

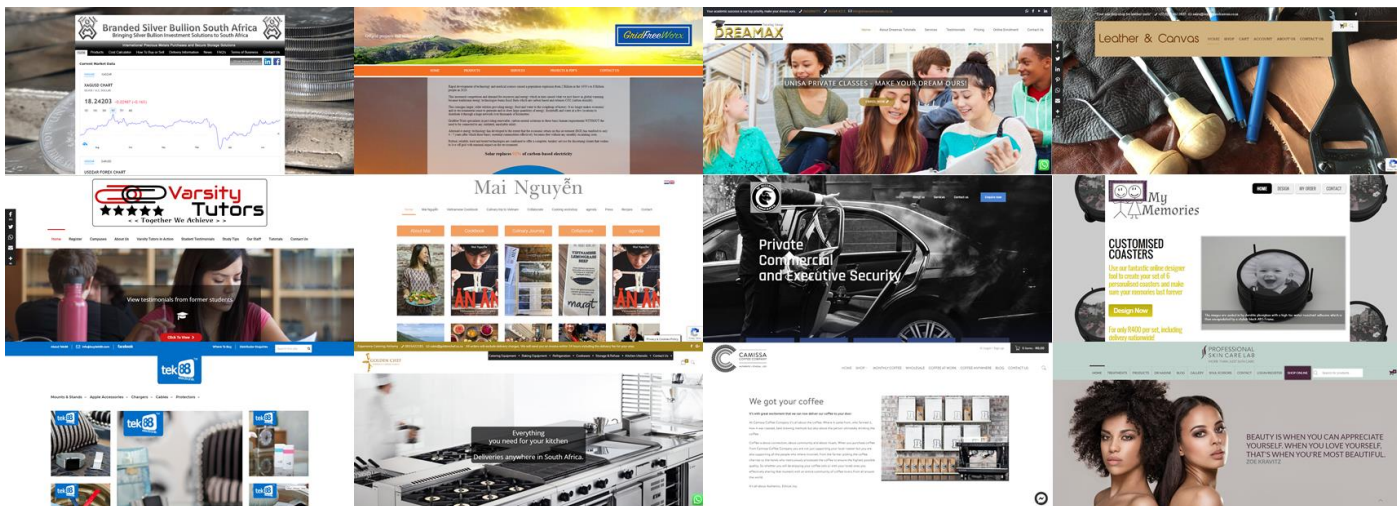
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1. Website Design & Development

Complete Web Solutions have designed and developed over 400 websites and web applications for a variety of clients all across the globe over the last 10+ years. Types of websites Complete Web Solutions have built include the following:

- Blog or Personal Websites
- Business Websites
- eCommerce Websites (online shops)
- Job Boards
- Business Directories
- Non-profit and Religious Websites
- Portfolio Websites
- Online Communities
- Auction Websites
- Multilingual Websites
- Knowledgebase Websites
- Niche Affiliate Websites
- Photography Websites
- School or College Websites

Complete Web Solutions works closely with every client to make sure their website represents their business. We take pride in each and every product and will only launch once the client is 100% satisfied with the outcome. We keep up to date with latest web technologies. All websites will be 100% mobile friendly and have an SSL certificate installed. We design & develop the sites to make sure they are search engine friendly which makes sure the site receives its fair share of visitors.



A small selection of our 350+ websites built over the last 10 years.

2. Logo design

Complete Web Solutions liaises with their clients to produce logos that make them stand out from the rest. Our showcase below:



3. Mobile App Design & Development

Complete Web Solutions is a qualified Android and IOS app development company. We have been building or contributing to the build of mobile apps for over 5 years now.

