

## Software and Website Development

The Firsty Group team has been involved in building and managing business websites since the mid-1990s, enabling us to offer in-depth experience and cutting-edge expertise in all areas of software and website development. We offer a complete web development service, from planning, designing and building sites to launching, monitoring and updating them.

We provide a range of content management solutions, from bespoke software and CMS training through to advice on how to analyse your website and apply the results of analyses. Our work with clients is characterised by close liaison, competitive prices and professionalism, and we boast a very high level of repeat business.

### FEATURES

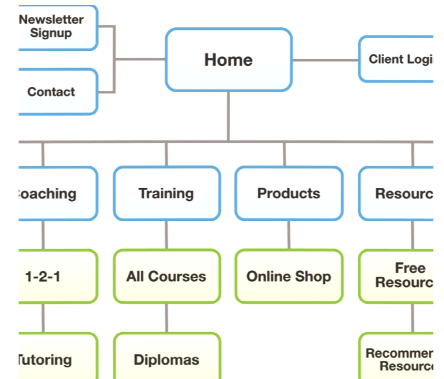
We work with you to develop a website that helps you reach both your short and long-term business objectives, by:

- determining the style and content of a website that suits your business
- conducting research on your current and potential clients and competitors
- creating a visual design that matches your brand image
- building a technical structure that meets your current and future needs
- adhering to W3C standards on accessibility and usability
- incorporating a range of eCommerce facilities, including product pages, promotions, VAT settings, administration and a suitable payment provider
- developing databases and applications to support and streamline your business processes and your sales and marketing strategies
- optimising website structure and content to achieve high search engine rankings via the optimal use of coding, tags, links and key phrases
- providing hosting and site protection that ensure the smooth, safe and reliable operation of your website

*Helping publishers and authors take full advantage of the digital publishing revolution – it's what we do and what we love doing*

**FirstyWeb:** Software & website development

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



*Philippa Hills, Barry Hills, says:*

*"From the setting up of the website to the support side, Firsty have been fantastic every step of the way. Now that the website is up and running it is very easy to update and we couldn't be happier with the end result."*

*Lis Long, Martians Reunited, says:*

*"Firsty helped us turn our concept into reality and added a great deal of value along the way, bringing their own ideas and experience to the project while making every effort to help us fulfill our ideas."*



- Accessibility
- eCommerce Facilities
- Professionalism
- Website Design
- SEO
- CMS training
- Website Analysis
- Bespoke Software
- Competitive Pricing
- CMS
- Database Development