

<http://www.minuco.com>



MINUCO

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About

About Minuco



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Minuco is an expert Website Design and Web Development company, with a talented and experienced Graphic Design team and a hardcore Development team who have built complex systems and online applications for the telecommunications and energy sectors.

notes:

Minuco's philosophy is based on being progressive, imaginative, efficient and most importantly creative. Embracing the future whilst always learning from the past we endeavour to grow with the times and with our client's vastly differing needs and expectations.

We nurture this philosophy by having a simple but well defined management structure, with every member of staff being accountable and vital to the overall success and personality of the company. We always ensure that our staff are highly skilled, highly motivated and able to think creatively in their specific fields.

We don't have a mantra, but if we had to have one it would be "forget about mantras, just enjoy and take pride in what you do!"

A Brief History

Minuco has been trading since 2002, and was formed by a small group of like-minded friends, with varying skills, who had previously shared in the experience of occupying senior posts in a Web Development company which had prospered during the '.com boom' of the early 2000's.

The vision/goal for Minuco was simple: To get right what so many web companies had got so frighteningly wrong during the *good* years; complacency, complex management structures, a lack of quality and ideas and ultimately an inability to adapt to change, when change was desperately needed, were to blame for many downfalls, and it was these lessons together with hard work that have held us in good stead for almost a decade.

About

- AOLCompuServe Inc.
- Arthur Andersen
- BoE Bank
- Boosey Hawkes
- British Telecom Plc
- Bulldog Communications
- Cable & Wireless
- Centrica/Onetel
- Consumer Pulse
- DTI/Foreign Office - Invest UK
- GS1 UK
- Emmett Shirts London
- Enterprise IG
- Equador CH2M Hill
- Fashion Monitor
- Fibernet Group Plc
- Flag Telecom Plc
- Freud Communications
- ft.com
- Gerald Eve
- GlaxoWellcome
- Global Crossing
- GNT
- Government Whips Office
- Granada Media
- Guardian Media
- Guys & St Thomas Hospital
- Handle Recruitment
- HG Wells Conference Centre
- HMS (Enron/Hanover)
- House of Lords
- Iaxis (Dynergy)
- Interoute
- Investec Bank

Our Clients

- Keyworld Invest
- Kidde Plc
- Leicestershire Diabetes
- Library Fashions
- London Diabetes & Lipid Centre
- Michael Page
- Mortgages Plc
- Muzicall
- NCR
- NHS
- Nexia International
- One.Tel
- P&O Nedlloyd
- Pipex
- Profile Group
- Randall Lyons
- Regent Inns Plc
- RICS Image Library
- Robert Harding Picture Library
- Sainsbury
- SPML
- Sprint Telecom
- TBWA/GGT Communications
- Target Models International
- The Sharp Edge Magazine
- Thus
- TNS
- Tugboat Advertising
- Trade Ranger
- Unilink Group
- University Hospitals Leicester
- Vodafone
- Walkabout Inns



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Bespoke CMS Driven Websites | *Custom Built Websites*

Minuco will only develop bespoke websites to specific requirements of clients that cannot be resolved by using a standard package or solution. In essence all websites can be seen as bespoke, having different looks, and possibly tweaked functionality, however a bespoke project is something that requires unusual functionality, integration or processes where using a standard solution at its core would take as much time to modify as developing a new solution all together.

Generally bespoke websites are the larger projects, and usually come from tried and tested business processes that are being replicated in an online environment.

B2B Webiste Design | *Business to Business*

B2B (Business to Business) can mean a number of things from an online business brochure to a fully automated messaging hub.

In general clients require a website where a catalogue of services and or products is accessible by their own customers or potential customers. The content of the site (catalogue, prices etc.) may be securely protected so a customer only sees information (orders, issues, invoices) relevant to them. More sophisticated B2B sites may include automated information feeds from suppliers or may generate automated feeds to customers. These automated processes can be undertaken over a number of communication protocols like XML (standardised information format), CSV (spreadsheets), ebXML (a business form of XML which includes built in functionality like security), Web Services (another standardised information format).

