

## OUR SERVICES

- ➔ **Designing web pages**  
company web sites, private web pages, corporate web sites
- ➔ **Designing e-commerce sites**  
advanced solutions for on-line stores and e-commerce sites
- ➔ **Content management systems - CMS**  
web sites equipped with administrative panel for managing web content
- ➔ **Creating expert systems**  
systems which facilitate to make a decision in given domain
- ➔ **Custom-made web templates**  
template designs for web sites with any characteristics, subject matter and structure
- ➔ **Custom-made graphics**  
designing graphics and animations to any use in Internet, presentations and other projects
- ➔ **Search Engine Optimization - SEO**  
web positioning in search engines, optimizing web site's source code
- ➔ **Multilingual web sites**  
web sites with various language versions
- ➔ **Updating web pages**  
modernization of web pages, designing brand new graphics for web sites

## DESIGNING WEB PAGES

Range of web sites we create and programming languages that we use is very wide - beginning from static pages in HTML & CSS, through dynamic sites with the use of PHP and databases, to interactive sites created with JavaScript language and AJAX technology.

When you order web page at Digital Guru you have certainty that it's design and functionality will be at the highest level. Web sites created by us not only mark out by design, but also they associate with your company and company products or services you offer.

Web site is designed on the basis of our experience and your hints - it helps to build coherent and unique project, which will be appreciated by your customers for sure.

### We design and create among others:

- ➔ company web sites (company information web pages)
- ➔ company web sites with expanded offer section (company information web pages and detailed information about products/services)
- ➔ corporate web sites
- ➔ web sites with administrative panel (CMS)
- ➔ simple and advanced e-commerce sites
- ➔ photo galleries
- ➔ discussion forums
- ➔ web portals with expanded administrative section

- ➔ auction web sites
- ➔ Web 2.0 sites & Internet communities

**Selected projects:**

[www.polskiedlugi.pl](http://www.polskiedlugi.pl)

[www.apaw.pl](http://www.apaw.pl)

[www.ck-system.pl](http://www.ck-system.pl)

[photomediaworld.com](http://photomediaworld.com)

[www.gurufreebies.com](http://www.gurufreebies.com)

## DESIGNING E-COMMERCE SITES

E-commerce sites created by us are characterised by big range of possibilities, interesting graphic, intuitive structure and friendly interface. We know how to design and implement online store to make it bring profits and advertise your company in World Wide Web.

Graphic projects are designed individually for each e-commerce business, depending on online store characteristic, subject matter, offer and target. By interesting graphic design we try make offered products or services more attractive.

Each e-commerce site is equipped in Content Management System (CMS), which is managed through web page and allows in quick and easy way among others to:

- ➔ add new shop categories and subcategories
- ➔ manage categories and subcategories (edit, delete, hide, show, edit sequence)
- ➔ add new products to selected categories
- ➔ manage products in store (edit, delete, show, hide, edit sequence in category),
- ➔ create photo galleries for store products
- ➔ manage customers
- ➔ manage orders, view order details
- ➔ add and manage informational subpages (such as "About us", "Contact", etc.)

**Selected projects:**

[www.vivaart.eu](http://www.vivaart.eu)

## CONTENT MANAGEMENT SYSTEMS (CMS)

CMS (Content Management System) is a system which allows to update, modify, add new content to existing web site, without the need of programmer interference and additional costs.

Our CMS will allow you to perform changes in your web site's look and content.

**Thanks to CMS you gain:**

- ➔ absolute control over web site's content
- ➔ ability to edit content with the use of intuitive and very easy to work on editor
- ➔ ability to manage web site's arrangement and look
- ➔ ability to manage photo galleries
- ➔ ability to manage files accessible to Internet users (such as offers in PDF or prices in XLS)
- ➔ modules fitted to your needs: News module, Offer module (adding new positions in offer; deleting, hiding or showing selected positions, editing content of selected offer, adding photos, managing offer categories etc.),
- ➔ adding new informational subpages, photos, images, tables, Flash animations
- ➔ hiding / showing selected web page elements
- ➔ deleting selected web page elements
- ➔ ability to paste content from other editors (such as MS Word), edit font style (color, style, font format, size)

Content Management System is strictly fitted to Customer's needs and possibilities available in web site. Working on CMS is being held through Internet (web page).

