

Capture your share of the market.

The notion of the web as an extremely powerful marketing tool is not news. However, creating modern websites that effectively unlock this potential, has developed to a fine art. At Kinetic Design we are passionate about the sites we develop and embrace standards compliance to ensure your site not only looks great on all sorts of devices, but is loved by search engines and your audience, to keep your visitors clicking for more.

Website development is a key part of promoting and building new revenue streams for your company. The ability to reach a worldwide audience, regardless of your location, cannot be ignored. The exponentially growing use of the internet to find and purchase services and products can be utilized by your company. Kinetic Design has the experience and knowledge to best promote your company through modern web development.

Clear Content & Focused Design

We pride ourselves on our unique and customised websites for our clients, because we know there is no such thing as a one-size-fits-all solution. We focus is on creating a website that best represents your product, service and industry. Not only visually but also logically. We don't limit our websites by technology, but build in technology to support your vision and needs. Though liaison with our clients we develop strong, simple and modern designs to visually communicate important aspects of your business, without the clutter and confusion.

To do this we focus on selecting the right content and method of delivery for each and every client. An animated slide show of stunning photography from the quint bed and breakfast down south or an easy to spot and use search and navigation menu for the retail store that has 1000 items. It is the details that make the difference when it comes to customer experience. We have in-house designers that will develop designs based on your current corporate style or give your website a fresh new look. Using your passion for your company and industry we become passionate about your website and the ability to bring your unique service to an audience, the world over.

Easy-to-Use Content Management

Through years of experience Kinetic we have developed our own Content Management System (CMS) that has from the ground up with special emphasis on simplicity. Simplicity is the key to a great user experience and ongoing website longevity. Our CMS puts the website in your control, with easy-to-use and logical environment where making changes to any part of your website can be handled quickly and efficiently.

Our simple, yet powerful CMS will save you time and money. Update your website with the latest products, news, photos, company details or even search engine data directly via the CMS. We're also able to use the CMS for low cost external promotion with our e-newsletter portal to maintain customer communication.

Search Engine Optimisation

Search Engine Optimisation (SEO) is, simply put, a combination of methods used to create a website that has a strong ranking in search engines such as Google Yahoo and Bing. The basis for SEO is simple: if you have a good website and good content you will rank highly. Kinetic Design's SEO services are twofold:

Firstly we provide your website with a very strong foundation built with our highly optimised CMS and the efficient coding of your website. Using the most modern and advanced solutions available, your website will communicate efficiently and positively with all search engines. This allows your content to be given the exposure required to rank favorably in your industry...

Secondly we also provide the knowledge and best practices gained from years of experience to all clients for crafting the best content. Great content will directly relate to a higher ranking on search engines. The result is? High ranking websites will always bring an increased number of potential clients to your website, allowing you to build stronger exposure and more sales.

Every year more people are moving to the web, and search engines specifically, to find what their looking for regardless of industry. This is without a doubt the largest growing arena for building your company's exposure. The web is very competitive, there's no doubt about it, but with our experience we can and have helped our clients across a wide range of industries reach very strong positions within organic searches. The key is knowing how best to promote your company, which is exactly what we do.

E-commerce and getting your business on the web

A website is a great tool for advertising, however it can also be used as a new revenue stream. By taking your business online you can increase your products distribution to a national or even worldwide level. A Kinetic Design e-commerce website can offer your company a new revenue stream to compliment your pre-existing market or to build a brand new web-based company. We offer seamless integration of credit card payments within your website to allow customers to securely and easily pay for products and services. An automated payment system allows you to simply manage and focus on your business and providing better service for your customers.

Combined with our customised CMS all products, prices, and shipping details can be easily managed making sure your online store is always up to date and prepared for orders. Included in these tools is an order management system where you can track and update customers on the status of their order with the click of a button. With our third party payment gateway system you have full control over all incoming payments including refunds and the ability to manage any other situation that may arise. All that is required to start an e-commerce website is an ABN, online merchant facility and a product or service.

Ongoing Website Support & Management

We believe websites are living things, that are an evolving and growing part of your business. To this end we incorporate the use Google Analytics within every website to provide weekly and monthly tracking statistics. This includes a wide range of information from the people viewing your website. Access statistics, what they view, their location and how they landed on your website etc... In turn, this information can then be used to plan important changes to help increase readership through content changes and SEO management.

Kinetic Design can assist with your website strategy and advise you how this wealth of information to improve your website over time. However, for those clients who do not have the time or inclination, we offer a subscription service to completely manage your website. We offer a complete yearly package where your SEO will be updated with new advancements in the field. We also look through your websites current success with search ranking and make adjustments to keywords and content to help boost and maximize your position in important search criteria. This service is the best way to insure your website continually improves over time, making the most of your investment.

Web 2.0 Agile Dev & Backing Standards Compliance

The internet is constantly changing with updates being made to how we create and view the web. Kinetic Design is constantly evolving along with the industry. We currently employ agile development techniques which allows us to quickly integrate the latest and greatest into your website. Modern Web 2.0 practices allow us to build fast and lightweight solutions using AJAX (that's "We don't have to load every page when you need new information" for the less technical) providing your clients with fast and accessible content. Similarly we don't rely on expensive proprietary-based systems like Flash and Silverlight which only lead to your audiences seeing incomplete websites when they don't have flash or worse-yet on mobile devices. Using a mixture of Javascript and clever coding you wont miss the slow loading world of Flash or have to miss out on fancy animations and gorgeous slide shows.

We're very proud to promote that all of our websites are standards compliant, we follow the well defined rules of the internet (<http://www.w3.org>). What this means is our websites will look great on all web browsers and are better prepared for search engines. We are strong supporters of open source and affordable software and as such we utilise many open source technologies including web servers, database servers and scripting programming languages. What this means for you is that speed, security and safety are foundations of our development, not to mention we are not hamstrung with high cost licenses to mega-corporations.



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