With Minuco's specialist experience in the telecommunications and energy sectors we have had at least one large B2B project in production every day for the last ten years.

e-Commerce Webiste Design | *Online Shopping Website*

e-Commerce can mean various things to many people, it is generally used as an all encompassing description of all commerce that takes place over the internet. However in this case we are using it to describe business to consumer (B2C) transactions from a website. Like a B2B (business to business) website the core of the system is probably going to be an online catalogue combined with a process to select items from the catalogue, generate an order and execute an online payment transaction. The concept of a standard 'shopping cart' can be extended to manage direct marketing back to the website users, (using special offers, vouchers etc), and various other logical extension on a standard business process, for example white labelling (using the same core functionality of a site with a different brand) or automated billing (for recurring services or account based purchasing).

Minuco have a range of standard e-Commerce systems that are suitable for many projects. The team has great experience in recommending and delivering these solutions.



Community Website Design | *Social Networking Website*

A community website brings specialist groups together, in its most successful formats like MySpace the specialist group sometimes spills out into the general community but the sites still keep their core specialist feel. In general community sites have simple functionality, such as a range of registration forms to set up the user's profile, and some form of media upload / download functionality, generally pictures sometimes video and music.

The biggest challenge for a community site is building up the users to a critical mass. For example dating sites are a sub set of community sites and these will not work with few people, other really specialist interest sites may work with few members in the 100's (e.g. sites catering for people who are enthusiastic about a particular car model) but this is generally rare.

A community site can be set up to just help a community, however, to be commercially successful each member must 'pay' to use the service, generally via direct advertising revenue (potentially profile driven), or via user subscription. This means most community sites require a sophisticated advertising management module or subscription / billing module to manage the volume of users and direct marketing involved.

Off-The-Shelf Website + Design

Why re-invent the wheel? When you buy a new car you don't get one custom built. You find a model you like and add those little extras that make it yours.

We feel the same about websites. We evaluate your requirements and look to the best solution for your company. This may be a solution we've developed previously, completely new and innovative functionality, 3rd party solutions, or most likely a blend of all of these.

As everyone wants to be different the most important part of implementing off the shelf functionality is to ensure that your look and feel is unique. Minuco ensure that all standard functionality we use can be enveloped with a design to capture the characteristics required to ensure that your project stands out.

W3C Accessible Web Design

W3C (www (world wide web) consortium) develops standards and recommendation on how the web should be used. Part of the W3C remit is to recommend how information should be presented to end users in a format that includes as many users as possible. That basically means accessibility standards, things like allowing your content to be reviewed in different font sizes, picture tagging, voice browser compatibility and more.

W3C is not the only organization that defines standards for its users, governments, agencies and various charities define their own standards, and not all organizations that define the recommended standards follow them themselves (generally due to budgetary constraints).

Services

Web Development



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Standards are defined to catch all issues so they won't be suitable for everyone's requirements especially when it comes down to design requirements. Strict W3C compliance often restricts creative design and sometimes both items are mutually exclusive – however the Minuco design team does its best to accommodate both creativity and adherence to rules, when strict rules are required.

For examples of our work please visit our website at:
<http://www.minuco.com>



Website + Design Evaluation

The best website design is more than eye-catching images and a nice background. We have many years experience in helping clients achieve the best results from their websites.

We offer an expert and independent evaluation of your existing website, which is carried out by our experienced specialists in web marketing and usability.

This would cover the following key areas:

Search Engine Optimisation

Ensure that users and potential customers alike find their way to the site. We review the effectiveness of your content and SEO strategy, which should be tailored to your specific business area.

Site Content, Marketing & Branding

Maximise impact you make on your clients by ensuring the content is interesting and persuasive. Additionally it is critical that the messages are consistent and that the user clearly understands the messages.

Layout and Direction

Ensure that you give clear direction to the user on the actions you wish them to take. These Calls-to-Action (“Buy Now”, “Click Here”) should be clear, concise and be positioned so as to provide maximum impact and usage.

Navigation and Ease of Use

The use of the site should be as simple as possible. The user be able to navigate to the correct section or Call-to-Action simply and without undue delays.

All obstacles to accessing the information the user wants should be removed.

Cross-Selling and Up-Selling

Ensuring that there are opportunities for the user to discover new products and services that you can offer them, or enhancements and upgrades.

Drop-outs and Drop-offs

Ensure there are no points in the site where you lose the interest of the user, or where you hand control of them to another site.

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SEO (Search Engine Optimisation)

Search Engine Optimisation can be split into two areas:

Enable content of your site to be viewed.