## CREATING EXPERT SYSTEMS

An expert system is software which facilitates to make a decision in given domain. Such an application - with the use of simple question series - prompts solution, which helps to make a decision. Expert system assists and can even be substitute human expert from given domain.

Expert systems are useful in almost every branch in which expert knowledge is necessary, such as:

- ➔ knowledge of offer and technical data available in market for example mobile phones / notebooks / computers / home cinema (electronic equipment) or any products from different branches
- ➔ knowledge of tax system
- ➔ etc.

Expert systems help to solve different kind of problems, such as:

- ➔ "what is the best mobile phone model for me and my expectations?"
- ➔ "what is the best notebook model for my needs?"
- ➔ "what is the best home cinema configuration to fit in my room?"
- ➔ etc.

Expert system operates on the principle of asking user simple questions. In the case of expert system, which helps in choosing the best laptop model, questions could look for example like:

1. "Will the notebook be used in company or will it serve private purposes?"
2. "Will the notebook be used in higher degree to play in computer games?"
3. "What software / operation system should my notebook have?"

If the user states that he/she wants to buy notebook with the thought of using it in business purposes, system will choose from available notebook models the ones which for example have long-working battery, have good presence, resistant casing and a lot of disk space etc.

On the other hand, if user states that he/she wants to use notebook in private purposes and it will be used mostly to play computer games - system will view a list of notebook models, which for example have good graphic card, a lot of cache memory etc.

Sequence of questions and the choice if given question will at all be asked is determined by user answers. If the user states that notebook will be used in business purposes, system won't ask a question if desired notebook will serve to play games.

After giving an answers to system, user can view a list of products, which is most suitable for his/hers needs.

By having such an application on your company web site, you can provide your customer immediate help with for example choosing most ideal product. It's also kind of interactive entertainment for your customers. Customer who uses expert system is more rich in knowledge which he/she would get from human expert at your company.

## CUSTOM-MADE WEB TEMPLATES

The basic of web site's success in Web is attractive design and easiness in moving around the site from the user's point of view. While designing web templates we pay attention to: originality of project, interesting colour, matching web site looks to company profile.

We design templates for web applications with any characteristics, structure and subject matter.

## CUSTOM-MADE GRAPHICS

We create and design custom-made graphics. If you need graphic for:

- ➔ web page (header, web template, banner, Flash animation, logo)
- ➔ multimedia presentation
- ➔ e-book
- ➔ to any use in Internet

you are in the right place.

We can design any graphic according to your requirements about colour scheme, layout, it's kind and character. Custom-made graphics are our speciality.

## SEARCH ENGINE OPTIMIZATION - SEO

The goal of SEO is to obtain the highest possible position in search engines, so that Internet users can get to your web page, which means more visits on your website, more interest in your company and increasing the number of potential customers.

SEO is integral part of our designing and putting into practise your web page. During

planning and implementing website we use several practises to position your page in the search engines such as :

- ➔ making use of friendly links of your website URL address
- ➔ making use of clear and most readable for search engines source code
- ➔ our source code is always optimal and in accordance with W3C Organization standarts, which helps your web page to obtain the highest indexes
- ➔ we never use methods which are unacceptable for search engines, which at first can give much results in SEO, but can lead to banning your web site by search engines

We use much more methods during programming web site, which are the basics to achieve the highest position in search engines. Besides, we help with choosing keyword for your page, which will help Internet users to find your page. Also, we help with choosing your site content, to make it at the highest position all the time.

## MULTILINGUAL WEB SITES

What are the benefits of having your web page in several language versions?

- ➔ your company gains more prestige
- ➔ having multilingual web site (for example: english and french) affects on apprehension of your customers on company as on more reliable company with customers all over the world
- ➔ acquiring new customers not only in your county, but also abroad
- ➔ several language versions affects positively on web site positioning in search engines

## UPDATING WEB PAGES

Are you interested in reconstructioning your web site? Would you like to optimize your web site's source code? Would you like to add some new functionalities to your web site? Or maybe you would prefer brand new and professional graphic design?

We offer updating and modernization of web sites in a range of:

- ➔ web design, that is creating a brand new look for your web site
- ➔ optimization of source code, to make it more readable and optimal for search engines and web browsers
- ➔ developing CMS to existing web sites

If your web site doesn't satisfy you any more - contact us and we will renew it with pleasure.