Two examples of apps we have developed are:

<p>IOS: https://apps.apple.com/za/app/isagold/id1139375509 </p>	<p>IOS: https://apps.apple.com/za/app/go-to-vine/id1477327225</p>

Android:
<https://play.google.com/store/apps/details?id=com.completewebsolutions.app&hl=en>

Android:
<https://play.google.com/store/apps/details?id=com.gotovine2.app&hl=en>

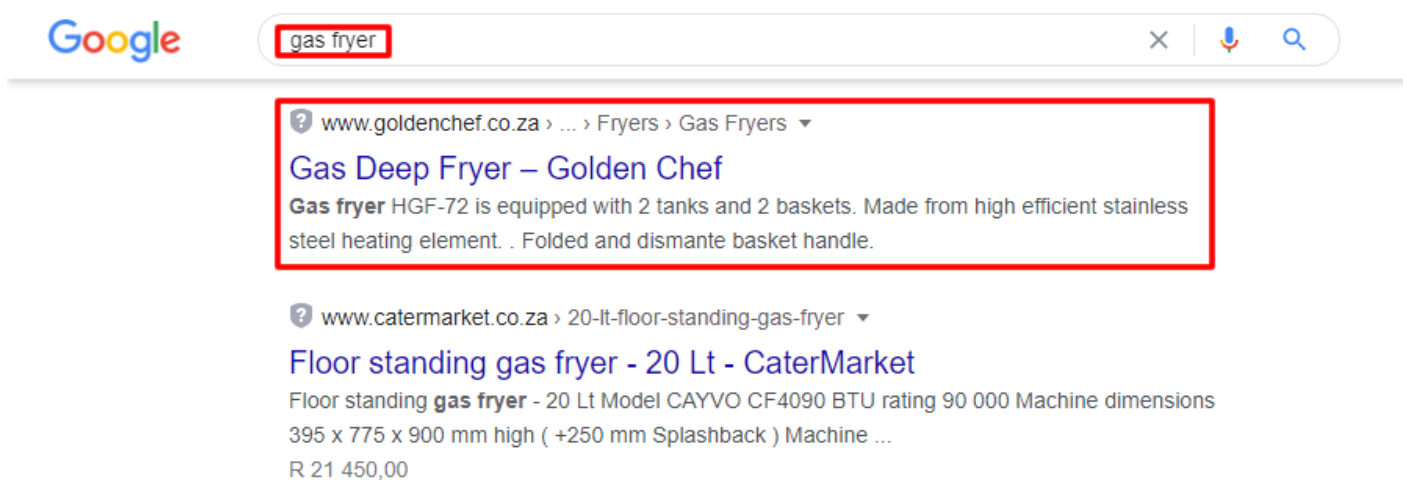
Mobile App currently under development:

Production on Point - Database and diary management application for film production & industry professionals in the UK looking to connect on one convenient and interactive platform.



4. Search engine optimisation

e.g. Let's take an existing Complete Web Solutions client, Golden Chef, as an example. Golden Chef supply catering equipment to hotels, bars, clubs and restaurants and homeowners as well. Somebody searches on Google for a 'gas fryer'. Golden Chef is featured on the first page of search results. This is crucial for them to receive their fair share of web traffic. View below:



Q: So how is this achieved?

A: By search engine optimising the website

Onsite search engine optimisation

Complete Web Solutions adds elements to their client's websites which improve the organic ranking of the website by implementing the following:

- i. Minimum 300 words per page
- ii. SEO friendly Page titles
- iii. SEO friendly Page descriptions
- iv. H1, H2, H3 tags
- v. Image Alt tags
- vi. Google sitemap (makes sure the website is continually indexed with Google and the index is updated)
- vii. Google analytics
- viii. SSL certificate (a MUST have)
- ix. Page caching
- x. Image compression
- xi. Blogging (improves SEO as it creates content with keywords)

5. Google Advertising

a. Google Search Engine Advertising

Most of the website traffic comes via the Google search engine platform, on average over 75% in fact. Google search engine advertising has given our clients a big advantage over their competition as having your Ads displayed on page 1 search results is crucial in gaining a targeted audience to increase website sales. Take a look at one of our current clients results for a very important keyword for them; "polygraph tests". See below:

The screenshot shows a Google search for "polygraph tests". The search bar at the top contains the text "polygraph tests" and is highlighted with a red box. Below the search bar, the results show "About 17 400 000 results (0,57 seconds)". Two advertisements are displayed. The first ad is from "www.securepolygraphsolutions.co.za/" and is titled "Polygraph Test Cape Town, Lie Detector Services South Africa". It includes a description: "Secure Polygraphs Solutions and Lie Detection Services. Get Pricing Details. Register Online. Highlights: We Offer A Wide Range Of Products, Online Shopping Available." and four buttons: "Lie Detection Services", "About SPS", "Got Any Queries?", and "More On Polygraph Testing". The second ad is from "www.polygraphpro.co.za/" and is titled "Lie detection / Polygraph | Examinations | polygraphpro.co.za". It includes a description: "City of Cape Town, Cape Winelands, West Coast, Overberg, Gareden Route and Central Karoo. More than 35 years combined exp in the field of polygraph. Multi Faceted Company." and three buttons: "Polygraph Examinations", "Security Services", and "Contact Us". Both ads are highlighted with a red box.

Google

polygraph tests

× | 🔊 🔍

🔍 All 🖼 Images 🛒 Shopping 📺 Videos 📰 News ⋮ More Settings Tools

About 17 400 000 results (0,57 seconds)

Ad • www.securepolygraphsolutions.co.za/ ▾

Polygraph Test Cape Town, Lie Detector Services South Africa

Secure **Polygraphs** Solutions and Lie Detection Services. Get Pricing Details. Register Online.
Highlights: We Offer A Wide Range Of Products, Online Shopping Available.

Lie Detection Services About SPS Got Any Queries? More On Polygraph Testing

Ad • www.polygraphpro.co.za/ ▾ 080 043 5787

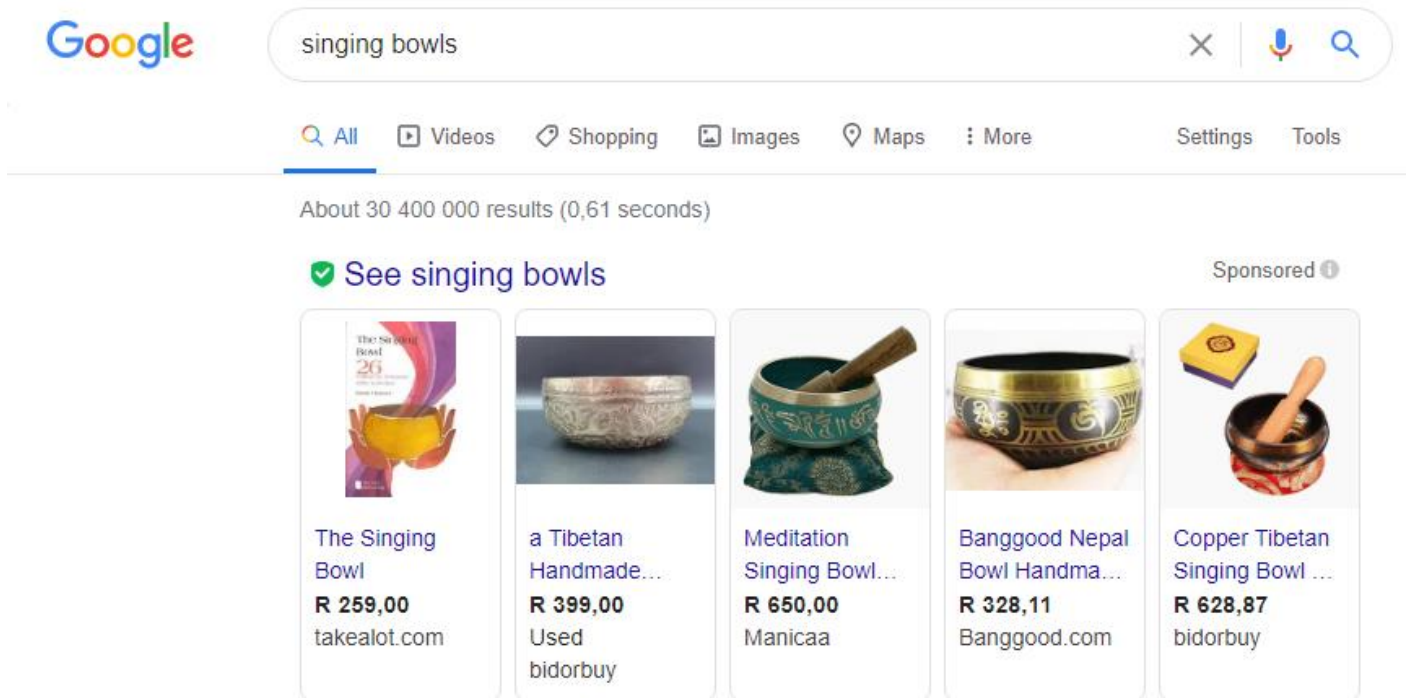
Lie detection / Polygraph | Examinations | polygraphpro.co.za

