

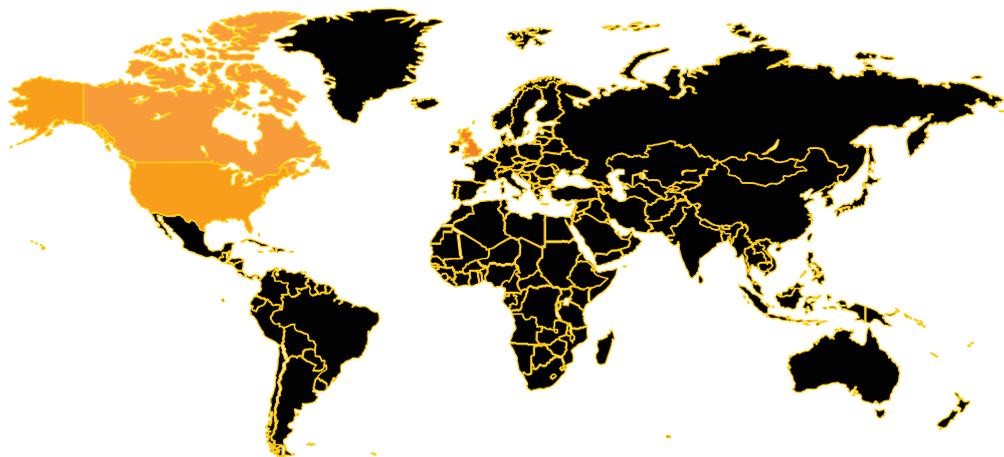
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About Platina IT

Platina IT leverage their expertise and experience in the online e-commerce web development market and delivers high quality and professional e-commerce solutions to our clients across Canada and the USA. We have expert e-commerce developers that build a broad range of custom web solutions including store front design and implementation, payment gateways, and custom inventory and shipping control solutions for business of various sizes. While we are recognized as developers of modern, large scale Magento websites, we also specialize in WordPress, Joomla, Drupal, and PHP development. If you have no idea what those are- don't worry, hopefully by the end of this guide you'll have a better understanding of all of the popular web technologies available. Aside from web development, Platina IT also excels in mobile application development. We create intuitive and versatile apps for both iOS and Android. Platina IT is a part of Synergy IT Solutions Inc., a leading Managed IT Services provider in the Greater Toronto Area. IT isn't just in our name, our group of companies are rooted in it. We provide end-to-end IT solutions, from our web development, Synergy IT's managed services, and CablingHub's structured cabling, to HireTechs' IT staffing solutions.

Platina IT works with clients of various sizes and verticals. We've worked with Air Canada, an international Canadian Airline, Toronto universities such as Ryerson and York U, large industrial clients such as Magna International, as well as start-ups and local businesses. Business leaders choose Platina IT because our forte is providing flexible and scalable web and software solutions that can fit the needs of any business. After going through this essential guide contact Platina IT for a free consultation. We'll develop a plan to fit your needs and jump-start your project.



Based out of Toronto Canada, we help clients realize their business goals around the world. Our e-commerce solutions are backed by an amazing customer support network available 24x7, 365.

Services We Provide

Platina IT offers a variety of web and software development services. We take the time to understand our clients business goals, where they are now, and what they want to achieve, and then help bridge that gap. We create flexible **e-commerce solutions** that grow with our client's companies. We provide **custom payment gateway solutions, shipping APIs and store fronts** that make an impactful impression on online shoppers. Platina IT loves to work with Magento and we excel at working with PHP platforms. If your business is looking to create a more prominent web presence our team can help design and develop effective **corporate websites** as well. The great thing is our web solutions are so versatile that we can start our clients off with a simple website, and later incorporate more powerful features and utilities. Weather that involves adding e-commerce functionality, pulling job listings, or community discussion boards- we can do it all. Better yet, our web development practices are SEO friendly from the start of any project. This gives our clients a jump-start before they're ready to dive into our **managed SEO services**. Platina IT also creates **custom software and applications**. We have developed custom CRM Solutions, ticketing systems, and unique survey marketing tools. We're integration experts- our web and software development solutions are designed to work with popular and relevant services by utilizing **open APIs**. Its no wonder why big businesses and start-ups alike trust Platina IT to handle their projects- we understand their business goals and develop solutions that produce measurable outcomes.

