visit Website



The Plymouth Kitchen Company



THE PLYMOUTH KITCHEN COMPANY

Quality Fitted Kitchens Plymouth

Available in Modern, Traditional or Handleless designs, our Affordable, Quality Fitted Kitchens in Plymouth are the ultimate choice for your dream kitchen renovation.

Free Home Visit

KITCHENS FROM £10,000

THE PLYMOUTH KITCHEN COMPANY

Free Home Visit

01752 415204

Visit Website

Moorland Heating



Moorland Heating Ltd.
HEATING & GASWORK SPECIALIST

Trusted Heating Engineers Plymouth.

Expert Boiler Repairs, Boiler Servicing, Boiler Installations and Plumbing work in Plymouth.

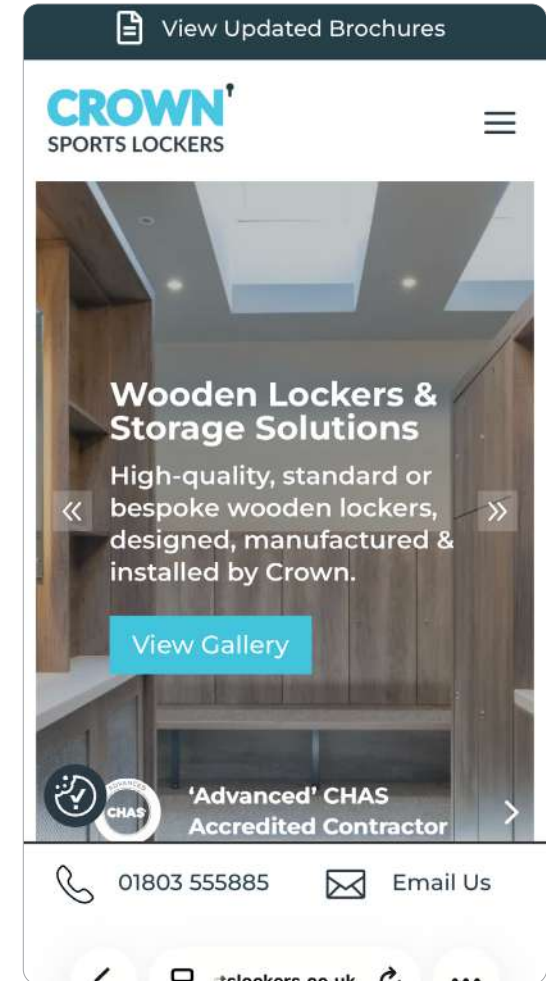
Boiler Quote Contact Us

Worcester Accredited Partner BOSCH

adheating.co.uk

Visit Website

Crown Sports Lockers



View Updated Brochures

CROWN SPORTS LOCKERS

Wooden Lockers & Storage Solutions

High-quality, standard or bespoke wooden lockers, designed, manufactured & installed by Crown.

View Gallery

'Advanced' CHAS Accredited Contractor

01803 555885 Email Us

tslockers.co.uk

Visit Website

04. eCommerce Websites

Website Design for Shopify Websites & eCommerce Businesses

Whether you are a new business just starting out, a small business looking to grow, or an established business wanting to revamp your online presence, we can design your eCommerce website to your exact requirements, helping you to boost your online sales. Your Shopify Website can include:



Discounts & Promotions



Abandoned Cart Emails



Product Reviews



Integrations with Mailchimp, Meta, Tiktok etc



Subscriptions & Bundles



Multiple Payment Gateways



Online Shop Management Training



Book a Website Call

If you require any additional pages or extra functionality, such as appointment bookings, links or embeds to Quoting tools, additional contact forms or links to CRM, simply book a call with us to start your journey towards growing your business.



[Book a Website Call](#)



“We’ve just had our Shopify website redesigned by The Web Design and SEO Company, and honestly, the whole experience has been brilliant. From day one, they kept us in the loop, explained everything clearly, and made the whole process feel really smooth and stress-free.

They added some fantastic new features for us – product subscriptions, abandoned cart functionality to help with sales, and new pages explaining how to use our Miscanthus Bedding for different animals (with a real push on horses, which we love!) They also included the important parts of our old site but gave them a fresh, sales-focused twist, which we feel will make such a difference.

When it came to going live, they made sure we knew what was happening at every step, and handing the site over to us couldn’t have been easier. A special mention to Will and Boris for building and writing our new site, and thank you to Sue and Will, for our Zoom call with them. It was so helpful. They took the time to walk us through SEO practices and explain things we didn’t fully understand, which really gave us confidence in the choices being made.

