

Services Guide



Answers You Can Trust.
Solutions You Can Count On.

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About Us

About Us

We are a full service custom web design and internet marketing agency specializing in Custom web design: From first time websites to huge complex corporate websites, we build sites to fit your brand and your objectives.

▶ Over 10 years' experience in online & offline marketing and business operations.

▶ Completely based out of Canada and the USA.

▶ We have worked one on one with 600+ customers in 12 different countries and territories.

▶ Specialists in small and corporate business automation and communication.

▶ We're passionate about technology, believe in open source and strive to maintain and grow long term relationships.



Web Design

Custom Website Design & Redesigns

“Quality custom web design requires foresight, strategic planning, research and a clear understanding of who will be using the website and for what purpose. Custom web design is not custom if you restrict your ideas to an existing template – custom web designs truly start from scratch.”

▶ No cookie cutters: 100% unique website designs from scratch, customized to your requirements.

▶ Expert execution: Emphasis on methodical planning and then execution.

▶ Flexible involvement: Providing collaborative design packages or “do-it-all-for-me” options.

▶ Super-Fast: We can fulfill complex website orders in days, sometimes hours.

▶ Deep resources: From design to coding to SEO we have expert resources accessible to you.

▶ Economical: Packages and services to meet any size business’s needs.

▶ Follow-up support: World class support services by phone, email, and ticketing system.

▶ Fair quotations: Quotes are calculated using the same system for big or small business.

▶ Multi-platform design: From Facebook pages to mobile sites to landing pages we do it all.



Internet Marketing



Email Marketing

"An automated marketing medium that allows you to collect, personalize and send marketing materials to segments of people that want to hear from you."

HTML email templates: Instantly connect your email messages to your brand and identity.

List management:

Cloud based software that helps you segment and send to subscribers.

Automation:

Effective drip and follow-up systems that require one time setup. Stats and tracking: Find what works based on open, click through and conversion rates.



Pay-Per-Click Marketing (CPC)

"Ultra-targeted advertising that allows you to pay for the qualified visitors you want and need, and nothing more."

Google AdWords:

Reach customers using keywords that are relevant to your product or service.

Facebook Ads:

Target demographics and interests related to what you offer.

Display networks: Make your ads appear on relevant websites to your market.

Track everything: Infinite refinements to what works and what has potential.



Social Marketing

"Much more than just a fad, online social mediums are changing the way that people communicate with each other. From word of mouth to instantly getting messages to your customers, social marketing is quickly becoming one of the fastest, easiest and most affordable ways to market."

Setup and rollout:

We can setup, admin and manage your social communication.

Custom designs:

Custom Facebook pages (and apps) and twitter page designs.

Automation: Integrate your new or current website to post in real time.

Consultation: Small classroom setting presentations to seminars, we provide the info you need.



Traffic Strategies

Quality, not quantity: Gather more insightful metrics with better qualified visitors.

Find your niche(s):

Target those people and places that need and want your offerings.

Track:

Measure the effectiveness from source to conversion to refine your marketing.



Website Optimization



“From gaining top rankings in the major search engines to ensuring your visitors go where you want them to, website optimization plays the most important role in the acquisition of qualified traffic, hot leads and increased conversion rates.”

Search Engine Optimization (SEO)

“SEO is not about appearing the highest in the search results for the most frequently used keywords. SEO starts with discovering what keywords people are using, explicitly understanding their intentions behind them, and then associating them with where they are in the search cycle.”

- ▶ Market keyword research: Discovery of various relevant keywords that searchers are using.
- ▶ Geographical usage: The volume of keyword usage in specific geographical regions.
- ▶ Competition analysis: Evaluating difficulty and costs associated with ranking for keywords.
- ▶ Onsite Website SEO audit: Analysis of the overall SEO keyword potency on your web site.
- ▶ Offsite SEO audit: Calculation of back-link effectiveness and other external factors.
- ▶ Overall SEO audit: Consideration of other factors that may hurt or improve rankings.
- ▶ SEO adjustments: Rollout of onsite and offsite SEO tasks to take top rankings.

Stats, Tracking & Analytics

“Every single website visitor leaves important information about their visit; even if they only view one page of your website. This information can be used to improve search engine rankings, the overall user experience and ultimately the number of leads and conversions.”

Automated tracking: Create profile(s) that explicitly define the segments you wish to track.

Campaign tracking: Explicitly define and monitor the success of all traffic you drive to your site.

Funnel optimization: Reveal problems and insights to what is and is not working for visitors.

eCommerce tracking: Isolate top keywords and sources that result in the highest conversions.

Increase ROI: Refocus and re-double efforts into every area that is working or that has potential.

New partnerships: Find new online partners that you may not have known even existed.



SEO Website Hosting



Blazing Fast Servers

“Major search engines are putting more emphasis on site load speeds, geographical proximities to searches and how and where a website is hosted. One of the easiest ways to improve both your rankings and user experience is to ensure your website is fast and always available.”

Seamless integration: Setup or move hosting with no downtime or compatibility issues.

Blazing speeds: Regular server tweaks continually improve content delivery speed.

Distributed content: Eliminate latency to all continents with our Cloud Flare relationship.

Easy to manage: Retain full control of your hosting environment as you see fit, if necessary.

Freedom to Choose

“Most web hosts provide DNS, web hosting, email hosting and a plethora of other services that bog down servers with services that are resource intensive all in an effort to save money. By hosting these services elsewhere you ensure your web hosting speed is never compromised.”

Google Apps: Utilize the power of Google’s free Gmail platform to manage you email.

Choice of CDN: Choose any content distribution network you choose to scale with growth.

Advanced DNS: Configure your DNS to work with any setup imaginable.

Easy transfer: Pick up and move with zero downtime as your needs change over time.



Design, Brand & Identity



Design, Brand, & Identity (Perception)

“A great looking logo and color scheme can have a positive ripple effect in an overall first impression, but without brand consistency, strong positioning and a distinct identity, a positive first impression can quickly be diminished. Perception is everything.”

- ▶ Association by design: Associate your logo with who you are and what you do.
- ▶ Consistently consistent: From logo to website to emails to print; always consistent.
- ▶ You're a pro: Show that you never compromise quality by never compromising your own.

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Branding Portfolio Page
<http://goo.gl/4BA6s>



Customer Testimonials Page
<http://goo.gl/caJHF>

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