

E commerce Package

We have developed an e commerce Package that is proven to enhance any existing business or create a business from scratch. It is a feature rich package aimed at allowing you the maximum time to run your business without the hassles of trying to piece together a web page.

Most web sites out there that have shopping carts do not actually get any sales. This may surprise you, but would you trust purchasing an item on-line with a poorly designed web site?

Your site is designed in consultation with you and our programmers directly. You will always have the person who created your site available should any issues or enhancements arise. The person you are dealing with is the owner/partner of the business and not an employee.

“anyone can create a web site”

“shopping carts are free”

Both of these statements are true – but to create a successful web site is not a simple task. If you are interested in creating an investment for yourself read on...

Search Engine Optimization

Creating a good site is only part of the equation – getting visitors to your site is best done through a search engine like Google. When a potential customer uses a search engine they are looking for you. Compared to other forms of advertising that broadcast to everyone, when someone uses a search engine they are actively looking for you and are often ready to purchase.

Your site will be designed from the ground up to be search engine friendly. We have had success at getting good rankings for customers. Specialized Search Engine Optimization will be supplied for **6 months free**. We have a proven record in this area and can demonstrate through independent statistics, sites that have achieved a huge growth in visitors.

Payment Gateways

The few sites that do allow you to order on-line and handle credit card transactions can be problematic. Our package takes away the difficulty of creating merchant facilities and paying endless commissions. **Fraud** on some payment systems is staggering. Other systems can slug you as much as 20% once all the fees are taken into account.

Some products (e.g. Software) may be able to handle a 20% cost and fraud losses, but certain products are not suited to this and could ruin a business if there was large scale fraud.

Do you have the time to negotiate with the bank and read all the information to ensure you are getting a good deal? Probably not unless you are someone who gets fun out of reading mortgage documents. We use a variety of payment gateways and payment systems to suit your needs. Your target audience may be anywhere in world or Australian only. Some foreign customers will not buy products in any currencies other than US Dollars. A poorly designed package will not suit your potential customers and make few if any sales.

Ultimately you have to be comfortable with doing transactions online, you can choose not to use online payments and have staff available to handle payments as you normally would in your business. We have successful sites that do not process money online but do take orders.

Automated Shopping carts

If you have ever wrestled with a piece of software or an internet provider on your own computer you will appreciate that automated software packages that are so called easy to use are rarely the case. Some of these carts do not allow the flexibility to design the page that enhances your product(s). A custom designed site is the only way to really present your business to a larger audience in the best way.

There are some advanced shopping carts available on the market, they also require quite a bit of learning and no where near the flexibility of a custom design.

Hosting

We use quality hosts to host your site. Depending upon your circumstances certain hosts will suit your site. If your target audience is the US European market a US based host will be suitable – they also have far cheaper bandwidth costs than Australian hosts.

Australian sites are always better off with a quality Australian host. There is a noticeable speed difference between a host based in Australia and one based overseas for local traffic.

Some hosts offer cheap deals but are really only offering bought space on US servers. It's usually when there is a problem and you cannot find anyone to help you that you realize this.

Product handling

We have some advanced techniques to handle the various styles of product you may have. Not every situation suits a straight list down the page as some Shopping carts cater for.

Customized presentation of your products enhances the opportunity to purchase. Similar to how a shop may organize displays to enhance purchases, a web site can do the same.

Suppliers and Shipping

We can create end to end multiple supplier systems including tracking and dynamic Shipping systems that handle every aspect in the supply chain. (These are additional to this package)

If a customer orders 4 items that are supplied by one supplier there may be economies of scale to be achieved in the shipping of the item. A customer would appreciate savings passed on where multiple items are shipped.

Programming language

Java (JSP) is our language of choice. The benefits of using java include its speed and maintainability. We are using code that has been tested with multiple clients and proven to be maintainable. Other companies that use Java technology on their websites include IBM, Telstra, Sony-Ericson, Qantas and many more.

Maintenance

If you have had the pleasure of wading through any software engineering textbook will find a reference to maintenance being generally a larger cost than the initial purchase price of software.

We have been handed websites that do not work and asked to fix them. If the site is poorly designed and the original programmer is unavailable or has cut and run the time taken to fix the site can be huge. So the initially cheap site is now unworkable and may represent lost time, money and opportunity. Every project that fails, be it due to design, programming or lack of good planning in the initial stages is a wasted opportunity.

Administration System

The administration system for your site is designed to be easy to use and allow you to update content on your site with out spending extra cash.



Login

Welcome to the Irrigation Control Panel!

To access the Control Panel, please enter your username and password:

Username

Password

created by [Gold Coast Logic Integration](#)

Security is paramount throughout the site. Our multilevel security system allows anyone with basic computer skills to organise the site and set areas that are available to certain staff members. For example you may want a staff member to enter new product information but not to be able to view a list of orders or the email addresses of your subscribers.

Customised product management is a key feature. You may need to periodically add specials or you may have a complex and varied product range that needs a customised Product adding system that is available as a standard feature of this package. Some products may need to be categorized by size, weight, colour etc and require a simple technique for adding multiple items.

Navigation Bar:

- Admin
- Image Category
- Image Manager
- News Article
- Orders
- Product Category
- Product
- Login/Off

- View Orders
- Itemised View
- Main Menu

Our administration system is built to be customised and is created to the specifics of your business. There is no one size fits all philosophy, if you need to record any information it can be easily added to the site.

