WEBSITE AND BRAND PROPOSAL

ORIGINAL MARQUEES

# Original Marquees & Original Structures

Wix Studio or Squarespace.
Two websites delivered together.

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**£5,800** £2,900 per website

PREPARED BY KATIE / WEBKATIE



25 NOVEMBER 2026

ORIGINAL MARQUEES

# One coordinated project. Two distinct websites.

I'd build the two sites together, starting with your internal brand work. Original Marquees should feel bright and welcoming. Original Structures can be more architectural, showing the structures available to hire or buy and the team's design, planning and installation service.

## Original Marquees

Keep the exact Canopy picture, fine gold detail and softer Cormorant lettering. A bright film opening, layered photographs and a colourful furniture spread give the site its own character.

## A light brand refresh

Three initial suggestions per brand, with distinct lettering for each. Shared naming and fine gold accents connect the sister brands. Refine the selected directions and agree colours, type and a short guide for each.

## Original Structures

Carbon, Steel, Champagne and Paper. Large photographs, architectural movement and visual galleries help corporate, festival and venue clients explore the structures.

## Choose the right platform

Wix Studio or Squarespace at the same fee. Choose one platform per website before building. Shared planning, reusable methods and training make the project efficient; native tools come first.

## ORIGINAL MARQUEES

Same marquee. Three different fonts.

01

**Cormorant Garamond**

Medium

A softer serif

SUGGESTED STARTING POINT




02

**Jost**

Regular

A quieter sans serif




03

**Adamina**

Regular

A warmer serif




The illustration, ink colour and gold line are unchanged in every option.

The same Canopy picture, with Cormorant Garamond, Jost or Adamina. Cormorant is shown in the revised website mockup.

# ORIGINAL STRUCTURES

BRAND EXPLORATION

Three proposed logo directions

01 **Portal**

A confident structural frame. One original detail.






SMALL-FORMAT MARK
Carbon / champagne

02 **Structural OS**

Two letters constructed from the same framework.






SMALL-FORMAT MARK
Steel / champagne

03 **Modular span**

An offset beam system with a clear industrial character.






SMALL-FORMAT MARK
Carbon / champagne

Shared naming and fine gold accents. An architectural identity for Structures.

Proposed concepts for discussion

Three Montserrat-style directions for the new business, developed alongside your internal brand work.

ORIGINAL
MARQUEES

Our marquees Weddings & parties Furniture Gallery Your proposal Let's talk




A full-width wedding film and real photography, with a clear route to a bespoke quote.

ORIGINAL
MARQUEES



# Beautiful sailcloth marquees.

Light through the canopy. Views across the garden. Space to make the day your own.

Let's plan your marquee



Marquee sizes, guest numbers and layout details, alongside photographs that show the space.

Home / Furnishings

# Furniture & finishing touches

Have a browse and tell us which pieces you like. We'll put them into a bespoke quote and help you work out what fits.



PUT YOUR OWN STAMP ON IT

## The pieces that make the party.

Choose the things you love. We'll help you pull them together and make sure there's room for everything.

Ask us for a little help

Customers browse the furniture and ask about the pieces they like. Every event is quoted individually.

ORIGINAL
MARQUEES

Our marquees Weddings & parties Furniture Gallery Your proposal Let's talk

# Outside is *a lovely place to be.*

From the first look at your venue to the last guest on the dance floor, we'll help you plan a space that feels right.

Tell us where you'd like to celebrate





Layered photography opens as you scroll, with a closer look at the sailcloth and its setting.

ORIGINAL
MARQUEES

Our marquees Weddings & parties Furniture Gallery Your proposal Let's talk

Make yourself at home.

Furniture & finishing touches



# Tables, chairs *and room to dance.*

Choose the pieces you love. We'll help you work out the layout and what else you need.



A colourful furniture spread and real celebrations bring more character to the homepage.

ORIGINAL
MARQUEES

Our marquees Weddings & parties Furniture Gallery Your proposal Let's talk

# Tell us about your event.

Share what you know so far. We'll be in touch to talk it through and put together a quote for you.



Prefer a chat?
North: 01768 603 730
South: 01865 636 165

The event Your plans Your details

## What are you planning?

Type of event

Please choose

Date

mm/dd/yyyy

Rough guest numbers

e.g. 120

Leave blank if you're still deciding.

