



WEBSITE DEVELOPMENT

At Forfront we've developed dynamic, effective websites for businesses ever since the early days of the internet.

BENEFITS

- Cost effective projects that can be delivered on time
- Reduction of maintenance budgets
- Integration to Back Office, CRM, legacy and ERP systems when required
- Flexible and scalable solutions which can be easily upgraded according to your requirements and business changes

We've designed sites and delivered digital marketing solutions for organisations as varied as an NHS provider, producers of an e-learning tool for the financial industry, a healthcare information portal, one of the biggest publishing houses in the world and local governments - not to mention thousands of other big names in industries as varied as travel, insurance, telecommunications and automotive.

From attractive, brochure-style pages that advertise your products and services, sites with complex database and CRM integration to bespoke ecommerce platforms, we have a proven track record of productive website development in every category.

To ensure the most efficient solution we created our e-glu content management system (CMS) for websites which enables the site administrator to update the site without any technical expertise.

Our long term experience helped us define our own proven methodology that separates us from other suppliers and ensures that we deliver our solutions in time and within budget.

Binley's has worked with Forfront for approximately 12 years. During this time we have found ourselves to be exceptionally happy with the services and support they provide. From our perspective, the strength of the two sites is greatly enhanced by the management tools offered by Forfront which enable us to maintain the sites with little or no intervention from Forfront. This has significant cost and time saving implications for the overall management of the site

Walter Brinzer,

Binley's

SERVICES

- **Expert Site Analysis**
This option is primarily suitable for brochure websites.
- **Usability Testing**
Suitable for complex brochure and ecommerce sites, this service includes independent participants, full analysis and recommendations.
- **Analysis of a Complex System**
This option involves full analysis and reporting by 3 independent consultants.
- **Complete UI Design and Content Analysis**
Planning and recommendation of the site structure, navigation and user journeys, including wireframes, prototypes and content analysis.

We can tailor these services to suit your requirements.

IN PARTNERSHIP WITH:



WE ARE MEMBERS OF:



WEBSITE USABILITY, ANALYSIS & PLANNING

Improving the usability of your website can have a remarkable impact. On average, websites increase desired metrics by 135% following a usability redesign, according to NN/g.

This is why we offer website usability consulting. Our experts can analyse your structure and design, then help to develop your strategy.

Why Is Usability Important?

Websites have long been designed and developed to accommodate the preferences and tastes of designers, marketers and business owners. As we reach a more mature era of the internet, a more scientific approach is needed.

You need to discover how your users interact with your site so that you can offer them the easiest journey possible to get to the information, product or service that they want.

By refining the usability, or removing the barriers to a pleasurable user experience, you are more likely to encourage repeat visits, inspire purchases and enhance the overall perception of your brand.

About Forfront

At Forfront we make it simple for businesses to expand and grow. Our repertoire covers software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, bespoke corporate branding designs, the leading email marketing product e-shot™ and more.

Since 1998 Forfront has grown rapidly year on year. We help thousands of clients including many household names and industry-leading firms.