

WEBSITE REDESIGN PROPOSAL

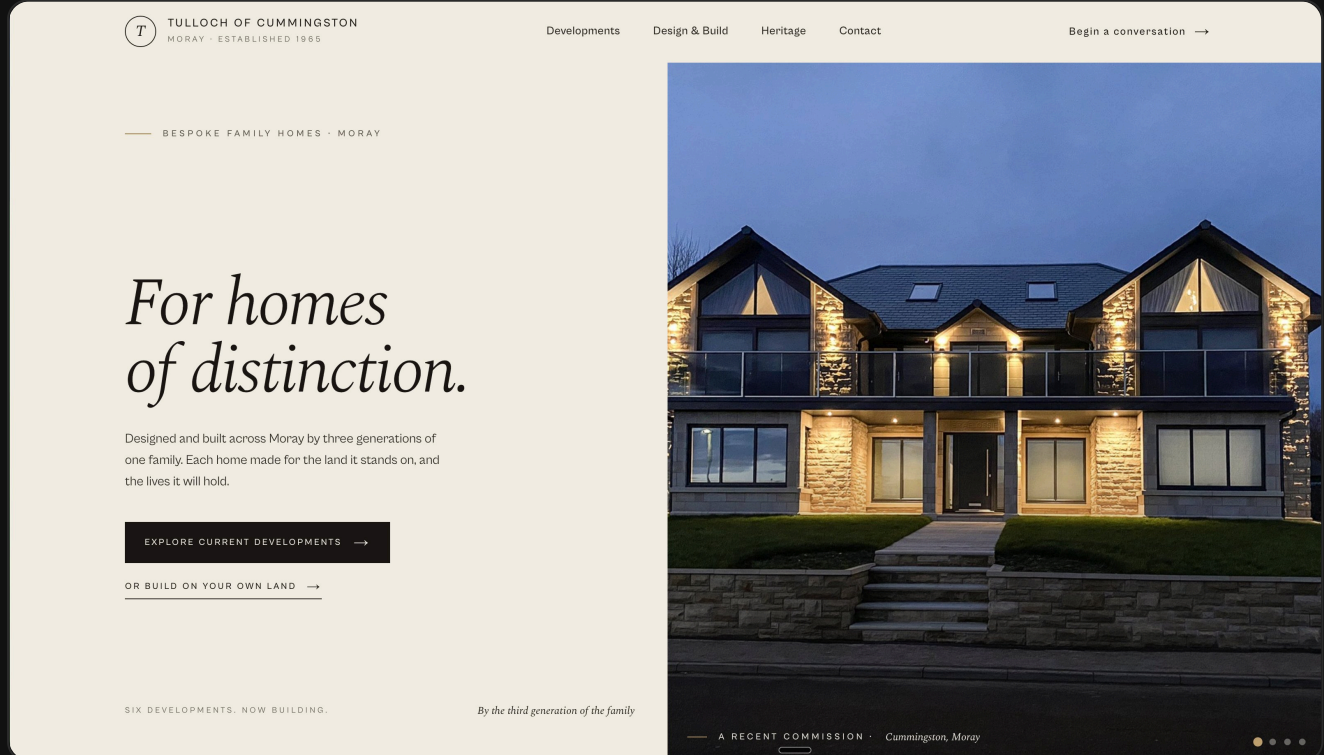
A site worthy of the homes you build.

A redesigned digital presence for Tulloch of Cummington, built to reflect six decades of craft and convert the buyers looking for it.

WEBSITE REDESIGN

Tulloch of Cummington

Family housebuilder, Moray · Established 1965



THE OPPORTUNITY

Your homes are exceptional. Your site does not say that yet.

Tulloch of Cummingston has been building bespoke, high-specification homes across Moray for over 60 years. Buyers spending £500k or more on a custom home are making one of the largest decisions of their lives, and they are arriving at a site that reads like a local trade business from 2010. The credibility gap is real, and it is costing you enquiries you will never know about.

SITES IN SCOPE

Tulloch of Cummingston

tullochofcummingston.co.uk

- Built on a WOWSlider template from 2010, referenced in the page source
- Current developments are not the front door; buyers looking to purchase cannot find availability easily
- 60-year family heritage buried in a paragraph, your strongest trust signal is barely visible
- No way to register interest or capture leads from buyers not yet ready to call
- Typography, layout and photography treatment do not reflect the quality of the product
- Reads like a small local contractor, not a premium bespoke housebuilder

WHAT THE NEW SITE NEEDS TO DO

- A premium visual identity that reflects six decades of craftsmanship and family heritage
- Current developments front and centre, with clear availability, specifications and lead capture
- The family story given proper prominence: three generations, 60 years, the strongest trust signal on the site
- A Design and Build section structured to convert landowners with their own plots
- Mobile-first across every page, because buyers research property on their phones
- **Lead capture rebuilt:** register interest forms, not just a phone number and email address
- **Basic SEO foundations,** clean structure, meta data, sitemap, local search indexing
- Fast, modern build with no legacy plugins or outdated dependencies

WHAT'S INCLUDED

Bespoke design. Built end-to-end.

