

## Company profile

**Digital Guru** company established in 2007.

Our mission is to deliver **complex** and **advanced** solutions to companies, enterprices, institutions, corporations, as well as private persons.

We offer wide range of services, beggining from website creation, through its development, to its marketing. Our **knowledge**, **experience** and **involvement** helps to create the best and most optimal solutions.

Thanks to our **ideas**, **knowledge**, **passion** for WWW and **openness** to Customer needs, we can build positive and expressive Web Identity. Each project is approached in an **unconventional** and **creative** way, which has a major influence on the final effect.

Our services are among others: web design, website creation, Web Identity, E-commerce solutions, SEO, creating Expert Systems, CMS and designing web graphics of all kinds.

As a company we still develop and invest in knowledge of new technologies and possibilities, which gives us World Wide Web.

We invite you to cooperate.

## Advantages of our solutions

- **Author applications**  
Our websites are developed fully from basics, with the use of our own, author's source code. Thanks to this, you have certainty that your website's code includes only essential functionalities, which takes effects on application's optimality.
- **Friendly links**  
Websites that we create are based on so called friendly links. Friendly links are readable and usable to search engines and Internet users. Friendly link looks for example like: "[www.company.com/offer/product-number-one](http://www.company.com/offer/product-number-one)". Thanks to that kind of link system, both search engine robots and Internet users get readable hint about the content under given web site. Use of friendly links is very helpful when it comes to Search Engine Optimization.
- **Accordance with web standards**  
Web sites which are in accordance with web standards are indexed more efficiently by search engines and opened faster by web browsers.
- **Bezpieczeństwo**  
Wszystkie nasze realizacje są analizowane na etapie projektowania pod kątem możliwych zagrożeń i ewentualnych luk w bezpieczeństwie. Znajomość technik ataków, jakie mogą być przeprowadzone na istniejącej aplikacji pozwala nam na wyeliminowanie potencjalnych niebezpieczeństw.
- **Compability with all web browsers**

## Technologies & programming languages



### PHP

PHP is a scripting language designed for creating dynamic web content and server-side applications. It's a very expanded language which offers wide abilities. PHP is very suitable for producing complex solutions which manage great number of data: web portals, content management systems, e-commerce sites and other types of web applications.



### CakePHP

CakePHP is a tool which serves quick producing of PHP applications. It's a foundational framework for programmers to create web solutions. It enables to work in a structured and rapid manner way – without loss of flexibility. Structure of application created with the use of CakePHP is object oriented, which allows to easily initiate changes or new functionalities.



### MySQL

MySQL is a relational database management system. The program runs as a server providing multi-user access to a number of databases. Its popularity for use with web applications is closely tied to the popularity of PHP, which is often combined with MySQL. Thanks to MySQL & PHP we can build applications with dynamically changed content.



### AJAX

Group of interrelated web development techniques used to create interactive web applications. With the use of AJAX, web apps can retrieve data from the server in the background without interfering with the display and behavior of the existing page. It enables more dynamic interaction between user and application than in traditional model, where every new data request means reloading whole page.



### JavaScript

Scripting language primarily used in the form of client-side scripts for the development of dynamic web applications. JS scripts are most often used to provide interactivity between user and application by among others: responding to certain events, validating forms or producing navigation elements. JS also allows to create simple animated components on a web page.



### HTML

HTML is the predominant markup languages for web sites. It provides a means to describe the structure of text-based information in a document - by denoting certain text as links, paragraphs, lists, and so on - and to supplement that text with interactive forms, embedded images, animations and other objects.



## **CSS**

Cascading Style Sheets is a style sheet language used to describe the presentation (the look and formatting) of a document written in a markup language. Its most common application is to style web pages written in HTML. CSS is a set of principles, which determine how to display web page in browser.



## **Flash**

TMultimedia platform used for creating animations with the use of vector graphics. It allows to produce interactive animations (such as advertisements, presentations, web page headers, banners, etc.) and even whole web applications.