



I specialise in designing and coding bespoke websites for growing businesses.

My architecture training gives me both an eye for stylish design, plus a keen focus on structure and performance.

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Penny completely understood our needs and then applied her own understanding and creativity.

Neil, Pilkington Charities Trust

Why work with me?

I design all Green Ginger websites. That means that you are guaranteed to work with me, a trained designer.

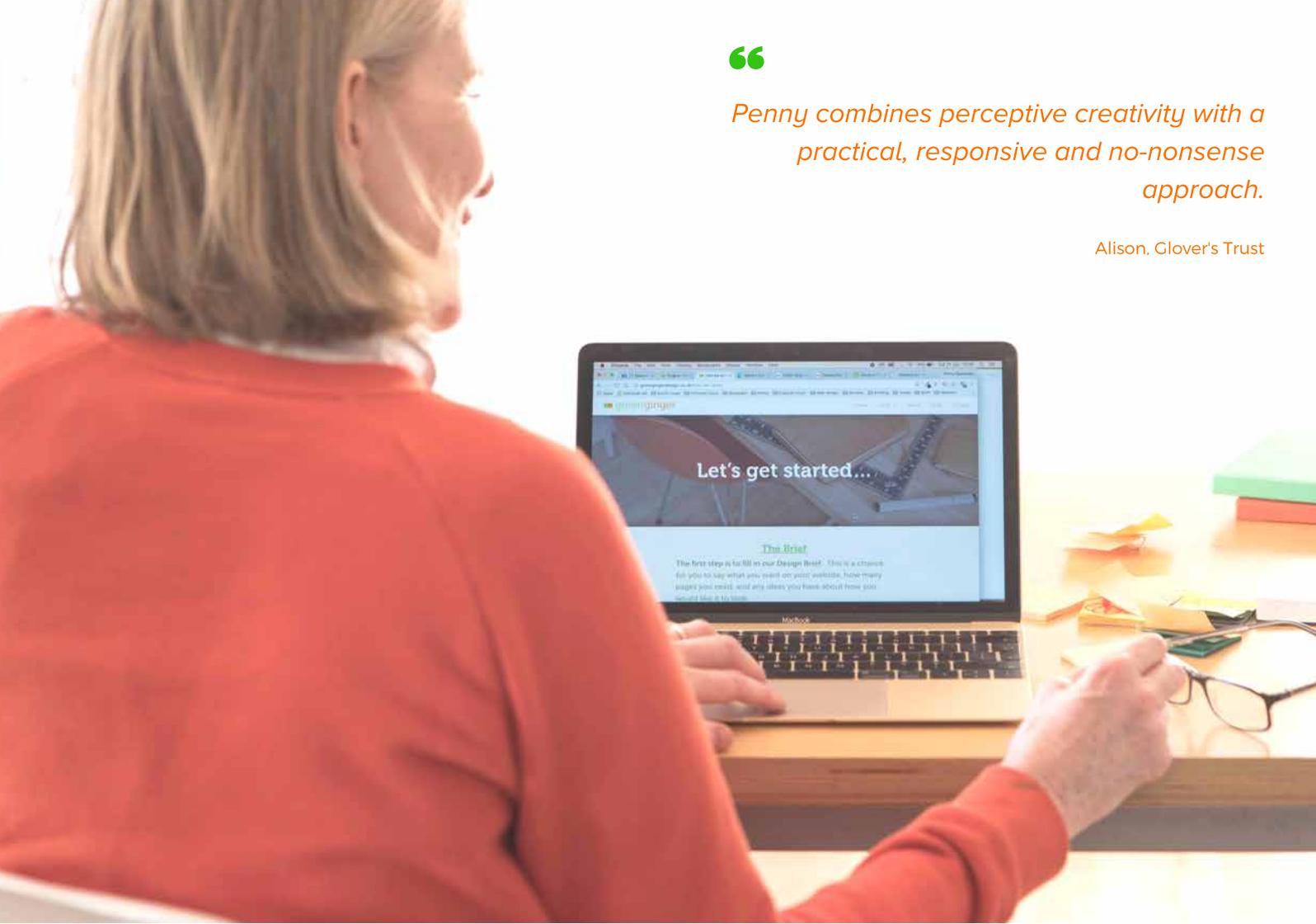
And I code all Green Ginger website too. Any special feature you need? I'll build it in.

