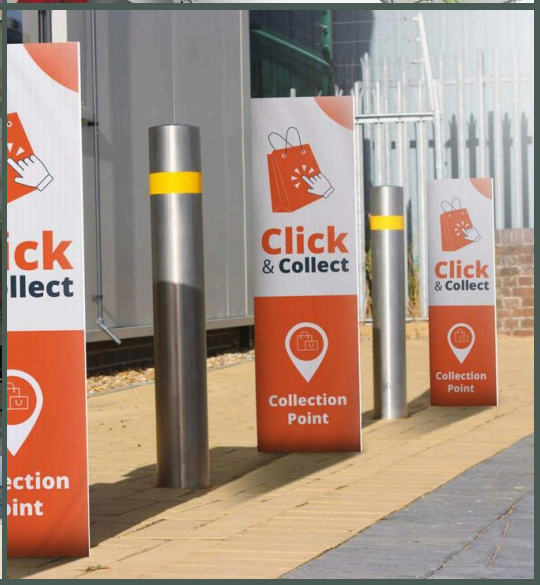












DESIGN&PRINT™
GRAPHIC DESIGN STUDIO
& PRINT CONSULTANCY

A GUIDE TO HOSTING, SEO AND SOCIAL · BY DESIGN & PRINT

HOSTING, SEARCH AND SOCIAL THAT GET YOU FOUND

Secure website hosting, search engine and AI search optimisation, and social campaigns that match your brand, all from one person.

Call 0161 4424439 • Email hello@designandprint.studio
Visit Dale House, Tiviot Dale, Stockport SK1 1TA

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HOW TO USE THIS GUIDE

Read it from start to finish, or dip into the sections that matter most to you. Where a page on our website goes into more detail you will find a QR code and the web address. Point your phone camera at the code to open it. A complete index at the back lists every topic with its page numbers.



WELCOME

BE FOUND ONLINE, LOOKING LIKE YOU

A good website is only useful if people can find it and trust what they see. This guide explains hosting, search engine optimisation, AI search optimisation and social campaigns in plain English.

Many businesses have a website that nobody visits, or social posts that do not look like the rest of their business. Phil looks after hosting, search, AI search and social together, so every post, page and listing looks and sounds like you.

There are no long contracts to decode here. Phil tells you what is needed and why, agrees priorities with you and adds nothing your business does not need.

ONE PERSON, ONE PLAN

Hosting, SEO, GEO and social are looked after together, so you only explain your business once.

PLAIN-ENGLISH ADVICE

You are told what is needed and why, without jargon.

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01

SECTION ONE

WHAT YOU GET

Hosting, SEO, GEO and social campaigns explained.

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WHAT IS INCLUDED

HOSTING, SEO, GEO AND SOCIAL CAMPAIGNS

Four services work together to keep you visible online.

1 WEBSITE HOSTING

Secure, reliable hosting managed for you, with updates, backups and fixes handled so you never deal with servers.

2 SEO

Page titles, descriptions, headings, site structure and local listings set up so search engines understand what you do and where.

3 GEO

Content written and structured clearly so AI assistants and answer engines can understand your business and mention it.

4 SOCIAL CAMPAIGNS

Planned posts, graphics and campaigns in your brand, matched to your print and website.

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designandprint.studio/hosting-seo



SEO

WHAT IS SEO

SEO is search engine optimisation: making your website easy for Google and other search engines to understand, so the right customers find you when they search for what you offer.

Search engines read the words and structure of your pages. Clear page titles and descriptions, sensible headings, a logical site structure and accurate local listings all help them work out what you do and where you do it. Nobody can promise a particular ranking, but a site that is clearly organised and well described gives you the best chance.

For a local business, accurate local listings matter as much as the website itself, because many customers search for a service near them.

PAGE TITLES AND DESCRIPTIONS	What appears in search results, written to be clear and relevant.
HEADINGS AND STRUCTURE	Pages organised so both people and search engines can follow them.
LOCAL LISTINGS	Your business details kept accurate wherever customers look.