Where will it be?

Venue, town or postcode

Which team is closest?

I'm not sure yet

Continue

ORIGINAL
MARQUEES

Our marquees Weddings & parties Furniture Gallery Your proposal Let's talk

Home / Customer area

# Your quotes & proposals

Come back to your event plans, check the details and let us know if anything has changed.

## Already received a proposal?

Use the personal link in the email we sent you. It opens your proposal, including the latest changes from the team.

Can't find it? Get in touch and we'll help you get back to it.

Ask the team for my proposal link

## Planning something new?

ORIGINAL
MARQUEES

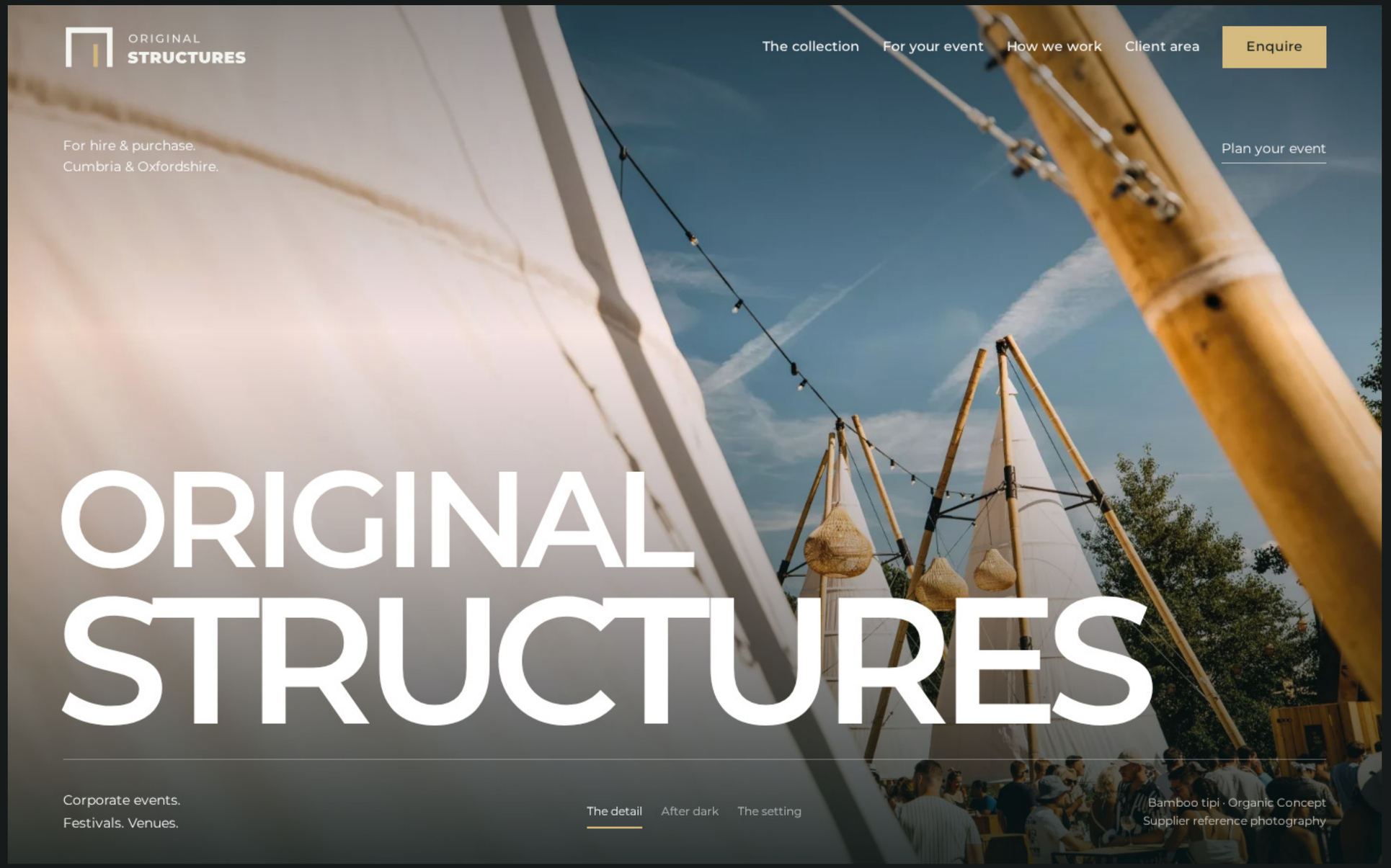
Example proposal



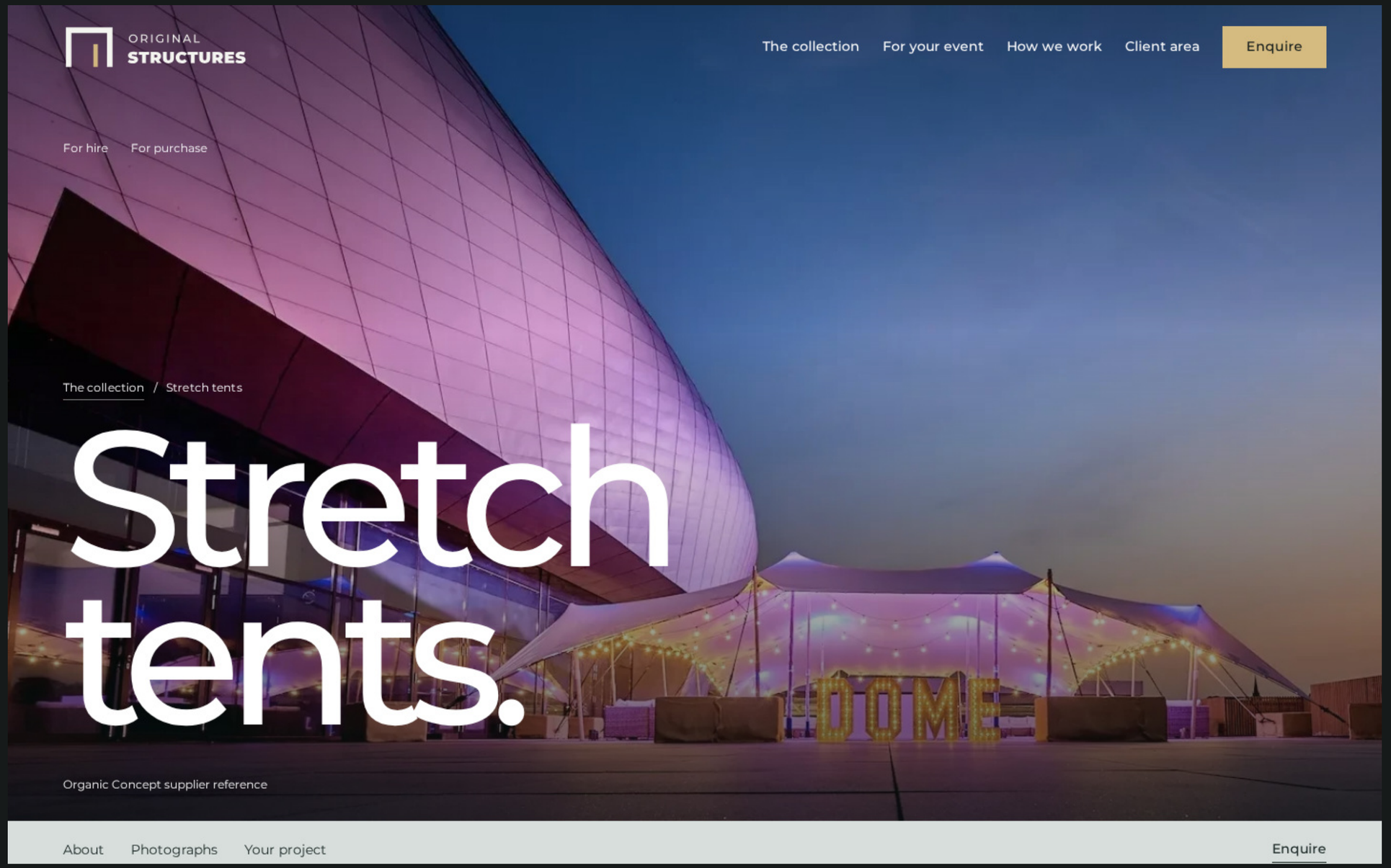
Your event proposal

A bespoke quote request, connected through GoodEvent's supported enquiry tools.