We validate data to ensure you do not accidentally enter an invalid date or the wrong information.

Database

We have experience in creating various databases including Oracle, Ms Access, MS SQL Server and MySQL. Our web sites use MySQL, which is an excellent database. If you need to integrate your existing data into the system we can assist you in this.

There are a lot of databases used on web sites that are simply not created properly. These may work well initially but eventually have data that is not correctly linked with adverse effects. We offer advanced users who are comfortable with databases free set up of a system that allows you to view your raw data directly from your desktop. You will always have the ability to modify your site via our administration system and with an integrated control panel if requested.

Regular backup of your database can be organized for a minor fee. There are always backups made of your data at no charge – this reduces the likelihood of a disaster.

Quality database design means that the database, which is optimized for speed is processing your requests. Inexperienced database programmers will not use the database to its full potential and partially process the results of complex queries within a program. This can be slow and error prone but like a lot of things you will not notice this until disaster strikes and you have to rely upon an expensive rewrite of your system.

We have had numerous requests to fix a problem in a website. The developers have used the 80/20 rule where 80% of the work can be done in 20% of the time. The real work has not been completed and you are left with something that does not work – does this sound familiar?

Email System

The system incorporates an email system. Hence you may need to email all of your subscribers or customers with some updated information. Anti spam laws in Australia prevent anyone sending unsolicited email. Our system will allow you to send emails with attachments to anyone who has chosen to accept emails. For example you may have a subscriber list who wish to be informed with specials periodically – this is standard in this package.

Subscribers

As mentioned above a subscriber system is available as standard allowing you to collect and communicate with potential customers. Subscriber systems are a very effective marketing tool as customers may require a few contacts with your organization before they feel comfortable to make a purchase online.

Statistics

The servers come with statistic packages as standard. These can be an excellent tool for analyzing your traffic, seeing where people are entering your site, checking unique and return visitors. These packages are comprehensive with terminology that some people may not be familiar with. We will talk you through the package so you can get the most out of the information.

We often create custom statistics for customers who really want to analyze a certain page or part of the site. For example you may want to know which product pages are the most viewed and how often a visitor is returning. We have also created a Popup for a customer and measured the response rate and benchmarked that against the industry standard. We do not necessarily condone the use of popups however they are statistically proven to increase sales and if done in a non irritating way will not cause customer aggravation.

Foreign languages

Have you ever tried to read a piece of Japanese language? Imagine if you were Japanese and all you could find on the web were English sites in your area of interest.

There is another more compelling reason to consider making your site multilingual; the competition in search engines in the native language is so much more in your favour. Multilingual support is not standard but can be added to your site at any stage for an additional fee.

Graphic Design

Good graphic designers can charge over \$100 per hour. We offer a quality design that is initially approved by yourself to ensure you are satisfied.

Fact: very few programmers can actually design. The sad truth is with the human beings we are usually either good on functional or a creative level and not both. Should you require the use of a quality graphic artist on your site we use some excellent graphic artists at reasonable rates.

Domain name selection

Some example domain names we have secured for customers are -:

Aircondirect.com.au
AustralianAboriginalArt.com
OzAquasaver.com
CreationsInColour.com.au
MarineDiscoveryCentre.com.au

These names are descriptive and easy to remember. It is quite inexpensive to purchase a domain name. There are some simple rules for Australian sites but generally it is a straightforward process. You can get your fingers burnt going to cheap resellers of domain names. There have been situations where cheap resellers of domain names have caused a name to be lost by customers or not allowed to transfer.

Domain resellers often try to convince customers that the domain must be hosted with them. This is not the case, a Domain can be transferred, usually within 24 hours to any host.

Success

The feeling of successfully selling a product on-line is fantastic.

Philip Hoile (head programmer) teaches various university IT subjects and has 2 tertiary business qualifications and a diverse working history. I love to create a successful web site for a customer. We have a variety of customers including air-conditioning retailers, inventors, printers, tradesmen, Marine Discovery Centre, surfing industry, sports organizations, building companies, local councils, government funded orgs and artists.

Now that the IT boom has subsided and people are now far more realistic in what can be achieved from a web site, there are some excellent opportunities and niche markets available. Like in any boom there is usually a flood of people into an industry looking for quick profits. Now is the time to look at the person who is creating your site and ask -:

- Are they qualified
- Do they have proven success
- Do they have a knowledge of related fields or just one narrow specialization
- Are they honest
- Will they be around in 5 years time
- Is the code they have written easy to maintain and still working in 5-10 years time

Price

The above package is available for approx \$ 8800 incl GST. or individually via our price list. A custom shopping cart added to your site with advanced updating of images and payments made via PayPal starts is \$ 2200. A full site design including a Shopping Cart is \$ 4400.

goldcoastLogin.com.au

Gold Coast Logic Integration 2/20 Stafford Ave Main Beach Queensland Australia 4217

Ph 07 55320651 email phil@goldcoastlogin.com.au

ABN 72778192874

We have some very successful sites using the Shopping Cart which has evolved to generate maximum income.

Recent sites using our custom cart are

www.Finshop.com.au

www.CountryWideIrrigation.com.au

www.GoldCoastComputerRepairs.com

Note how all of the above sites are at the top of Google in their respective keywords. This is because everything we build is made to enhance your position in Search Engines.

Please contact Philip Hoile (07) 55320651 phil@goldcoastlogin.com.au to discuss the possibilities for your site.