So that the Search engine like Google can 'see' the information being published on the site. Examples of this would be ensuring your page headers reflect the kind of search someone would use to locate the information on that page or something as simple as adding tags to all images on your site. Dynamically generated content is not a good idea unless its presented in a manner that can be seen by the engines.

Promoting your website to other entities.

This can be as simple as submitting your site to a specialist portal or search engine that already has a high page ranking in the area of information you wish to promote or ensuring your business partners promote your website and its 'content' on their own websites, both methods increase the size of your sites footprint.

Minuco performs both these aspects of SEO, however if the site does not have the correct fundamental structure making it SEO friendly then however much time and money spent on submitting the site to other entities the search engine ranking is likely to fall off quickly after the campaign has finished. If the site is structured and managed correctly the SEO ranking can just as easily rise without any submission to other entities as the automated functionality in the bigger search engines will eventually link your site content to provide relevant search results.

There are literally millions of lines written about how to get your site to the top of a Search engine's rankings and many organisations profess to knowing the secret buttons that you need to press with the biggest search engines, a lot of this is just nonsense, the search engines job is to direct users of their site to the most relevant information against their search, if they return irrelevant rubbish people will not use their service. Essentially it's a case of helping the big search engines access your information, if you don't format the data well or present in a way that cannot be read by the search engines the data will not be seen and your page ranking will be low.

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Analytics – Gathering Statistics

Before you do anything Minuco recommend that you ensure you can understand how your site is operating. Minuco always recommend that you install some form of analytics program. Minuco generally use Google Analytics (a free service from Google – previously from Urchin) due to its wide range of functionality and it's ease of use; to back up our recommendation we are happy to implement Google analytics for free onto anyone's website – please contact us if you are interested.

An analytics program will tell you a range of basic and more complex statistics like how many people have accessed your site, it's pages and sub sections, how users selected functionality like buttons, where the users came from (did they find the site from a search engine or were they directed from another site).

Once you have an analytics program installed on your site you can start to try different forms of marketing or SEO tweaks. Once these changes have been implemented you can measure the immediate effects of these changes. This will allow you to direct your budget against programs and campaigns that work in the way you anticipated them working rather than guessing whether they are working.

Google Analytics

Google Analytics (abbreviated GA) is a free service offered by Google that generates detailed statistics about the visitors to a website. Its main highlight is that the product is aimed at Marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew.

GA can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, email marketing and even digital collateral such as links within PDF documents.

Integrated with AdWords, users can optimize online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. These can also be monetized. By using GA, marketers can determine which ads are performing, and which are not, providing the information to optimise or cull campaigns.

GA's approach is to show high level dashboard-type data for the casual user, and more in-depth data further into the report set. Through the use of GA analysis, poor performing pages can be identified using techniques such as funnel visualization, where visitors came from (referrers), how long they stayed and their geographical position. It also provides more advanced features, including custom visitor segmentation.

Users can officially add up to 50 site profiles. Each profile generally corresponds to one website.



Flash Design

The addition of Flash and/or multimedia features to websites has increased in popularity over the past years. Implemented correctly and creatively these elements can enhance your site, making it more attractive, dynamic and unique.

As with any element, the key to successful Flash use is the thought behind why you are using it!

Whether simply implementing a flash logo, introduction, web element, or presentation, Flash will project a creative message and can help define the personality of your business.

Minuco have a creative team who take care in using Flash thoughtfully. Whether these elements are to be integrated into your current website, or to be part of a full web solution we are creating for you.

Video

The web is only a platform to present information, originally due to download speeds this information had to be restricted to fast delivery formats like HTML text (even images were restricted in size). Now that almost all users have high speed access to the internet other information formats can be used like Video.

Video can be accessed in a number of ways including streaming and basic file download. It can be viewed over a number of applications like quick time and windows media player. Minuco will recommend and develop the most appropriate way of embedding and presenting video content according to the project requirements and budget.

Viral Marketing

Blanket market like advertising is very expensive as you generally require a lot of media space to get your message across. Any form of marketing that requires little or no acquisition of media space is very attractive. Viral marketing works on the principals that the content of the presented media has interest over and above the underlying marketing message – generally this is entertainment, in its simplest form viral marketing is based on a 'joke' that is essentially sponsored by a 'brand'.

Viral marketing will not work unless the content is compelling enough to make the 'consumer' of the content to like the content so much that they will pass it on or recommend it to another potential consumer.

