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2008 Brochure



WELCOME

Welcome to CarbonONE, we are a full service business solutions company providing a Complete Online Solution for small business along with IT Consultancy & Project Management, Sales & Marketing Support and Training.

Based in Leicester our Online Solutions include web site design, search engine optimisation, online marketing support and more. Our Website design packages include everything from standard HTML through to web applications, flash, ecommerce enabled, website reviews and redesign, forum's, Blog's and more.

We are ideally located to assist customers both nationwide throughout the United Kingdom as well as internationally.

ABOUT US

We are an online marketing and development company specializing in providing solutions and services to small business.

Our expertise of Internet Design, Sales, Marketing and Development goes back over 12 years - since the early days of the internet boom.

As well as our core online services we also provide business solutions from Company Formation and Incorporation through to Sales & Marketing consultancy, IT Support and Project Management services.

“A quality, professional website is essential for any business, it represents your brand, ideology and quality of service.”

CURRENT PORTFOLIO OF SERVICES:

- Website Design
- Web Application Development
- Ecommerce Solutions
- Bespoke Applications
- Search Engine Optimisation
- Domain Name Registration
- Hosting Solutions
- Ready Made Website Templates
- Sales & Marketing Consultancy
- Project Management
- Management Consultancy
- Onsite Sales Training
- Onsite Project Management
- Business Development

WEB SITE DESIGN & DEVELOPMENT

We have over twelve years experience designing and optimising web sites for maximum exposure, our packages are priced to suit all budgets and no project is too big or small.

Whether you have an existing website and just need it modernising with a fresh design or need a completely new online presence we can help ensure that you receive the maximum return on your investment.

Our web design pricing is designed to cover all aspects of developing your online business including the design process, search engine optimisation and submission and stable fast hosting. All of our packages include at least 12 months support which also includes minor upgrades and additions to your site as well as a FREE domain name & hosting for 12 months.

We are fluent in all major coding languages including PHP, MySQL , ASP, JavaScript, HTML, CSS, SMARTY, Flash, AJAX, Ruby as well as all of the major CMS, Forum, ecommerce and Blogging Systems and take pride in utilising "Open Source" platforms to enable us to provide extremely cost effective solutions for any potential requirement.

5 Questions to ask yourself about your website:

1. Is the content up to date?
2. Are the layout and graphics modern and do they represent the quality of your brand?
3. Is your site easy to navigate?
4. How many visitors does it get?
5. How does it compare to your competitors?

“80% of Search Engine users don’t look past the first page of results... a high ranking well built website should be your most cost effective route to market.”

BENEFITS OF USING OUR WEB DESIGN SERVICES:

- 12 years quality experience
- Free Website Review
- Fluent in all development languages
- Web 2.0 Applications
- Utilise the most cost effective solutions
- Free Domain name & Hosting for 12 months
- Email, Phone and Messenger Support
- Fully Search Engine Optimised
- Full Access to your Hosting account
- Unlimited Email Accounts
- Unlimited Bandwidth
- UK Server with 99.9% Uptime

ECOMMERCE

Ecommerce adds the ability to sell your products and services online.

There are a number of ways this can be done for example:

- Standalone Storefront
- Fully Integrated Solution
- "Buy Now" Buttons
- Online Ordering

We have the experience to provide the solution that is right for your requirements and the expertise to deliver a high quality fully featured result.

Unless you have the ability already to accept online payments then you will need to setup a merchant account with an online payment processor such as PayPal, this is something we can assist you with as well as advising on the best integration method.

Whichever option you choose we have the skills and experience to deliver it.



WEBSITE ADDITIONS & BESPOKE

There are many variations to what is classed as a website and no two company's requirements are going to be exactly the same. Our experience allows us to manage any bespoke requirement and we are confident we can find a solution to 99.9% of requests.