City of Cape Town, Cape Winelands, West Coast, Overberg, Gareden Route and Central Karoo.
More than 35 years combined exp in the field of **polygraph**. Multi Faceted Company.

Polygraph Examinations Security Services Contact Us

This space (page one of search results) is especially important. If your website can be viewed organically or via a text ad, you are going a long way to making sure your online business is a success. Complete Web Solutions will setup a maximum cost per click (CPC) for your Google Ads campaign. This governs the exact amount of Rands you would like to spend in a month. If your budget for Google advertising is R1000 for the month and we set the maximum cost per click at R2.5, you will receive +- 400 targeted visitors to the site which will result in an increase in sales. Complete Web Solutions in consultation with our clients will make sure the ads display for the correct targeted audience e.g. "People between the ages of 20 – 80 living in Western Cape looking for polygraph services".

b. Google Product Advertising



A new form of Google advertising is Google product advertising. Essentially Google displays your products based on search results and not your website. This type of advertising has definitely benefited my clients as these ads are displayed RIGHT AT THE TOP of the search results and you have an opportunity to display an image of your product to the audience. The click through takes the visitor straight to the product page where they can add to cart and complete a shop!

6. Facebook Advertising

Facebook offers these advertising formats to their users:

1. Get more website purchases
2. Boost a post
3. Boost an Instagram post (need to link Instagram business account to Facebook business page)
4. Get more bookings
5. Get more messages
6. Promote your page
7. Promote your business locally
8. Get more website visitors
9. Get more leads

