

SPIDERWORKS DESIGN STUDIO

COMPANY PRESENTATION - BY RICHARD HAMILTON

WEBSITES HOSTING GRAPHICS

SPIDERWORKS

DESIGN STUDIO



INTRODUCTION

Spiderworks Design Studio is a web design, web development and web hosting company based on the Strand Cape Town, South Africa.

We have over 20 years experience in web design and web development both in South Africa and overseas.

We specialize in professionally designed websites and SEO (Search Engine Optimization) web sites ranging from small to large or massive dynamic database driven CMS websites.



OUR WEBSITE PRODUCTS

- Full CMS Websites built in Joomla or Wordpress. (All Responsive Layout)
- Search Engine Optimization.
- Social Media Integration.
- Social Media Marketing.
- Website and email Hosting.
- Full Maintenance Contracts.
- Full Website Audits.
- Graphics and Electronic Media Design.
- Smart Technology Apps.

CMS WEBSITES

What is a CMS Website?

CMS (Content Management Systems) are websites which are database driven and can be easily updated and managed by you the customer, The advantages of this are:

- Very little effort by the customer to do their own content management.
- No more requirement to have a webmaster do your content updates or addition.
- No waiting for webmasters to do your bidding for you, no more money wasted.
- WYSIWYG (What you see is what you get) Editor used to maintain your content and galleries.
- Joomla, Wordpress and Dolphin (only for social sites) Technologies used and developed.

All Spiderworks Websites and now built using a responsive layout technology (self scaling to any smart devices)

SEARCH ENGINE OPTIMIZATION (SEO)

What is SEO?

In order for any small to medium business to make it in the marketplace we need to rely on people finding your new website, This is done through search engines and by means of the search criteria the customers use to when searching for you in a specified market.

Spiderworks will “Optimize” your site so that the site has a real chance of being found by the search engines, This is done by telling the search engines you exist, making sure that all the search criteria required by those search engines is correctly set up and that the site is indexed in those search engines.

One thing to remember though, SEO it's a fairly long winded process and the best results may only be seen after a 3 month period, the only way to do it quickly is through PPC advertising, see slide 7 on “Social Media Marketing”

SOCIAL MEDIA INTEGRATION

What is social media integration?

- The full synergetic integration into the top social media platforms, these include:
 - Facebook
 - Twitter
 - Google+
 - LinkedIn

What this means is that your site is linked to and “talks” to your social media sites automatically, If you make updates to your site those updates would be automatically be posted to your social platforms giving your company massive free exposure on those sites. More exposure means more client “hits” on your site and this obviously translates to better sales..

SOCIAL MEDIA MARKETING

What it is?

- It's the ability to market your product through the social media platforms by using PPC (Pay Per Click) advertising.
- The premise is that if a potential customer clicks on your advert in a social platform you pay an agreed and set amount **per click** (or link to your site), You need to remember though, you pay for those clicks even if the customer didn't purchase anything, but, you still get the "hits" on your site which could potentially be sales.
- Spiderworks can set up and look after your social media marketing platform, You set the (daily/monthly) budget and we'll do the rest for you.

WEBSITE AND EMAIL HOSTING

Spiderworks Hosting

Spiderworks make use of their own hosting company locally in Cape Town, this means that your website and or emails are local and don't need to go from Cape to Cairo and back before you receive / send them

The advantages of this are:

- Quick Loading of your site.
- Quick and flawless email send/receive.
- Unlimited email addresses per account.
- Up to 10 sub domains could be hosted in your domain*

This depends on your hosting package, Specified term and conditions apply



WEBSITE MAINTENANCE CONTRACTS

What does this mean?

Spiderworks are equipped to maintain your sites and domain for you, That means you would have no requirement for a bespoke website team, We would in effect take the place of your internal team and maintain your web and email domains.

Methods used:

- Remote Support (Team Viewer, Skype)
- Ticketing System - Online Fault Logging System
- Onsite Maintenance (Only within 100km of Spiderworks Offices)
- Telephone Support (24 x 7)

FULL WEBSITE AUDITS

Why have your site audited?

In order to see whether your site is SEO Optimized you could have us audit your site and report our findings to you, A full and thorough site audit could take up to a week, after which we could recommend and or suggest which (if any) changes should be made, and the advantage or benefits of those changes could be made..

What tools we use?

- Years of website and SEO experience.
- Specialized reporting tools
- Google analytics and reporting direct from the search engine itself.

What does it cost, Well that depends in the size of the site, Please feel free to discuss your options with one of our team ..

GRAPHICS AND LOGO DESIGN

Spiderworks are well versed in the graphics design industry, using the very latest in technology and design methods.

We do the following:

- Logo Design
- Brochures
- Electronic Signatures
- Business card Design
- Corporate Identity Packages
- Microsoft PowerPoint Presentations (Animated or Static)



SMART TECHNOLOGY APPLICATIONS (APPS)

What is an App. ?

It's an application specifically design and developed to be used on a smart device, for example, you may give your customers your product list and the ability to purchase those products through their mobile phone, tablet etc., we will design and build the application for you

Apps could be used to do the following:

- Simple Contact Details and Maps
- More complex tasks such as sales.
- Photo or product Galleries
- Marketing and competitions etc.

OUR SERVICES

- Customization of current websites
- Monthly / Quarterly Retainer Contracts.
- Full online and /or Live Support on all products.

CURRENT WEBSITE CUSTOMIZATION

Spiderworks can customize your current website, however, a few points to remember are:

- Is your current website functional?
- Is your current website geared towards “Smart” Technologies?
- Does your current website abide by the SEO rules?
- Do you have the ability to maintain your own website as it currently is?

If you answered no to any of the above the chances are your website would be better of being completely rebuilt in the latest technology, this will give you're the benefit of all of the above!

RETAINER CONTRACTS

If you don't have someone in your organization who could look after your website's maintenance, we can offer you a monthly retainer contract, this means that you buy "hourly"(in advance) credit. These hours can be used for content updates to the agreed hours purchased, any additional development will be quoted for.

Advantages:

- Skilled Team doing your web content updates.
- No requirement for additional staff
- Retainer contracts are scaled to your business
- Your website will always stay current and up-to-date

LIVE AND REMOTE SUPPORT

If you require an “off-site” support team to look after your technology (Websites. PC’s Printers etc.) we’re geared up to do look after your business’s IT needs.

Advantages:

- Skilled Team doing your technology Support.
- Remote of onsite support
- No more in-house IT resource required

We’ll take care of your IT requirements so you can look after your sales and marketing.

CONTACT DETAILS

Spiderworks Design Studio CC

The Greens

Altena Road

Strand

Cape Town

Telephone Numbers

Office : 021 8535378

Cell : 076 9962019

Fax : 072 9196836

Sales Team : sales@spiderworks.co.za

Web Support : support@spiderworks.co.za

<http://www.spiderworks.co.za>