Tulloch of Cummingston

Full website redesign

- Bespoke homepage design
- Current developments front and centre with proper lead capture
- 60-year family heritage given the prominence it deserves
- Design and Build service page structured for landowner enquiries
- Contact and enquiry flow rebuilt from scratch
- Mobile-first responsive build
- Copy structure and refinement
- Basic SEO setup
- Accessibility considered throughout
- Hosting setup & launch

PROCESS & TIMELINE

Dependent on chosen package

01

WEEK 1

Discovery

Review current site, content audit, confirm scope and direction.

02

WEEKS 1-2

Design

Homepage and key pages designed. Feedback round included.

03

WEEKS 2-3

Build

Full site built and tested across devices and browsers.

04

END OF TIMELINE

Launch

Final checks, go live, handover.

INVESTMENT

Three ways to approach it. One standard of work.

Quick Launch

£1,500

FROM

Take the homepage concept and build it out to a full site. Fast, clean, a serious upgrade on the current state.

Bespoke Design

£3,000

FROM


A full design process built around Tulloch specifically. Sitemap, content structure, multiple iterations, everything from scratch.

Full Redesign

£8,000

FROM

End-to-end: discovery, full UX, content architecture, multiple new page types, the complete version.



BESPOKE SERVICE · ON YOUR LAND

DESIGN & BUILD · FOR LANDOWNERS

Build on your own land. *Designed for you,* end to end.

If you own a plot in Moray, the Highlands or Speyside, we will design and build your house from first sketch to final handover. The same family, from drawings to keys.

5	32	1
STAGES, END TO END	YEARS IN OUR STUDIO	FAMILY, THROUGHOUT

BEGIN A CONVERSATION →

READ ABOUT OUR PROCESS →

REGISTER INTEREST

All prices are indicative at this stage. Once we have spoken about which direction suits Tulloch best, a fixed-price proposal follows the same day.

HOSTING & ONGOING CARE

Hosting included. Care optional.

Hosting is a flat monthly rate for every PXL build. A care plan is a separate, optional add-on.

£20

/ month / site

Managed hosting on PXL infrastructure

Fast, reliable, secure. SSL, deployments, and basic monitoring handled. Required for any site PXL hosts on its behalf. The site itself is fully owned and exportable, so it can be moved to a separate hosting account later if preferred. **Hosting is included free with any care plan below.**

CARE PLANS · OPTIONAL, START ANYTIME, CANCEL ANYTIME

Given the number of active developments and the need to keep availability current, an ongoing care plan is worth considering after launch.

Basic Care

£75 / month

Hosting included, plus security updates, minor fixes, and peace of mind.

Standard Care

£150 / month

Above plus basic SEO and limited content or image updates.

Growth Care

£250 / month

Above plus blog posts, social content and small design updates.

WHY IT'S WORTH CONSIDERING

- Sites need updates regularly, and leaving them unmaintained is the biggest cause of issues down the line
- Small content tweaks, image swaps and design changes handled without quoting per task
- Direct line to the designer who built the site, no agency hand-off, no ticketing system
- Plans can be added at any point, not only at launch

HOW WE WORK

Simple, fair, on paper.

TERMS

- **50% deposit** on agreement to lock the start date and begin work
- **50% balance** on launch, invoiced on the day the site goes live
- **Timeline dependent on chosen package**, from kickoff to launch, subject to content and feedback turnaround
- Two rounds of design revisions included, additional rounds quoted separately
- All design files and the live site are owned by you on final payment
- This proposal and rate is valid until **16 May 2026**

WHAT'S NEEDED TO START

- Confirmation of scope and deposit paid
- Access to current sites, domains and any existing brand assets
- Any specific reference sites or directions you like
- A point of contact for content, sign-off and feedback

Ready to move forward?

Reply to this proposal and we can confirm direction, lock the start date, and get moving. First designs in your hands within two weeks of kickoff.

ABOUT PXL DESIGN AGENCY

Premium design. Without the overhead.

PXL Design is a design-led agency built around real product and UX experience, modern tooling, and fast delivery. The result: agency-quality work without the agency timeline or invoice.

HOW WE WORK

01 Design-led, not template-led

Every site is designed properly first. No drag-and-drop templates dressed up as bespoke work.

02 Direct, not layered

You work with the designer building your site. No account managers, no slide decks between you and the work.

03 Fast, with proper craft

Modern tooling and AI-assisted workflows let us move quickly without skipping the thinking. Speed is a result, not the pitch.

04 Mobile-first, accessible by default

Every site is built mobile-first with accessibility considered throughout. Not an afterthought, not an upsell.

FOUNDER

PXL Design is founded and led by **Ismail Qureshi**, a UX and product designer with eight-plus years of experience across enterprise, fintech, healthcare and digital product work. Supported by a network of trusted contractors and specialist collaborators when projects need it.

Ready to start?

Visit pxldesign.agency · Or simply confirm at the meeting and we move forward today.