Apart from compelling content the media has to be presented in a format that can be easily passed on, generally images or short downloadable videos are used.

Minuco have an experienced team able to convert a marketing concept into a viral campaign, building both the creative approach and the technical delivery plan.



Ad-Word Campaigns

AdWords is Google's flagship advertising product and main source of revenue. AdWords offers pay-per-click (PPC) advertising, and site-targeted advertising for both text and banner ads. The AdWords program includes local, national, and international distribution. Google's text advertisements are short, consisting of one title line and two content text lines. Image ads can be one of several different Interactive Advertising Bureau (IAB) standard sizes.

Minuco are able to develop and manage Google AdWord technology, converting a marketing brief into a reusable and scalable AdWord campaign.

Podcasts

Podcasts can be audio or video, they are designed to be downloaded onto an MP3 player (or similar device like a mobile phone) to be viewed or listened to at a later date. A Podcast can range from being educational (presentations, instruction manuals) all the way through to being an element of Viral Marketing.

Minuco will transform your content into the desired format allowing it to be easily downloaded managed and played on external devices.

HTML email / Newsletters

Sending out emails to customers or partners is considerable cheaper than conventional mail, hence the volume of emails you receive in comparison to paper based mail.

For email marketing there are two core elements, design and delivery.

The design of an email must be fit for purpose – simple text only (can be viewed by anyone) or HTML / image based (eye catching and appealing, but not available to all users).

The recommendation of what type of email format is used will be based on the campaign type and target, e.g. many banks will not accept HTML emails.

Depending on the volume of emails to be sent the email format can be reused or generated from an email engine.

Minuco have the experience and technology to recommend the best course of action for email management and marketing to ensure you get the best return on investment.

For examples of our work please visit our website at:
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Branding / Logo Design

Someone once said “a beautiful picture deserves a frame, a bad one needs one”; branding is essentially the ‘frame’.

Just as what you wear says something about you, branding will say something about your company, service or offering. This is your opportunity to convey your standards or the quality of your offering, or even to enhance perception and reassure prospective clients. A well conceived brand or logo can make a world of difference to your image or product and ultimately to your business.

In many cases a bad or dated brand or logo can, not only be cumbersome and have a negative impact but can also drag down any fresh and well conceived collateral or Websites you may be having developed for you.

Print & Graphic Design

Many organisations need to develop offline collateral in conjunction with their online systems. This could include development of stationery, branding, brochures or annual reports. Minuco uses its experience and capacity in this area to regularly encompass graphic design work.

During any graphic design production, Minuco works closely with our clients through all relevant stages from: benchmarking, planning and strategy, branding, content development, graphic design and layout, and printing to ensure complete production and delivery satisfaction.

Presentation Designs (Powerpoint & pdf)

Presentation design often involves organisations hurriedly putting adequate Powerpoint presentations together themselves.

Minuco has recently been involved in designing and building professional presentations which companies are proud to present as a pitch to their clients. We recognize the need for presentations to be dynamic, creative and should reflect the professional message of your company.

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Photography

Photography/Imagery and even diagrams are important elements to consider when producing successful and impactful websites, documents or presentations.

Written content often explains the verbal message your company is portraying, but images and graphics often become the first impression a client will experience of your site.

The impact, relevance and quality of these photographs can require careful thought and planning.

Minuco has the ability to advise, source and shoot specifically for your site.

Minuco would be happy to discuss your individual photography requirements with you.

Social Networking Optimisation

Social networking is becoming increasingly important in both social and business circles. Not everyone is able to manage their 'presence' over multiple social networking sites, missing out on various opportunities.

Minuco are able to manage individual or groups of social networking pages or footprints allowing the owner of the page or footprint to concentrate on other areas of expertise, this may include simple maintenance of content through to page redesign or optimisation. Minuco would be happy to discuss your presentation requirements with you.

