

RESPONSIVE
WEB SOLUTIONS

Business Profile

www.responsivewebsolutions.com.au

“Our goal is to deliver the client’s project as expected, on budget and on time.”



“FROM CONCEPT TO CREATION. HELPING YOU TO CREATE AN EFFECTIVE ON-LINE BUSINESS PRESENCE WITH A WEBSITE THAT IS SIMPLE, ATTRACTIVE AND EFFECTIVE”

Responsive websites adapt to the device viewing them, whether a mobile phone, a tablet, a laptop or desktop computer, to provide the best possible browsing experience. We specialise in building single websites for multiple applications. Our sites incorporate a Content Management System (CMS) which is so easy to use that it means anyone can edit their own site without needing knowledge of web coding. We also take care of the web hosting hassles for

you with a package to suit your budget/business/needs. Business websites need to be easy to access, fast to load and very intuitive to use. The most effective website is one that allows the user to reach their destination in two or three clicks. They should feel that the experience has been as easy as taking a book off a shelf and flicking to the page they want



“I believe if you can surround yourself with a creative effective team you can deliver quality every time”

Ian Johnson
Founder - RWS

Founder Message

I have a diverse background having started out in the mechanical engineering field as an appliance designer and then taking an interest in plastics materials. I achieved an honours degree in Materials Science and the logical extension of this was to work for an international plastics and chemical organisation in a technical sales, then product management and then marketing management role. During this 20 year period I began seeing the importance of IT and its role in sales and marketing. I became self-taught in the construction and coding of websites and the use of technology to promote businesses. I left the chemical industry to start up a graphic design/multimedia business with a business partner and then this progressed to building a web hosting business in-house to serve the websites we were building. Now, in partnership with Australia's largest web hosting business I am continuing to design/construct and host websites for government, industrial and corporate clients. I enjoy learning new technologies and following the latest IT trends but more importantly, I love to provide clients with specific solutions to their website needs in a cost-effective and timely manner.

Business Introduction

“Achieving a great website is a combination of listening plus contemporary design, accurate coding and attention to detail”

There have been a number of trends in business to convince the business owner that they can “do it all themselves”. Graphic design, website construction, signage and printing are all seen as tasks that can be done “in-house” with little training. There are templates available, simple courses to take and self-build website businesses around all simplifying the process. The reality is that while these can be done they are a distraction from your core business and they do not present a truly professional solution. This dilution of professionalism is becoming apparent and creates problems for businesses in the longer term.



There is much more to building websites than just selecting a good template. The planning of a website is the most critical phase and most commonly overlooked. What is it you want to get out of the website? Is it just an online brochure or is it a working tool in your business strategy?

Search engine optimisation is an important aspect of web design but, again not the most important. Your website is the entry point for many new clients. They take the oppor-

tunity to view your business from a distance before they make contact with you. They form judgments about your business based on what they see online. Having a professional website implies that the business is professional in the way it operates. If the website is designed to allow e-Commerce then it has to make the purchase process a satisfying one and a secure one with the integration of order, payment and delivery all being seamless.

WHO ARE WE?

We are a collection of talented individuals with specific skills in design, coding and problem solving. When combined together we are able to achieve a synergy of work output that allows us to build websites in a controlled but effective manner with the end result always being the satisfaction of the customer. All of our team are united by wanting to achieve something special for the client.

WHAT WE DO?

It is our goal to take the technology of website design and simplify it down into specific tasks for our clients. The sites we build are the result of understanding the client business, how they work and what their clients want to get from the website. Technology is a means to an end and is not what drives our business. Delivering a working website for our clients and providing fault-free hosting is what we do.

Our Services



Plan and Design

Planning the website is more than just looking at the design. It involves how the website is integrated into your business strategy, how it is meant to function, who is meant to do what and how the site is going to be viewed by the end-user. Mapping the site and expectations is a key part of the planning. Design follows function.



Code and Develop

Behind every good website is a myriad of code that has been written to make the site simply work well. Coding is a mystery to many but is essential for the operation of a website. Well written code means that the site will function as expected on all devices and all browsers. We make sure our code is accurate and functional.



Test on multiple devices/browsers

An important part of website construction is testing across multiple devices and browsers. It is essential that the website experience by all users is the same irrespective of the device. Testing is a critical part of our services.



Host on a secure data centre

A critical part of our service offering is the hosting of the websites we build on equipment specifically designed to bring out the best possible performance of the website. This hosting includes the option of dedicated managed servers or shared servers as well as all email and backup functions.

Business Strategies

“Find the right people with the right skills and integrate them into the contractor team.”



Meeting Strategies

The contractor strategy allows us to flexible and fast moving and to offer the right people for the job,

Responsive Web Solutions is a melting pot of skilled contractors each offering their talents on a project by project basis. This allows us to place the right talent level in the right place for the right project. The team working on a project is hand picked based on the skills they will add to the completion of the project. This is a global strategy and allows us to have workers in multiple countries all focused on their part of the project. We require the contractors to offer a good work ethic, high attention to detail and a trust that they will achieve their tasks in the defined time period. Managing this team is what we do well. They operate invisibly in the background but all help to deliver the required outcomes.

1

Consistency

Our contractors must be consistently reliable and available when needed.

2

Trust

Our contractors work unsupervised so a high level of trust is required.

3

Guarantee

We require our contractors to deliver what we ask on time and within specification and on budget.

4

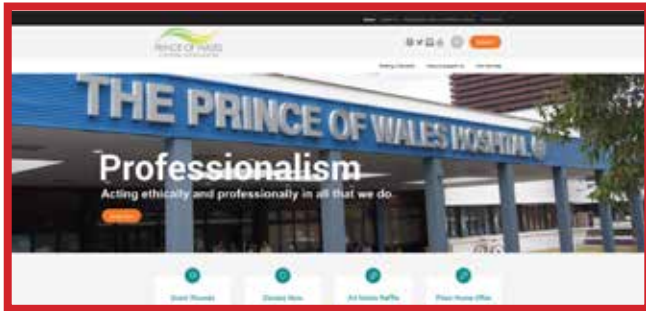
Work Hard

The work load is demanding but we reward the contractors with an agreed payment for work done.

“Quality websites... Honest service... and Great value...”

Latest Projects

“Creating your dreams with us...!”



Prince of Wales Hospital Foundation

A not-for-profit organisation with a background e-Commerce site managing donations. Client-managed and updated daily.



PDL Academy

An e-Commerce website managing the sale of training courses to assist customers to pass their CPA exams.



Workforce Training & Development

A registered training organisation offering courses to students in a business and financial stream. Also operates as an on-line e-Commerce site.



Online Boating Safety Course

Training video delivery mechanism for those wanting to gain their boating licence in NSW

Client Testimonies



John Corrigan

“We have had several websites constructed by RWS and they all have met our needs.”



Leanne Zalapa

“We were delighted with the website and the fact that it was delivered on time and in budget.”



Matthew Gadd

“We host our website with RWS and it just happens in the background without problems.”



Bruce Dingwall

“Our website is an effective communication tool and it meets all of our objectives.”

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