

We
create
websites
that
work /

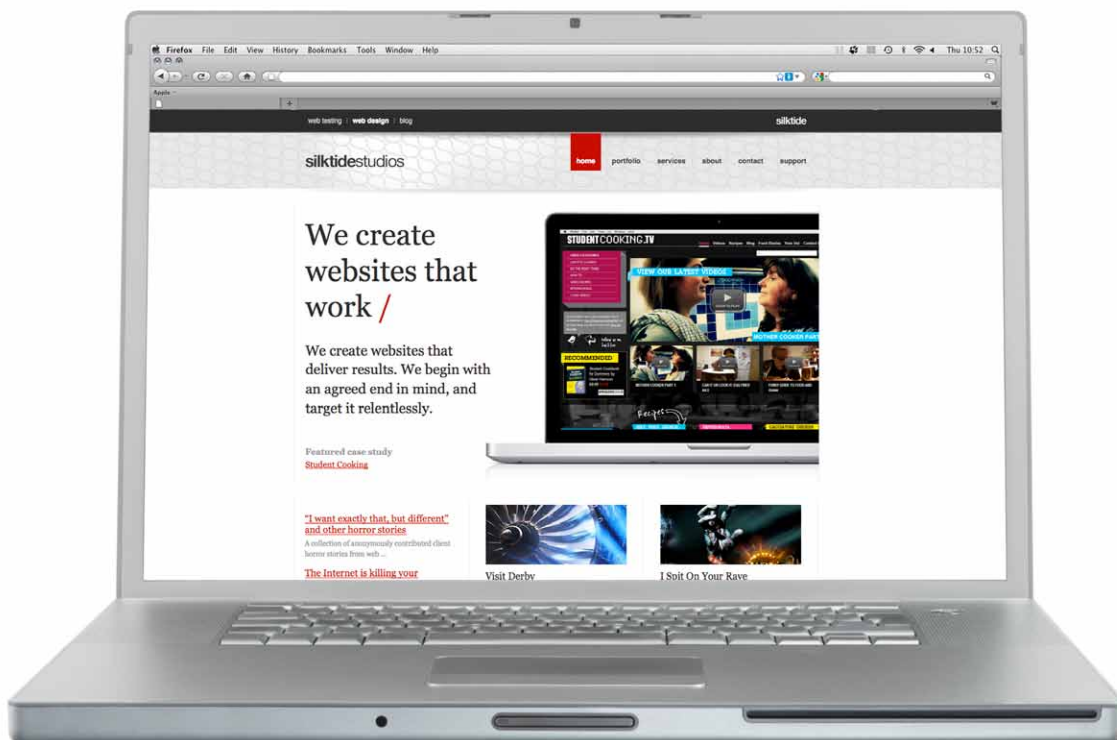
We create websites
that deliver results.
We begin with an
agreed end in
mind, and target
it relentlessly /

We're obsessed with great websites.
We spend most of our lunch breaks
saying "ooh - you have to see this"
and excitedly gesticulating at our
web browsers.

We were founded in 2001 and have been profitable
and self-funded ever since. Our clients are a diverse
bunch of large and small businesses, educators and
members of the public sector. We love them all.

We're located in Pride Park, Derby (directions) and
cater to locations throughout the UK. We have clients
from Cornwall to Newcastle and near everywhere
in-between.

And of course we brush our teeth twice a day and
always say please and thank you.



Our approach /

People /

“A million monkeys are not the match of one William Shakespeare”

For what we do, you need great people, and we're incredibly picky about who works for us. For many roles, we'll survey over 100 resumes per hire.

We have specialists in every area: design, animation, HTML, account management, programming, testing and support. Each person is encouraged to be the best at what they do.

We treat our staff extremely well too - flexitime, gym membership, colourful offices and fresh fruit and drink. We do this because happy, healthy staff are the most creative and productive - producing better work for you.

Process /

“The best people without process are like the best chickens without heads”

We're obsessive about our process. All of our websites follow the same key stages, and for each one we've crafted a wealth of materials to deliver the best results consistently.

