



WEB DESIGN

• GRAPHIC DESIGN • DIGITAL MARKETING • HOSTING

WEB DESIGN & DIGITAL
MARKETING SERVICES

giwebdesign.com.au

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Web Design



WEB DESIGN

GI Web Design is a fast-growing online and creative digital agency located in Keilor East. Our Web Development team consists of highly experienced professional web designers, web developers and search engine optimisers.

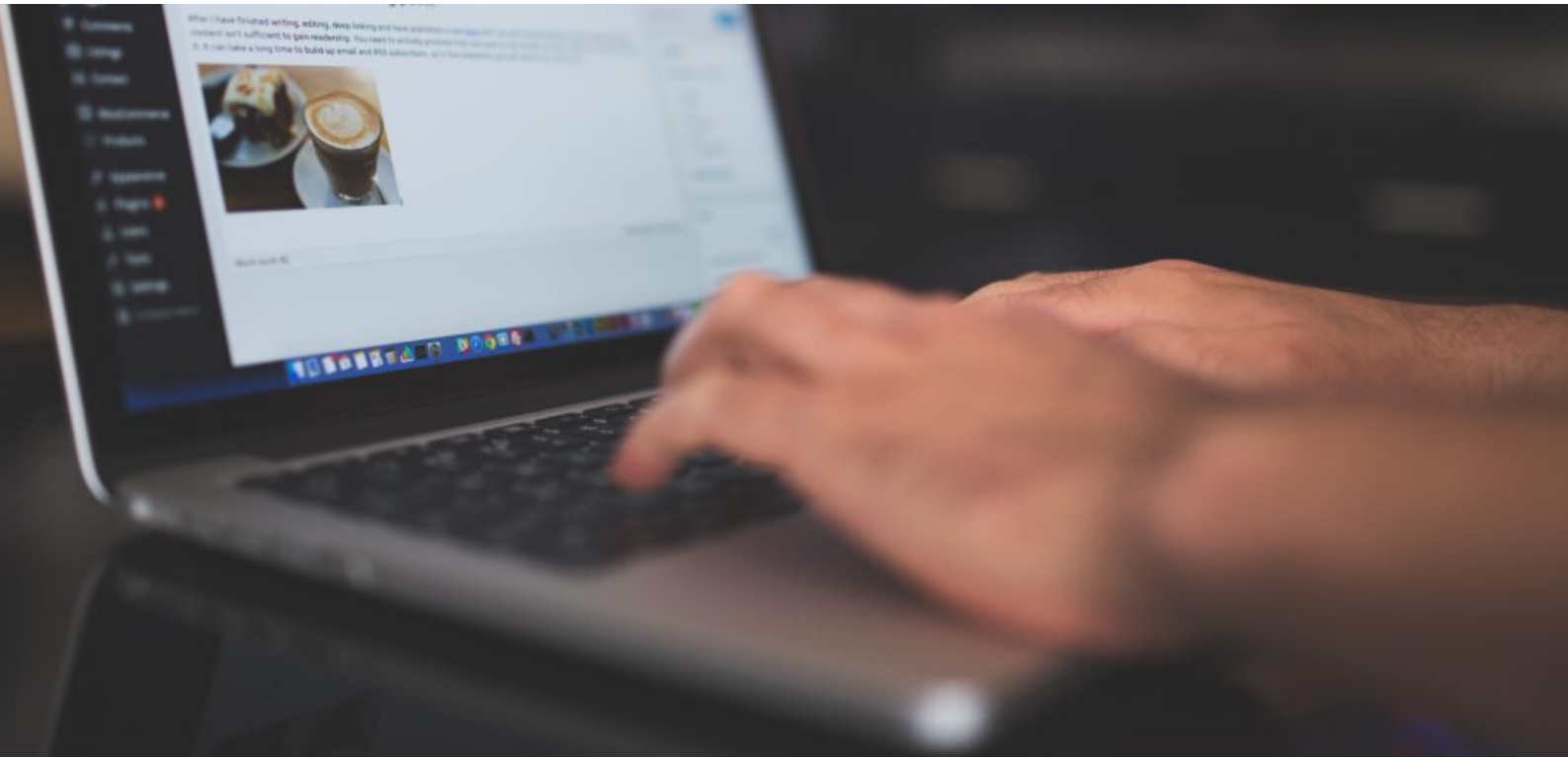
We can create a beautiful and effective website for your business. We understand that each business is unique, and we will work with you to create a website that reflects your individual brand and voice.