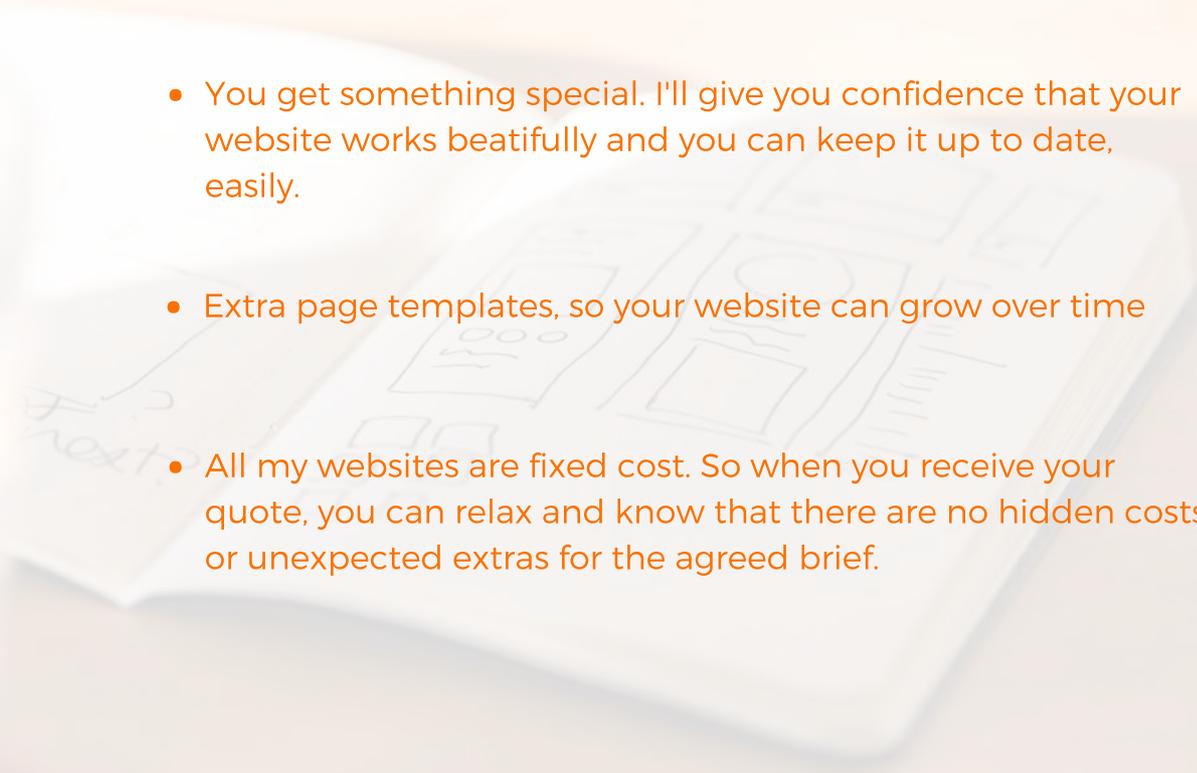
Because I accept only one or two commissions at a time, I can focus on your website, and make it work specifically for you and your business.

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Penny combines perceptive creativity with a practical, responsive and no-nonsense approach.

Alison, Glover's Trust



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- You get something special. I'll give you confidence that your website works beautifully and you can keep it up to date, easily.
 - Extra page templates, so your website can grow over time
 - All my websites are fixed cost. So when you receive your quote, you can relax and know that there are no hidden costs or unexpected extras for the agreed brief.

