

WWW.SOFTDOTNET.COM

SOFT DOT NET PROFILE & SERVICES

The logo for SOFT.NET features the word "SOFT" in a bold, black, sans-serif font. The letter "S" is partially filled with a white spiderweb pattern on a red background. The letter "T" is solid red. A red square dot is positioned between "SOFT" and ".NET". The word ".NET" is in a bold, black, sans-serif font.

Leading in Web Design & Online Services

I- Who We Are?

Soft Dot Net is a business solution and leading website design company specialises in web design, web development, web hosting, CRM software, eCommerce solutions and Windows softwares. Here at **Soft Dot Net**, we believe that a quality product will emerge when you combine a client's brilliant ideas, the creative imagination of our web designers and expertise of our web development team.

Whether you are building a complete brand from scratch or improving an existing website design, our staff of web designers, web developers, copywriters and Internet marketers will provide you with unsurpassed quality and dedication to your project. We provide end-to-end web design solutions at competitive rates, which makes us the best web design company for your website design, Search Engine Optimisation and graphic design needs.

Our web design and web application development are developed based on our understanding of your business and your customers. At **Soft Dot Net**, we emphasise the importance of effective, stylish, clean and navigation friendly web design for all projects. Every website we do, adds immense value to our client's business.

II- Our Services

i- Web Design & Development:

Soft Dot Net is dedicated in delivering Web design services that can maximize your organization's potential in achieving a great success.

We are equipped to address all strategic and technological issues in effective web design services, including web design, website design, web application development of companies with Content strategies, Corporate identity & branding, E-Commerce website design and Multi-tiered web-based application development.

Our creative web design, website design and web application solutions are developed based on our understanding of your business and your customers. We are redefining the way web sites are built and managed by introducing a range of Website design packages. Our web designers deliver high value, low cost web design services that make sense and save your money.

ii- Hosting & Domain Name:

A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web.

Soft Dot Net opens the door to clients that need more than just traditional Web Site Hosting. We have spared no expense in providing the latest server technology and the best support personnel in our Digital facility.

Whether you're just establishing a presence on the internet or managing an entire eBusiness site, let **Soft Dot Net** take you there!

With 99.9% up time **Soft Dot Net's** Reliable Web Hosting will keep your website up and running. With our best support you will get the Website Hosting Service you want at the right price.

iii- e-Commerce & shopping online:

Whether you're starting a new eCommerce website, or looking for an eCommerce re-design, **Soft Dot Net'** goal is to provide the best professional e-Commerce web design solutions at an affordable price. With features such as unlimited products and categories, to a secure

checkout, we make online transactions easy for both website owners and customers. From selling a product or subscription, to taking payments for a service, our team can develop the custom eCommerce website perfect for your business. There's no limit to what your eCommerce site can achieve providing your products or services online.

Our eCommerce solutions offer the best in standard features and functionality while still totally customizable. We can discuss custom functionality and develop a solution that matches your eCommerce goals. Our eCommerce website design services will promote your website business with a great looking web design suitable to your online goals. We understand your eCommerce website unique needs and we know they are custom.

» The eCommerce Website Design & Development Process Includes:

- Search engine friendly web site
- Online eCommerce store front with Database integration
- Site Search allows visitors to search the content of your website
- Validated HTML/CSS code
- CMS* (Site Content Management)
- Store/Items Back End Management
- Subscriptions sites
- Custom Shopping Cart integration e-cart Pro (PHP/MySQL)
- Layout navigation flow
- Website structure
- Cross browser compatibility
- Cross device compatibility
- Site map
- Full Ecommerce shipping integration website

iv- Windows Softwares

A Solution Definition is the blueprint for your proposed business information system. We balance all aspects of your business:

- people
- process
- information
- technology

to determine what should be done to best support your current and future business strategy and needs.

Critical to the Solution Definition development process is:

- A focus on your business strategy
- Sponsorship, agreement and the active involvement of your key decision makers and business people
- Leveraging the strengths of your people, business processes, and existing technology in defining an optimal solution
- Defining the capabilities you will need in each of these areas and establishing clear priorities, based on business-drivers.
- Developing a logical, actionable plan to implement the solution.

The key deliverables of Solution Definition are the Solution Plan and Roadmap. These deliverables clearly describe the solutions goals and scope, the capabilities to be implemented, and the risks associated with the program of work that must be carried out. The Roadmap is a high-level program timeline to implement the Solution Plan, including a "project release strategy" if the implementation should be phased, resource plan, cost breakdown, constraint and critical dependency analysis and risk mitigation plan. These clear, concise and comprehensive deliverables help to facilitate discussion, collaboration and develop clarity of vision between the business and technology communities. In addition, the deliverables promote a common understanding of gaps, opportunities, constraints and critical dependencies related to the solution project.

