



WEB DESIGN & DEVELOPMENT FEATURES

ENGAGING AND USER-FRIENDLY



3 MOUSE CLICKS



CONTENT STYLE SHEET



SITMAP AND FOOTER NAV



SEARCH OPTIMISED



STANDARD WEBSITE FEATURES:

- **Graphic User Interface ('GUI')**
User-friendly and engaging GUI showcasing the website layout. Includes 2x concepts to choose.
- **3 Mouse Clicks Accessibility**
Go anywhere on the website within 3 mouse clicks. Includes a website structure diagram.
- **Content Style Sheet ('CSS')**
CSS delivers consistent content formatting (text, headings and links).
- **Sitemap Navigation**
Allows the viewer to know where the current page is in relation to the home page.
- **Footer Navigation**
Conveniently gives the viewer accessibility to the rest of the website when reaching the bottom of the page without having to scroll back to the top.
- **Search Engine Optimisation ('SEO')**
SEO allows search engines to find the website easily through coded 'Tags'. Includes a Sitemap.

OPTIONAL WEBSITE FEATURES:

- **Drop Down Menu Navigation**
Quicker and easier accessibility throughout the website (for content driven websites).
- **Query Submission Forms**
With mandatory fields to collect filtered information and also includes a privacy policy page for users.
- **Customised "404" Error Page**
Leads users back into the website when accessing a broken link by displaying the sitemap.
- **Flash Animation**
Enhanced option of communication where moving images, audio sounds and interactivity combine for a more enriching online experience.
- **Website Maintenance Packages**
For any need to update the content on the website. Available in 2x convenient options.
- **Keyword Ranking Report**
Subscription service that gives you insight into how your website ranks amongst the competition for specific keywords on search engines.

- **Website Traffic Report**
Subscription service that gives you insight into the behaviours of your visitors. Available in 2x convenient report options.
- **PDF Documents**
Printed media can be downloaded and distributed at the viewer's convenience. Environmentally friendly communication that can reduce the need to print on paper.

231178™ DESIGN WEBSITES DELIVER:

- **USERS**
User-friendly accessibility combined with engaging visual presentation for a convenient and enjoyable online experience.
- **WEBMASTERS**
A powerful platform to obtain sales leads and measure return on investment ('ROI') from online and integrated marketing campaigns.