Case Study:

Royal Docks Adventure



Royal Docks Adventure is a watersports facility, which needed a full re-brand and new website to mark a major extension of its facilities.

RDA wanted to expand it's target market to include local families with children, as well as existing partnerships with local schools.

A full range of activities had to be listed and easily updated. Online booking was added to the website, once the new user base had expanded.

The design is eye-catching and fun, with a distinctive Call-To-Action red arrow to take users to the Online Booking.

The RDA Logo was designed to reflect the geographical environment of it's particular location in the Royal Albert Docks. This could be adapted to highlight the use of the different docks for particular activities.

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Penny asked the right questions to ensure her beautifully creative solutions worked very hard to develop understanding of the brand within a market who didn't know we existed, let alone what we did.

Amanda, Royal Docks Adventure





How it Works

The Design Brief.

Filling in the Design Brief is your chance to say what you want from your bespoke website - how you want to make your clients feel when they visit, and how you want to secure business before they leave.

The Design Brief is on my website. You can save it as you go along - so you can take your time.

The Proposal.

I will send you a Proposal based on your Design Brief, so it is tailored exactly for your and your business.

The Proposal will include much it will cost, and how long it will take to complete each stage.

When you accept my proposal and pay a deposit, you secure your slot.

The Content.

Content is your most important contribution to your website.

You know your product or brand best, so you are absolutely the best person to provide the copy and images that are the building blocks of your website.

I'll send you a guide, detailing the best formats for the different elements.

The Design.

I will design the look of your website - colours, fonts, layout - and drill down into the particular features that your website needs.

I will craft your content into the design. And if you can't provide all your content, I can use dummy content to show you how the website will feel and function.

The Dummy Site.

When I've designed your draft website, you will see a Dummy Site on a temporary host. Not just flat images - you'll be able to see it operating as a real site.

And as all our websites are responsive, which means a single website will work on mobiles, tablets and larger screens - you can test at your leisure.

Your Own Instruction Videos.

I will provide you with a full set of instruction videos, tailored to your website, to explain how to edit and upload content, whenever you want.

You can practise adding and editing content on the Dummy site.

Content Management System.

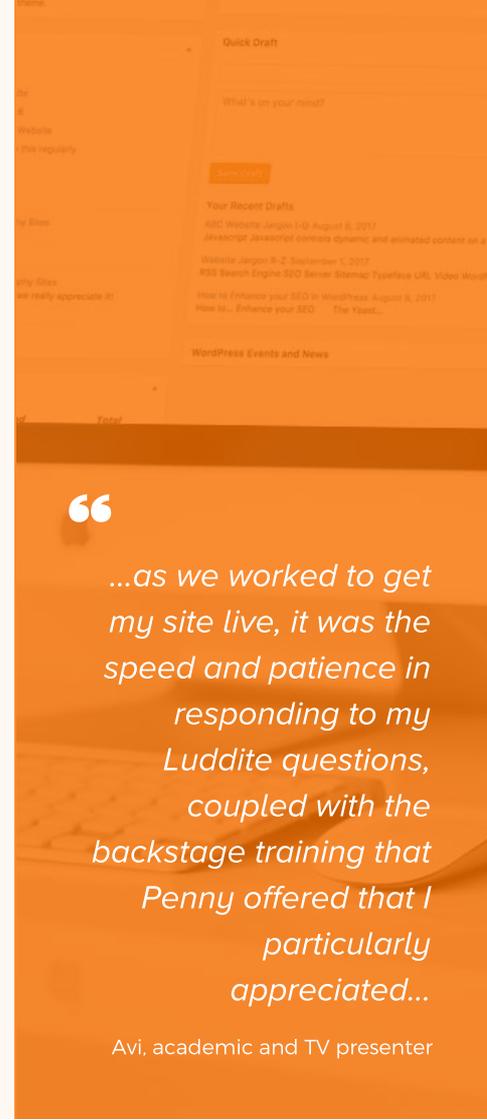
I design exclusively WordPress websites because of their excellent Content Management System, which means you can keep your website up-to-date.