Our team of talented designers will help you create a website that looks great and functions perfectly, driving more traffic and conversions to your business.

GI Web design is the perfect choice for businesses that want a professional website without spending a fortune.

Our web designers are experienced in creating beautiful, functional websites that will help you reach your target audience. We'll work with you to create a custom website that fits your needs and budget, and we'll provide ongoing support so you can always keep your website up-to-date.

Content Management Systems



CONTENT MANAGEMENT SYSTEMS (CMS)

An excellent way to keep your website looking fresh is to regularly update it with new and updated information – sales, special offers, seasonal products and so on. GI Computer Innovations can create your website using a 'Content Management System' (CMS) which enables you, the website owner, to make updates and changes to the content of your website without any technical knowledge. You can easily change the content of existing pages, or add new pages – including text and photos, to your website. This can translate into significant savings on web maintenance services.

GI Web Design provides customers a simple, easy-to-use system for updating their website content and images. Initially, we will design, build, write and upload all the required content to your new website. We then hand over the control to your business to continue with ongoing maintenance.

We can provide simple, non-technical training. Using our CMS is similar to using Microsoft Word and does not require technical knowledge. Once trained, your staff can make changes and add content to your website without the need for external consultants.

E-commerce Websites



CONTENT MANAGEMENT SYSTEMS (CMS)

One of the keys to a successful online business is getting yourself an E-Commerce Website which is easy to use, well designed, well maintained and easy for the customer to use. At Gi Web design, we use one of the most powerful Content Management Systems (WordPress) and shopping cart plugins (WooCommerce) to create stunning websites.



Upload images with a few simple clicks. No need to worry about the image size, the system will handle this for you.



Put in the product descriptions, set the attributes for them including size, colour, weight, adjust the prices and more.



Manage the inventory easily, the system will automatically update the inventory after the customer makes an order.

