

# Integrated IT Solutions

Abitat.ca is dedicated to providing powerful, scalable, and affordable integrated IT solutions to help you take your business to the next level. In today's hypercompetitive business climate, you can't afford to let inefficiency cost you time, money, and market share.

Abitat.ca has a proven track record of making companies more efficient and visible through our team-oriented approach to IT management. The Abitat.ca management and production teams can advise and assist in every aspect of your IT strategy; from initial consultation to deployment.

Abitat.ca's highly trained and experienced team of IT specialists have assisted many of Saskatchewan's top companies in the conception, architecture, development and deployment of digital solutions in the following areas:

- ⌘ **Web Solutions**
- ⌘ **Content Management Systems**
- ⌘ **Web Marketing**





## Web Solutions

Abitat.ca offers a wide variety of web design, website development and information management services that will help you prepare your business for today's tech-savvy consumer markets. We'll work closely with you to customize existing technologies or build new ones to address your website needs by emphasizing usability, fast-loading graphics, page size, cross-browser compatibility, and above all else, modern, beautiful, yet function-oriented design. From simple freehand drawings to complex composition with the newest and most advanced graphic design software, Abitat.ca's world-class designers will ensure that your corporate brand receives the attention it deserves.

## Content Management Systems

A well-designed website is invaluable for helping you keep in touch with your stakeholders. However, in many cases, static websites are not updated often enough, making much of the information on the site useless. Your products and services are dynamic – your website should be too. At Abitat.ca, we understand that not everyone can be an HTML or PHP wizard. Keeping this in mind, Abitat.ca can implement a variety of website content management systems that will allow you to update your site from anywhere in the world, all within a system that is easy to use as a word processing program.



## Web Marketing

Abitat.ca starts you down the road to web marketing success by working with your current website to develop a solid infrastructure for future promotional success in the online environment. Our base web marketing consultancy package includes:

- **Competitive Analysis** – research will be done to assess what keywords and content are required to ensure that your website and content are listed in prominent locations for your target audience.
- **Web Site Marketing Analysis** – once the Competitive Analysis is complete, keywords will be developed, along with appropriate page descriptions and titles.
- **Implementation of Revised Tags and Content** – recommended page titles, keywords, META tags, page descriptions and compressed word phrases will be implemented on your site by our development staff.
- **Initial Search Engine Registration** -once the above processes are complete, the site submission begins. Abitat.ca will submit your pages over 78,000 of the world’s most heavily trafficked search engines, portals, and directories.
- **Search Engine Re-submission** – Abitat.ca will automatically resubmit your pages to over 78,000 search engines on a quarterly basis – once every three months for a one-year period.
- **Reporting** – Abitat.ca will provide you with a Search Engine Optimization report on submission success, keywords, titles and descriptions after every quarterly submission.

This web marketing consultancy package is billed annually at \$300.00. Additional web marketing services, such as pay-per-click advertising campaigns are also available at special rates. Abitat.ca works closely with clients to design, deploy, and manage online advertising campaigns with pay per click (PPC) advertising providers such as Google Adwords, and Yahoo’s Overture.



# Web Design and Website Development

Abitat.ca offers clients a wide variety of web design, website development and information management services. Our focus as a web developer is on website accessibility and functionality. Too many designers seem to forget that the bulk of Internet users view the web at slower modem speeds. Multimedia is often poorly implemented. Sites often lack flow to direct visitors toward key areas of contact. Your website should be a great tool; and all tools have a direct purpose.

Abitat.ca's web design and project management specialists will work closely with you to identify what your website needs to do, and what steps need to be undertaken to improve branding, accessibility, functionality and messaging in the online environment - always with an eye toward achieving your goals, and preparing for the future of your business.

## Quality by Design

The design of your web site will meet all the requirements necessary to create a successful online presence for your company. These requirements include:

- Usability assessments
- Fast-loading graphics
- Intuitive navigation and architecture
- Cross-browser compatibility
- Content Management Systems to keep web content fresh
- Functional (yet eye-catching) graphic design

## Graphic Design

Every designer knows the essence of communication resides in the simplest of elements: font, colour, lines, texture, and shape. Together these elements create the total look and feel of a product, package, design, or website. High quality design makes finding information about a product or service online more pleasurable. Our design team's focus is to convey a style, look and feel that a user can identify with, and deliver key information to the target audience in a manner that is concise and meaningful.