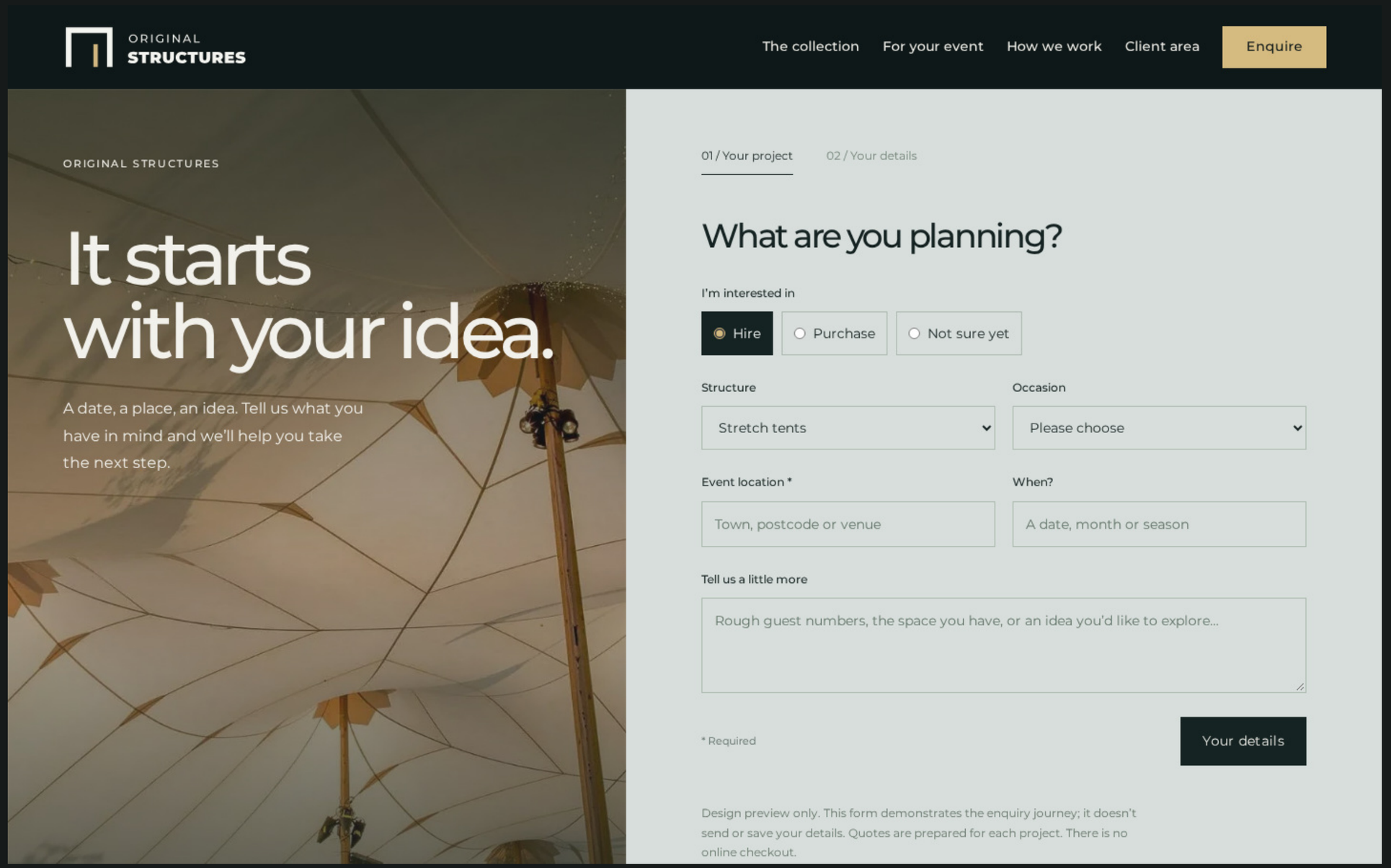
A website entry concept. Issued proposals use GoodEvent's own customer access links.




Large supplier photographs and measured architectural movement give the new business its own presence.




A photographic product page with an image gallery and lightbox, followed by practical enquiry choices.




A project brief starts the conversation. GoodEvent provides the supported enquiry and proposal connection.

