Old City WEB SERVICES

web design

Our Philosophy

At Old City Web Services, we believe the difference in good design and great design is the balance between visual appeal and user-friendly features. We want to give your business a website that will not just appeal to visitors, it will also convert them into customers.

We offer a variety of web design solutions for your business including eCommerce programs, content management systems and so much more. Old City Web Services can also help you promote your website with print design, search engine optimization and other marketing services.

Our Process

STEP 1: Brainstorming

STEP 2: Proposal Submission

STEP 3: Deposit Payment

STEP 4: Content Submission/Photo Decisions

STEP 5: Initial Design

STEP 6: Design Modification

STEP 7: Design Sign-Off

STEP 8: Coding

STEP 9: Final Changes

STEP 10: Final Sign-Off and Payment

After the above steps are completed, your site will **GO LIVE!**

Rescue Experience

In more than a decade of business, we have had the opportunity to create web designs for a number of great clients from large corporations to small non-profits, including:

» City of St. Augustine

» Sauer, Inc.

» Sunshine Shop

» At Journey's End Bed & Breakfast

» A.D. Davis Construction

» McGuinness Commercial Properties

» Minorcan Datil Pepper Products

» The Kenwood Inn

» Summerhouse Condominiums

» Project Autism

» Albaugh Law

» Jack Ward Fire

» Beamish Custom Tackle

» Animal Emergency Hospital

» Arc of Volusia

» Generations Diamonds

» Matanzas GeoSciences

» H.A.W.K.E.

» Ocean Gallery

» Paradise Pools & Spas

» Andy's Taylor Rental

» Victorian House Bed & Breakfast

» Science Lab Supplies

Visit our online portfolio for more:
http://oldcitywebservices.com

THE PROBLEM: Search engines don't like stale content.

Every minute of every day, search engines like Google, Yahoo! and Bing have little cyber spiders crawling through all the pages of the Internet to extract information that goes into the database that we search through when we look for something on a search engine. It's incredibly important to them that the information they gather is as up to date and as relevant as possible, so if your website hasn't been updated since the Clinton administration, the search engines are going to skip right over you.

THE SOLUTION: Content management systems.

In order to help your website come up in the search engines, you need to update your website content at least once every few months. Using a built-in content management system you can accomplish this on your own, or with our help. Not only can we create a new website with a CMS for you, we can also convert an existing site to the CMS program.

We also understand your time is valuable and at some points, updating your website is out of the question. That's where we come in. With a content management system, we can update your website for you in half the time it would take us to make changes without the CMS. This will save you both time and money and give you a fresh, updated website.

Plug-Ins

Add more functionality to your website with CMS plug-ins including:

» Photo gallery

» Calendar

» Professional slideshow

» Mobile website

» Social Media Integration

» SEO tools

» Weather

» PayPal

Plus many others!

Successful Rescue

Albaugh Law came to us looking for a cleaner approach to their web presence. Their old site was created entirely in Flash, with special animations, sound effects and music that they found distracting to their clients. We gave them a fresh, open design where their clients could find the necessary information they needed without getting distracted by other elements of the site. The new site was created utilizing our simple content management system so that the Albaugh Law team could easily add new legal information, case updates and more to their website. Additionally, we provided them with search engine optimization services to increase their business exposure in the Northeast Florida area.
www.albaughlaw.com

Take your storefront to the web.

Old City Web Services is pleased to offer its customers a dynamic, new program for conducting safe and secure online sales. Whether you have a physical store you're looking to convert into a web boutique or you're just getting into online retail, this program has a long list of features that can easily meet your needs. Some of these features include:

- Unlimited number of products and categories
- Products can be assigned to unlimited number of categories
- Offers the ability to modify multiple products simultaneously
- Some categories can be restricted to members only
- Optional box for displaying featured products
- Automated display of best selling items
- Configurable search by title, description, category, SKU, price and weight
- Discount coupon codes and gift certificates can be generated
- Offers full control of your inventory
- Allows payment via several online payment modules
- High variety of real-time credit card processors (over 100 payment gateways)
- Real-time USPS, FedEx and UPS shipping calculation from one location
- Allow your customers to choose delivery methods
- Support for downloadable goods (e-goods)
- Customizable tax calculation
- Password-protected administrative access
- All changes are real-time
- Control the cart from anywhere in the world using your web browser
- Unlimited number of admin accounts
- Real-time security notifications of all failed login attempts
- Anti-Fraud module validates customer's address during checkout

Successful Rescue

Roland Beamish came to us in search of a way to sell his homemade fishing lures online. His products were quickly sweeping trade shows and fishing tournaments around the world, but he needed an efficient way to sell his merchandise, manage orders and track his inventory. We designed and developed a website with a built-in shopping cart system that would allow customers to select from Beamish's variety of lure styles and colors, place their orders online, process payment and receive shipping notifications. To make his site even more professional, we generated professional copy specifically scripted to drive sales. Beamish can now sell his lures all over the world and still make time to catch a few fish of his own!
www.beamishcustomtackle.com

BEAMISH *World Wide* CUSTOM TACKLE

Search Engine Optimization

« RISE ABOVE YOUR COMPETITION ON THE SEARCH ENGINES»

Increase your traffic wtih S.E.O.

Search engine optimization is a new internet marketing tool that combines knowledge of how search engines work with research into what keywords and phrases people use when searching online.

For example, if you were to go on Google and search for a roofing company in St. Augustine, you might type in "St. Augustine roofers" while someone else would type "Saint Augustine roofers" and another person would type "St. Johns County Roofing Contractors." Skilled SEO professionals can sift through all of these terms and find out exactly how many people each month search for what specific terms.

Our S.E.O. service involves detailed research and careful placement of keywords and phrases in order to make sure that the search engines understand your business so that they can match it with people searching for your industry.

S.E.O. vs. S.E.M.

Where search engine optimization (S.E.O.) involves adding relevant key-words to a website in order to return higher organic results, search engine marketing (S.E.M.) involves purchasing ads through Pay-Per-Click type campaigns. Here are some key statistics on the differences:

● Nearly 70% of search engine users click on organic search results and especially the 10 first organic results that appear in search engines. This generates more traffic for the website.

● Nearly 75% of search engine users feel that organic search results are more relevant than pay-per-click ads.

Research data courtesy of bukisa.com

Successful Rescue

A recent client in the hospitality industry approached us with some questions about search engine optimization. Their website was slipping in the rankings, leaving them treading water in the wake of their competition. We thoroughly researched their industry and identified a list of relevant keywords and phrases with a high number of searches and medium levels of competition. In addition to adding those keywords and phrases throughout their website, we also made some recommendations for changes and updates they could make to give their website top SEO billing. Within a week's time, their website visits went up 224%. The average time spent on the website also increased--a sign that people who found their site on the web were looking for exactly what they had to offer.