We won't just ask you to 'email us a Site Map', or the content for your website. We've got detailed guides for producing each, plus templates and tools to get you started. Because we've created materials like these for all our projects, the standard is high and we're well rehearsed at handling the results. You get better service and save time.

Our services / Web design

Our mantra is websites that work. A successful website is not just one that looks good, but one that delivers tangible results.

Everything we do is centred around your goals for your site. Even after you launch, we help you track your performance endlessly against them.

Brand /

What will people remember?

Your brand is what people notice when they visit your site - it is also a large part of what stays with them afterwards.

We have a team who literally do nothing but design (at most web companies, designers also have to build websites - we prefer everyone to specialise). And because we're super-picky about who we hire, we produce some beautiful looking websites.

Of course your brand isn't simply about looking good. Your message has to be right, the tone appropriate and the resulting design has to work well on the web. We've over 8 years of experience designing sites for brands large and small, and we invite you to take a look at our work.



Content /

What do people want to know?

Good content is invaluable, but hard to come by. We go to great lengths to make this easy for you.

Firstly, we're leaders in content management technology, which is management-speak for "you can edit the content in your site yourselves, without technical knowledge". Creating, editing and deleting pages is roughly as easy with us as using Microsoft Word.

As proof, we have customers who have increased the size of their website ten-fold since we first gave it to them. The University of Derby website, for example, has expanded from 1,500 pages to over 17,000 entirely by themselves.

We also supply handy guides to help you write copy, can advise on how your copy can be improved, and will even supply a copywriter if you'd like dedicated help.

Function /

What do people want to do?

Ultimately, your website needs to do something. For many, you'll want it to deliver you fresh sales leads, or online orders. Many will want to build social communities, or interact with their customers.

We've built a re-usable framework which allows us to deliver many of these things 'out of the box', as a standard part of our service. For example, all of our websites can have login areas, video clips or forms which store in a database. Many of these features can be dropped into your site with minimal effort, meaning minimal cost for you.

We have mature systems for e-commerce, email newsletters, analytics, website testing and more. If you need something new, our experienced team of our programmers - who form our sister division Silktide Software - can help you out.

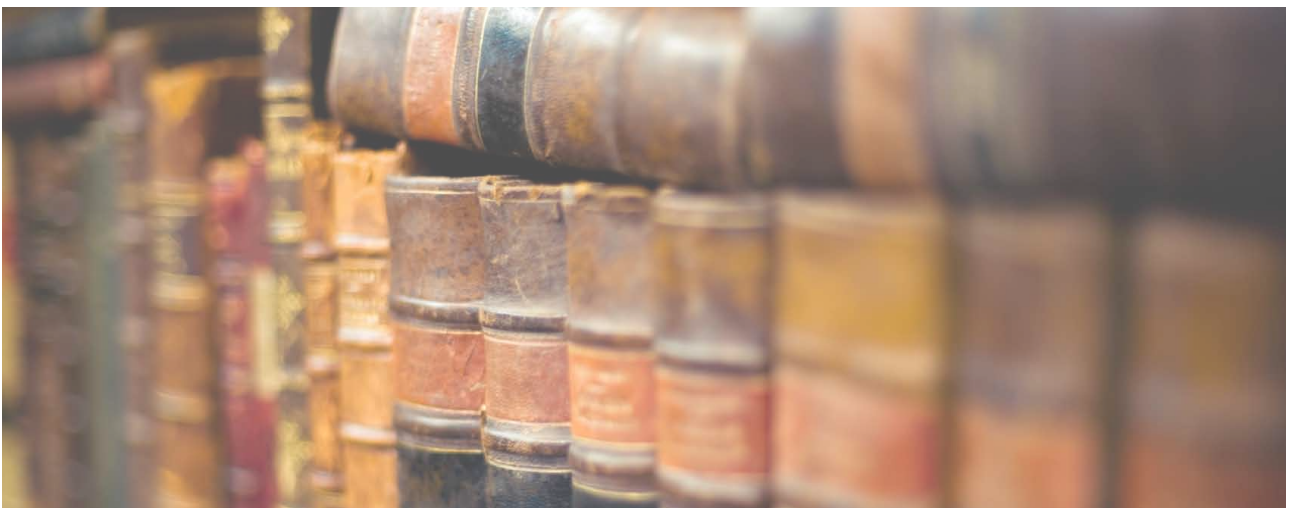
Our services / Content management

You should be able to maintain most of your website yourselves, without technical knowledge or expensive assistance.

