

redkiteinternet

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Monday - Friday, 9am - 5pm

company profile

Redkite Internet was established in April 2004. We design and build a broad range of web sites, online shops and online booking systems. First of all we listen. We learn about you and your business. Then we find the solution that best meets your requirements.

We talk to our clients – and write our proposals - in plain English. Our web sites and other solutions assume no expertise on the part of our clients. User-friendliness is paramount. We are committed to transparency in what we do. That's why we publish client sites, along with the feedback our customers choose to give us, on our web site.

Over 90% of our work comes from recommendations from existing customers and industry professionals we have worked with. The people already using our services day in, day out, can tell you everything you need to know about our standards and working methods.

what we provide

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

Bespoke web sites

From the most simple to the most complex

CMS websites

Manage your web pages yourself with no programming knowledge required

Online shops

E commerce solutions designed and built from scratch to your precise specifications

Online booking systems

Online booking solutions tailored to your precise requirements

Search engine optimisation

Hosting

bespoke websites

Whatever your requirements for a web site, 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.

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 websites

CMS: Content Management System, or Content Management Solution

"Software that enables one to add and/or manipulate content on a web site."

Keeping the content of your web site up to date and accurate is critical to the success of any web site. We have developed our own Content Management System (CMS) which allows you to manage the content of your web site yourself.

redkiteCMS web sites are standalone and portable. They can be hosted on most commercial web space. This means that when you buy a site from us you are genuinely buying rather than simply renting a slot in someone else's system. Your site is yours to do with as you wish.

redkiteCMS has been developed with user-friendliness as a key priority.

redkiteCMS key features

- ✓ Create an unlimited number of pages.
- ✓ Organize your pages in sections.
- ✓ Add/edit/remove/reorder/rename all pages and sections easily.
- ✓ Edit meta data for every page.
- ✓ No programming knowledge required.
- ✓ Create editable feedback forms.
- ✓ Create links easily.
- ✓ Totally web-based application; no software to download.
- ✓ Editing takes place online within your own password-protected administration area.
- ✓ Manage your web site from any location where an internet connection is present.
- ✓ Bespoke features - every cms tweaked and tailored to the client's requirements.
- ✓ Generates search engine friendly pages.

redkiteCMS includes a user-friendly Page Editor - the very best open source software we could find - which makes managing your web pages as simple as editing a Word document.

"The exciting prospect for the long term is that the Redkite CMS Content Management System is great to work with, which gives us the confidence to develop the site as required."

selling online

We build bespoke ecommerce solutions, usually built on the platform of our redkiteCMS content management system. Every online shop is tailored precisely to each client's individual needs and built to a bespoke graphic design.

Online shops may be as simple or as complex as required. A range of payment processing methods can be deployed, according to customer requirements.

Some examples of features we have provided are:

- ✓ Customer accounts
- ✓ Trade accounts
- ✓ Wedding / gift / wish lists
- ✓ Contacts database (mailing list)
- ✓ Discount codes
- ✓ Sales reports
- ✓ Customer loyalty rewards

... and much more ...

We know from experience that there is no such thing as a satisfactory "one size fits all" ecommerce solution. You tell us exactly what you want - we build it. Simple as that.

online booking systems

Holiday-makers now book their accommodation in advance, online. We have become specialists in providing self catering properties, hotels and bed and breakfasts with the facility for their guests to book online.

We know from experience that there is no such thing as a satisfactory "one size fits all" solution when it comes to online booking systems. Our sites are all bespoke and tailored precisely to individual needs. Our systems include easy to use availability calendars and are integrated with a range of payment processing methods - we can build to whatever specification you require. 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.

hosting

We believe in giving our clients the freedom to come and go as they please; just because you buy a web site from Redkite Internet, you are not therefore obliged to use us to provide your hosting. Everything we build can be hosted on standard, commercially available web space, making sure you have the maximum flexibility in your choice of hosting provider.

However, we have found that generally our customers do prefer to use Redkite to provide hosting, as a matter of convenience. We use a third party provider and offer a full service, including domain name and email account management, frequent and regular backups of all your data and full visitor traffic statistics.

design

Think of the world wide web as a "virtual High Street". Just as on any ordinary High Street, shoppers will choose to enter the premises which look clean, smart and on the up and up. They will pass by those shop fronts which look worn out and neglected.

Your web site says a lot about you and your value system. Visitors will make crucial judgements about your professionalism and your abilities within moments of viewing the first page of your site. It is vital that you create a sense of confidence in your company from the outset. Quality of design is given top priority at Redkite Internet. Because we understand how much depends on it

who are we?

The activity of Redkite Internet centres around three key personnel: Steven Ballantyne, owner and designer; Roland Welker, software engineer; and Nikolay Tsatsenko, programmer ...

who does what?

If your site is a static brochure Steven will most likely build it; if it is a more complex database-driven site it will be built by Roland or Nikolay. Steven will design your site, unless you are already working with your own designer or have a preferred graphic / web designer (we welcome the opportunity to work with third party designers). By 'design' we mean not just creating the visual look and feel of your site, but thinking through the functioning of it too. Steven will write up a detailed description of your site which will become the blueprint from which Roland or Nikolay will work.

Steven will also be your point of contact and the manager of your project; it will be him who holds your hand where necessary and answers your questions throughout the process.

We play to our strengths, so the programmer working on your project will depend on the project itself. For example, if you are an accommodation provider who wants to offer your guests the facility to book online, that booking system will most likely be built by Nikolay; if you want to sell products over the web that online shop will probably be built by Roland.

In any case, you may be reassured that you'll get the best man for the job; both our programmers are gifted developers who take personal pride in providing a consistently excellent standard of workmanship.

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