

A close-up photograph of a person's hands holding a small, red, knitted heart. The heart is made of a textured, wool-like material and is held gently in the palms. The background is softly blurred, showing the person's face and upper body in a light-colored sweater.

sereno<sup>o</sup>  
WEBSITES

Build a beautiful website that speaks  
to your users, where managing your  
content is a joy



# The Charity Website Challenge

**Does your site look delightful and make the most of your content?**

**Are your site's messages speaking to the right users?**

**Is your site performing well on Google and other search engines?**

Sereno builds beautiful, easy to manage websites for charities and non-profits.

All our sites are engaging to visitors and easy for editors to keep up-to-date and relevant. We build to your budget and delight users with sites that look great, focus on the right messages and are easy to find.

## sereno<sup>o</sup> WEBSITES

**...are built for charities**

and are tailored specifically to meet the specific needs of charity comms teams

**...are easy to use**

with all the functionality you need, are well supported and designed to improve over time

**...are owned by you**

built on open source technologies there are no restrictive licences or lock-ins.

The whole experience of working with Sereno has been exceptional. They are a highly experienced team guiding us every step of the way. They care about quality and customer experience. They are a talented team and really good to work with. I would highly recommend Sereno and so glad we chose them.

Jane Jutsum  
Director of Business Development

solace  
women's aid

## Are you frustrated by your current website?

Customers who have moved over to Sereno have never looked back. Here's why.

### WHAT YOU SAID ABOUT PREVIOUS PROVIDERS

*"Initial costs seemed reasonable but the site has grown expensive to maintain."*

*"We became more and more unhappy with the support we received."*

*"We couldn't change or improve our website and finally had to replace it."*

*"The agency didn't understand charity comms and our sector specific needs."*

### WHAT SERENO OFFERS

We spend time up front designing a site structure and code base that will last. What's more our sites evolve with you and your running costs will remain stable over the lifetime of the site.

We provide comprehensive, personalised support and make sure that we respond quickly to any requests for help. We pride ourselves on deep and lasting relationships with our customers.

We work with you to review the performance of your website every quarter, proactively suggesting and implementing improvements.

For nearly twenty years, sereno has focused on charities, and charity comms teams are our most important customers.

# What our services look like

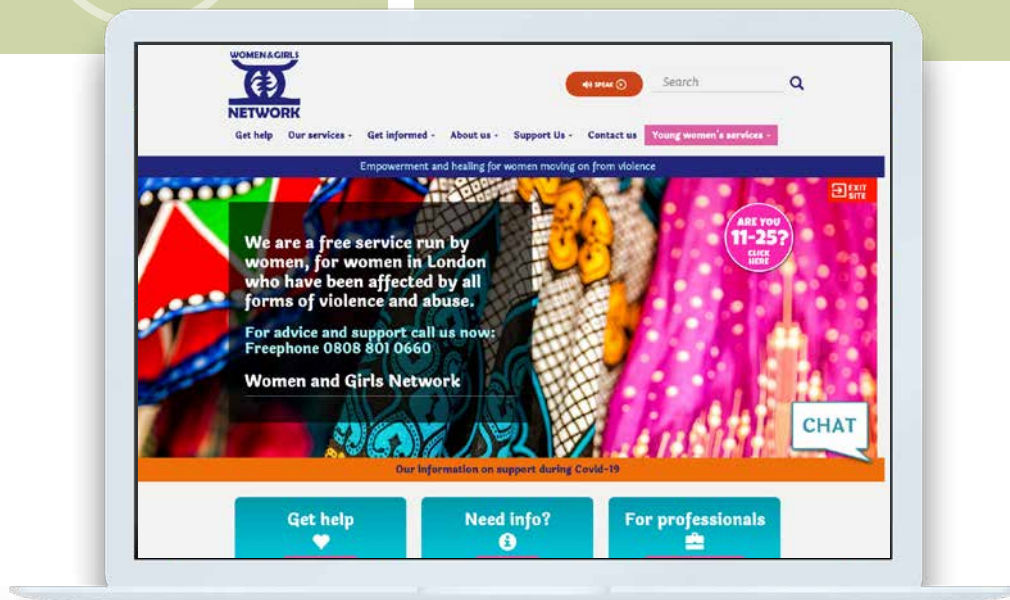
## Understand your users & build your site



## Monitor & improve



## Infrastructure & support







# Features and Benefits



## Easy to manage

Easily change any content on your site



## Desktop, Tablet & Mobile

Caters for any audience regardless of device



## Hosting & support

Your site will be hosted on one of our dedicated servers and fully supported.