We're masters of content management, with many of our customers expanding their website ten-fold since launch. The University of Derby, for example, have expanded the website we built for them from 1,500 pages to over 17,000 entirely by themselves.

Our Content Management System (CMS) is called SiteManager, and it has been powering commercial websites since 2001. Key features include:

- Designed to be roughly as easy to use as Microsoft Word.
- Add, edit, delete pages easily, with website navigation updating automatically.
- Design your own forms, store submissions into a database or email them.
- Add audio and video clips to your pages.
- Image and file galleries allow easy presentation of large numbers of images/files with thumbnails or icons.
- Create RSS Feeds and Sitemaps automatically.
- Edit templates yourselves (if comfortable with HTML).
- Scalable to over 10,000 pages, hundreds of users, millions of hits/month.
- Search engine for internal webpages.
- Friendly web addresses (no query strings) for search-engines and users.



Our services / Internet marketing

Your website is useless without an audience. We 'get' the web, and can help you market yourself effectively online.

Internet marketing is very different from offline marketing, and many of the old rules simply don't apply. Spending money by itself to interrupt people doesn't guarantee attention, and often the most successful internet players spend almost nothing at all.

If you're like most of our customers, you've heard of Twitter, social networking, PPC and SEO. But you may not have figured out how they apply to you, and how you can take advantage of them. The Internet is still relatively new and changing faster than ever. Fully utilising this potential can be difficult.

We can help. For starters, we run a blog designed specifically for website owners who are looking to get more from their website, where we give out free, practical advice every week. (Of course, this is all part of our own Internet marketing strategy - we always take our own medicine!)

We can also advise you before you start a website, or on an existing one. Do you have an Internet marketing strategy? Is it likely to work? How could it be improved? Because we've worked on literally hundreds of projects, we have a mountain of collective experience we can share with you, to help make the most of your website.



Our services / Web applications

Many websites go beyond just content and design. When you need more advanced interaction, we can help.

We've built a re-usable framework which allows us to deliver many of these things 'out of the box', as a standard part of our service. For example, all of our websites can have login areas, video clips or forms which store in a database. Many of these features can be dropped into your site with minimal effort, meaning minimal cost for you.

We have mature systems for e-commerce, email newsletters, analytics, website testing and more. If you need something new, our experienced team of programmers can help you out.



Our services / E-commerce

Smart businesses are selling online. Setup an online store, and make money directly from your website.

Having built websites professionally since 2001, Silktide have the proven experience you can trust for your online store.

For most projects, we use Magento, a robust and powerful platform for e-commerce sites. We've found Magento gives us a perfect balance of flexibility - so your sites look and feel great - and speed of assembly, so we can construct them inexpensively.

An e-commerce site can reduce the cost of your sales and increase the reach of your products. You're able to take orders 24/7, throughout the globe, and your business is working even when you're not working on it. You simply need to process the orders you receive, and keep your product list up-to-date.

For a free consultation on how an e-commerce site could be transforming your business, contact us.



Meet the team /



Oliver Emberton
Managing Director

Oliver (BSc Hons) founded Silktide back in 2001 when he was just 21. Since then he has worked on hundreds of web projects, with international clients including 3M, JPMorgan and Barclays. Oliver is a keen graphic designer and has been programming computers since he was 8.



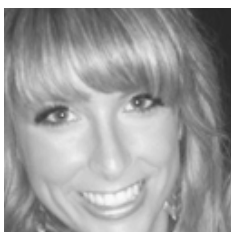
Alison Springall
Project Manager

Alison (BSc Hons) joined Silktide in 2005 after graduating with a first class degree in Internet Computing from the University of Hull. Having created her first website in 1996, she now manages several websites for Silktide Studios, including Cooper Parry, the University of Derby and Chatsworth House.