Thank you all! Your time, explanations, professionalism and guidance have been very much appreciated throughout this process. This has been a very painless experience, and we think the final product is excellent!

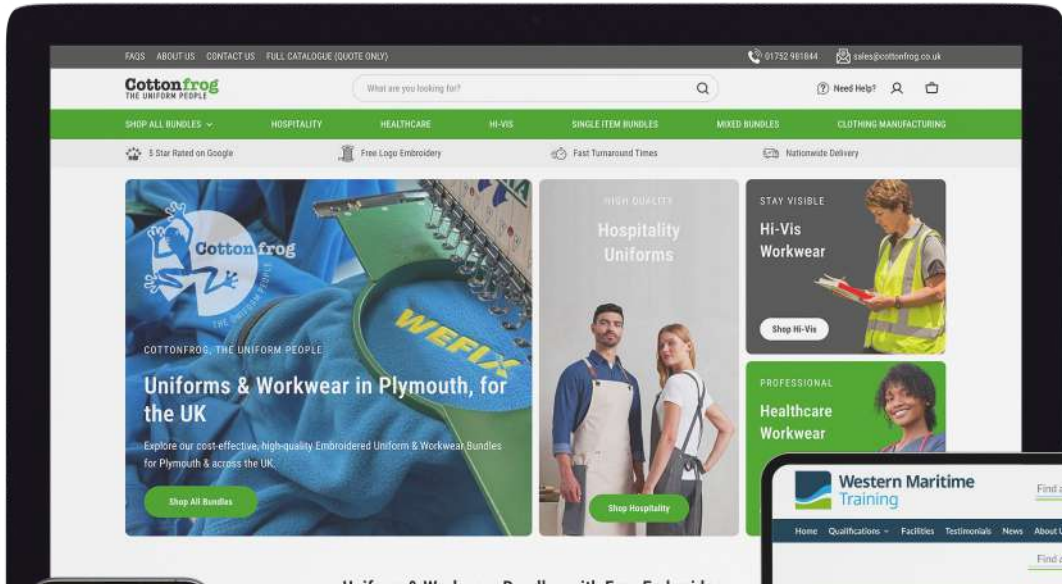
We look forward to continuing our partnership through Monthly SEO and PPC Management (Google Ads).”

Karen Groom, Nanhoron Farms



EXAMPLES

Visit Website

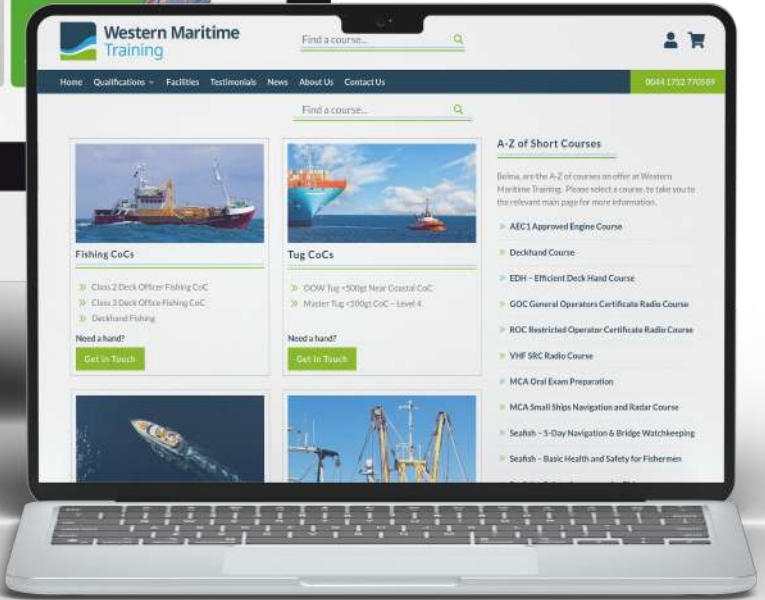


Visit Website



Visit Website

Visit Website



Plymouth Sheds

The screenshot shows the Plymouth Sheds website. At the top, there is a navigation bar with 'Sheds', 'Log Cabins', 'Summer Houses', and 'Garden Storage'. Below this, a banner for 'UK Made Products' and 'FREE UK Wide Delivery' is visible. The main heading is 'Wooden Summer Houses'. A sub-heading reads: 'Find the perfect Summer Houses & Playhouses for the ultimate sunny retreat in your garden. Enjoy free nationwide delivery on every order, with the choice of building it yourself or opting for our expert installation services, if you're based in the South West.' A three-step list is provided: 1. Simply pick your Summer House. 2. Select the size that fits your garden. 3. Place your order online today. At the bottom, there is a 'Filter and sort' option and '17 products' listed.

