

# redkiteinternet

*Providing a friendly, professional, prompt and reliable service to small and medium sized businesses.*

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*Monday - Friday, 9am - 5pm*

## Who are we?

Redkite Internet is owned by Steven Ballantyne. We were established in April 2004. We design and build websites, online shops and online booking systems.

Over 90% of our work comes from recommendations from existing customers and industry professionals we have worked with.

***We provide the following range of cost-effective, high quality products and services:***

## Bespoke websites

Whatever your requirements for a website, we can provide a solution which will fully satisfy your needs. Whether it be a simple, static "brochure" website consisting of only a page or two, or whether it be a far more complex database-driven application, we have the capability and the specialist knowledge to cater for your needs.

Making sure your site is **optimised for mobile**: Responsive web design is an approach aimed at crafting sites to provide an optimal viewing experience - easy reading and navigation with a minimum of resizing, panning, and scrolling across a wide range of devices (from desktop computer monitors to mobile phones).

You can choose to have us look after the maintenance and updating of your site, or we can provide you with content management tools which allow you to manage your site yourself.

***CMS: Content Management System, or Content Management Solution - "Software that enables one to add and/or manipulate content on a web site."***

We work principally with the Wordpress platform, designing and building custom themes and templates to suit our customer's requirements precisely. Wordpress is the most popular and flexible open source blogging tool and CMS platform on the web, with over 75 million sites worldwide using it. As the base "engine" of our CMS sites, it serves our clients very well.

## Online shops

Online shops may be as simple or as complex as required. A range of payment processing methods can be deployed, according to customer requirements. We work with all the major providers of ecommerce software; we also know from experience that for those customers with

advanced requirements there is no such thing as a satisfactory "one size fits all" ecommerce solution. For those clients we are happy to build bespoke applications from scratch - you tell us exactly what you want; we build it. Simple as that.

## Online booking systems

Holiday-makers expect to book their accommodation in advance, online. We work with all the major providers of online booking software. As with online shops, we also know from experience that for clients with complex needs there is no such thing as a satisfactory "one size fits all" booking solution - so for those clients we are happy to build booking systems from scratch, tailored precisely to individual needs. As always with Redkite Internet, the emphasis is on user-friendliness to make sure that the booking process for your guests is simple and intuitive; and the management of availability calendars and bookings is as easy as possible for the site owner too.

## Search engine optimisation

Everything we build at Redkite Internet is designed from scratch with search engine performance in mind, as a matter of course. However, it is often not enough for a web site to be search engine friendly. In addition therefore we work in partnership with a specialist SEO consultant who provides a range of services designed to optimise the performance of your site in search engine rankings.

## Social media management

Social media is one of the most effective ways for you and your business to get more traffic and generate new leads. However, it requires an investment of time and a smart approach that includes a full understanding of how social media works; it's important to really think about social media as a long term branding tool. Redkite Internet works with a social media management specialist who can set up and run your social media accounts effectively for you, saving you time and headaches.

## Hosting

Everything we build can be hosted on standard, commercially available webspace. We use a third party provider and offer a full service, including domain name and email account management.

***Contact us to discuss your requirements in detail. We're always happy to chat and offer simple guidance in the first instance.***

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