Ben Roberts
Lead Designer

Ben (BA Hons) joined Silktide in 2008 and has worked with many of our most prestigious clients, including Derby City Council, Film 4 and StudentCooking.tv. Ben graduated from the University of Leeds, one of the country's most prominent schools in the new Media field.



Rebecca Watts
Designer

Rebecca (BA Hons) is an outstanding designer for both print and web. Rebecca joined Silktide in 2009 with over 5 years experience working with brands including John Lewis Partnership, Chatsworth House, Derby & Nottingham City Councils and UK Trade and Investment.



Tim Unwin

Infrastructure Manager

Tim (BSc Hons) manages the infrastructure of Silktide, including our capacity to serve our client websites. Tim has been working for Silktide since 2005, and has co-ordinated deployments with clients including HSBC and JPMorgan.



David Ball

Web & Multimedia Developer

David (BSc Hons) graduated from Huddersfield University with a first class degree in Multimedia Design, and has worked for Silktide since 2005. David is the primary multimedia developer in the company, and enjoys working on creating flash animations and web games for client websites.



Greg Heafield

Senior Web Application Developer

Greg (MSc) joined Silktide in 2004 and has since developed web applications for clients including HSBC, the University of Derby and Derby City Council. Greg has headed up the development team since 2008.



Andy Waite

Web Application Developer

Andrew (BSc Hons) joined Silktide in 2009 after attaining a first class degree in Software Engineering. Since starting, Andrew has worked on numerous projects and was the sole developer of Chatsworth House's online ticketing system.



Jake Noble

Web Application Developer

Jake (BSc Hons) joined us in 2007 and has 3 years experience with complex e-commerce applications. He has worked with clients including Cooper Parry, EMRA, and StudentCooking.tv.

Client / Student Cooking



Silktide Studios have developed studentcooking.tv, an award winning cooking site aimed at the students of various Universities nationwide.

We designed the original and latest new version of this great looking site, which makes extensive use of streaming video and is designed specifically for an image conscious student audience. The site also includes recipes and a blog aimed at encouraging healthy student cooking.

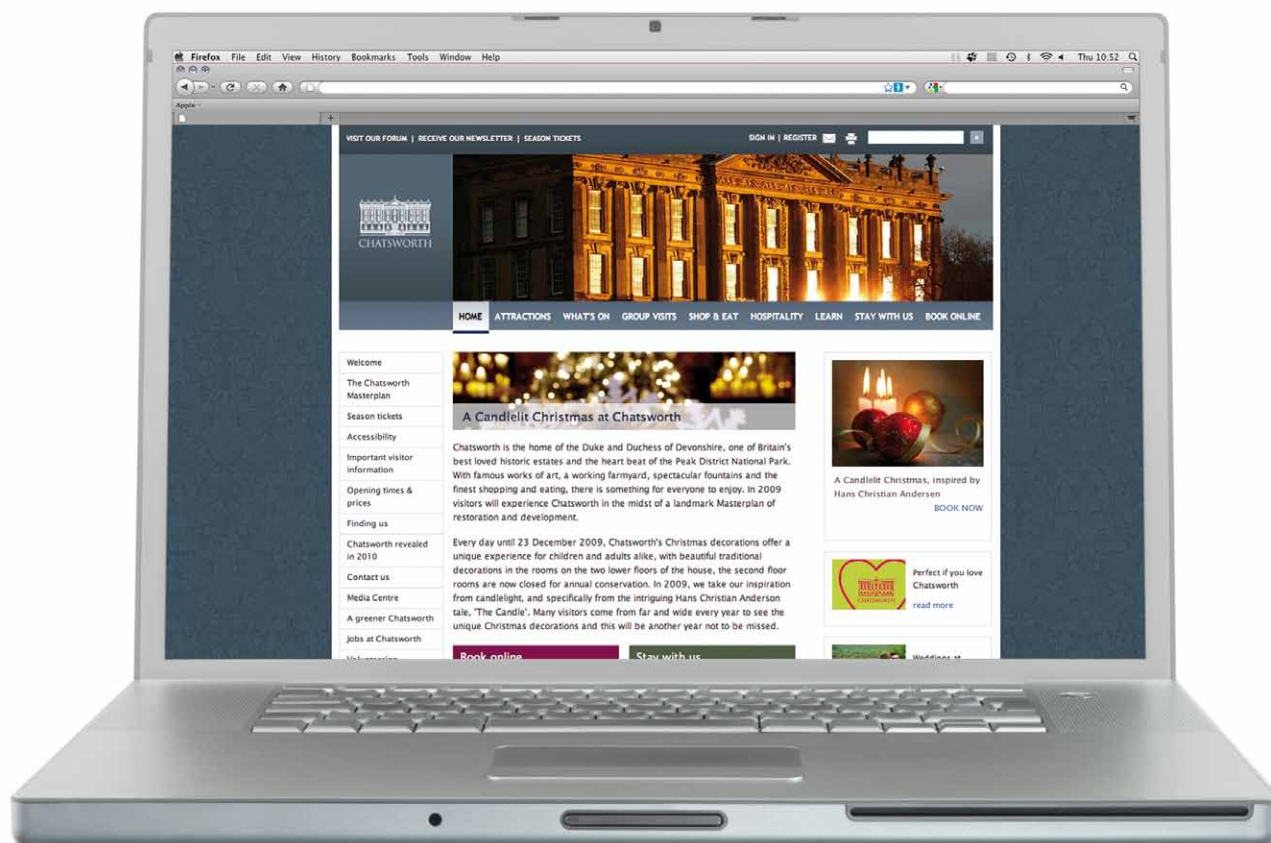
Registration is limited to students at member Universities - each with their own exclusive content.