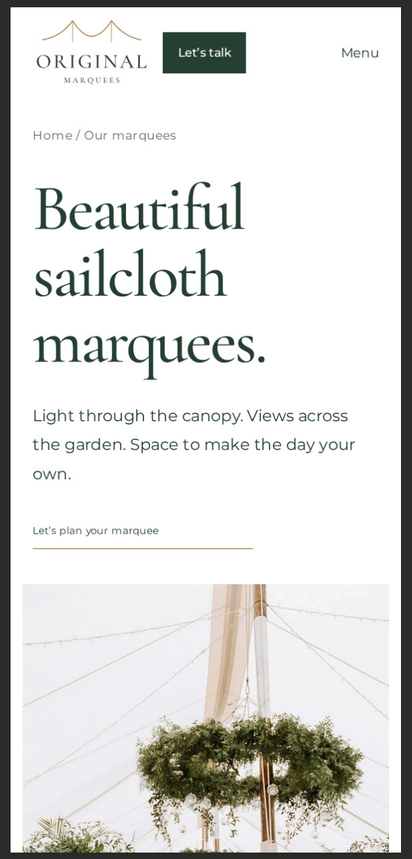
# Built for real use.

Clear menus, readable text and forms that are easy to fill in on a phone.

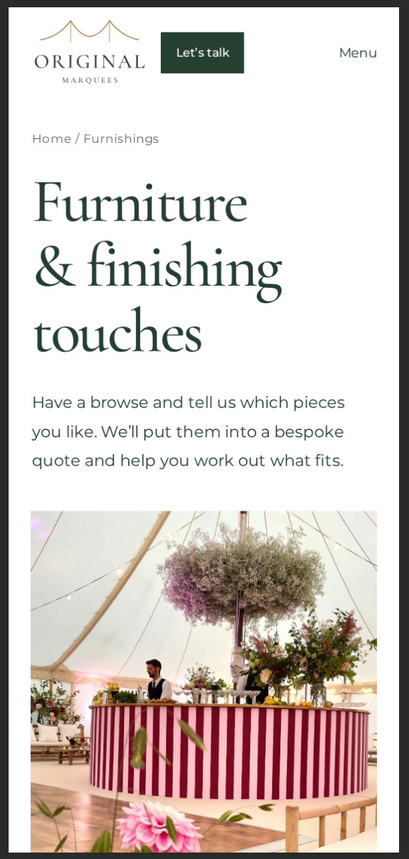
Both sites are checked on desktop, tablet and mobile, with separate image crops where needed.



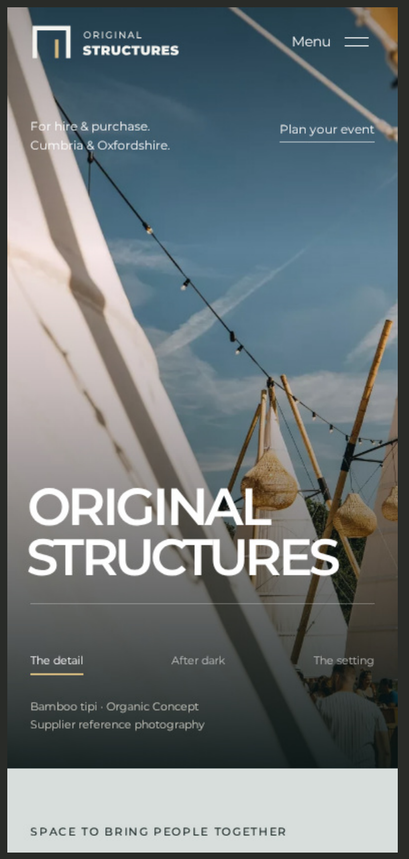

MARQUEES




SAILCLOTH




FURNITURE




STRUCTURES

ORIGINAL MARQUEES

# The existing site, carefully rebuilt.

Up to 16 main pages, plus the customer-area access page and enquiry confirmation. The audit guides the final structure and treatment of existing pages.