Visit Website

Nanhoron Farms

The screenshot shows the Nanhoron Farms website. The header is green with the 'NF' logo and 'NANHORON FARMS'. The main image is a white bag of '100% Miscanthus Animal Bedding' against a stone wall. The product name is 'Miscanthus Animal Bedding - Single Bale'. Below the image, it says 'National Delivery' and shows a 5-star rating with '1 review'. The price is '£21.65'. A list of features includes: 100% miscanthus, Superior absorbency for drier, fresher bedding, Triple dust-extracted for animal respiratory health, Eco-friendly, compostable & carbon-neutral, and Suitable for a wide range of animals.

Visit Website

Cottonfrog

The screenshot shows the Cottonfrog website. The main heading is 'ESSENTIALS WORKWEAR BUNDLE'. A '10% SAVING' badge is present. The price is '£89+VAT'. A 'FREE' badge is also visible. The bundle includes: 2x Embroidered Workwear Polo Shirts, 2x Embroidered Workwear Sweatshirts, 1x Embroidered Workwear Hoodie, 2x Embroidered Workwear T-Shirts, 1x Embroidered Workwear Fleece, and 1x FREE Embroidered Workwear Beanie with Every Bundle. The sizes are listed as 'XS - 4XL'. A 'Learn more' link is provided. At the bottom, there is a 'Choose Your Polo Shirt Colours & Sizes' button and 'Add 2 items'.

Visit Website







05. SEO Services

National & Local SEO for Small to Medium-Sized Businesses

Whether you are a local business looking to increase your enquiries in your local area or a national company wanting to get found online across the UK, we can help increase your visibility on search engines and AI-search to help boost your high-quality leads, sales and conversions.











Our On-Site Services

-  Keyword & Competitor Research
-  Website Design, Internal Linking, External Links
-  Writing & SEO-optimising Copy, including Geopages, Blog Posts, Case Studies, etc.
-  SEO-optimisation of Images & Video
-  Technical SEO – Markup, Metadata, Site Speed, Security
-  Website Mobile-Friendliness & Ease of Use



Our Off-Site Services

-  Set Up of Quality Online Listings & Directories
-  Local SEO – including Google Business Profile
-  Ensuring Consistency of Information Across the Web
-  Advice on Online Reviews, e.g. Google & Facebook Reviews
-  Quality Backlinks (Link Building)
-  Social Media Strategy & Training
-  Website & SEO Audits
-  Monthly SEO Reports

Request an SEO Audit

If you're ready to increase your online visibility and start winning more business, simply request a free, no-obligation Website & SEO Audit today to receive your personalised Action Plan.

Request an SEO Audit



"Outstanding SEO & Website Design Services!

I cannot recommend Web Design & SEO Company Limited highly enough. From the moment I reached out, their team was professional, knowledgeable, and truly invested in helping my business succeed.

Their SEO expertise has significantly improved my website's rankings, driving more organic traffic than ever before. Their custom-built website is visually stunning, user-friendly and optimised for conversions. The team took the time to understand my brand and delivered a site that perfectly reflects our vision.

What sets them apart is their commitment to results. They don't just build websites—they create strategies that generate leads and revenue. Communication was seamless and deadlines were met on time.

If you need an SEO and web design company that truly delivers, look no further than Web Design & SEO Company Limited. I'm beyond thrilled with their services and will continue to work with them in the future.

Highly recommended "

Clinton Jacoby, Movers not Shakers of London



06. PPC Services

Paid Ads Management Services for Google, Meta (Facebook & Instagram), & LinkedIn



As a Google Partner Agency, we deliver excellent Return on Investment through our Pay-Per-Click advertising campaigns, helping boost your brand awareness, leads, and online sales.



G

Our Google Ads Management Services include:

- Search Ads
- Display Ads
- Shopping Ads
- App Ads
- Local Service Ads (LSAs)
- Performance Max Campaigns

∞

Our Meta Ads Management Services include:

- Image Ads
- Carousel Ads
- Video Ads
- Collection Ads
- Stories & Reels Ads
- Lead Ads

in

Our LinkedIn Ads Management Services include:

- Sponsored Content
- Sponsored Messaging-Conversation Ads & Message Ads
- Dynamic Ads
- Lead Gen Forms



“After engaging The Web Design & SEO Company in May 2024 to design and build our new website and subsequently manage our PPC and Ads campaigns, business and new enquiries have never been so frequent. We cannot recommend the Web Design & SEO team highly enough, very easy to work with and great results!”