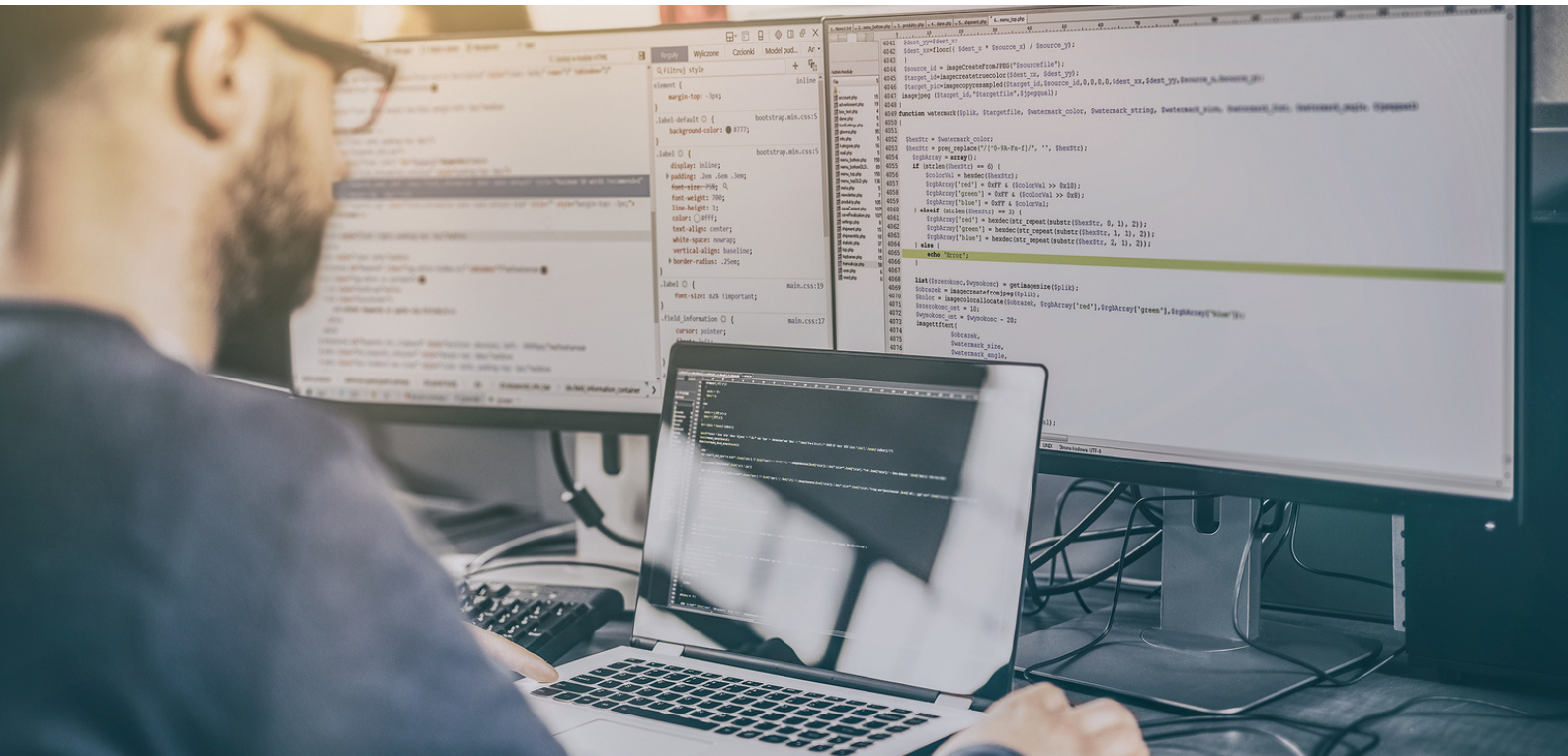


Sell physical products that will ship to a customer, digital products they can download or any combination of the two.



Create categories and products from the back-end of the system.

App Development



APP DEVELOPMENT

A web-based application is any application that uses a web browser as a client. The term may also mean a computer software application that is coded in a browser-supported programming language (such as JavaScript, combined with a browser-rendered markup language like HTML) and reliant on a common web browser to render the application executable.

Web applications are popular due to the ubiquity of web browsers, and the convenience of using a web browser as a client sometimes called a thin client. The ability to update and maintain web applications without distributing and installing software on potentially thousands of client

computers is a key reason for their popularity, as is the inherent support for cross-platform compatibility. Common web applications include webmail, online retail sales, online auctions, wikis and many other functions.

Our Web Development Team has developed many large scale web applications for both local and overseas organizations. Just let us know what you want to do with a web application, we will specify, design, implement, deploy and maintain a system that conforms to your unique requirements.

Website Maintenance



WEBSITE MAINTENANCE

Why is it important to keep your website software up to date?

WordPress is a great piece of software, it makes running your website easy, but without regular updates your website is at risk of being attacked. To create a safer place for you and your viewers there are three key aspects that need attention: Backups, Security and Maintenance.



Security updates help prevent hackers from attacking your site and stealing information from you or your viewers.



Backups protect your site in the event of a server crash or security breach and ensure you don't have to rebuild your entire website again.



Maintenance will ensure that your users will get the best possible experience from your site.