## Main website pages

- Home
- About Original Marquees
- Our marquees
- Sailcloth marquee detail
- Weddings
- Private parties
- Corporate events
- Our work
- Furniture catalogue
- Planning your event
- FAQs
- Journal
- Cumbria regional hub
- Oxfordshire regional hub
- Recommended suppliers
- Enquire / request a quote

## Initial content included

| | |
|---|---|
| Furniture items | **Up to 20** |
| Event stories | **Up to 4** |
| Existing journal posts | **Up to 12** |
| Supplier listings | **Up to 10** |
| County pages populated by Katie | **Up to 2** |
| Supplied policy pages | **Up to 2** |

All existing county URLs are reviewed and mapped. Your team adds the remaining retained content using the layouts. These allowances do not limit the protected archive.

# Structures to hire or buy. A new site built to grow.

Up to 18 proposed main pages, plus the customer-area access page and enquiry confirmation. Product pages include approved specifications, service details and clear hire or sales enquiries.

Home

About Original Structures

Our structures

Stretch tents

Fire tents

Large-format sailcloth tents

Bamboo tipis

Geodesic domes

Hire

Sales

Corporate events

Festivals

Venues

Design, planning & installation

Projects

Cumbria regional hub

Oxfordshire regional hub

Project enquiry

## Content included

Up to three project or case-study entries and 12 supplied service or gallery images, using your approved copy and technical information.

## Room to grow

Reusable product, application and project layouts let your team add new structures and services. All project claims and specifications come from you.

ORIGINAL MARQUEES

# Make the right route obvious.

The two sites need different menus and different landing pages. The final URL structure follows the SEO audit, rather than forcing useful existing content into a smaller menu.

### Original Marquees menu

Our marquees · Weddings & parties · Furniture · Locations · Gallery · About · Customer area · Request a quote

### Cumbria and Oxfordshire

Two clear regional hubs, linked to relevant marquee services, real events, local contacts and existing county pages. Keep useful county pages and their search value.

### Original Structures menu

Structures · Hire & sales · Applications · Locations · Projects · About · Customer area · Project enquiry

### A different audience

Corporate events, festivals and venues each have their own page, with clear Hire and Sales routes. Cumbria and Oxfordshire hubs use relevant services and project information, with local pages only for areas genuinely served.

Existing Original Marquees corporate pages stay in the audit. They will not be removed or redirected to the new business without a clear, agreed reason supported by the data.

ORIGINAL MARQUEES

# Protect the work already bringing people in.

Original Marquees already has an established site. Before the design changes, I'll review the available search and traffic data so we know which pages and enquiries matter most.

## Record the starting point

Use Search Console and GA4 to record priority queries, landing-page traffic, clicks, impressions, positions and enquiry data where available. Review indexed pages and links to important content.

## Build a working URL inventory

Combine a crawl, sitemaps and available WordPress exports with account data. Include service pages, county pages, journal posts, case studies, suppliers and valuable downloads.

## Understand the two audiences

Agree the searches, services and enquiries each site should serve. Cover Structures' five product types, hire and sales, and corporate, festival and venue audiences. Keep that content distinct from Original Marquees' wedding and party pages.

## What you receive

A baseline summary, an agreed sitemap and a URL/content plan showing what stays, what changes and who is responsible for adding it.

ORIGINAL MARQUEES

# Every valuable page needs a proper destination.

### Keep useful URLs and content

Retain valuable indexed pages and their URLs wherever practical. Preserve the useful detail within them, including local information, internal links, images and downloads.

### Map changed pages individually

Where a URL changes, use a permanent 301 redirect to the closest relevant replacement. Check the destination and avoid redirect chains, broken links or unrelated pages.

### The archive is part of the plan

The initial population allowance does not mean deleting older content. We'll agree client population or a separately approved addition for retained content beyond the allowance. Essential retained content must be ready before launch.

### Keep the current site running

Build privately while WordPress remains live. Keep the Original Marquees domain and protect its email settings. There is no whole-domain redirect to Original Structures.

No valuable page is removed simply to meet a page count. The agreed content and redirect plan is completed before the live switch.

ORIGINAL MARQUEES

# Two bases. Clear local information.

## Cumbria and Oxfordshire hubs

Each site gets a useful hub for each base. Include the real contact details, service area, practical event information and relevant work, then link to the appropriate services and county content.

## Write for each business

Original Marquees explains weddings, parties and sailcloth choices. Original Structures addresses product specifications, hire or sales, and corporate, festival and venue requirements. Each hub answers that audience's local questions.

