

JESSE BIRCH
DESIGN+ILLUSTRATION

WEBSITE DESIGN



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Introduction To Website Design

Once you have your business branding nailed down, the next important weapon in your marketing arsenal is your website. Your website is where you can really communicate with existing and potential clients to let them know exactly who you are and what your business stands for. This is why you need to present the best possible face to the public with a professionally designed website that functions seamlessly.

It's not enough to just have a fantastic looking user interface- the functionality and accessibility of the site is vitally important. We make sure the user is not left searching the site high and low to find what they are after- all the most important information has to be easily visible or only a click away. If your clients can't find what they are after in a minute or less, the likelihood is that they will move on to another site.

The web is an ever-evolving beast and we keep up with the changes on a daily basis. The principles of user interaction, web psychology and search engine optimisation feed heavily into the designs we create and all sites are built using the latest technologies. Be it a simple brochure site, a complex CRM or an online store, we can design a site that will turn users into customers and generate solid leads.

We help you every step of the way to understand how the web works so you can use it to your best advantage. From planning your content and functionality and producing a winning design, through to coding and launching the completed site, we are here to answer every question and guide you through the process. Even after your site has gone live, we help you with maintaining your site and providing suggestions to grow your site for the future.

Our Web Services

Below is a list of some of the main features we are asked to provide for our client's sites. If you don't see what you are looking for, contact us via the details on the last page to discuss your needs.

Front End Design

"Front end design" refers to the creation of an attractive and functional user interface for your website. To get the best possible results, we suggest downloading our **Brief Sheet** PDF from the **Resources** section of our website. This asks the questions we need answered to provide a design that covers all of your organisation's needs.

Content Management System (CMS)

Storm Jarvie's custom built Catalyst CMS allows you to easily update your website any time you want. No technical knowlege needed!

Search Engine Optimisation (SEO)

Comprehensive Search Engine Optimisation means that your site will be highly visible to potential clients in all of the major serach engines such as Google.

E-Commerce (Online Shopping)

Join the largest market-place on the planet! Open your products up to a huge number of existing and potential clients with our online shopping services.

E-mail Newsletters

Reach out to your clients and keep them in the loop with regular newsletters.

Gallery Pages

Show off your work in a fast loading and attractive interface.

Javascript / AJAX features

We cleverly use these coding features to provide animations that aren't lost by people using iPads and iPhones, which don't currently support Flash animation.

Website Design & Development Prices

Website

2 x concepts to choose from utilising your logo & branding
1 x concept refined to your satisfaction
Comprehensive coding in standards compliant XHTML
Structured optimised CSS
Testing of the site for all major web browsers
Content Management System allowing you to update site
Comprehensive Search Engine Optimisation

from
\$2,400

Simple Web Page

2 x concepts to choose from utilising your logo & branding
1 x concept refined to client's satisfaction
HTML files uploaded to client's server

from
\$770

Applications & Software (front end design only)

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Layered Photoshop file ready for the developers

from
\$660

Web Banners (simple Flash animation)

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Web ready SWF (Flash animation) file

from
\$440

Contact Details

We look forwards to hearing from you to discuss your job requirements.

Our operating hours are from 9am to 6pm Monday to Friday Australian Eastern Standard Time (AEST), so it is best to phone within these times. You can email us anytime though - we often work weekends.

Jesse can be contacted by phone, email (or even snail mail!) via the details listed below:

0411 414 913

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E: enquiries@jessebirch.com.au

