

your web presence



Modem  perandi

Your web presence

If the first place people look for information about your company is Google then your website may form only part of what they find. Your website and all the other information available about you through Google comprises your web presence. Will the Google entries for your business enhance your reputation? Do you have YouTube content or a gallery on Flickr? And if you haven't created a Wikipedia entry for yourself have you checked to see if anyone else has?

Modem Operandi can help you manage your web presence by using Web 2.0 applications to enhance your website; to create familiarity, build trust and give control to your customers.

Google ranking

Your Google ranking is improved by every link to your website. Links from popular sites count more than links from less popular ones. Well designed websites assist Google indexing and increase your site's visibility.

Modem Operandi can help you to measure and improve your website's success.

About Tom Orr

Tom Orr has over ten years experience of web development projects. He is currently co-ordinating the new website for City of Edinburgh Museums and Galleries. As Modem Operandi, Tom and his associates provide website development, marketing and copywriting.

Testimonials

"Having decided to get our web site completely overhauled and brought into the 21st century, a friend suggested trying Tom. It's always a bit awkward when you act on a recommendation, but I needn't have worried. Tom is thoroughly professional and very understanding of a company's and its web sites needs. This makes the whole IT process very easy and I would have no hesitation in "recommending" Tom to any other businesses."

Kevin Liston
Managing Director
Lothian Heating Services Ltd. Midlothian

"Tom has worked on two web site projects for us now and we are delighted with both. He is always extremely responsive and able to take our ideas and deliver a really high quality product. We find him both creative and practical which is just what we need. Our experience is that he always delivers on time and within budget and goes the extra mile to ensure you get what you want."

Shelagh Richards
Capital Homestagers, East Lothian

"We at Wolfe Flooring have just completed our website with the assistance of Modem Operandi. We dealt with Tom Orr from start to finish and his advice was greatly appreciated. Modem did exactly as we asked with a tight turnaround, for which we were extremely grateful. Tom also kept in touch regularly, and sent us updates to show how the site was progressing. All in all, a very good service which we can highly recommend."

Shirley Mitchell
Wolfe Flooring, West Lothian

"When I first approached Tom Orr of Modem Operandi, I knew what I wanted our website to look like. Tom translated my message well; he was happy to try different things, is always really helpful and a joy to deal with. The job was delivered on time, was excellent value for money and the results speak for themselves. His ongoing support is invaluable. I wouldn't hesitate in recommending Tom's work."

Lianne Walker
Editor
Greener View

What we offer

- Domain management, e-mail management and Web hosting (through 1and1.co.uk) with service level agreement
- Brand identity and marketing advice
- Google Analytics, AdWords and other search engine optimisation (SEO) techniques
- On-line retail systems
- CMS (Contribute, Etomite, Joomla) and staff training
- User forums, photograph galleries, Flash advertising banners, Blogs, mailing list management and newsletter fulfilment (via MailChimp)
- Password protected pages for members or customers
- Copywriting
- Websites able to meet W3C and WAI standards (WCAG)

Our approach

- The project begins with a briefing meeting. This is usually face to face but can be by telephone or e-mail. An Outline Project Proposal including the planning stages, an estimate of costs and timescale will be produced based on information provided.

- On acceptance of the Outline Project Proposal we will meet to discuss the project scope. This includes the site's content, technical and design requirements as well as a detailed breakdown of costs, project milestones, responsibilities and ongoing support. The details will be listed in a Project Specification Document.

- If you have not already taken time to research your competitors, your audience or customers and think about your key objectives we will include a research and testing phase. At the end of this stage we will have a sitemap and a wireframe layout of the main page templates including the navigation links.

- Once we have a sitemap and page templates we will work on the design. Draft designs will be discussed with you and revised until we have a design that you are happy to sign-off.

- In the development phase we will provide regular updates through a test server so that you can check the test site against the project specification document and design.

- When you are happy with the test site we will move on to the deployment of the site on the web server. At this point we will provide details of web metrics, mailing-list retrieval, ongoing SEO and any CMS training you might require.

- We will provide ongoing support as agreed in the project specification.

Case Study #1

Greener View, Edinburgh
www.greenerview.co.uk

Greener View required a website to augment their successful print magazine. The website had to allow for a range of customer involvement. At the scoping meeting we identified a news feed, a basic CMS (using HTML/FTP), RSS, social book marking, a mailing list and a password protected subscribers page.

Modem Operandi produced three designs. The chosen design, which had a three dimensional paper effect intended to compliment the printed version of Greener View was taken forward to development.



Three draft designs were produced. Design number one was signed off for development.

Case Study #2

Whitmuir the Organic Place
whitmuirtheorganicplace.co.uk

Whitmuir the Organic Place required a website, e-newsletters and downloadables which fulfilled their marketing strategy and were consistent with their printed and on-site information.

A fresh, new multi-column design was produced. It is managed with Adobe Contribute which has a WYSIWYG* interface like a word processor.

The site includes an embedded Twitter feed, YouTube videos and links to other Whitmuir content on FaceBook and Flickr.

The old mailing list was transferred to MailChimp where a set of twenty-five distinctive templates was designed and set up for weekly e-mail newsletters to farm supporters. MailChimp automatically handles newsletter sending, subscriptions, cancellations and archiving.

The initial site was developed within eight weeks to be ready to launch on the day the farm's new building was officially opened.

*What You See Is What You Get



Case Study #3

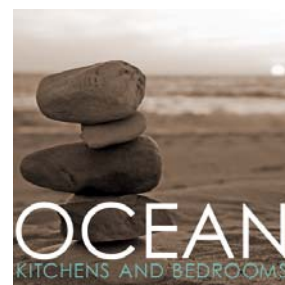
Ocean Kitchens, Edinburgh
www.oceankitchensedinburgh.co.uk

Ocean Kitchens was a new company working to a tight schedule to open a kitchens and bedrooms showroom near Ocean Terminal. They required company branding which reflected their location, and a website able to display a wide range of interior designs.

We worked with the director and lead designer at Ocean to produce a company logo which had a fresh, nautical feel.

We developed a website with embedded gallery pages which display a large number of images in a neat, compact way. We set up analytics to provide data for a follow-up marketing package and to allow for ongoing search engine optimisation.

The main pages were written in standards compliant HTML and CSS, Flash was used for the advertising banner and the galleries were animated using JavaScript.



Several logo designs were tried before the "compass" design was chosen.

Client List

Breadshare Community Bakery, Peeblesshire
LoganPM, Edinburgh
Fried Green Tomatoes, Peeblesshire
The Big Tent Festival, Falkland
Falkland Centre for Stewardship, Falkland
Whitmuir the Organic Place, Scottish Borders
Hartleap Holiday Cottage, Scottish Borders
Wolfe Flooring Ltd. West Lothian
Fresh Perspective, Edinburgh
Lothian Heating Engineers Ltd. Midlothian
Greener View Magazine, Edinburgh
Frugal Cool, East Lothian
The Scottish Arts Therapies Forum, Edinburgh
Ocean Kitchens, Edinburgh
Frantoio del Bartolomei Apartment, Tuscany
Tour Drive Ltd. Gullane
Capital Homestaging, East Lothian
Party Mania, Edinburgh
Abigail Carney Associates, Musselburgh
Peagreen PR, Peebles
Frugal Cool, Musselburgh
chechurubiera.info
Puck's Lodge, Argyll
The Feral Choir, Dumfries
The Old Bank Apartment, Melrose
Trouvé, Edinburgh
The Arthur's Seat Challenge, Edinburgh

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