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Contact

Minuco
London

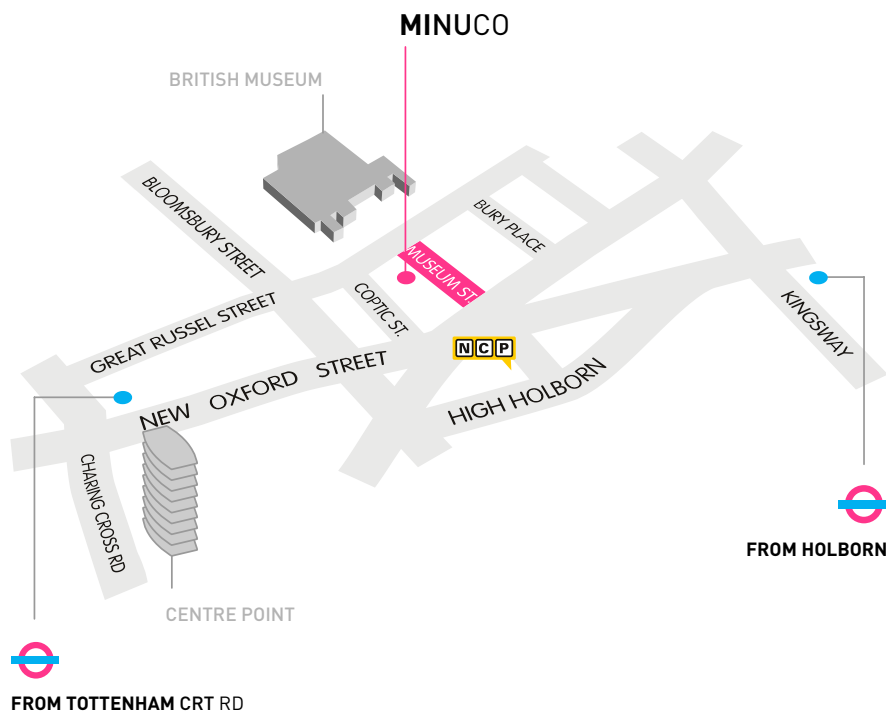


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Minuco | London | <http://www.minuco.com>

31 Museum Street
Bloomsbury
London WC1A 1LG
UK

T: + 44 (0)207436 9944
F: +44 (0)207436 9955
info@minuco.com



Contact

Minuco
Sydney



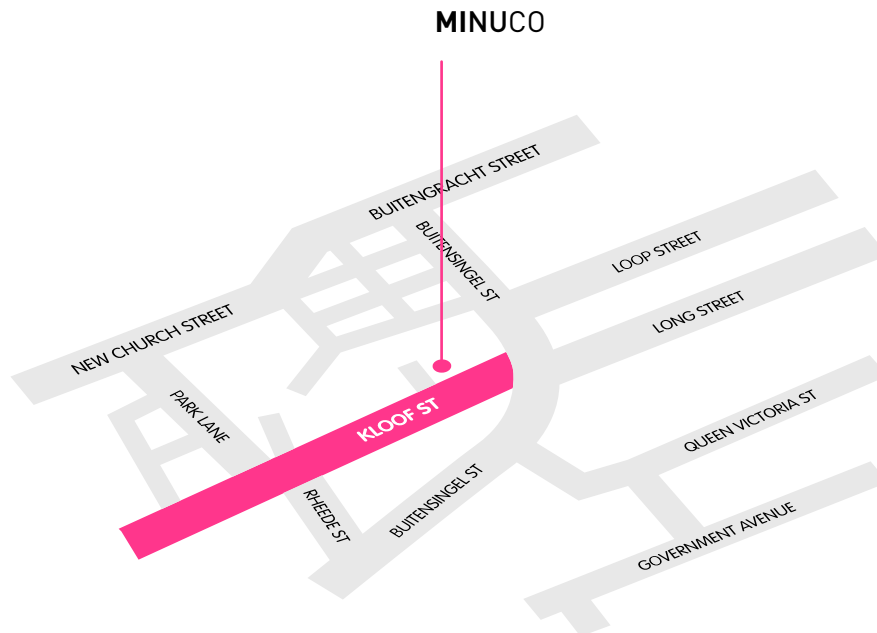
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showcase '09

Minuco | Sydney | <http://www.minuco.com>

Unit 3 Level 4
35 Buckingham street
Surry Hills
Sydney

T: + 44 (0)207436 9944
F: +44 (0)207436 9955

info@minuco.com



Contact

Minuco
Cape Town



swatch it
showcase '09

Minuco | Cape Town | <http://www.minuco.com>

502 Buitenkloof Studios
8 Kloof Street
Cape Town 8001
South Africa

T: +44 (0)207436 9944
F: +44 (0)207436 9955

info@minuco.com