We're committed to transparency. Our clients are kept up-to date with their project's progress every step of the development process. We stand by our work and hold ourselves responsible for outcomes

A dedicated team behind every project. Platina IT provides our clients with experienced project managers, strategists, designers and developers. Our teams ensure positive deliverables and more resources can quickly be added to your project if the need ever arises.

Platina IT is recognized for our great work helping merchants create powerful online e-commerce solutions. While we are known for our modern and responsive Magento based offerings we also work with other development platforms such as WordPress, Drupal, Joomla, and many other popular frameworks. Don't forget- we help business develop custom software and mobile applications as well! Business leaders choose Platina IT because we're an all in-one development resource that provides scalable solutions ready for growth!



E-commerce Solutions



Corporate Web Design



Software Development



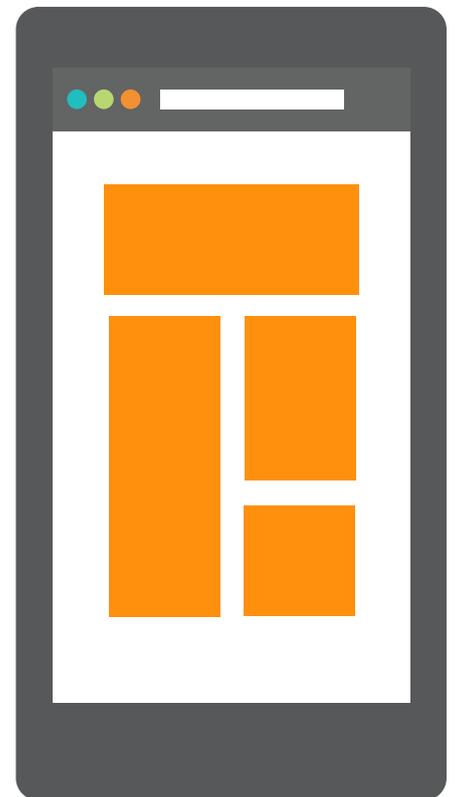
SEO Services

Modern Responsive Design

The number of devices we use to access the internet has gone up from 'the family desktop' two decades ago to an average of three devices per individual in North America and emerging markets*. Due to the rise of smart phones and tablets it has become easier than ever to connect to the web and enjoy our favourite online content. Today, web designers and developers have to ensure the websites they create are optimized and formatted to display on the vast number of devices people are using to connect to their sites. This is known as responsive design. A website that is able to adjust itself to better fit different screen sizes and orientations is considered 'responsive'. Almost all popular websites today take advantage of responsive web platforms- the easiest way to find out if they do is to adjust the size of your browser window and watch the content rearrange and resize itself. Traditionally, business relied on custom mobile websites developed separately from their main 'desktop' websites- a time consuming and costly approach. With the advent of responsive design techniques, businesses can save by deploying a single site. Responsive design has become a staple of modern websites and the current era of the internet- it is no longer thought of as an option, but as a requirement.

Development of these modern websites is becoming simpler as these technologies mature, but it is imperative your development team use smart strategies when implementing responsive design. The consequences of poor implementation are slow load times, slow navigation, and poor formatting; The website may look good while its static, but if your customers cannot interact with it, there is no purpose. Studies also show web users are becoming increasingly impatient due of the availability of fast internet access almost everywhere you go. That is why industry leaders choose to develop focusing on both a client side approach and a server side approach. This strategy only pushes content that is needed to each respective device -from the server- and this content is rearranged to fit the screen by the client side web browser. Qualified web developers will also ensure your web design is tried and tested throughout the development process. Testing how each element is handled by mobile and desktop devices ensures quick and easy optimization rather than introducing fixes after deployment. Ensure your project is in good hands and ask service providers how they optimize websites for responsive design.

Today, almost two thirds of internet time is spent using mobile devices. By 2020 it is estimated almost half of e-commerce transactions will take place on mobile. Invest in smart strategies today to future-proof your web development initiatives.



