

WEB
DEVELOPMENT

OUR PROCESS



It takes up to 3 weeks of full-time work to make a quality website. Ecommerce sites take longer with the additional testing of the payment systems.



Quality, W3C validated, code

I use a base template with quality, W3C validated, code proven to work well in Google.

An example template is <https://fabrex.websitelayout.net/>

These templates contain far more than one developer could create, they are made by teams.

Almost any of the home page examples can be a full site so choices can be made on the initial preferred colour scheme.

Other full sites can also be an option eg

<https://fabrex.websitelayout.net/demos/law/index.html> is an example of a full law site.

For example the Main Demo is a comprehensive site - most of the panels used on individual pages can be used with other home page examples.

Almost any section of a page can be incorporated into your site.

This makes for a dazzling array of possibilities, that are anything but boring.



Panels and Sections

Panels are sections of code - some pages will contain 6 or more panels.

You can check the panels by looking at the source code. These are blocks of code that form a section.

Colours are mixed into the system so choosing a template as close as possible to your preferred colours is important.

Elements menu contains options. For example I would usually choose 2 blockquotes to use. <https://fabrex.websitelayout.net/blockquote.html>



Bootstrap

Website templates I prefer utilise bootstrap. This is a CSS framework for standardising display across various screen sizes.

It also includes form validation and form elements.

Hence pages and blogs can have many unique design features. Errors on form submissions can be checked before a form is submitted using tested systems.



JavaScript Elements

Templates contain examples that include JavaScript Elements.

For example a system that draws graphs from data on a page utilises JavaScript Elements.

A site will never use all of these. Care must be taken to avoid loading scripts that simply are not needed.



Back-End Systems

My back-end system is NOT Word Press. It is a system I have developed over 20+ years of programming.

It is currently in its 4th major version.

The template shows what the visitors to your site may see.

The back-end system works only on private servers I have configured. Servers are expertly managed by professionals. Some have a 10+ year relationship with me.

The advantage of that is it is a lot more work for a hacker to hack a custom system.

Some clients see not having direct access to the server as a risk or disadvantage.

However, there is little chance of a client accidentally placing malicious code onto a protected server.



Stage 1 (live working page)

With the combination of template, panels, pages and elements we construct pages to suit your website.

You will see a working version of one page early in the process.

At this stage we are only testing the look. Ensuring the page validates and loads quickly without errors.

Detailed competitor analysis is the basis for the content and menu of your site.

There are no shortcuts in this process.

Often the difference between a success and failure is in the choices made for your content strategy.

Refer to our related pages on Competitor Analysis and Content Strategy-:

https://www.goldcoastlogin.com.au/gold-coast/news/NewsArticle.jsp?News_ID=134

<https://www.videomarketinggoldcoast.com/Marketing/web-marketing/Web-Marketing.html>



Stage 2 (live site)

Building a site with SEO in mind is where we research the keywords and build a structure and menu based largely on the best keyword opportunities.

Some systems do not allow this fine-tuning, or appear too complex to implement this approach.

SEO evolves, with the inclusion of artificial intelligence (AI) we are now competing against algorithms and machine learning.

A static website with little flexibility to evolve will not perform as well as a custom adaptable system managed by a professional.

Even when that system may not have as many options or functions as some systems it still performs better.

I use a combination of static and dynamic pages to reduce unnecessary load on database connections.



Updates and Hosting

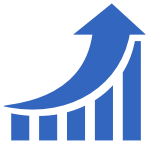
Hosting on private servers is \$29.95 per month unless you choose a monthly SEO plan.

These plans start at \$277 per month incl GST.

Future redesign for your site do not require the entire back-end system and website to be replaced.

Some sites have had 4 design revisions and do not require a replacement of the entire system.

The time to monitor, maintain and upgrade the site is reduced because these are systems I have personally developed and documented.



Stage 3 (Optional SEO)

The SEO success rate is close to 100% when we are operating sites we have created with our systems.

Some niches become very competitive. The ability to monitor and change strategies is important.

I subscribe to a collection of time saving and diagnostic tools.

Research and understanding Google algorithms is a major portion of my work day.

Hosting fees are free for clients paying monthly SEO fees.

Keeping a limited number of clients, many have over 100 monthly invoices.

Limiting client numbers and avoiding 'churn' keeps costs down.

Our costing reflects the fact we are competing against the world, not just the web business down the road.

It is also designed so I personally perform the tasks I like most like programming, SEO and developing new systems instead of administration tasks and employee management.

Each employee added to a web project necessarily increases the overhead of communication within a business.

If we can create an effective web presence with one to one communication there are massive reductions in overheads a typical "agency" cannot match.

My Background

After completing a degree in business IT at Griffith University I was lucky to get an opportunity to teach tutorials for the subject User Interface Design (UID).

13 years of IT lecturing in UID, eBusiness, Advanced eBusiness, eCommerce, Object Oriented Design and Development and many more set a basis for my web development business I ran in unison.

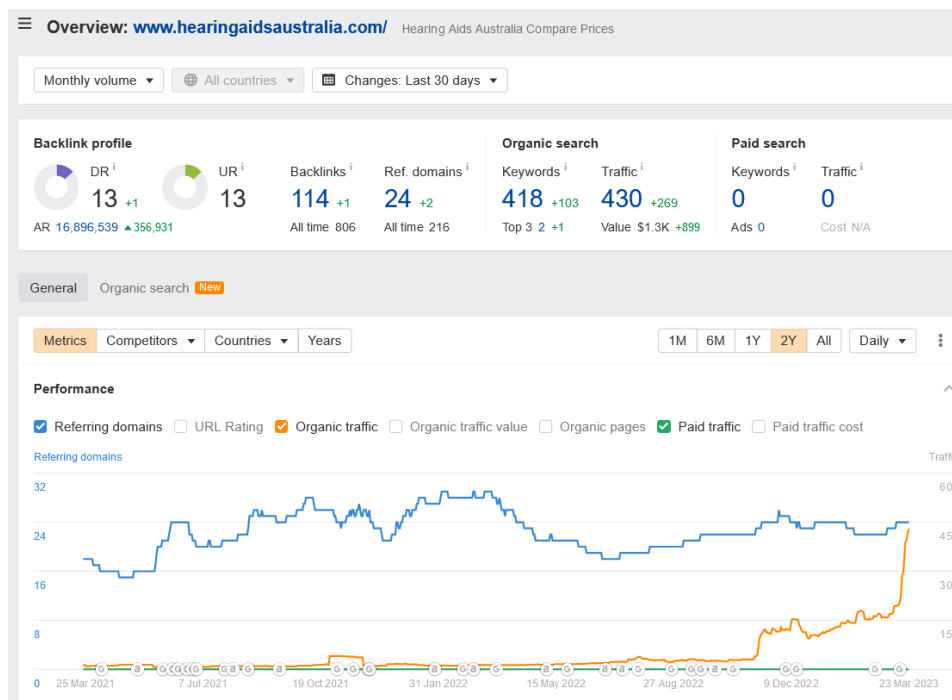
SEO is a natural addition, because it has a huge benefit and value add for clients.

Combining programming and marketing skills in a small team has been my focus for over 20 years.





Results



This is a support site I own. It is used for my largest client to help keep his eCommerce site at the top of Google.

When we get SEO right and utilise our own websites, it is very difficult for competitors to gain a foothold without massive budgets.

The orange line is a calculation by SEO software of the Organic Search Clicks for this site.

The blue line is Referring Domains, other sites linking in to this site.