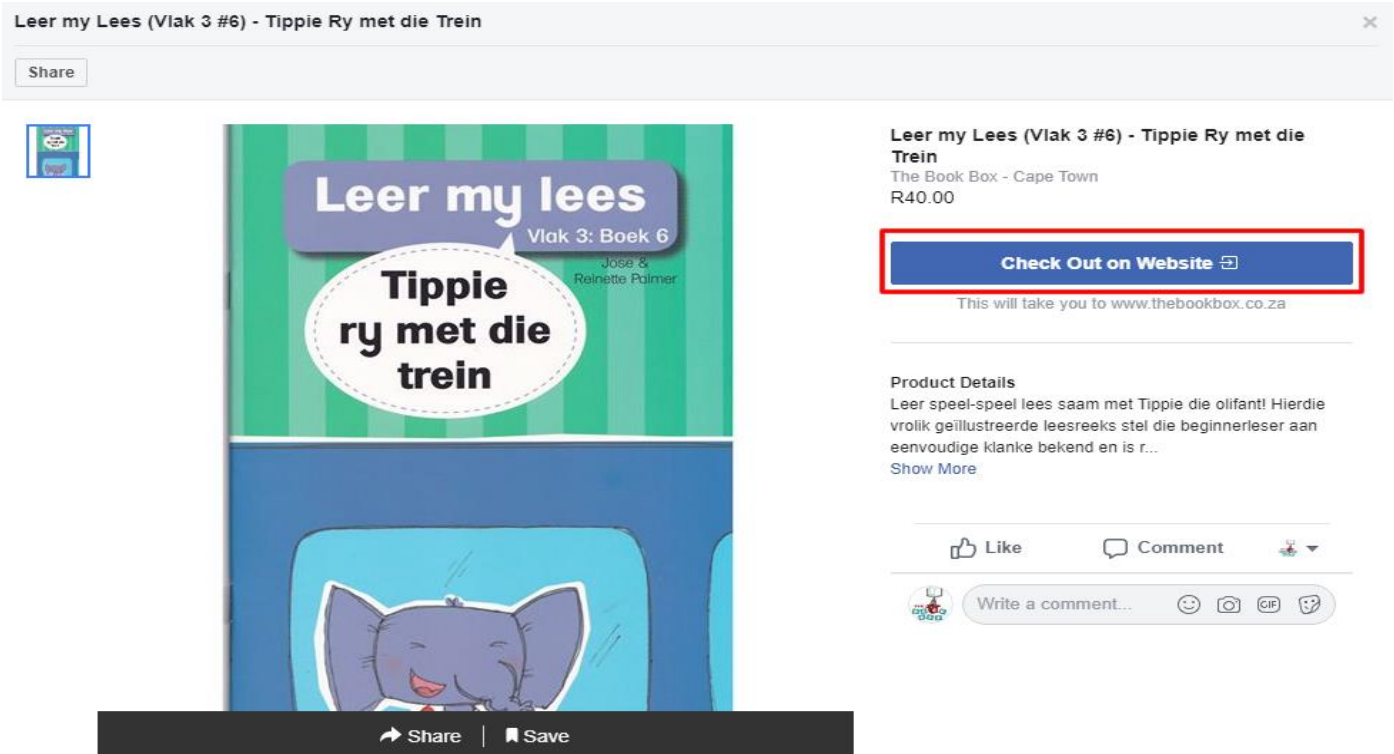
Complete Web Solutions in consultation with the client will identify the correct ads format to utilise and implement accordingly. Complete Web Solutions recommends No 1 and no 3 above.

Facebook also offers product advertising to all its users. Complete Web Solutions can implement a link between the website and a Facebook catalogue which can then be used to create a Facebook shop. Here is an example of another client's shop:

 <p>Leer my lees (Vlak 3 #3) - Tip... R40.00</p> <p>Share</p>	 <p>Leer my Lees (Vlak 3 #6) - Tip... R40.00</p> <p>Share</p>	 <p>Leer my Lees (Vlak 3 #2) - Tip... R40.00</p> <p>Share</p>	 <p>Leer my Lees (Vlak 3 #10) - Ti... R40.00</p> <p>Share</p>
 <p>Best Books Graad 2 HT Gegr... R58.00</p> <p>Share</p>	 <p>Leer my Lees (Vlak 3 #8) - Tip... R40.00</p> <p>Share</p>	 <p>Leer my Lees (Vlak 3 #4) - Tip... R40.00</p> <p>Share</p>	 <p>Leer my Lees (Vlak 3 #1) - Tip... R40.00</p> <p>Share</p>

Direct link to the shop: <https://web.facebook.com/pg/thebookboxCT/shop>

All product information is available in the Facebook shop and with one click the product can be added to the cart on your website and a purchase can commence.



7. Email marketing

Complete Web Solutions can assist you in creating beautiful HTML bulk emails to engage with their already engaged audience. Creating newsletter opt-in forms on the website, linking WooCommerce to a bulk email provider like Mailchimp, create a sign up form popup on home page load, or a simple checkbox to subscribe to a newsletter are just some of the techniques we can utilise to build a user database and engage with your customers on a more regular basis.

