

## *Quality Management Statement*

Ballyhoo Ltd aims to provide a consistent high-quality service to customers through the websites we create and the relationships we build.

### **Project Management**

You will have a dedicated project leader throughout the duration of your Ballyhoo project, giving you one point of contact for all your requirements. We will keep you regularly informed of the progress of your project and you can be involved in proceedings as much, or as little, as you wish. Should we use any sub-contractors to help complete your project, you can be assured that they have been screened for quality and experience. We will create concept designs that you must approve and be 100% happy with before development commences. Your website will then be built in a secure, temporary online environment to which you will have full access. Minor changes can be requested at any time during the development process, free of charge.

### **Accessibility**

We believe that everyone, no matter their abilities, should be able to access and enjoy the websites we build. Therefore, we aim to comply with Level AA conformance to the Web Content Accessibility Guidelines 2.0 and only develop W3C compliant XHTML and CSS code. Ensuring your website functions and appears correctly on a wide range of browsers and resolutions is essential. Our browser testing covers 99.4%\* of internet users, giving you confidence that anybody can access your website.

### **SEO**

Search engine optimisation is an important consideration, one which we at Ballyhoo address from the outset. To ensure your website has the best possible chance of ranking highly and attracting traffic, we employ search engine friendly techniques throughout the development process.

### **Ongoing Support**

Value for money is paramount, we will always endeavour to complete work on budget and before the deadline without compromising quality. We understand that our relationship with a customer is not over when a project is completed. Projects evolve as time goes on and unforeseen issues may arise, making ongoing support an essential feature of our service. Our staff aim to be available at all times throughout the working day and will regularly check emails out of hours. We guarantee that emergencies will be dealt with within 24 hours of notification, at any time.

### **Technology**

We endeavour to keep ahead of the times using technological advancements in our field. New technologies and methods are always welcome and supported and we will use these to achieve greater levels of quality in our work.

### **Our Ethos**

We believe that what you are able to achieve with your website is a reflection on us. Whether your project is big or small, our goal is to create a successful website.

\*Correct as of December 2010 according to W3 School's browser statistics.