What they said /

“ We think you’re a fantastic bunch of people and couldn’t have asked for a better web design company to be part of this project with us - you’re as much a part of studentcooking.tv as we are. ”

Simon Horniblow

Client / Chatsworth House



Silktide Studios were commissioned to give the popular Chatsworth House website a complete overhaul.

The new Chatsworth website a searchable events calendar, online booking system which accepts payment online and a custom built interactive sculpture map for visitors to explore the grounds.

As with all of our websites, Chatsworth House is fully Content Managed, optimised for accessibility, search engine performance and printability.

We also work alongside Chatsworth to build and send their regular e-newsletter campaigns as part of their ongoing marketing strategy.

What they said /

“ You’ve helped us build a website to be proud of: crisp, sharp, modern and at the same time it still looks stately. ”

James Dyson

Client / University of Derby



Silktide Studios were commissioned to design and implement a completely new website for the University of Derby in 2006. Since then we've worked closely with the University to develop and grow the award winning site.

At launch, the new website contained 1,500 pages covering all of the faculties and schools, plus many departments. Silktide merged 8 existing courses databases into a single universal system which now markets all of the courses for the whole University.

What were the results? /

The website won the 2008 Heist award for best Higher Education website in the UK.

During the year we launched the new site, page views increased by 162%, and have continued to rise to over 40 million per year.

From around 1,500 pages at launch, the University has used Silktide's content management system to grow the website to over 17,000 three years later. Over 100 University staff have contributed content to the website themselves.

Client / Film 4 and Warp Films



I Spat On Your Rave - The world's biggest mass participation zombie movie at The Big Chill festival, in partnership with Film 4 and Warp Films.

The website had to be edgy, vibrant and engaging. We developed a powerful and unique look for the site to match.

This site has the ability to pull information from various sources such as Flickr, YouTube and Twitter, so it remains constantly up-to-date with the latest news. Alongside the website we skinned the accompanying blog and YouTube channel.