## Optimised for Google Search

Your site is optimised out of the box to perform brilliantly on all the major search engines



## Accessibility

Built to conform to major web accessibility standards and integrate with assistive technologies



## News

Provide consistent, impactful messaging



## Form builder

Create your own forms and questionnaires to encourage engagement



## Key messaging

Make your organisation's achievements and messages clearly heard



## User management

Create private access areas and manage your users



## Vacancies

One place to advertise your jobs



## Reports

Monitor how the site is being used and identify areas for improvement



## Advanced Search

Customised searches to help your users better find and filter information



## Comments

Encourage engagement by managing commenting



## Documents & Files

Upload your reports and other documents for easy sharing



## Media

Easily publish rich media like video and audio



## Social Networking

Tools to put your site at the heart of your social media strategy

“From the beginning, Sereno have been a pleasure to work with – both friendly and knowledgeable. Their efficiency and skill helped us to achieve a website port in an extremely limited time frame with minimal stress.”

## A sereno website will give you...

...a website that understands your objectives and focusses on your target audience

...a content managed system tailored for use by charities and able to adapt to meet your needs

...a means of making the most of your content, where it's a joy to create and format web pages that are easily found on search engines like Google

...a central web platform that can be integrated with your other services, including CRM or event management tools

...a site that improves over time, lengthening the life of your website and ensuring you maximise return on your initial investment

...a cost effective and robust technical solution built on well-supported open source platforms (WordPress and Drupal).

“We have really appreciated their flexibility and determination to create a product that meets our needs. We would highly recommend them to other organisations.”

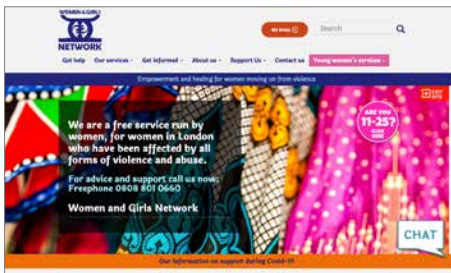
Alethea Joshi  
Digital and Communications Lead  
Centre for Mental Health

Centre for  
Mental Health



# Our Work

We're proud of the clients we help and the vital work they do.



## Women and Girls Network

[wgn.org.uk](http://wgn.org.uk)

*"Amazing creative, sleek, simply divine! A really beautiful piece of work. Easy to follow information for anyone."*



## Cumberland Lodge

[cumberlandlodge.ac.uk](http://cumberlandlodge.ac.uk)

*"Sereno understand the needs of not-for-profit organisations and they are quick to respond to all our day-to-day queries."*



## Centre for Mental Health

[centreformentalhealth.org.uk](http://centreformentalhealth.org.uk)

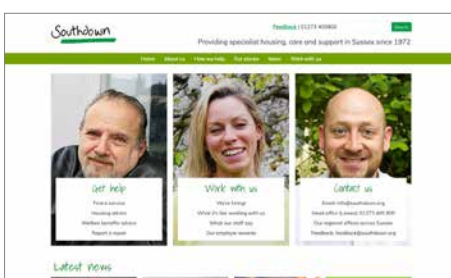
*"From the beginning, Sereno have been a pleasure to work with – both friendly and knowledgeable."*



## Solace Women's Aid

[solacewomensaid.org](http://solacewomensaid.org)

*"Sereno care about quality and customer experience. They are a talented team and really good to work with."*



## Southdown

[southdown.org](http://southdown.org)

*"Sereno's expert advice and guidance was invaluable, as is their continued support. I'd highly recommend them."*

# WordPress and Drupal

Our websites are built using **WordPress** and **Drupal**, the world's leading free open source content management systems. Both offer rock-solid security, best-in-breed accessibility and excellent value for money.

Small to medium sized sites are built in WordPress.

WordPress is the world's most popular content management system. It has a huge support system of plugins to help you achieve your goals and you'll find its tailored administration system exceptionally easy to use.

Larger, more complex sites are built in Drupal. Drupal sites can take longer to build but provide a flexible framework for advanced feature building.

## Sites using Drupal



**GREENPEACE**



**Time Inc.**



## Sites using WordPress



**STAR WARS**

**SONY**

**VARIETY**

**BBC  
AMERICA**

**MTV  
NEWS**

**THE  
NEW YORKER**





## Contact

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