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designandprint.studio/hosting-seo



GEO

WHAT IS GEO

GEO is generative engine optimisation. It means writing and structuring your content clearly so AI assistants and answer engines can understand your business and mention it in their answers.

More people now ask an assistant a question instead of typing keywords into a search engine. Those assistants draw on clear, well-organised sources. Plain, accurate wording about what you do, where you work and who you help is more likely to be understood and used.

CLEAR DESCRIPTIONS	Say what you do and who for, in plain language.
STRUCTURED CONTENT	Questions and answers, lists and headings that are easy to read.
CONSISTENT DETAILS	The same name, address and services everywhere.

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02

SECTION TWO

HOW IT WORKS

Social campaigns, the five-step process and the evidence for one joined-up approach.

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SOCIAL CAMPAIGNS

HOW I HELP WITH SOCIAL CAMPAIGNS

Three steps keep a campaign focused and joined up with your website.

1 PLAN THE CAMPAIGN

We agree the goal, audience and message first. Whether it is an opening, an offer, an event or a regular presence, the plan sets out what goes out, where and when.

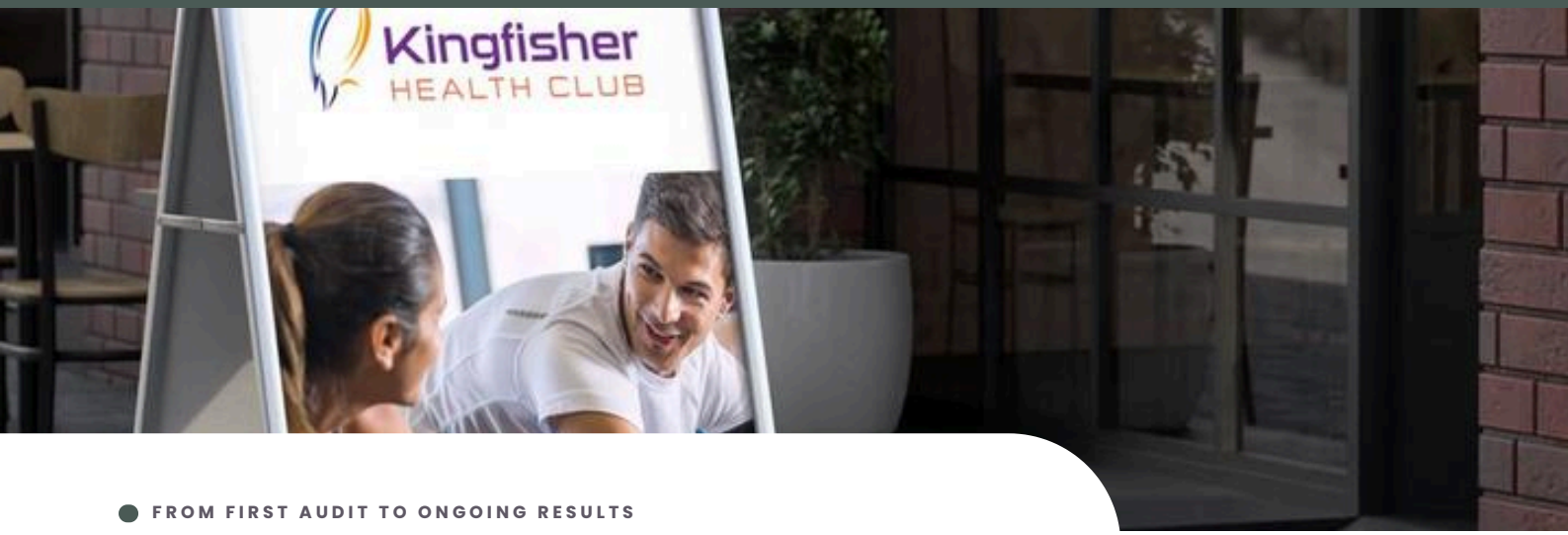
2 CREATE THE CONTENT

Graphics, posts and wording in your brand. Artwork is designed to suit each platform and matches your logo, colours and print, so customers recognise you everywhere.