Website Maintenance Packages



WEBSITE MAINTENANCE STARTER PACK P/Y

\$440 Annually

UPDATES EVERY 3 MONTHS

Create a full website backup

Update WordPress
(or your relevant CMS)

Update all of the Plugins
and third party software used
by your website

Ensure security updates
are in place

Malware scan

WEBSITE MAINTENANCE ROCKET PACK P/Y

\$540 Annually

UPDATES EVERY 2 MONTHS

Create a full website backup

Update WordPress
(or your relevant CMS)

Update all of the Plugins
and third party software used
by your website

Ensure security updates
are in place

Malware scan

WEBSITE MAINTENANCE ENTERPRISE PACK P/Y

\$640 Annually

UPDATES EVERY 1 MONTH

Create a full website backup

Update WordPress
(or your relevant CMS)

Update all of the Plugins
and third party software used
by your website

Ensure security updates
are in place

Malware scan

Search Engine Optimisation



SEO

Recent studies confirm that more than 60% of Websites lack the proper web programming to be ranked properly by search engines. In many cases, sites do not contain the necessary titles, descriptions, keywords, metatags and sitemaps required to be read and indexed properly by the leading search engines. To make things even worse there are many companies promising SEO results that they cannot ethically deliver – putting your business at risk.

Practices that violate search engine guidelines may result in a negative adjustment of your site's presence, or could even get your website blacklisted by Google!

Search Engine Optimisation

CONTINUED

WHAT WE CAN PROVIDE YOU

ON PAGE SEO

- Keywords Research
- Competitor Analysis
- Keywords Mapping
- Title Tag changes suggestions
- Meta tags changes suggestions
- Alt tag changes suggestions
- New pages suggestions
- XML site map setup
- Google Webmaster Setup
- Bing Webmaster Setup
- Google analytic setup and track
- Fully Detailed SEO
- Work Report
- Google Business Listing

OFF PAGE SEO

- Search Engine Submissions
- Article Submissions
- Web Directory Submissions
- Google AdWords Setup
- Local classified submission
- Local business listing
- Building Blogs

THE BENEFITS

- Organic Traffic
- Referral Traffic
- Get Top Ranking Over Search Engines
- Get Relevant Keywords & Best Keywords Ranking
- Increase Page Rank
- Increase Quality Back Link
- Increase Your Online Sales
- Branding

SEO Packages



SEO STARTER PACK

\$440 p/m

5 Keywords

Website Analysis

Google Analytics & Search Console Setup

Monthly SEO Report

On-page Optimisation 3 HR

Backlink Profile Development
5-10 per month

Google Adwords Campaign Setup
and Management

1 Article Submission



SEO ROCKET PACK (RECOMMENDED)

\$880 p/m

10 Keywords

Website Analysis

Google Analytics & Search Console Setup

Monthly SEO Report

On-page Optimisation 6 HR

Backlink Profile Development
10-15 per month

Google Adwords Campaign Setup
and Management

3 Article Submissions



SEO ENTERPRISE PACK

\$1760 p/m

20 Keywords

Website Analysis

Google Analytics & Search Console Setup

Monthly SEO Report

On-page Optimisation 10 HR

Backlink Profile Development
20+ per month

Google Adwords Campaign Setup
and Management

5 Article Submissions

Please note that the Google Ads budget is not included in the prices above. We only make recommendations on how much your Adwords budget should be based on the campaign data.

Social Media Marketing



SOCIAL MEDIA MARKETING

Social Network sites allow you to interact with potential customers and generate interest and engagement with your products or services. GI Web Design can build up all the essential Social Media accounts for you, also help you to post content each week, or help you to create a good looking, rich content newsletter to connect with your customers.

What is Social Media Marketing?

Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks.

Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media is a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social Media Marketing

CONTINUED



Content Marketing We create relevant and valuable content to attract your audience, ultimately driving a profitable outcome.



Social Media Management
We can manage all your Social Media platforms using your brand's tone of voice. We take the time to learn and understand your brand before engaging with your audience.



