



Wida Group Ltd  
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### Thank you for choosing Wida Group

We are located in a picturesque village, south of the River Trent in Nottingham; we offer cutting edge design and development.

Wida Group began trading in 1998 and has since been responsible for the websites of many hundreds of businesses throughout the East Midlands.

We have an experienced and dedicated team who work with up-to-date technology and can respond confidently to your needs.

Every single person within our company takes pride in the work that they perform and the benefits it brings to our customers.

We realise that every customer's needs are different and our success is built on the fact that we provide solutions that are built around your requirements.

So if you have chosen a simple 5 page website or a dynamic e-commerce solution then you get exactly that – and if that's not enough, then we can develop it!

In essence, we provide a base for you to build on – it's up to you how far you go. This choice makes it cost effective for any client to get what they want within their budget – you don't pay for functionality that you don't want, only what you need.

### Accessibility

Refers to a web page or web site that people interacting with different kinds of disabilities, the difficulty they can experience due to physical and or technological barriers. A web page or site that address these users limitations is said to be Accessibly friendly.

### Bandwidth

Bandwidth is the amount of data that can be transferred over the network in a fixed amount of time. On the Internet, it is usually expressed in bits per second (bps). A hosting server will allocate your site a fixed amount of bandwidth usage within a regular period of time.

### Content

A word you'll likely see around a lot is "web content" and by definition, content is the information that makes up a web site. This could be words, pictures, images or sounds. In essence however, when we talk about web content, we are essentially referring to content in a textual nature. Content therefore is the 'information' in text form a web site provides.

### Domain Name

An unique name that identifies one or more IP addresses. Domain names are used in URLs' to identify particular Web sites. Every web site is located by its unique IP address.

### E-Commerce

Any on-line transaction of buying and selling where business is done via Electronic Data Interchange.

### Hits

Are the individual requests a server answers in order to render a single Web page completely. The page document itself and the various images on the page represent a separate hit.

### Home Page

It is a first page (also referred as an opening page, start page or main page) of a Web site. This would technically be your index page or default page of your directory.

### Hosting

Usually refers to a computer (or a network of servers) that stores the files of a web site which has web server software running on it, connected to the Internet. Your site is then said to be Hosted.

### HTML [HyperText Markup Language]

HTML is a basic markup language derived from the Standardized General Markup Language (SGML), providing the means for creating simple hypertext documents, intended for publishing on the World Wide Web.

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### Interactive

A Web page is interactive when it prompts a response from the user or in some way can interact with the user dynamically (eg; filling out a form or a poll etc).

### Internet

A global network connecting millions of computers. Each Internet computer, called a host, is independent. The Internet is not synonymous with World Wide Web. The Internet and the Web are two related but separate things.

### IP [Internet Protocol]

The method or protocol by which data is sent from one computer to another on the Internet. Each computer (known as a host) on the Internet has at least one IP address that uniquely identifies it from all other computers on the Internet.

### Link [Hyperlink]

An element in an electronic document that links to another place in the same document or to an entirely different document. Typically, you click on the hyperlink to follow the link. Hyperlinks are the most essential ingredient of all hypertext systems, including the World Wide Web.

### Meta Tag

A special HTML tag that provides information about a Web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed.

### Search Engine

A server (computer) or commonly a collection of servers dedicated to indexing internet web pages, storing the results in a giant database and returning lists of pages which match particular searched queries from within its database. The indexes are normally and automatically generated using spiders.

### Server

A computer, program or process which responds to requests for information from an user. On the internet, all web pages reside on servers (computers).

### Traffic

The amount of computers (people) who visit your website.



## What Happens Next?

We require you to give us the content for the website.

### Company Logo

We offer a logo design service if required.

### Text for the website

Remember, less is more. All you need is a brief description of your product or services. Remember we can copyright for you, however we need brief 'bullet-point' information for you.

### Images for the website

Good quality Images are very important, please provide us with as many as you can. Don't forget we offer a full photography service if required. Also available to you is the Wida Group image library. Please ask for further details.

**Descriptive words (Keywords) which best describe your products and services**  
These 'Keywords' are essential for good search engine rankings.

### Transfer/Purchase your Domain Name(s)

See documents enclosed.

As soon as we have this information we can make a start on the project.



To transfer .co.uk or .com domains  
Please see attached

If you have .net .eu or any other suffix domain

Please call 0115 9214 797 and our domains team will assist you

Welcome to Wida Group Ltd,

You own the domain name **www.**\_\_\_\_\_ **.co.uk**

To enable us to successfully administer your website and emails we recommend that you transfer your domain names to Wida Group servers.

To make the transfer as simple as possible and conform to data protection rules we require you to carry out the following simple steps.

- **We need to know the name of the company you originally purchased the name from, and the username and password they gave you.**
- **Company name** \_\_\_\_\_  
**Username** \_\_\_\_\_  
**Password** \_\_\_\_\_

This will allow us to complete the transfer for you.

**OR**

If you purchased your domain through an agent / reseller / other web company and were **NOT** issued with any password details, you will need to make contact with them and ask them to change the **IPS TAG**.

( Jargon Buster ! an IPS Tag is the case sensitive label that applies to each Internet Service Provider ).

**OR**

If you cannot remember whom you purchased your domain name from, please go to [www.kessels.com/whois](http://www.kessels.com/whois) and enter the domain name into the domain check box ( without the www ) and click **find**. This will show you the registration details. You need to identify the registrar, make contact with them and instruct them to change the **IPS TAG**.