3 LINK IT TO YOUR WEBSITE

Landing pages, links and tracking are set up so visitors arrive somewhere that makes sense and you can see what worked.

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FROM FIRST AUDIT TO ONGOING RESULTS

FROM FIRST AUDIT TO ONGOING RESULTS

Five steps keep your online presence improving rather than standing still.

1 AUDIT	We review your site, search results and social channels.
2 PLAN	Agree priorities, keywords and campaign ideas.
3 SET UP	Hosting, page details and content structure put in place.
4 PUBLISH	Pages, posts and campaigns go live in your brand.
5 REVIEW	We check what is working and adjust.

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For a quote ring **0161 442 4439** or visit
designandprint.studio/hosting-seo



THE EVIDENCE

JOINED UP MEANS VISIBLE

Being found online depends on lots of small things being right at once. These charts show why having one person responsible helps.

Your contacts for hosting, search, social and matching print

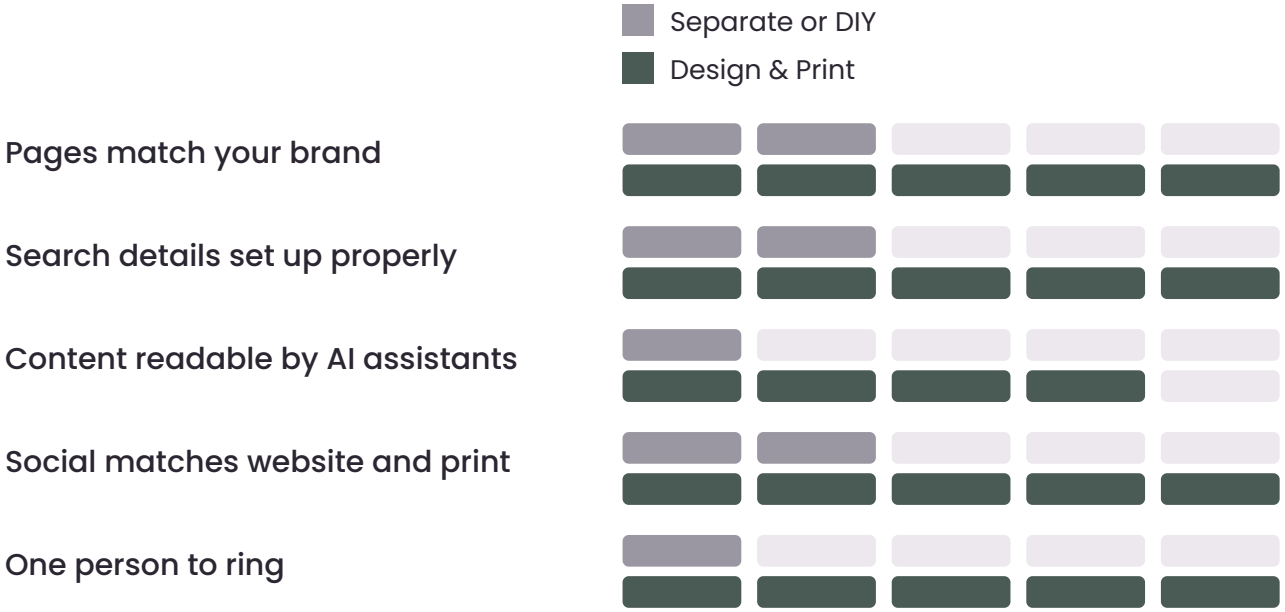




THE EVIDENCE FOR A JOINED-UP APPROACH · CONTINUED

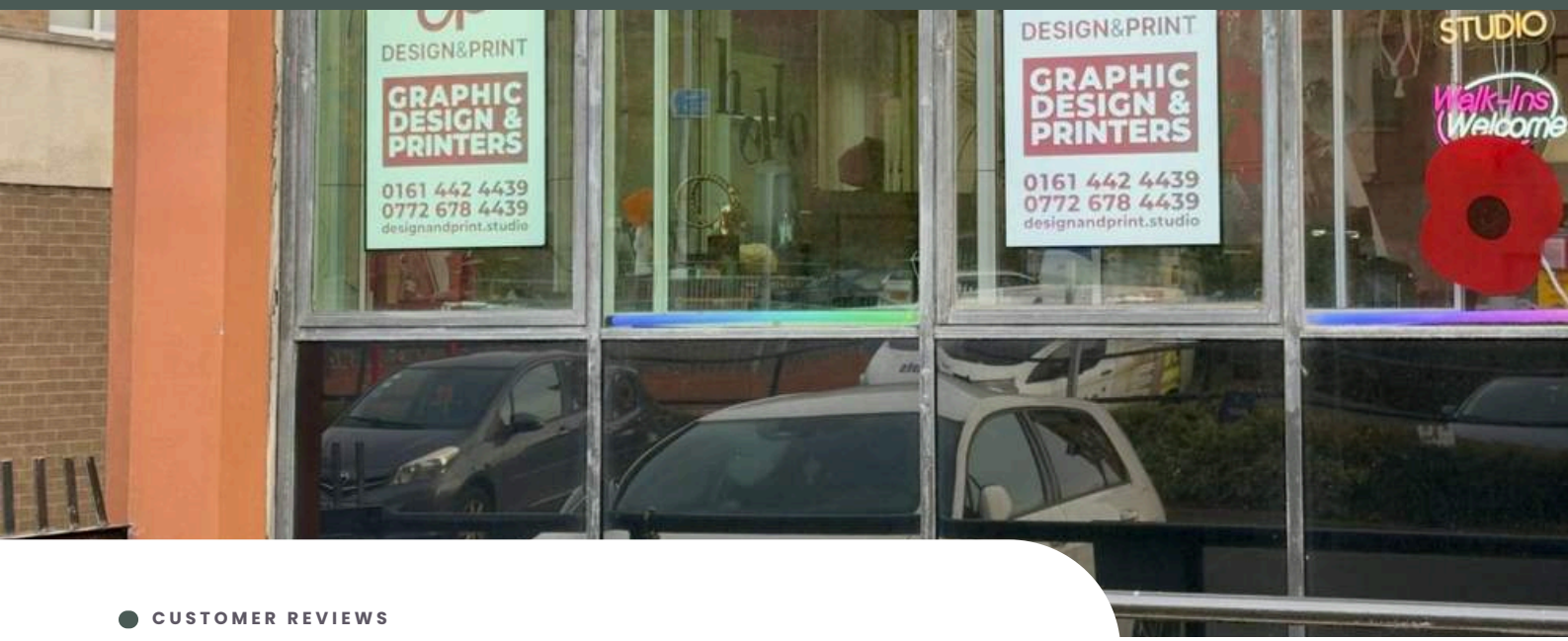
Counts are based on four services, each from a different supplier: hosting, SEO, social and design. They show how contacts grow, not prices.

What a joined-up approach adds (our assessment)



Scores are Design & Print's own assessment on a scale of 1 to 5, to illustrate the typical difference. They are not measured survey data and do not guarantee any ranking.

Want to be found online?
For a quote ring **0161 442 4439** or visit
designandprint.studio/hosting-seo



CUSTOMER REVIEWS

WHAT CUSTOMERS SAY ABOUT PHIL

These are comments from Design & Print customers, taken from Google reviews and messages, in their own words.

"Outstanding service and experience. Phil is both professional and knowledgeable; his advice on logo, brand and business paraphernalia is second to none."