Benefits of email marketing are:

- Low costs (Mailchimp offers up to 2000 recipients for free)
- Reach an already engaged audience (keep current users of the site up to date with latest products)
- Deliver targeted messages
- Drive revenue
- Easy to get started
- Easy to measure
- Easy to share
- Reach a global audience
- Instant impact
- Unrivalled return on investment

8. VPS domain hosting

Complete Web Solutions offers all its client virtual private server hosting. The servers offer the following specifications:

- 8 core CPU
- 30 GB RAM
- 800 GB storage
- Unlimited emails
- Unlimited bandwidth
- Daily backups

Virtual private hosting makes sure your domain stays safe, backed up and guarantees quick and efficient browsing by your users and increases your search engine optimised scoring as a result of the above factors.

9. Other Services

a. Google business account

Another especially important channel for your users/clients/customers/visitors to find you is by making sure you have a Google business account. Complete Web Solutions have setup numerous business accounts for their clients over the last 10 years. Google business accounts list the following details of a business:

- Physical address
- Website link
- Directions to business location
- Open times
- Phone number
- Reviews
- Products and/or services with direct links to web pages displaying said products and/or services
- Company images (logo, products, services, buildings etc)

Here is our Google business listing below:

www.completewebsolutions.co.za ▼

Complete Web Solutions | Modern & Professional Websites ...

Website & Mobile App Design & Development, Search Engine Optimization & Online Marketing.

www.completewebsolutions.co.za › portfolio-item › the... ▼

The Cahoots - Complete Web Solutions

Jun 3, 2018 - Web design/development; SEO; Social networking integration ... Read more. logo.

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www.completewebsol.com ▼

Complete Web Solutions |

Western Differential hired Complete Web Solutions to design a new and exciting website. We are so pleased how beautiful the website is and how easy it is for ...

www.completewebsol.com › about-us ▼

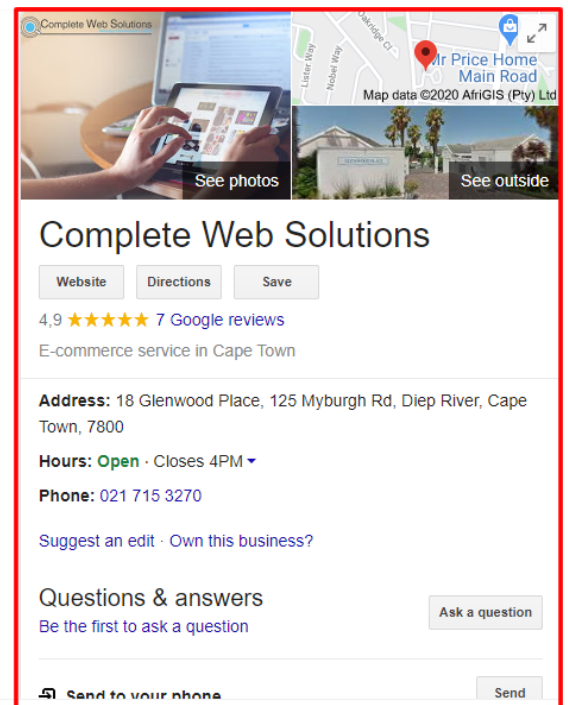
About Us | Complete Web Solutions

Complete Web Solutions is a web design team that consists of individuals that each contribute a highly skilled and distinct talent. In the world of web design and ...

www.linkedin.com › company › complete-web-solutions

Complete Web Solutions | LinkedIn

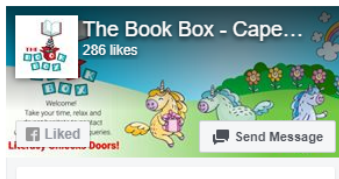
Complete Web Solutions | 20 followers on LinkedIn | Complete Web Solutions builds active websites: websites which do something for you or your company.



b. WhatsApp integration

WhatsApp is extremely popular at the moment and has become a channel for online retailers to sell their product and services. Complete Web Solutions can add a WhatsApp button to a client's website whereby you can answer any products queries.