## Search essentials on both sites

Set or migrate page titles, descriptions and H1s. Check canonical URLs, navigation, internal links, XML sitemaps and supported structured data. Optimise supplied images, filenames and alt text.

## Performance and useful content

Check mobile layouts and Core Web Vitals using available field data and practical page tests. Keep media sensible. Clear service answers and real examples also support emerging search and AI discovery.

Regional pages will describe genuine coverage. We will not create pages for places the businesses do not serve or invent local projects.

ORIGINAL MARQUEES

# Check the move, then keep watching.

## Before launch

Keep staging private and out of search. Review important pages, mobile performance, forms, links, metadata and redirect mapping. Complete the retained content and get approval before changing the domain.

## At launch

Remove temporary noindex or other staging restrictions. Verify public access, HTTPS, canonical URLs and sitemaps. Test real redirects, 404 handling, enquiry delivery and customer proposal access.

## The first 30 days

Check Search Console for crawl and indexing issues, broken destinations and changes on priority pages. Compare available traffic and enquiry data with the baseline. Track website clicks and completed submissions where supported. Review in weeks one and four after each launch.

## Resolve and hand over

Correct faults in the delivered build during the included support period. Share the findings and flag any further content or SEO work that would help the sites after that.

This work reduces migration risk. Search rankings, traffic and inclusion in AI answers cannot be guaranteed.

ORIGINAL MARQUEES

# From the first enquiry to the proposal.

## Customers tell you what they need

Each website has one main enquiry route, using a GoodEvent-supported form, embed or hosted link. Capture the date, location and requirements, including hire or sales for Structures, with the right contact and consent details.

## Your team prepares the quote

The enquiry arrives in the agreed GoodEvent workflow. Your team reviews the request and creates the bespoke quote. One branded quote/proposal template is included for each business, using GoodEvent's available settings.

## Customers can come back to it

Each site has a customer-area entry page. Issued quotes and proposals use GoodEvent's own access tools, normally personal quote links. Test enquiry receipt, proposal issue and customer access on desktop and mobile.

## Agree the account setup first

We'll confirm whether the brands need one or two GoodEvent accounts, the hire/sales enquiry handling and enabled features. Subscriptions and any provider setup fees are confirmed before you commit and paid directly by you.

Bespoke enquiries and proposals only. No e-commerce, custom CRM, custom login or unverified API connection.

ORIGINAL MARQUEES

# Allow six to eight weeks for the two websites.

One coordinated programme, from the agreed start date once access, brand decisions and essential content are ready. We'll plan the two launches together; content or feedback delays can move the dates.

WEEK 1

## Review and plan

Audit the existing site, agree audiences, menus, content and the GoodEvent route.

WEEKS 2 TO 3

## Design and review

Develop the two identities and key page designs, with two feedback rounds per site.

WEEKS 4 TO 6

## Build and connect

Build both sites, add the included content and connect the agreed enquiry tools.

WEEKS 7 TO 8

## Check and launch

Finish content, test SEO and customer journeys, train your team and launch.

Each site includes one pre-launch correction pass and 30 days of technical support. One shared, recorded 60-minute training session covers both sites, with a short guide for each.

# £2,900 per website.

# £5,800

Combined project fee

| INCLUDED WORK | MARQUEES | STRUCTURES |
|---|---|---|
| Discovery and planning | £450 | £450 |
| Digital brand refresh and design | £600 | £600 |
| Website build and GoodEvent connection | £1,100 | £1,100 |
| SEO migration, tracking and launch | £500 | £500 |
| Training and launch support | £250 | £250 |

| | |
|---|---|
| **To book both sites** | £2,900 total (£1,450 allocated to each site) |
| **Before the joint launch** | £2,900 total (£1,450 allocated to each site) |

The final 50% is due once both completed builds are approved, before the coordinated launch.

ORIGINAL MARQUEES

# Clear before we get started.

## Included in the website fees

The agreed design and light brand refresh for each business, three initial logo suggestions per brand, stated page and content allowances, SEO, supported GoodEvent connections, two proposal templates, customer-area pages, testing, guides and launch support.