Web Technologies You Should Know About

It is becoming increasingly complex to keep up with current advances in web technologies and development platforms. This section hopes to provide a simple overview of four popular technologies used for web development today. These technologies are Magento, Joomla, Drupal, And wordpress. It is important for customers to understand the different platforms available to them and how they can better serve their needs. In today's web marketplace, new companies emerge everyday that claim to offer simple self made web and e-commerce solutions. There is a reason successful business and established brands don't opt for these cookie-cutter solutions;

and you shouldn't either. The level of fidelity and integration that is required for scalable growth just isn't there. The lure behind these products is usually simple intuitive interfaces and ease-of-use; something that is incredibly valuable for the average user. Business owners usually don't realize that this level of fidelity is also possible using the following platforms, which also offer infinite customizability and integration that is ready for future growth. If you're serious about your business's web presence or e-commerce offerings, call Platina IT today to discuss how we can help make your ideas into a reality.



Magento



Wordpress



Joomla



Drupal



Investing in the right technologies today is an investment into your business's future. Choose scalable options that can handle your growth and development. Platina IT empowers businesses by providing web solutions that can boost outcomes today, and be ready for tomorrow.

Web Technologies



Magento

1

Magento is a leading open source e-commerce platform that employs the use of PHP and MySQL Databases. Magento provides business with a store front and cart system that can be moulded and designed to reflect the business's brand(s). The platform uses an intuitive dashboard to easily access settings and manage e-commerce websites.

Magento also has powerful tool sets baked right in for search engine optimization, catalogue management, marketing/analytic, and integration with other popular web services. Magento is incredibly flexible and adaptable thanks to its modular architecture and wide range of control options. That's why large enterprises choose Magento to power their e-commerce initiatives. Platina IT loves to work with Magento because it can help merchants that sell a couple products and scale to help those that sell a couple thousand.

This customization and scalability has established Magento as a key provider of e-commerce solutions; 1 in 4 web stores are run on Magento. The web platform has won numerous awards and is recognized as the #1 platform powering the most internet retailers from the IR top 1000.



WordPress

2

WordPress is an online and open source content management system. Based on PHP and MySQL the platform is used to create responsive websites and blogs. Being an open-source project means it is worked on by thousands of individuals across the globe. WordPress provides an intuitive dashboard for the back-end of its sites, making content changes and updates a breeze.

This web platform is also incredibly versatile and expansive thanks to tens of thousands of plug-ins that can be used to expand the feature set of your site. Plug-ins such as WooCommerce allow wordpress websites to integrate simple store fronts, while others such as yoest focus on SEO and analytic. WordPress also uses 'themes' to rapidly change the look and feel of websites. Themes are a great solution to experiment stylistically with your site and brand it accordingly. Wordpress websites are generally quick to deploy and setup thanks to WordPress' famous 5 minute install.

A WordPress website is a great option for businesses looking to create a web presence. Additional site features and tools can be incorporated into Wordpress when the need arises thanks to the platforms superior integration with other web services and technologies.

Web Technologies



Drupal

3

Drupal is another open-source, PHP/MySQL based web platform used to create websites. The application is divided into a content management system and a development framework. Drupal provides the back-end for various websites across the internet, ranging from personal, to government and political sites. Drupal has a rich and devoted community of developers and supporters that help the platform flourish. Drupal offers great scalability thanks to additional modules that can be incorporated on-top of the "core" product. Drupal touts its flexibility because it offers limitless customization - essentially any type of content can be created. This platform also excels at security by using lock-in procedures that protect your data and configuration files. Its no wonder why websites such as whitehouse.gov trust Drupal as their back-end framework.

Platina IT has dedicated Drupal Developers- a rarer find in today's web market thanks to the advent of wordpress and easier to use CMS platforms. Drupal is the right fit for businesses that demand customization and unique outcomes from their web solutions.



Joomla

4

Joomla provides an open source content management system that connects websites to either a MySQL, MySQLi, or PostgreSQL database. Joomla can be used to create both websites and web applications. Joomla makes it very easy to manage a website once it is deployed. In most cases, after adequate knowledge transfer, the average user can learn how to make quick and simple changes to their site without having to go through a web developer or designer. Being an international platform also means that Joomla comes with alternate language support baked in. Similarly to wordpress, Joomla takes advantage of plug-ins, referred to instead as 'extensions'. There are thousands of extensions to choose from with a vast range of functionality.

9 Effective **Web** Development Strategies

1 Let visitors know who you are and what you do. Immediately. You don't want people coming to your website and having to guess if you can provide a service they need. Short and simple statements explaining what you do are best. For example, "Platina IT is a web development company that specializes in providing business with e-commerce solutions"

2 Accessible contact information is vital. Provide contact information across your website, give it a permanent home in the footer, a contact page, and anywhere you list services and products. Visitors to your website shouldn't have to read through content to find contact information- and they probably won't, instead they'll opt to look up a competitor.

