



Website Design &
Development

www.i-marketing.asia
team@i-marketing.asia
Tel +44 (0) 208 1234 164
Tel +66 (0) 898 740 040

From simple starter to large ecommerce websites, i-Marketing develops search engine friendly websites. Our extensive experience in online application development, web development and search engine optimisation mean we can bring all the benefits of “single source”, reducing complexity and development time.

We have extensive experience in developing a range of sites, including:

- Basic informational sites.
- E-commerce sites.
- Self-managed sites i.e sites with easy to use content management systems.
- Database led sites.
- Flash animated sites.

Who will benefit

The Internet era is upon us and it is critical for all commercial enterprises to have an online presence. If you need to market to the outside world then a website is essential.

What the service includes:

Planning

Anybody can produce a site, the skill is in producing a site that WORKS, it generates visitors, it ensures those visitors convert consequently ultimately achieving your aims.

For all our sites we plan not only the site but the marketing message and we develop the site to ensure that all the elements work to ensure that you achieve your aims and objectives.

Design

Our creative design services ensure your website reflects your brand and values.

We can adapt existing materials for the web, ensuring a consistent branding experience across all your promotional activity, or we can work with you to develop a completely new visual style for your site, reflecting your message, values and target audience.

Usability

Making it easy for your target audience to do business with you is a given, but whether your organisation is profit led or not you will be looking to achieve a number of objectives from the site. To achieve these objectives the site must be developed to ensure the user is appropriately guided through.

3 core elements:

1. Get Found - Ensuring your site is achieving significant visitors.
2. Get Read - Ensure your site gets read and your visitors are fulfilled
3. Get Used - Develop visitor interaction - buy, download, contact you

Working together, we develop a list of desired visitor actions, for example:

- Visitor registers his email address, or requests information.
- Visitor orders a product online.
- Visitor downloads a white paper or watches a product demonstration.

The visitor actions are then analysed by monitoring click paths, “choke” points and exit pages. In our experience with a comprehensive review and an upgraded site structure we can significantly increase the rate at which your visitors become customers.

Website Analytics

The Web Analytics Association defines Website Analytics as the objective tracking, collection, measurement, reporting and analysis of quantitative internet data to optimize website and marketing initiatives. Website Analytics measures how your visitors are using your site and therefore enables you to continuously improve the value of your site.

i-Marketing provides 2 services:

Standard Analytics Service

This service provides statistics on:

- Overall visitor numbers.
- Where the visitors are coming from.
- What search keywords are used.
- Number of page views.
- Time on site.
- Referrer links.
- Page rankings.

This service is included in any website we develop, we automatically include the installation of Google Analytics.

Enhanced Analytics Service

The enhanced service is the standard service plus further detailed analysis. We develop conversion funnels to enable us to identify “choke” points or exit pages that are showing higher than average exit stats or lower than average conversion ratios. Your site is reviewed monthly.

This service is for those sites which really need to understand their visitors.

Site Support

In order to make site management simple we provide 3 main support services:

Site Updating Service:

Self Managed Updates: we provide a simple text/image content management system to enable real time updates.

Webmaster Updates: on demand service where we will carry out the updates.

Hosting Service:

We have a standard set of hosting services and can provide customization if required.

Email Management:

We offer solutions that include simple mailboxes that work with all mail servers and include webmail access for when you're on the move.

Software & Application Development

We have considerable knowledge of developing online applications, including:

- Online advertising systems
- Database applications for product listings
- Ecommerce sites

These have been developed using a number of common programming technologies and disciplines as well as experience in developing using:

- ASP.NET distributed architecture development, VB.NET, C#
- Java EE, JavaBeans and JSP
- PHP, Perl, ASP scripting, HTML, DHTML, CGI
- Visual Basic, C++, Java, Lingo, JavaScript, ActiveX Components
- DCOM, MFC, OLE, ODBC, XML
- IIS, Apache, WML, ISAPI
- Zope / Python development