And you can add more pages too - I design bespoke page templates as part of the package, so your website can grow with your business.

The Live Site.

We offer Hosting at Green Ginger Design - which gives you peace of mind, of knowing we do regular backups, and ensure all WordPress software and plug-ins are up-to-date.

If you host your site elsewhere, that's fine. We will provide you with a complete set of files, which will enable you to load your bespoke website on to your host servers.



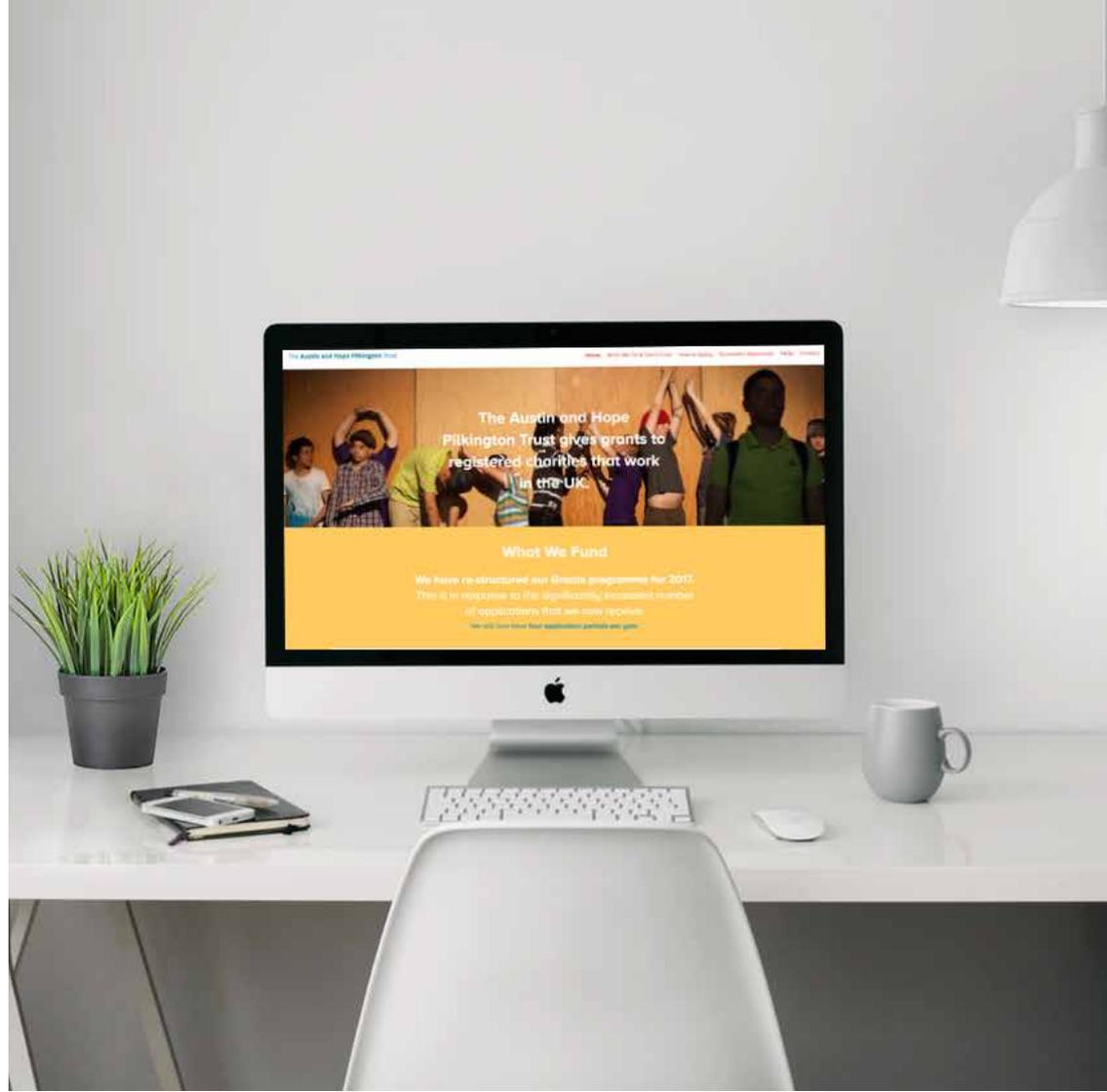
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...as we worked to get my site live, it was the speed and patience in responding to my Luddite questions, coupled with the backstage training that Penny offered that I particularly appreciated...