Seal Calibration



“Since moving our Google Ads to WDSEO, we’ve been working closely with them to promote our Heat Pump services. They’re in regular contact with us about our ads, always looking at ways to improve the return on our investment and get more high-quality leads.”

IS Plumbing & Heating Fife



Book a PPC Call

If you’re ready to experience real business growth and fast results with a successful PPC campaign, whether through Google, Meta, or LinkedIn Ads, simply book a call with our PPC Manager to get started.



[Book a PPC Call](#)

07. Video Production

Expert Video Production Services by our in-house Videographer to take your Website and Social Media to the next level, engage your audience, and increase your conversions.



Business Promo Videos



Product & Service Explainers; Product Videos



Ads



Reels & Shorts



Case Study & Project Videos



Customer Testimonials/ Customer Journey Videos



"How To" Videos; FAQ Videos



Employee Induction & Training Videos



Staff Bio Videos





“The website looks amazing! Mark created some wonderful pictures and videos, It was a joy to have him at The Manor.”

**Shannon Young, Manager,
The Manor Nursing & Residential Care Home**



Book a Videography Call

If you want to create engaging content for your website and/or social media and are ready to discuss your Video Production project with our in-house Videographer, book a call with us today.



Following our meeting, we'll send you a free, no-obligation quote.

[Book a Videography Call](#)

08. Social Media Training

Social Media Training Courses to help you master Meta (Facebook & Instagram) and LinkedIn, building your visibility, trust and engagement online.

Our Social Media Training Courses include:



A live training session (around two hours) with personalised recommendations.



Practical advice and real-world examples.



A summary document after the course covering everything discussed.



A follow-up call three months later to check progress, answer questions, and explore next steps.

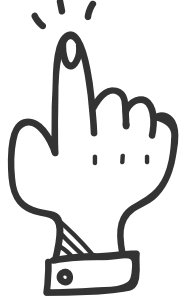
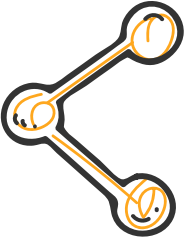
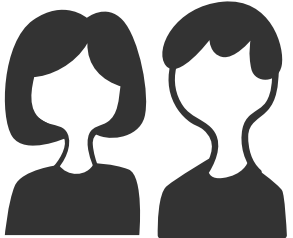


Delivered in person or on Zoom





SOCIAL MEDIA TRAINING



A

FOLLOW



"We recently used the Web Design and SEO Company in Plymouth for our new website, and we couldn't be happier; we worked with Sue and Matt, and they listened to all our requirements and built us a site we can be really proud of. We use their monthly SEO service to help push us up the rankings on Google, and we're already seeing results."

We also just finished a social media training session with Joe. It was very helpful and has put us in a great position to make the most of Facebook and Meta to help grow our business. We would definitely recommend WDSEO!"

Landmark Windows and Doors



Find out more

If you're ready to book your Meta or LinkedIn Training Course, contact us today to schedule your session and start making your social media work for your business.

Social Media Training Web Page



Contact Us

If you have any questions about our Digital Marketing Services or want to get in touch for any reason, please don't hesitate to contact us.

You can reach us by phone on **01752 291865**, through our contact form, via email at **contact@wdseo.co.uk**, or via our Live Chat.

Alternatively, you can book a call with us at a time to suit you, for a New Website, SEO Services, Videography, or Paid Ads.

We're open Monday to Friday, 9am to 5.30pm (excluding Bank Holidays).

Contact Form

Live Chat

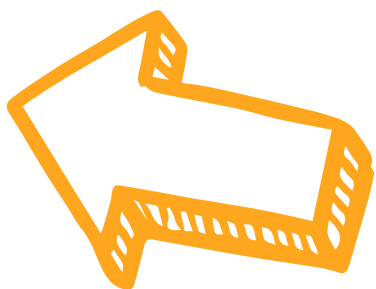




THE WEB DESIGN & SEO COMPANY



visit website



Call Us

01752 291865

Opening Times

Monday-Friday

9am - 5.30pm

Visit Us

Unit 5 Reynolds Park

8 Bell Close

Plympton

Plymouth

Devon

PL7 4FE