Client / Derby City Council



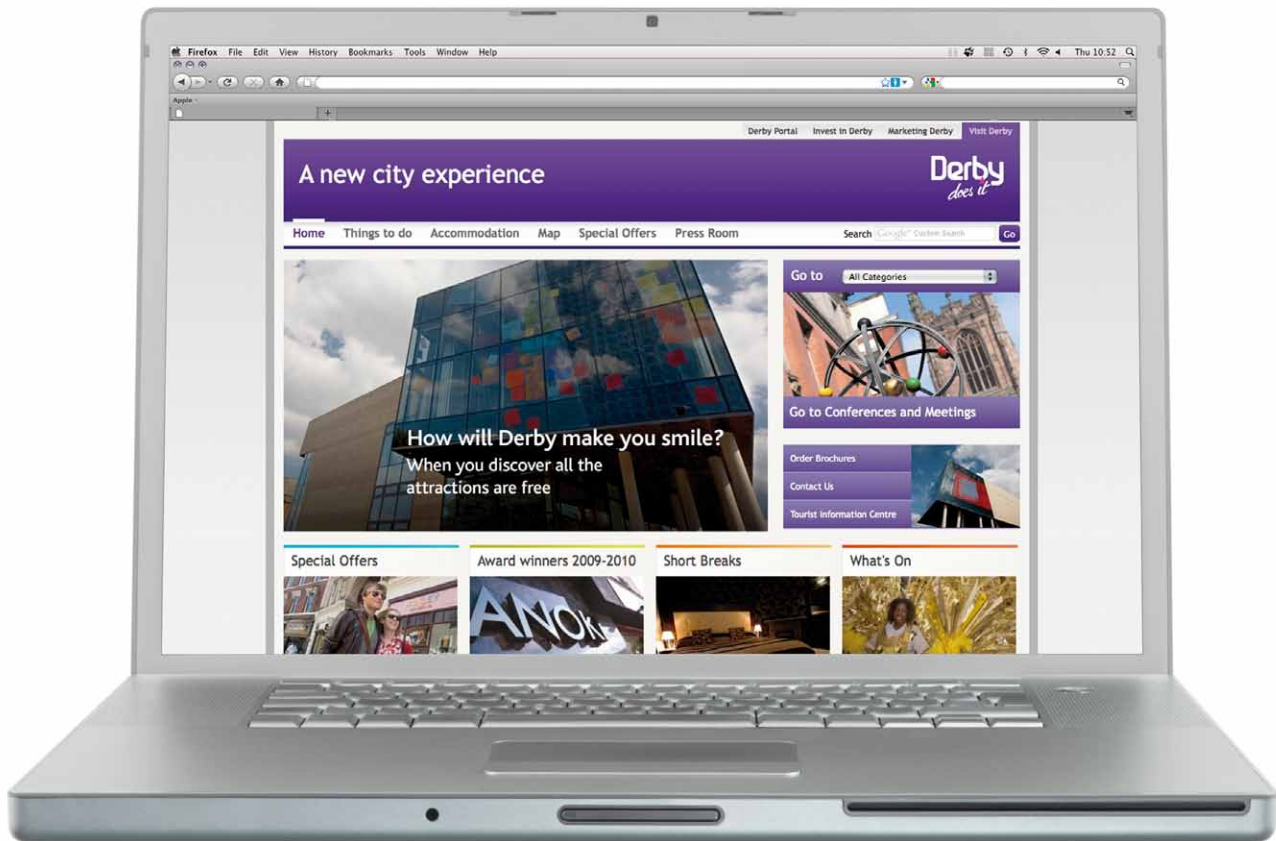
The Movement is an initiative to help 11-16 year olds live healthier, sponsored by Derby City Council.

Silktide developed a new brand, website, online game and printed collateral to promote The Movement.

The game starts each player with a overweight, unhealthy child who they attempt to make healthy over the course of many weeks. Each day they can feed, exercise, buy items from a shop and rest their character. Players compete in competitions and can compare their scores online.

The online game has since been played by over 1,500 registered card members, many to completion.

Client / Derby City Council



Silktide were chosen to develop Visit Derby: the official tourism website for the city of Derby.

Derby is a vibrant and cosmopolitan city with a fantastic heritage and an exciting future. The website had to convey this, be as immediate and easy to navigate as possible, comply with appropriate accessibility legislation and attract relevant search engine traffic in large volumes.

Silktide developed this as part of a broad series of websites for the city of Derby:

- Marketing Derby
- Invest In Derby
- Visit Derby
- Derby Portal



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