Some examples of non-standard development projects we have undertaken:

- Online Event Management Systems
- Customer Extranet
- Online Customer Account Management
- Social Networks
- Forums
- Online Office Facilities
- Web 2.0 Upgrades including Instant Messengers and Flash Applications
- Branded Desktop Applications
- Advanced Property Websites
- Online Business Directories

We have the ability to create everything from a standard HTML website through to advanced desktop applications to enable you to penetrate your existing market and customers and be in control of the growth and effectiveness of your company.

SEARCH ENGINE OPTIMISATION

WHAT & WHY:

SEO is key to ensuring that your website is as visible as possible and easy to access for potential clients. Every day thousands more websites go up on the internet pushing you further and further away from maximising the impact of your online presence.

When we talk about SEO we use it to cover the following areas:

1. Inbound Links
2. Site Build Quality
3. Meta-Tags
4. Folder/URL Structure
5. Keywords & Description
6. Search Engine Submission
7. Essential Optimisation
8. Site Content

Taking all of the areas detailed above into account we are able to ensure that your website will gain additional rankings for the right keywords and that the positions you get are as high as possible in hundreds of search engines worldwide.

Our average result is rankings at least in the first 3 pages or 30 results in most of the major search engines and often gain results within the top 10 positions.

HOW IS THIS ACHIEVED?

Effective SEO is achieved by having a complete knowledge of the integral workings of the internet and expert knowledge of how to process this information and put it in place. Fortunately we have all of this and our experts have been optimising websites for over ten years and utilise the latest technology to provide the most detailed analysis available today.

“SEO is an ongoing project and should be an integral part of your overall marketing strategy and done correctly can provide an excellent, cost effective route to market.”

EXAMPLE SETUP:

- **Keyword Suggestions** based upon the latest trends in search traffic relevant to your industry/product/service.
- **Search Engine Ranking Report** to show you just where you currently are within the search engines by language or by country.
- **Search Engine Submission** to up to 300 major search engines that power hundreds of thousands of others around the world.
- **Essential Optimisation Report** detailing changes that need to be made to your website to compete for the first page in the search engine's of your choice.
- **Inbound Link Suggestion's** we can tell you who is linking back to your competition and provide you with a database of potential advertising opportunities or alternatively we can manage this for you.
- **Search Engine Spider analysis** to show you how the search engines currently see your site and how easy they can find their way around it to crawl.

SEARCH ENGINE SUBMISSION

We'll submit your web site, descriptions and keywords to up to 300 search engines, web directories and special interest sites in 45 countries!! the system we use will give you new positions within 3 days! we also recommend that you re-submit your website to the search engines every 6-8 weeks to ensure you retain your positions and encourage the search engine to spider your website frequently.

Most search engines don't like submissions from automated submission tools. The reason for that is simple: the creators of most search engine submission tools don't care about the specific rules of the search engines and they just want to list as many engines as possible. In addition, they access the search engine submission result pages directly without going to the actual submission page of the search engine.

The result is that search engines receive a lot of spam from those submission tools. You can be sure that your submission will be ignored if a search engine finds out that you used such a tool to submit your site. We are different. Automatic submissions with us are exactly the same as a manual submission by a real person. Our software doesn't access submit result pages directly. We submit your web site just like a real person:

1. Our software opens an invisible web browser window and goes to the submission page.
2. Our software automatically enters all required information in the right edit fields, waits a moment and clicks the Submit button for you.

Those are exactly the same steps a human web surfer would take. The difference is that our software can visit many search engines at once and saves you having to enter the same data again and again. Our software will do it all for you. You'll save a lot of time while following all search engine rules. Finally, there's a software tool that can automate manual submissions for you.

TOP 10 OPTIMISATION

To obtain the best rankings in the search engines you need to ensure that your website is optimised for the search engines to crawl and understand what your site is about. Submitting your web site to search engines is pointless if your web pages aren't optimized for search engines. Most likely, your web site will be listed at position 14,527 or search engines may not even index it at all. Most search engines display 10 results on the first page, and relatively few searchers click through to look at the second page.

