



# redkiteinternet

high quality web design, e-commerce and content management

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Redkite Internet, The Village Green, Drumnadrochit, Inverness-shire, IV63 6TX  
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## 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 – whether simple or complex - which best meets your requirements. We are committed to giving our clients what they want, rather than trying to push customers into a pre-conceived notion of what should be right for them or what's convenient for us as a company.

We believe in offering our clients flexibility and freedom of choice. That's why everything we build is portable and can be hosted almost anywhere. When you buy a web site or application from Redkite, you will be genuinely buying, not renting. Your site will belong to you, lock, stock and barrel. Choose whether to embark on a short or long term relationship with us – it's up to you.

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.

## **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 - it's entirely up to you.

## **Owner-editable 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. We have two variants of the system – one of which can be seen and fully experimented with online at **www.rkcms.co.uk**.

## **Customers using the system say ...**

*"In the office we needed a system that we could access and update ourselves as our dynamic business needs dictated ... We found our solution with Redkite Internet."*

*"We required a site that gave us total control ... Redkite Internet has proven to be the perfect solution."*

*"Redkite's content management system (redkitecms) is proving very easy to use, allowing for fast and frequent updates, just what we wanted to work with."*

*"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."*

*"Redkite's content management system (redkitecms) combined with their highly professional and skilled design capabilities provides our customers with world class web site solutions."*

## **CRM: Customer Relationship Management.**

**redkiteCRM** is a simple CRM system which allows businesses to communicate easily and regularly with their customers. The principal purpose of the system is to collect and store customer / prospect details, then enable the automatic creation and sending of html marketing emails / e-newsletters.

## Online shops

We build bespoke ecommerce solutions, usually built on the platform of our **redkitecms** content management system and often integrated with our **redkiteCRM** customer relationship 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.

## 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 website 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.

## Hosting

We believe in giving our clients the freedom to come and go as they please; everything we build is portable. We also make sure that everything we build can be hosted on the majority of commercially available web space, making sure you have the maximum flexibility in your choice of hosting provider.

Either select your hosting provider yourself, or let us recommend one we know to be reliable and cost-effective ... it's up to you. Every hosting provider we recommend offers a full service, including domain name and email account management, frequent and regular backup of all your data and full visitor traffic statistics.

## A guide to hosting prices

When our customers choose to purchase hosting through Redkite Internet, we use a reliable third party provider and charge the following prices:

Hosting of static web site:	£40 - £80 per annum
Hosting of dynamic web site:	£140 per annum minimum
Domain Names	
.co.uk names:	£5 per annum
All other domain names:	£12 per annum

## 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 to provide a range of services designed to optimise the performance of your site in search engine rankings.

## Who are we?

The activity of Redkite Internet centres around three key personnel:

**Steven Ballantyne:** Owner / Designer.

**Nikolay Tsatsenko:** Programmer.

**Roland Welker:** Programmer

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A list of our client sites can be seen at: [www.rkinet.co.uk/clients.htm](http://www.rkinet.co.uk/clients.htm)

A list of client testimonials can be seen at: [www.rkinet.co.uk/testimonials.htm](http://www.rkinet.co.uk/testimonials.htm)

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