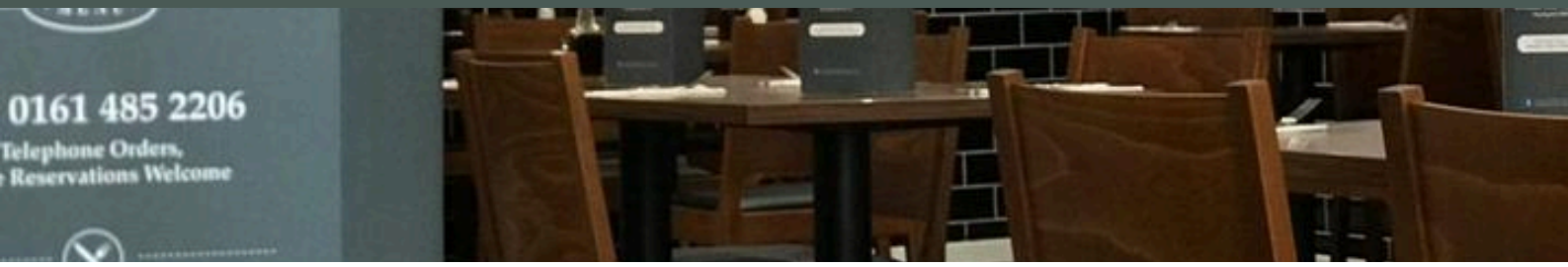
DYLAN, B2H SOLUTIONS

"I wanted to give the team something they would genuinely be proud to use, and Phil absolutely delivered. The quality is fantastic, they look incredibly professional, and the attention to detail was spot on."

LOUISE ECCLES, BNI EXECUTIVE DIRECTOR

"Phil is incredibly knowledgeable, patient, and transparent about every step, from layout and materials through to costs and timelines."

JACK BRIDGE, SONOVO GROUP LTD



WHAT CUSTOMERS SAY · CONTINUED

"Used phil a few times now and wouldn't look anywhere else. Always on time with what's needed and never lets me down."

KANE, MTECH ELECTRICAL

"Phil is great to work with. He printed some postcards for me. Perfect results and on time. 100% recommended."

KATIE COOMBES, DIRECTOR AT PROJECT2

"Amazing customer service. He is professional, courteous and he has a great work ethic. Definitely a 5 star business."

DENISE

Read more about Phil and his customers.
For a quote ring **0161 442 4439** or visit
designandprint.studio/about-phil



FAQS

QUICK ANSWERS TO COMMON QUESTIONS

WHAT IS SEO?

SEO is search engine optimisation: making your website easy for Google and other search engines to understand, so the right customers find you when they search for what you offer.

WHAT IS GEO?

GEO is generative engine optimisation. It means writing and structuring your content clearly so AI assistants and answer engines can understand your business and mention it in their answers.

CAN YOU HOST AND LOOK AFTER MY WEBSITE?

Yes. Hosting is managed for you, and changes, new pages and fixes are made by Phil when you need them.

CAN YOU HELP WITH SOCIAL MEDIA CAMPAIGNS?

Yes. Phil plans campaigns with you and creates the graphics and posts in your brand, so your social media matches your website and print.