Social Media Campaigns With the right creative idea and message, we create social campaigns that deliver you results ensuring maximum reach.



Influencer Management We identify and reach out to key influencers to help promote your brand.

Social Media Packages

SOCIAL MEDIA RUBY PACK

\$500/month

Custom Hashtag Strategy

Creative Posts (14 per month)

Custom Monthly
Insights report

Monthly SEO Report

Boosting and/or Paid Ads

Custom / Premium Photography
(optional extra)

SOCIAL MEDIA SAPPHIRE PACK (RECOMMENDED)

\$900/month

Custom Hashtag Strategy

Creative Posts (28 per month)

Custom Monthly
Insights report

Boosting and/or Paid Ads

Social Media Moderation

Custom / Premium Photography
(optional extra)

SOCIAL MEDIA DIAMOND PACK

\$1300/month

Custom Hashtag Strategy

Creative Posts (42 per month)

Custom Monthly
Insights report

Boosting and/or Paid Ads

On-page Optimisation 10 HR

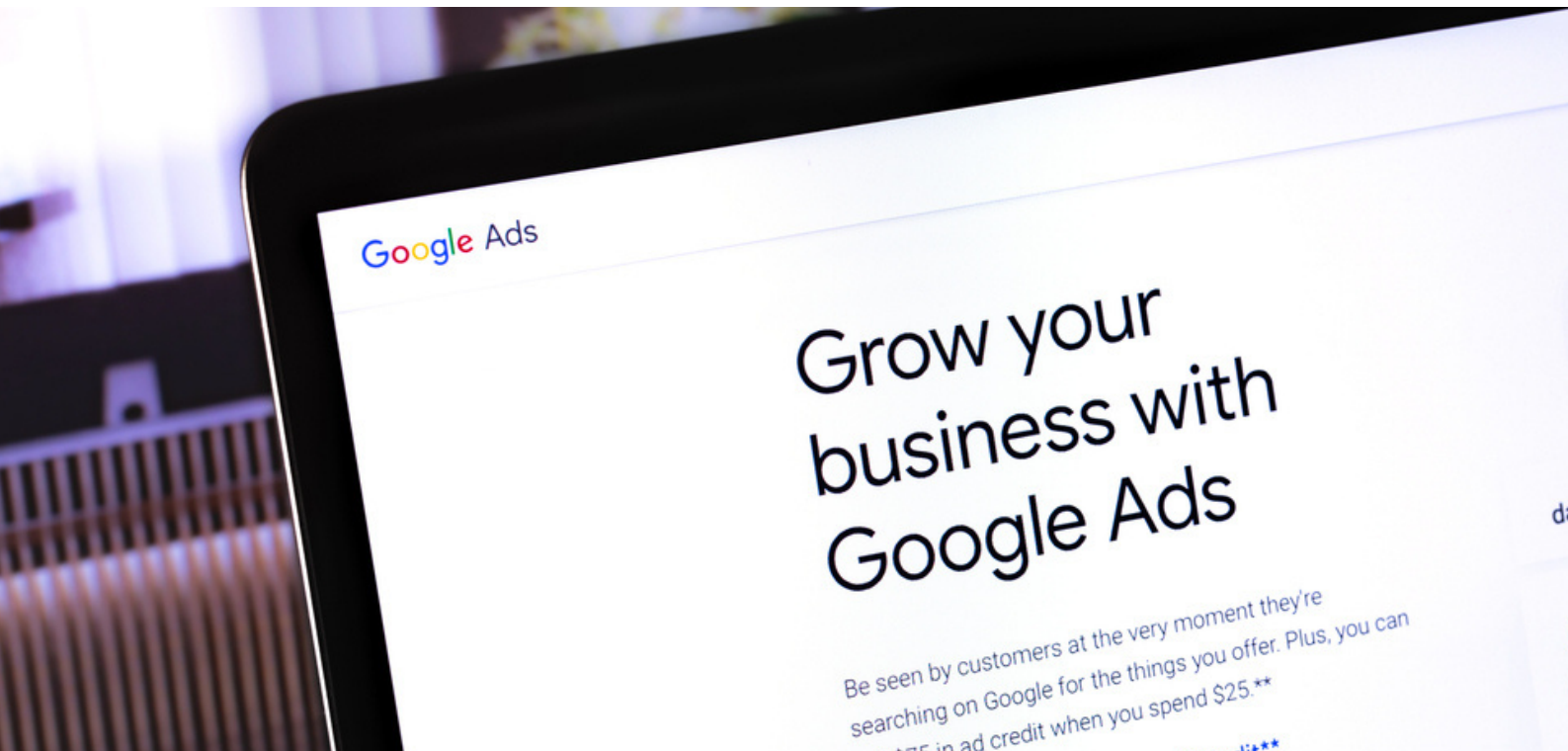
Social Media Moderation

Custom / Premium Photography
(optional extra)

Please note that the Social Media Platforms Ads budget is not included in the prices above. We only make recommendations on how much your Adwords budget should be based on the campaign data.

Google Ads

LET GI WEB DESIGN HELP YOU ACHIEVE BUILDING AND RUNNING A SUCCESSFUL GOOGLE ADS CAMPAIGN



Expert Analysis Our team of Ads experts have had many years of experience in PPC advertising, keeping clients happy.



Cost Effective Using our expert Ads techniques, we will reduce the Cost Per Click (CPC) giving you a cheaper Ads campaign.



Focus on Growth Our Digital Marketing team use up to date techniques to optimize your campaign and continually grow it to its full potential.



Knock out your competition Our Google Ads team are experts in putting your website at the top of your competitors using our best targeting strategies.



Precise amendments Google's Ads policies frequently change, therefore we make sure that your Ads are always changing with them keeping your campaign relevant and performing at its best.

Graphic Design



GRAPHIC DESIGN

At GI Web Design, we provide not only a first-level quality website, but we also focus on the images your website will show your customers.

The graphic designers in our web design team will research your organization, figure out the real content of your business, and then design an attractive image for your business, presenting it on your website, brochure, newsletter etc.



Print Design Our design team is dedicated to making your work shine above the rest. Our Graphic Design professionals have years of experience in commercial and educational print services.