Like Us On Facebook



Payments by



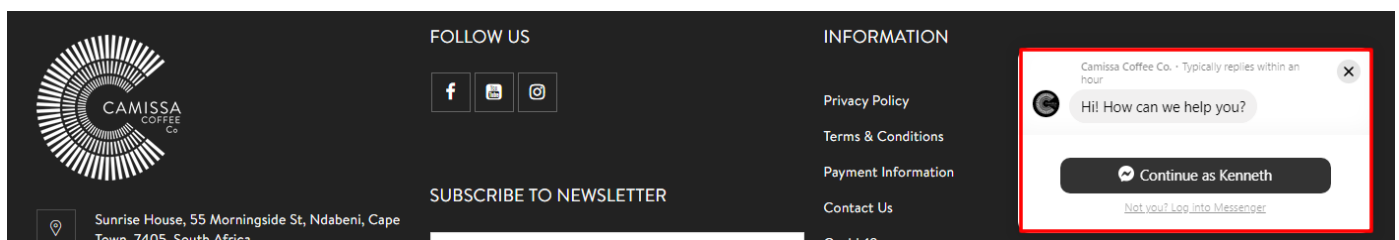
Quick Links

- Delivery Fees
- Payment Options
- Terms & Conditions



c. Facebook messenger integration

Another way a client can interact with the visitors is via Facebook messenger. A live one on one chat can take place with the help of Facebook messenger plugin. You would need to select either WhatsApp or Facebook messenger as your preferred method of interacting with website visitors. The 2 cannot work in unison.



All the above elements improve the website's score with Google and increases the likelihood of improved organic ranking. The site at the moment has extremely poor onsite search engine optimisation.

d. Website enhancements

Complete Web Solutions can offer it's clients various tools to assist in increasing website sales. Adding plugins and elements to the site like gift vouchers, checkout features, upselling and cross selling, delivery options, payment gateway options, improved product pages, improved product searching etc etc can generate more sales.

e. Social networking integration

Social platforms are fundamental in increasing traffic to websites these days. Linking to platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest and YouTube can really benefit the website in the long. Adding social links and social share buttons assist in this process.

f. Website Content Writing

We also offer search engine optimized (S.E.O.) content writing, including blog posts, business news, page content, editorials, social media posts, offline digital media, etc.

10. Pricing

Service	Description	Pricing
Website design & development	A multitude of website builds based on the requirements of our client	S.Q.
App design & development	IOS and Android app development and deployment to app stores	S.Q.
Logo design	Business logos tailored to individual clients needs	R 800.00
Google search engine advertising	Pay per click website advertising including monthly reports	R 500.00 per month
Google product advertising	Pay per click product advertising including monthly reports	R 360.00 per month
Facebook Advertising	Pay per click website promotion, product advertising via Facebook & Instagram including monthly reports	R 400.00 per month
Facebook business page setup	A fully functional Facebook business page displaying all aspects of the business including products and services, business history and any customised pages. Facebook button programmed to meet needs of specific clients.	R 600 (once off)

Search engine optimisation	Once off fee to improve onsite SEO with all the tasks mentioned above	R 1,200.00 (once off)
Email marketing	Build an HTML template for bulk emailing & opt-in/subscription form on website	R 800.00 (one off)
Google business account	Create a searchable business listing on Google's search engine	R 600.00 (once off)
Website updates	Any further updating of the website required by the client	R 450.00 per hour
Domain registration	Register top level domains or country level domains	R 100 – R300
Domain virtual private server hosting	Host domains on our secure virtual private servers with unlimited bandwidth, free SSL certificates and daily backups	R 960 per year