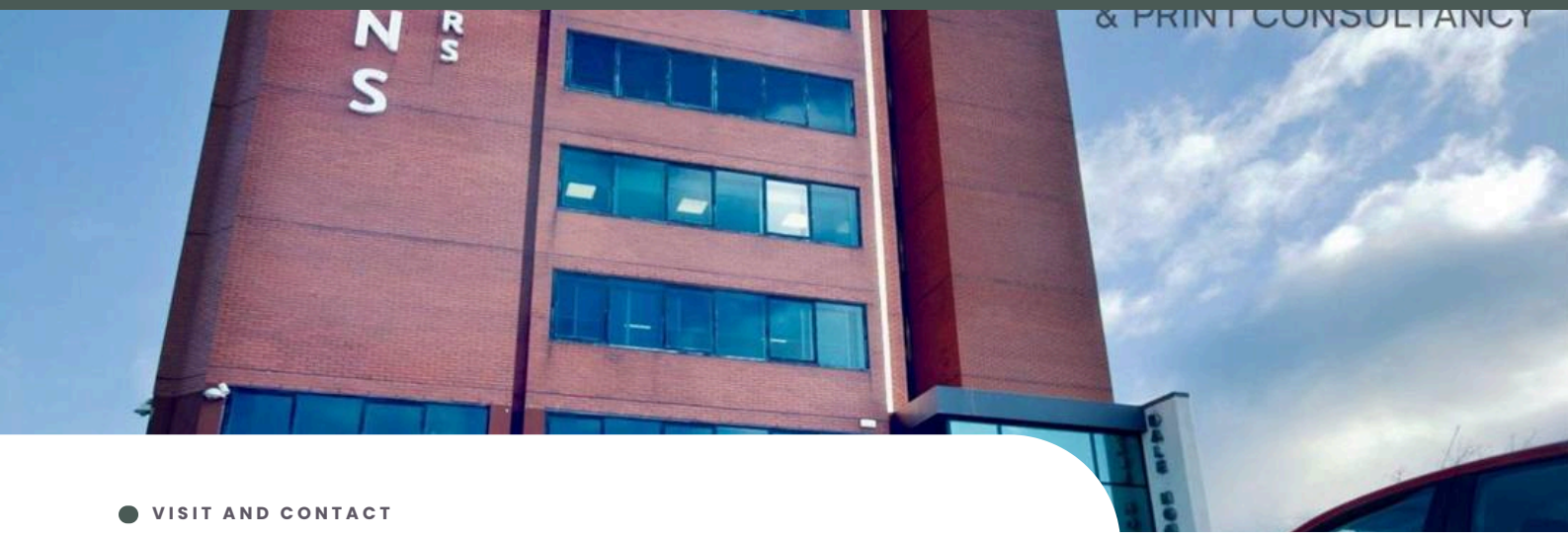
HOW DO I GET STARTED?

Call 0161 442 4439 or email hello@designandprint.studio. Phil will tell you what is needed and give you a quote.

More questions? See our online FAQ.
For a quote ring **0161 442 4439** or visit
designandprint.studio/hosting-seo

TERMS EXPLAINED IN PLAIN ENGLISH

Backup	A saved copy of your site so it can be restored if something goes wrong.
GEO	Generative engine optimisation: helping AI assistants understand and mention you.
Hosting	The service that stores your website and makes it available online.
Landing page	A page designed for visitors arriving from a campaign.
Local listing	Your business details on maps and directories.
Meta description	The short summary under your page title in search results.
SEO	Search engine optimisation: helping search engines understand your site.



VISIT AND CONTACT

COME AND SAY HELLO

Design & Print is based at Dale House in the centre of Stockport, close to the train station, and Phil is always happy to talk about your project in person.

FIND US

Suite 13, Ground Floor, Dale House, Tiviot Dale, Stockport SK1 1TA

CONTACT

Landline 0161 442 4439
Mobile and WhatsApp 0772 678 4439
hello@designandprint.studio

OPENING HOURS

Monday 6am to 3pm
Tuesday and Wednesday 8.30am to 5pm
Thursday 11am to 3pm
Friday 8.30am to 5pm
Second Saturday of the month 10am to 4pm
Sunday by appointment only

Thursday mornings, 6.30am to 10am, are with BNI Royal. Walk-ins are welcome, but an appointment is recommended as Phil may be on a site visit or in a meeting.

Book a visit or ask for a quote.
For a quote ring **0161 442 4439** or visit
designandprint.studio/contact

SCAN TO SEE MORE ONLINE

Point your phone camera at any code to open that page. The web address is printed under each one so you can also type it in.

Hosting, SEO and social
designandprint.studio/hosting-seo

Websites
designandprint.studio/websites

Branding
designandprint.studio/branding

Graphic design
designandprint.studio/graphic-design

Print consultancy
designandprint.studio/print

Our work
designandprint.studio/work

Help guides
designandprint.studio/help

Blog
designandprint.studio/blog

FAQs
designandprint.studio/faq

About Phil
designandprint.studio/about-phil

Contact and quote
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Downloads
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READY WHEN YOU ARE

TALK TO PHIL ABOUT GETTING **FOUND**

For a quote ring 0161 442 4439, send a message on WhatsApp on 0772 678 4439, or visit the studio at Dale House in Stockport town centre.

SCAN FOR MORE ONLINE

hello@designandprint.studio
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Tiviot Dale, Stockport SK1 1TA

