



Includes

Mobile and Tablet Friendly Design
On Page Search Engine Optimization
Contact / Inquiry Form / Booking forms
Google Maps Social Media Integration
3 x Slider Design Image/Photo Gallery + Lightbox YouTube/Video Integration
Pricing Tables FAQ Toggle Section
Testimonial Sliders
Domain Registration (.co.za)
Google webmaster integration
Payment gateway integration
Delivery fee integration
Integration with social media channels
GMB Listing optimization

Ecommerce system.

The ecommerce system will allow for purchase of a variety of categories (As specified by the client) items. Our Ecommerce system will be integrated with a secure online payment gateway (PAYFAST) allowing clients to make purchases online and the onsite store to keep track of which orders are processing and which have been paid for.

This system will also create and dispatch invoices and notifications of orders and payment completion. The system also includes multiple payment options such as eft, debit credit and direct bank transfer.

WEBSITE CMS & ARCHITECTURE.

The backend system will allow for effortless upload of products and management of clients, stock and orders. The website will be designed focusing on both products and services offered by the client, content to be supplied by client and edited by New Perspective Design.

Social Media Page Creation (traffic 1)

New Perspective Design will create a social media page, we will also insert meta data on any blog post created allowing a easy way to share your blog post on social media and attract clients back to your website. From the monthly payment some posts will be used with paid advertising to grow you page and reach people not currently linked to you social media page. Having social media signals to your website is also a critical factor in increasing your google ranking.

Off page seo(traffic 2)

New Perspective Design will create backlinks to your website on other relevant websites this will in turn act as “votes of confidence in your website” whilst also bringing traffic to your website. Backlinks increase a websites authority and relevancy to queries with google allowing higher rankings over time and increased natural organic google traffic. Off page seo results will be evident from a week or two after starting. The real benefit often happens when your website is released from google sandbox. In many cases off page seo can be stopped after achieving a high google ranking as the brand will simply pick up user and grow by itself from there.

Reporting

New Perspective Design will provide the client with monthly reports on social media and website data, this is used as a proof to the client, indicating increases in website users and impressions and clicks alongside, social media impressions clicks and engagements. It also provides us with a steady stream of data to analyze and adjust our strategies accordingly.

Security.

Website will be auto updated with a 3rd party servers which houses constantly updated web application firewall rules.

Hosting and mails