Avi, academic and TV presenter

Case Study:

The Austin and Hope Pilkington Trust



Case Study:

The Austin and Hope Pilkington Trust is a grant-making charitable trust. Their website is a key resource for charities that want to apply for a grant.

Funding requirements have to be easily understood by charities, on whatever page they land. And all details need to be updated regularly and easily.

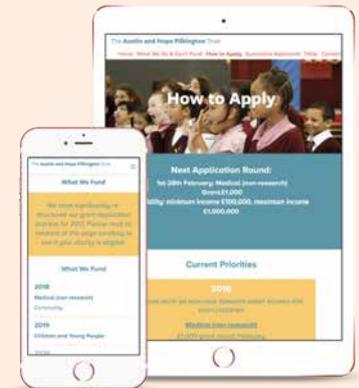
Having had a successful website for publishing grant guidelines, the trustees wanted to introduce an online application process to cut down on waste and ensure that the application process was as transparent as possible for charities, as well as efficient for all the trustees.

A secure HTTPS website ensured that applicants could save their application forms, which improved the user experience and the quality of the applications received.

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All the aspects of The Austin and Hope Pilkington Trust's website make it simple and easy to navigate. The design is really engaging and the content is clear

Tanya, London Air Ambulance



My Services

When you send me your Design Brief, I will analyse what you need, and send you a Proposal for a Bespoke Website or, if you're ready to invest in the extra step, a Deluxe Bespoke Website.

Bespoke websites: £1,800 - £3,800

Deluxe Bespoke websites: £3,400+

Your Proposal will be Fixed Price.

No unpredictable Hourly Rates.

No nasty surprises.

What's included?

All Bespoke websites:

- A WordPress Content Management System: you will be able to update your website, from the day it's launched.
- Extra Page Templates: as your business continues to grow, so can your website - easily.
- Personalised Instruction Videos: clear how-to guides for your own website, to watch whenever you need them.

Delux Bespoke websites:

All of the Bespoke Website features, plus

- Full Logo design
- Full Branding Guidelines

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I had a meeting to go over my ideas and within no time Penny came back and delivered a great desktop/mobile work website which greatly improved the Nesta brand

Matt, Nesta Consulting



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*Design is a plan for
arranging elements in
such a way as best to
accomplish a particular
purpose.*

Charles Eames

You're the expert on your business. I am the expert on website design. And this is how.

I studied Art History (which means I know a thing or two about colour), I worked as a book editor (that ticks the grammar geek box) and eventually, in my 30s, I took the huge leap and trained as an architect.

Architecture offers the most rigorous training for a designer.

I not only learnt about colour, shape, texture. I also learnt how to tackle complex design issues, navigate spaces, manipulate ideas into practical solutions. All of which applies to making websites function effectively.

And then I discovered Coding. And it was Love At First Sight.

I now code exclusively WordPress websites. My knowledge of PHP, CSS, SaSS, HTML and JQuery means that I can build websites tailored specifically to your business.

Not only can I decide what a website looks like, I can make it behave how I want it to as well.

Oh - and I love Instagram.

Get in Touch



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