This report compares your website with the Top 10 listings in the search engines of your choice, it then details to you changes to make to your website to give you much higher rankings and ultimately more business and traffic through your site.

If you visit a web page with a web browser, then your web browser will tell the server its name. For example, if the web browser application sends the server the text 'Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0)', then the server knows that the web browser is "Microsoft® Internet Explorer®" on a Windows 2000 computer. The identification line is called the "user agent" of the web browser application. Some webmasters tell their servers to send a different web page if the user doesn't use Microsoft's Internet Explorer.

For example, if Google's web crawl application visits their web site, then their server will send a different web page, one with more search terms and specifically optimized for Google. This method is called "cloaking".

The Top 10 Web Page Optimisation report uses a built-in web browser to visit the search engine web sites and all other web sites.

The Top 10 Web Page Optimisation report knows the user agent names of the search engines and will use them according to the search engine you've selected.

For example, if you've selected "Google" as the search engine, then the Top 10 Web Page Optimisation report will use a typical Google user agent name to visit the web pages. That way, the Top 10 Web Page Optimisation report tries to get the same web page from the server as the search engine crawl application, and you will be able to optimize your web page exactly the same way as the top ranked web page.

CONSULTANCY

CarbonONE are a unique consultancy business focused on providing high-quality sales & marketing consultancy, programme and project management, cost management and management consultancy services to small business.

The guiding principle behind the development of the company and the services we offer is simple. We aim to provide all the expertise, creative innovation, commitment, resources and support to enable our clients to progress as swiftly and effectively as possible from where they are today, to where they want to be tomorrow.

Clients benefit from CarbonONE's 10 years of consultancy and management expertise in assisting them to deliver their projects with outstanding quality and service. Our experience has been gained working with both global corporations and SME's in both the UK and Australia providing us with the knowledge and solutions to enable us to help your business grow.

MANAGEMENT CONSULTANCY

As a small business you will understand how valuable having good reliable employees are and the importance of ensuring you have a strong and varied skill set amongst your team. However due to the constraints of finance and resource it is not always possible to always have available to you everything you might need.

We provide the answers to these problems by being on call for advice, providing training and development as well as taking over management of tasks for you such as recruitment or IT support. If there are areas of your business that you have highlighted through a business review as needing additional support or restructuring speak to us first to ensure a cost effective solution.

SERVICES:

- Training and Development
- Insourced Solutions
- On and Offsite support
- Business Process Review
- Task Management
- Employee Development

PROJECT MANAGEMENT

Are you in a position where you know things need to change but not sure where to start? Then let our expertise in Project Management help you out. Whether it's an IT system change or a complete reshaping of your business, we have the experience to take the pain away and provide a fast, detailed project implementation or we can just provide you with the tools and direction to do it yourself.

RECENT EXAMPLES:

- IT Solutions / Integrations and Systems
- Human Resource Management
- KPI Monitoring
- Employee Development Structures
- Time Management and Monitoring
- Financial Reporting
- ERP/CRM Implementation
- Extranet and Intranet Systems
- Database Management and Reporting

COST MANAGEMENT

Effective Cost Management is key to any business, when was the last time you conducted a review of essential expenditure? When did you last review your employee count? What could you do to reduce your overheads overnight?

If you can't answer these questions then it may be worth considering conducting a business practise review, if you're not sure how or just don't have the time then let us know and we can do it for you. We will visit your office/site and provide you with a report explaining how you can increase your cost effectiveness and ultimately increase the profitability of your business.

FREQUENT EXAMPLES:

- Productivity Vs Headcount
- Over reliance on hard copy materials
- Outdated Processes
- Employee Development
- Customer Management Systems
- Internal Relationships & Reporting

SALES & MARKETING

We can provide you with everything you need to manage the Sales & Marketing for your business. Some of our expertise includes the following:

- Event Management
- Sales Training
- Marketing Plans & Budget Allocation
- Emarketing
- Press Releases
- Advertising Campaigns
- Brand Design & Development
- Online Marketing Campaigns
- Ecommerce Solutions