



## ***Here's how we'll make your Website a SUCCESS!***

Here at Blukam Digital Partner, the Internet is our business. We specialize in professional web site design, quality hosting and web marketing solutions.

We know what your website needs to succeed online! Blukam Digital Partner offers a variety of web design, web hosting and web marketing packages to suit your business needs. We customize our services for every client and work with you to create and market the best site possible.

Thank you for taking the time to consider us for your web design, marketing and hosting needs. At Blukam Digital Partner... Growing your business is our business!

# *What Do You Want Your Website to Do for Your Business?*

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## **Image /Brand Builder**

Many companies want to use a website to build their image or brand. Most of their competitors have a website and they need to keep up as well as have the upper-hand in the market.

## **Provide Information**

Along with creating an image, many of our customers use their website to convey information to existing and prospective customers. In many cases their website replaces sale literature that they would send in the mail.

## **Generate Leads**

One of the most profitable uses for our customers' websites is to generate leads. This is effective if you are promoting your business locally, regionally or nationally. Lead generation is a key component in most businesses' sales plans.

## **Sell Products**

If you have a product you can sell anywhere, there is not a more cost effective way to reach your customers. (No Catalog Printing ... No Mailing Costs)

## **Customer Communication**

One of the best ways to increase your bottom line is to keep in touch with your existing customers. After all, selling to existing customers is easier than finding new customers. Using email to keep in touch with existing customers is extremely cost effective and simple to do. Many of our clients send monthly or weekly mailings.

## **Employee Communication**

Do you have employees who need to access pertinent information such as schedules, employee manuals, insurance documents, etc.? We can help you organize this documentation more effectively to increase staff efficiency and productivity.

# 5 Keys to a Profitable Website

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## Design

The graphic design of your website is critical! Sharp graphics and **good design principles** will keep your Internet customer interested. Good copy motivates your customer to action. The website will be designed for your target audience. The website design will reflect your overall image. We will ask for your input on what you feel visually reflects your organization. We believe that the design of the website should be clean and professional and, most importantly, visually fit into your overall marketing plan.

## Speed

In traditional marketing and advertising, speed is not an issue. But in Web Marketing, speed is as important as design. If your website is slow to appear, potential customers will switch to view someone else's site instead of waiting for yours. We make sure that all of your pages load fast.

## Navigation

This is a key point that is often overlooked by even large companies. Your website needs to be user friendly and your visitor needs to easily see what categories are available at all times. If your website appears to be a game of hide-and-go-seek, the joke is on you. Your website design will include a **menu navigation bar on every page** so the visitor can easily access designated pages of the website from his or her current page location. The website will be designed to avoid excessive scrolling on individual pages. Because of our strong background in E-commerce site development, where navigation makes the difference between turning a profit and losing money, we have developed a proven navigational knowledge base.

## Content

Articulate your Unique Selling Proposition (USP) and turn your website into a sales machine. Your website content should be motivating and accurately reflect your business. The first step is to decide what you want visitors to know about your business. Then we develop a site map. With each page of the website you should answer the question ... **Why should I buy from YOU instead of your competitors, even if it costs me more?** ... If you don't know, then chances are your target market doesn't either!

## Marketing

Your Internet business, in some respects, is like **opening a new location**. If your customers or potential customers don't know you exist, they will not find you. And you will not have them as a customer. There are many ways to drive people to your website. Some of these include: traditional advertising, **search engine** marketing, create links, creating your own **email lists**, and sending emails.

# ***How to Get Started with Designing Your Website***

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## **The Site Outline**

The first step in designing or re-designing your website is creating a site outline that summarizes the content you wish to include. Blukam Digital Partner will work with you to create this outline by asking you questions about your business and your customers.

## **Site Content - Writing**

After we've drawn up your site outline, we'll work with you to gather content for each of your website pages. Some of this content will likely come from brochures, catalogs or articles that you have already developed for your business. Our professional copywriters can take the content you provide and develop powerful and motivating content for each page of your website. Our writing staff can also develop additional content for your website as needed which include stock images.

## **Site Content – Graphics / Photos**

We will help you gather graphics and photos for your website from these three sources:

***Photos You Have:*** You may already have a great collection of photos. In this case, you'll just need to provide a digital or print copy of these photos so we can add them to your website. We can also scan photos from your product catalogs or brochures.

***Take Photos:*** If you do not have a collection of photos, we can often take pictures of sufficient quality for use on your website. In rare cases, you may need to consult the services of a professional photographer to create suitable photos for your website.

***Stock Photography:*** In many cases, we need a photo of a smiling child, serene scene or other 'feel good' photo. In these cases, we can often make use of stock photography and will purchase images for use on your website.

## **Website Design**

After we have gathered all of the content, photos and graphics for your website, the web design phase of your project will begin. You will be asked if you have any color or design preferences before we get started. Then will create the first draft of the site and keep altering it until it fits your requirements.

## **Final Check and Completion**

After all sections of your website have been completed, we will go through each page of the website to ensure everything is working properly. We will also ask you to take a final run through to ensure you are satisfied with all aspects of the website. After your approval, we will launch the website to the Internet.

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