3 The three second rule. Studies show the maximum amount of time users wait for a web-page to load has dropped from eight seconds to three. Use smart strategies to decrease load times, such as de-cluttering pages or upgrading servers. Ensuring your website is well optimized for speedy performance isn't a competitive advantage- its a necessity!

4 Think about how users will navigate your site. Use clear and concise menu items and links to help visitors move around your web-pages. This ensures services and products your business offers can be found by people who need them. A streamlined experience can also boost customer confidence and trust towards the respective business.

5 Stay away from flashy effects. Use rich images and text to provide visitors with satisfying content. Flashy effects without substantial content behind them come off as cheap and detract confidence from your business's brand. Copy writers may be necessary to provide impactful text that resonates with visitors.





6 Don't overload your visitors with facts. Pick your key differentiators that makes your business offerings the best, and drive the message home. Don't scatter new reasons why customers should choose your business across your website, you cant expect them to remember every detail. Instead , by repeating key differentiators there's a better chance the message will stick.

7 Offer freebies in exchange for customer email and contact information. No one wants to "sign-up for a newsletter" people are wary of collecting junk mail and spam as it is. If you want customers to leave you their valuable contact details you need to offer value back. Services such as free consultations, estimates, and quotes or products such as samples, ebooks, or webinars can help you generate leads.

8 Make sure your site is easy to update. Content is king. Web developers are generally not copy writers, and trying to update content through a chain of people is tiresome, tedious, and slow. Ensure your marketing team and writers have easy access to update your website. Regularly updating your website with new content helps drive repeat visitors and also plays a huge role in search engine optimization.

9 Don't be aggressive and pushy when selling online. No one likes a sleazy salesmen, and a sleazy website is particularly off-setting. Customers tend to quickly avoid pushy sales tactics- especially when they are in writing. Successful e-commerce websites provide a plethora of information on their products and services before they ask for the sale. This provides buyer confidence and helps establish greater trust.



Search Engine Optimization

Search Engine Optimization, commonly referred to as SEO, is a broad term given to the tools and strategies devoted to increasing a website's search engine rank- its position on the list of websites Google presents when searching for specific terms. We mention Google specifically because even though there are many other search engines such as Bing and Yahoo, Google captures 96% of all search engine traffic. People rely extensively on Google search, whether its for directions, suggestions, or research. We rely on Google search so much that companies are constantly developing more convenient ways to access the service- Apple's Siri voice assistant uses Google search to provide answers. The success of the search engine hasn't been great news for everyone though, directory companies and print media have gone bankrupt as people went from searching for local business in the phone book, to searching for them on their phones. This change is a clear sign that businesses need to take search engine traffic seriously. In order to stay competitive, business need to adapt to changing and emerging trends such as search engine optimization.

Its a marvellous thing, to be able to provide a few keywords and instantly be presented with millions of web-pages and resources. Its also interesting to note that only 10% of individuals will actually click through to the second page of search results. Out of the 90% that stay on the first page , 33% only click the #1 result, and 61% only click through the top 3**. If users are unhappy with these results, they are more likely to adjust their search string than to continue down the list. With that in mind, it is crucial for businesses to appear in the top few results in order to drive traffic to their websites. Business leaders choose to invest in SEO strategies to keep their websites at the top for specific searches.

A common misconception with SEO is that it is a one time service. This is absolutely not the case because the way Google ranks websites is continually changing- which requires business to keep up with the change. Common SEO practices 5 years ago are not the same practices used today. Just in 2015, Google made responsive and mobile site designs a ranking factor. These constant changes require an adaptive approach to SEO which is why successful online business are always changing their optimization strategies. When developing new websites, web developers should always have SEO in mind and be incorporating specific strategies to help the website rank better with Google. Search engine rankings are now influenced by so many different factors that SEO is an almost full time job.

On the next page we have listed quick strategies that you can do on your own to ensure your website and business ranks better with Google.



Free Consultation

Send us an email at:
info@platinait.com

Include “Platina Orange” in the subject line to get a

Free 2 hour Consultation

We'll help you develop a plan and go through the next steps required to tackle your development initiatives.



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