The Solution Definition is a vital first step towards identifying a business solution, and a critical input into your Process and Requirements Definition and Investment Case processes. **Soft Dot Net** will help you clearly articulate what your business needs before investing in a costly technical solution.

v- Search Engine Optimization

One of the biggest challenges that online businesses face today is maintaining relevance in the eyes of the search engines, especially Google. With Google controlling more than 90% of the search traffic in the US alone, it's not surprising that the most important goal of any web-based marketing strategy is to be number one in Google.

It's a well-established principle that on-site SEO is one of the most basic building blocks every business needs to have as they start on the road to search engine domination. So it

makes sense to add another string to your own marketing bow as a web designer and incorporate some simple SEO strategies into every web design you deliver.

Soft Dot Net's SEO Experts use ethical, effective and proven methods to attain top 5 rankings in Google. Our flexible methodology and proven SEO Optimization techniques ensures customized SEO Marketing Strategy for your unique requirements.

Our proven techniques and visible results make us the preferred SEO partner for our clients with over 95% of them continuing with us through our Ongoing Search Engine Optimization Services or new SEO Marketing assignments. We are so confident of ranking your site higher that we offer moneyback guarantee of our Search Engine Optimization Services.

Beginning with the free analysis of your website to choosing most appropriate keywords and competitive analysis to obtaining and maintaining higher ranking for your website, we are committed to maximize your ROI from our Professional SEO Services.

vi- Website Mobile Version

Before the popularity of smartphones such as the iPhone or Android, it was still possible to view the Internet on your phone. The experience was usually not very good because of the slower data transfer rates, poor browser software and the fact that most websites were not optimized for mobile device viewing. Back in these days, to have your website mobile optimized meant to reduce your images file sizes, use CSS based layouts instead of table-based layouts, no Flash and basically do anything else to reduce the amount of data being downloaded.

As technology and innovation improved, smartphones became more powerful, affordable and now are more common than regular cell phones. The touch-based nature of these phones created a different way to surf the web. It's the same as using a regular web browser on your desktop but yet it's a bit different. The basic rules of mobile optimization are still the same except now there are new features to account for.

The general consensus around the web is that having a mobile optimized website means you have a mobile version of your website. By default, a mobile version of a website is already a mobile optimized website. So what is a mobile version of a website? Basically, it's an alternate version of a website that is optimized for use on smartphones or similar mobile devices.

Today's mobile devices are mostly touch-based. Compared to desktop and notebook computers, they have small screens with limited screen resolution. Have you ever been to a

non-mobile optimized website on your smartphone and tried to click on a link but had a really hard time because the link is too small or too close to other links? I know I have. Having a mobile version of the website would solve this problem by using a different layout made specifically for mobile devices such as smartphones.

As the mobile web continues to grow and gain more popularity, the need for a mobile website will soon enough be as necessary as a regular website. We wouldn't be surprised if eventually, mobile websites will be the norm and regular non-mobile sites will become the "other" viewing option.

vii- Online System & Application

At **Soft Dot Net**, we can develop a custom application to suit your business needs as sometimes an off the shelf solution cannot resolve your business problem. We understand the demand of your market and our tailored software applications suit the growing requirements of small and medium enterprises.

Soft Dot Net specialize in Website Application Development, Software Development, Commercial Application Development, Database Design Application Development, Classified website, Dating website, Real estate website, Application Development Strategy and Web Application Development. We call on a combination of talents, including: IT software engineers, Website developers, Internet marketing experts and software designers.

viii- Logos & Brochures Design

Logo Designs Work has a trained team of logo designers our main expertise is in logo designing, but we also provide professional and exquisite business card, brochure and web site design services.

We are a dynamic team with combined experience in all areas of contemporary graphic design, taking any project through from initial concept to finished print or digital output/display. Because of our trade contacts and limited over-heads we can confidently offer top quality graphic design on budgets to suit all clients.

We see every project as a chance to produce something of value and lasting quality, contact us now to see how we can make an impact on your look.

ix- Internet Marketing

It seems all the marketers have turned to internet marketing to satisfy their thirst for new clients and to market their product to anyone, anytime, and anywhere. Internet marketing encompasses several variables including search engine optimization (SEO), pay-per-click advertising, banner advertising, email marketing, and several other genres. Internet marketing is also commonly referred to eMarketing. Quite simply, internet marketing is placing a product or service on the internet in hopes that through various advertising procedures that it will attract attention and generate revenue.

Internet marketing is much cheaper than traditional forms of marketing that included target mailings, radio advertising, print advertising, and television advertising. Companies have the ability to reach a global audience with the click of a button. One of the largest benefits to internet marketing is the ability to receive instant response from consumers and clients. Internet marketing requires the use of several different aspects including marketing, sales, product design, product development, and several other areas. In order to create a successful internet marketing campaign, a company must combine email marketing, SEO, banner advertising, and web site design together and sync them with the goals of the company. A web site needs to function in an easy manner and be able to attract visitors with its appearance, media, and overall design.