## What I'll need from you

Your internal brand guidelines, approved copy, product specifications, photos, video and policy wording. Access to domains, WordPress, Analytics, Search Console and GoodEvent. You provide pricing and operational settings; your creative team helps populate the remaining agreed content.

## Paid directly to the providers

Wix Studio or Squarespace subscriptions, domains, email, GoodEvent licences and onboarding fees. We'll confirm the account structure and costs first. Paid fonts or extra licences need agreement. There is no compulsory WebKatie monthly retainer.

## Separate work if required

E-commerce, custom CRM or login development, bespoke APIs, historical CRM data imports, wider operational setup, supplier logins, new photography, full copywriting and ongoing SEO campaigns. Extra pages or features are priced and agreed before work starts.

You own the website and CRM accounts. Agreed custom work is handed over after payment, subject to third-party licences.

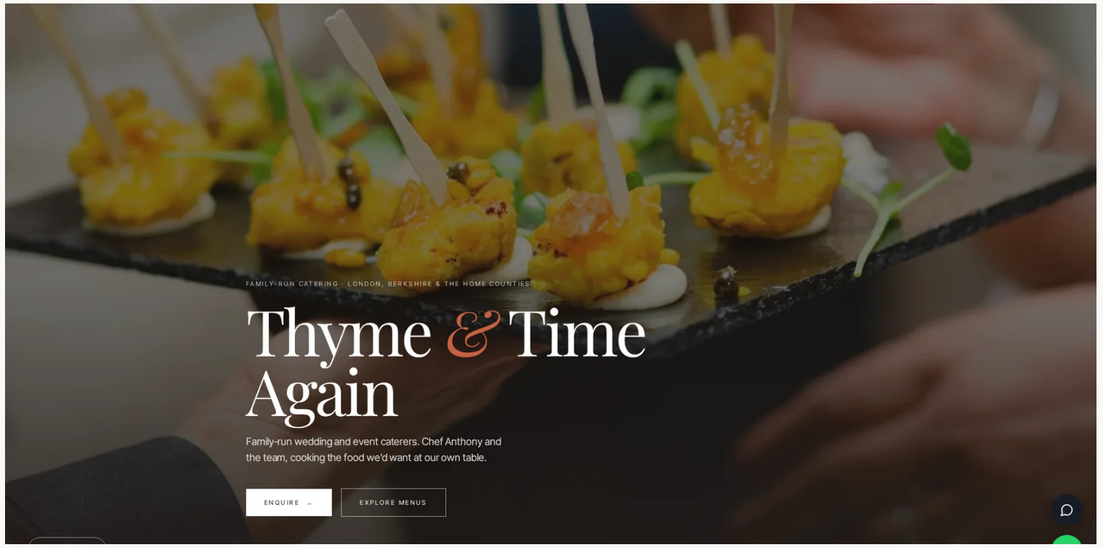
ORIGINAL MARQUEES

# A couple of relevant projects.




## The Tudor Barn

Website and visual identity, with a connected viewing and enquiry journey.




## Thyme & Time Again

Catering photography, clear menus and a detailed event enquiry form.

ORIGINAL MARQUEES

# About the mockups and the setup.

Marquees retains the Canopy drawing with softer Cormorant lettering. Its real film and photo reveals set a different pace to Structures' architectural motion and galleries. Supplier imagery shows structure types, not completed Original Structures projects.

The customer-area mockups show website entry concepts. Actual proposals use GoodEvent's own customer access tools, usually a personal quote link. They do not promise a custom login or a new dashboard of historical quotes.

The SEO audit and account checks follow access. Page decisions follow that evidence. GoodEvent features, account structure and charges are confirmed before setup. Organic-Concept's UK page confirms the existing Original Marquees partnership.

## Reference links

Original Marquees / existing site
Original Marquees / team
Original Marquees / locations
WebKatie / The Tudor Barn
WebKatie / Thyme & Time Again
Squarespace / WordPress migration
Squarespace / URL mappings
Wix / WordPress blog import
Wix / URL redirect imports
Google / AI search guidance
GoodEvent / website enquiry forms
GoodEvent / quotes and proposals
GoodEvent / customer quote access
GoodEvent / current subscriptions
Organic-Concept / Original Marquees partnership

WEBKATIE

# Ready when you are.

Once we've agreed the scope and a start date, I can get things moving.

**Katie · WebKatie**

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