

Websites & Applications



Our experience and skills

Our web developers have over 10 years' experience developing and delivering online solutions for small businesses and multi-nationals. We're certain we can help you realise the potential of your ideas.

We'll work closely with you to ensure we are able to provide you with the best solutions possible at a price you can afford!

- ✓ We have over 10 years' experience developing and delivering bespoke websites and applications
- ✓ We've worked on projects for multi-nationals, small businesses, charities and local government
- ✓ We work with a wide range of content management and ecommerce systems such as WordPress, Drupal, Joomla and Magento
- ✓ We have on-staff designers with in-depth knowledge of HTML5, CSS3, Javascript and a whole host of programming languages including PHP, ASP, Pearl, Ruby and more

Five star service as standard

We're committed to providing the best possible service to our customers. Whether it's a 2,000 product ecommerce website or a simple one page website you'll receive the same level of service and attention to detail from our qualified designers and developers.



Applications and process automation

How would you like to be able to work from anywhere (well, anywhere with an internet connection) and be able to use any computer you choose as long as it's got a web browser?

Web applications can be as feature rich as traditional desktop applications, the real difference is the time it takes to plan, develop and roll-out the solution and with a faster development.

Whatever you want your application to be - an appointment booking system, a document store, a forum, a consultation portal, an intranet, an extranet... the only limit is your imagination.

- ✓ Securely access your business data from any internet connected computer or device
- ✓ Easier sharing of data between different systems and business locations and home-workers
- ✓ Fast development of new features and customisations plus lower cost of ownership due to easier development and lower support costs

Web applications built with Midas

We have our own custom developed web application framework called Midas. Initially designed to meet our business needs and used for tasks as wide ranging as customer support email handling and customer information management to recurring service billing and Direct Debit payment collection. Midas offers a rock solid and proven platform for application development.



Easy to manage WordPress websites

WordPress is great for use on just about any website, there is a built in blogging platform, thousands of plugins for easy integration of analytics, image galleries, and it is great for search engine optimization and ecommerce using the popular WooCommerce plugin.

Best of all, it makes it incredibly easy for businesses to create and update pages on their own website. No more paying money every time you want to post a blog or add a new page to your site!

- ✓ Our website hosting platform was developed in-house to provide the best possible foundation for your WordPress website.
- ✓ All WordPress websites developed by O'Brien Media include real-time website visitor analytics, monthly website performance reports and update monitoring to keep you informed.

- ✓ **Publish with Ease** If you've ever created a document, you're already a whizz at creating content with WordPress.
- ✓ **Media Management** They say a picture says a thousand words, which is why it's important for you to be able to quickly and easily upload images and media and use them on your website.
- ✓ **Search Engine Optimized** WordPress is optimized for search engines right out of the box.
- ✓ **Publishing Tools** WordPress makes it easy for you to manage content. Create drafts, schedule publication, and look at your post revisions.
- ✓ **Importers** Using blog or website software that you aren't happy with? WordPress comes with importers for blogger, LiveJournal, Movable Type, TypePad, Tumblr, and more.
- ✓ **Flexibility** With WordPress, you can create any type of website you want.



WORDPRESS

Email, SMS & mobile solutions

SMS marketing

With open rates of over 95% and an average time to open of under 6 seconds it's easy to see how your business could be missing out by not using text marketing to promote your products and services to your customers and prospective customers.

Email marketing

Email marketing is a quick and easy way to get your business offers and information in front of your customers. We usually recommend Mailchimp for most businesses, as a fully hosted service with excellent deliverability rates and an easy to use interface we can help you get started by creating email templates and showing you how to create and send your campaigns and manage your mailing list.



SMS and Email automation

Communication is key when building customer relationships, we can help you keep up the momentum by creating drip campaigns to keep you connected with your customers.

From the occasional SMS with product information or special offers to regular email newsletters powered by your own blog posts we can help craft a solution that doesn't require your constant attention and works in the background to maintain contact with your customers.

Scalable websites built with Drupal

Drupal has been around since 2001, and is trusted by global enterprise organisations where data security is paramount, in government, charity and private sectors.

The Drupal framework is based on PHP code and couples with Javascript, AJAX, MySQL and of course HTML and CSS. What does all that mean? It means it's infinitely extensible, scalable and adheres to common web standards. Even if your website or application starts off small, we can build custom, complex additions to bolt onto it at any time. You won't have to start again when your business outgrows it.

- ✓ Our website hosting platform was developed in-house to provide the best possible foundation for your Drupal website or web application.
- ✓ All Drupal websites and web application developed by O'Brien Media include real-time website visitor analytics, monthly website performance reports and update monitoring to keep you informed.

Drupal

- ✓ **Multiple Content Types** Drupal provides complete flexibility over defining how different content types (e.g. articles, blog posts, news stories) appear and the functionality associated with each content type, such as allowing or disallowing user comments..
- ✓ **Granular User Management** Drupal allows total control of user role definitions and permissions for access to different functions within your website.
- ✓ **Device-Specific Display** If your website needs to be optimised for mobile or other devices, Drupal can detect the browser being used and serve a specific display theme for that device.
- ✓ **Highly Tuned Search Engine Optimisation (SEO)** A Drupal website will be optimally tuned for search engines through the provision of natural language URLs, permanent links to content, customisable page metadata and an automatically generated XML sitemap.
- ✓ **Content Administration** A range of core and contributed modules provides a very high degree of editorial workflow and management depending on the size of the organisation and amount of content being managed.
- ✓ **In-built Search** Drupal's own internal search engine provides either standard or advanced modes of searching by default, and any manner of search can be customised.

For more info about our services get in touch...

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