

MGC Websites <Quality Assurance/>

What makes MGC Websites better than cheaper alternatives?

We've been building websites since the late 90's and have developed a QA process that we apply during the site launch to ensure your website performs as good as it looks.

Speed

In the age of mobile browsing the amount of time a page takes to download is vital to the users experience and Google takes a keen interest too. We use a variety of strategies and technologies to ensure our sites are fast to load even on slow 3G connections. Optimised Images, Content Delivery Networks, Graphical Fonts, Compression, Minification, Server Caching and Image Sprites all play a role.

Mobile Friendly

All our new sites achieve Googles Mobile Friendly status and are design to work well on screen sizes as small as the iPhone4. Whilst amateur web designers can use a CMS with a mobile friendly template they still come unstuck when they put content in the template that doesn't act in a responsive and/or mobile friendly manner.

Compatibility

At the time of writing we aim to support browsers down to Internet Explorer 9, two versions older than Microsoft supports itself (other major browsers allow their users to keep them up to date so aren't an issue). The aim is that all code should pass HTML and CSS3 validation but on occasions when it doesn't it will be for a good reason and not because a mistake has been made.

Unfortunately the technologies progress far faster than the standards so code can't always be 100% valid though it's still a best practice goal to ensure your site works on everything from an old smart phone to a brand new smart TV.

Accessibility

We want your website to be interpreted correctly by everything that reads it – and that means marking up code in a semantic fashion so services like Google can accurately identify your address, your event details, your picture gallery, your sites breadcrumb trail etc... At the same time we can instruct Facebook and Twitter to show the information we want people to see when a link to one of our pages is shared or tweeted.

Search Engine Optimisation – SEO

Look at what you've just read. We've just made a fast, mobile friendly, compatible and accessible website – we are half way there and already way ahead of the amateurs! There's a little more we can do, for example by plugging your sites index straight into Google for instant inclusion and up to date page listings, correctly configuring your server and domain etc...

To build on this super solid foundation we need unique, high quality content that keeps people on your site and makes them want to share it with others via social networks.

Good SEO is not about reverse engineering Googles current algorithm and trying to game it. All Google wants is to show the user what they want – the best website for their search term. Together we can build it!