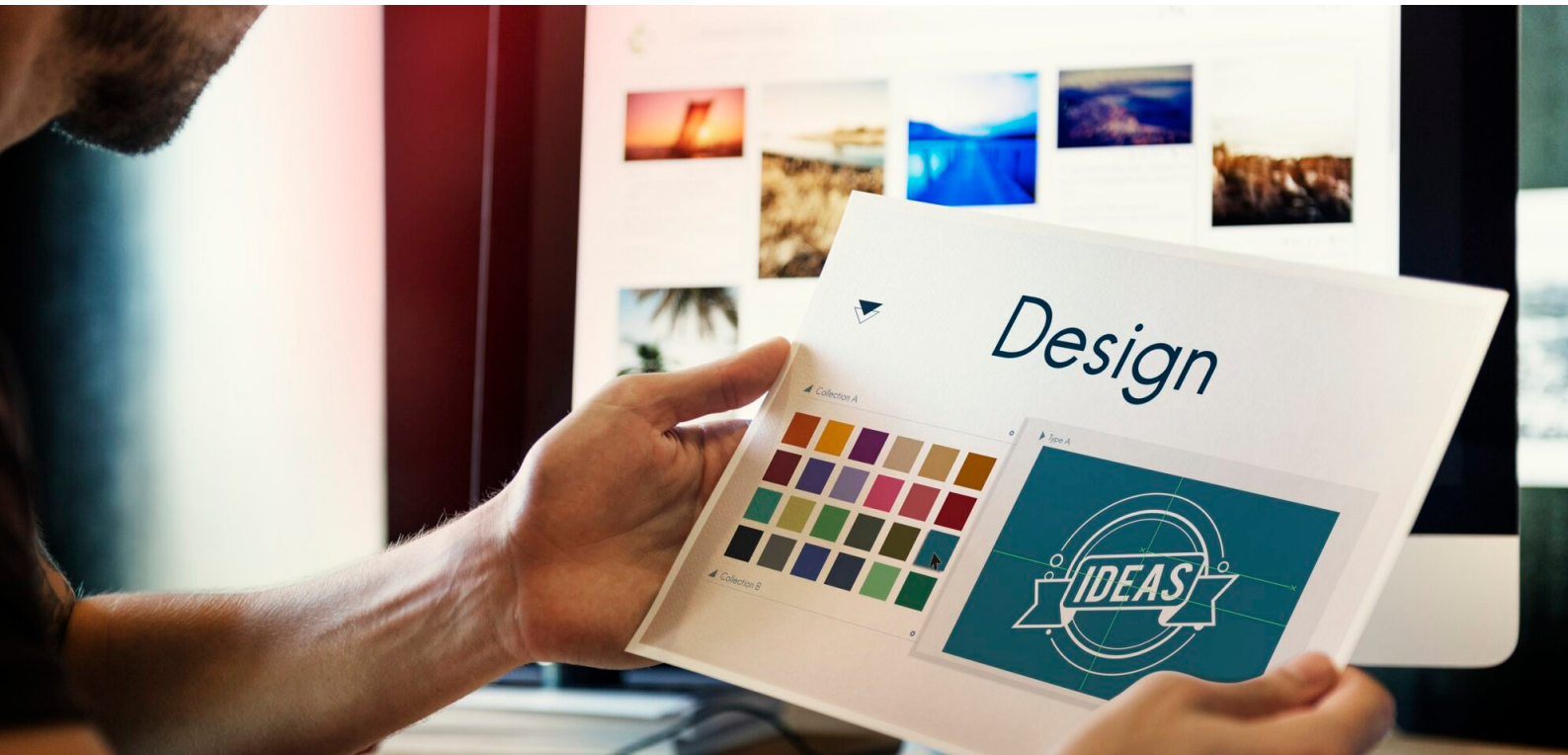


Product Packaging Our skilled team of designers have had over a decade of experience in product packaging. Let us design your packaging and take your product further.



Event Design We can take care of all your Graphic Design needs for your upcoming events. Our goal is to make your business or brand looking its absolute best.

Logo Design



LOGO DESIGN

A good logo is important as it identifies your business or brand.

Our design team at GI Web Design have had over a decade of experience designing logos across Melbourne, Perth, Sydney, Adelaide, Brisbane and the rest of Australia.

Work with an experienced team of graphic designers to create a premium custom logo that will grow your brand.

Our design team at GI Web Design can provide you with a jaw-dropping professional custom logo that will help leap your business or brand to success. It's as easy as 1, 2, 3.

STEP 1

Describe your vision for the perfect logo to our design team.

STEP 2

Our team will send you back variations of what you described.

STEP 3

Choose your favourite design and our team will fine tune it.

Video Editing



VIDEO EDITING

Too busy to make your own videos? Let GI Web Design create amazing videos that your brand needs and deserves.

When it comes to choosing a Melbourne based video editing company, GI Web Design have you covered. Our team has over a decade of experience in the industry keeping clients happy.

WHAT WE CAN OFFER



Corporate Videos



Promotional Videos



Training Videos



Educational Videos

Hosting & Domains



DOMAIN NAMES

A Domain Name/Web Address is how the world finds your business online. Your Domain Name gives you the means to be represented on the Internet. It gives the Website and Emails from your Business credibility as well as makes your business easy to remember.

Check out our online domain store to register a domain in the comfort of your own home!
Visit domains.gici.com.au

WEB HOSTING

Website hosting is the business of housing and maintaining files for your website.