We would do this for you, but due to data protection rules, they will only take instructions from the owner of the domain name.

Welcome to Wida Group Ltd,

You own the domain name **www.**\_\_\_\_\_ **.com**

To enable us to successfully administer your website and emails we recommend that you transfer your domain names to Wida Group servers.

To make the transfer as simple as possible and conform to data protection rules we require you to carry out the following simple steps.

- We need to know the name of the company you originally purchased the name from, and the username and password they gave you.
- Company name \_\_\_\_\_  
Username \_\_\_\_\_  
Password \_\_\_\_\_

This will allow us to complete the transfer for you.

**OR**

If you purchased your domain through an agent / reseller / other web company and were NOT issued with any password details, you will need to make contact with them and ask them to change the ADMIN CONTACT EMAIL ADDRESS TO [domainsteam@widagroup.com](mailto:domainsteam@widagroup.com) AND UNLOCK THE DOMAIN FOR TRANSFER.

**OR**

If you cannot remember whom you purchased your domain name from, please go to [www.kessels.com/whois](http://www.kessels.com/whois) and enter the domain name into the domain check box ( without the www ) and click find. This will show you the registration details. You need to identify the registrar, make contact with them and instruct them to change the ADMIN CONTACT EMAIL ADDRESS TO [domainsteam@widagroup.com](mailto:domainsteam@widagroup.com) AND UNLOCK THE DOMAIN FOR TRANSFER.

We would do this for you, but due to data protection rules, they will only take instructions from the owner of the domain name.



- You will automatically have the following email address:-

Info @ ( your domain name . co.uk / com )

- What other email address would you like?

\_\_\_\_\_ @ ( your domain name . co.uk / com )

\_\_\_\_\_ @ ( your domain name . co.uk / com )

\_\_\_\_\_ @ ( your domain name . co.uk / com )

\_\_\_\_\_ @ ( your domain name . co.uk / com )

- Who is your ISP ( Internet Service Provider ) ?

i.e. BT, Demon, Tiscali, SKY, Virgin etc.

My ISP is: \_\_\_\_\_

- Please Note:

Some ISP's including BT and SKY will only let emails through with: @sky.com or @btconnect.co.uk **NOT** @yourdomainname.co.uk. In this case we would need to provide each email address with it's own **Advanced Mailbox**. This facility gives you added anti-virus protection and spam filtering.

- You will be notified if an advanced mailbox is necessary.



To contact us please use the any one of the following methods.

**Address**

Wida Group Ltd  
Unit E, Brookside Road  
Ruddington  
Nottingham  
NG11 6AT

**Telephone (4 lines)**

0115 9214 797

**Fax**

0115 9845 097

**Email**

[support@widagroup.com](mailto:support@widagroup.com)

### Question

How long does it take for a website to be completed?

### Answer

The timescale of a project is generally dictated by the client. If you have a deadline in mind we will endeavour to meet it for you. The most common delay in the creation of a site is waiting for content (text/images) to be sent to us by the client.

### Question

Can I purchase additional domain names for my website?

### Answer

Yes, simply contact us with your preferred domain names and we will take it from there.

### Question

How do I get listed in Google?

### Answer

We offer Wida Search - a comprehensive service that offers Google Adwords and full Search Engine Optimisation.

### Question

What is optimisation?

### Answer

All web pages should be 'optimised'. This will enable your site to gain a high search engine ranking, it revolves around the meta tags on your web pages, a web page that isn't optimised won't appear in the search engines to any great degree.

### Question

What aftersales support do you offer?

### Answer

We regard ourselves as the website department of your company. We offer a full aftersales service. Slight tweaks/amendments are carried out to the site free of charge for the first month. Any support thereafter will be charged at our standard hourly rate.

**continued**

### Question

Do I get full training on how to use the system?

### Answer

Yes, if you choose a Web Wizard package then full training is included in the price.

### Question

How do I setup my email?

### Answer

Simply contact us and we will take care of this for you.

### Question

What do you need from me to complete the website?

### Answer

We need the text about your companies products and services. We also need any images/photographs you would like adding to the website. We do provide a video and photographic service.

### Question

With the Web Wizard, do you offer 'product population'?

### Answer

Yes, we do have a product population service. Please enquire for further details.

### Question

How do I get rid of spam emails.

### Answer

Spam is always a problem, among the services we offer is an advanced mailbox. This will dramatically reduce the Spam that you are receiving. Please enquire for further details.

### Question

Am I insured if my website goes offline for a period of time?

### Answer

No, due to the nature of the Internet it is not possible to guarantee 24/7 uptime. We recommend that you investigate the possibility of taking out Business Interruption Insurance.



In addition to our website design and development services we offer:-

**Advanced Mailboxes**

Virus scanning & spam filtering included.

**Product Photography**

Onsite photo shoot using the latest DSLR technology.

**Video clips for your website**

Broadcast quality HD video and editing.

**Google Adwords**

Gain new customers in just 15 minutes via pay per click marketing.

**Search Engine Optimisation**

Is the process of making a site and its content rank high on search engines.

**Corporate Identity**

(Logos, Letterheads, Brochures, Promotional Goods).

**Email Newsletters**

A way of contacting your customers via targeted HTML emails.

**ADSL**

Various Broadband packages on offer to suit your requirements.

**Online Directory advertising**

Free listing on our business to business directory "The Merchant Square".