Host your website safely and securely with GI Web Design. Get in touch with us today at giwebdesign.com.au/contact/ to organise a hosting package.

IT Support



BUSINESS IT SUPPORT

GI Computer Innovations was established in 1998, operating throughout Melbourne. Our reputation has grown through recommendations from our clients, allowing our business to expand around Australia.

We are specialists in identifying and delivering flexible IT Business solutions that scale and accommodate your business demands.

We understand that every business is different, which is the reason why we tailor our solutions based on your needs. Our services range from managed services to system setups. We have you covered for any IT scenario.

MANAGED SERVICE PROVIDER

With our workstation, server and network assistance services, we make technology a robust mechanism to enhance the productivity of your company's operations.

Give us a call to discuss what's most suitable for your business. We will evaluate your whole IT structure and provide you with choices that will best support your requirements and growth. Book your free onsite analysis today!

Phone: 03 9744 2887

Email: info@gici.com.au



IT Support

CONTINUED

TAKE CARE OF YOUR COMPANY WHILST WE LOOK AFTER YOUR IT INFRASTRUCTURE

| Essential | Proactive | Fully Managed |
|--|--|--|
| Essential IT Support – \$50 per site <ul style="list-style-type: none"> Light Monitoring Asset, Software and Hardware Reporting Remote Control | Server – \$150 <ul style="list-style-type: none"> Advanced Performance Monitoring Key Application Maintenance Scheduled Preventative Maintenance License & Asset Management Managed Anti-Virus Monitored Backup Additional Support Billed at T&M Rates | Server – \$275 <ul style="list-style-type: none"> Advanced Performance Monitoring Configuration Management Key Application Maintenance OS & 3rd Party Patch Management Real Time Server Optimisation Scheduled Preventative Maintenance License & Asset Management Managed Anti-Virus Monitored Backup Managed Audit Unlimited Remote & Onsite support |
| Managed Anti-Virus – \$5/device <ul style="list-style-type: none"> Integrated AV deployment AV Updates Threat and Status Reporting | Network – \$40 <ul style="list-style-type: none"> Quarterly network Health Review Firewall Management & Maintenance Router Monitoring Switch Monitoring Additional Support Billed at T&M Rates | Network – \$100 <ul style="list-style-type: none"> Firewall Management & Maintenance Router Monitoring Switch Monitoring Unlimited Remote & Onsite support Monthly Network Health Review |
| Managed Patch – \$5/device <ul style="list-style-type: none"> Windows Patch Management 3rd Party Patch Management Patch Reporting | Workstation – \$40 <ul style="list-style-type: none"> Availability Monitoring OS & 3rd Party Patch Management Scheduled Preventative Maintenance Managed Anti-Virus | Workstation – \$100 <ul style="list-style-type: none"> Advanced Performance Monitoring Configuration Management & Enforcement OS & 3rd Party Patch Management Real Time Workstation Optimisation Scheduled Preventative Maintenance Managed Anti-Virus |
| Managed Backup – \$150/server <ul style="list-style-type: none"> Integrated Backup Deployment Backup Management and Monitoring Capacity and Status Reporting | Proactive Options <ul style="list-style-type: none"> Hosted Backup – \$150 + \$0.75/GB Managed Mobile – \$10/device Capacity/Status Reporting Managed Compliance – \$4/IP | Proactive Options <ul style="list-style-type: none"> Hosted Backup – \$150 + \$0.75/GB Managed Mobile – \$10/device |
| Hosted Backup – \$150 + \$0.75/GB <ul style="list-style-type: none"> Offsite storage to a secure Data Centre | | |
| Managed Mobile – \$10/device <ul style="list-style-type: none"> Mobile management, support and reporting | | |
| Managed Compliance – \$4/IP <ul style="list-style-type: none"> Monthly Vulnerability and Compliance reporting | | |



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CONTACT US

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