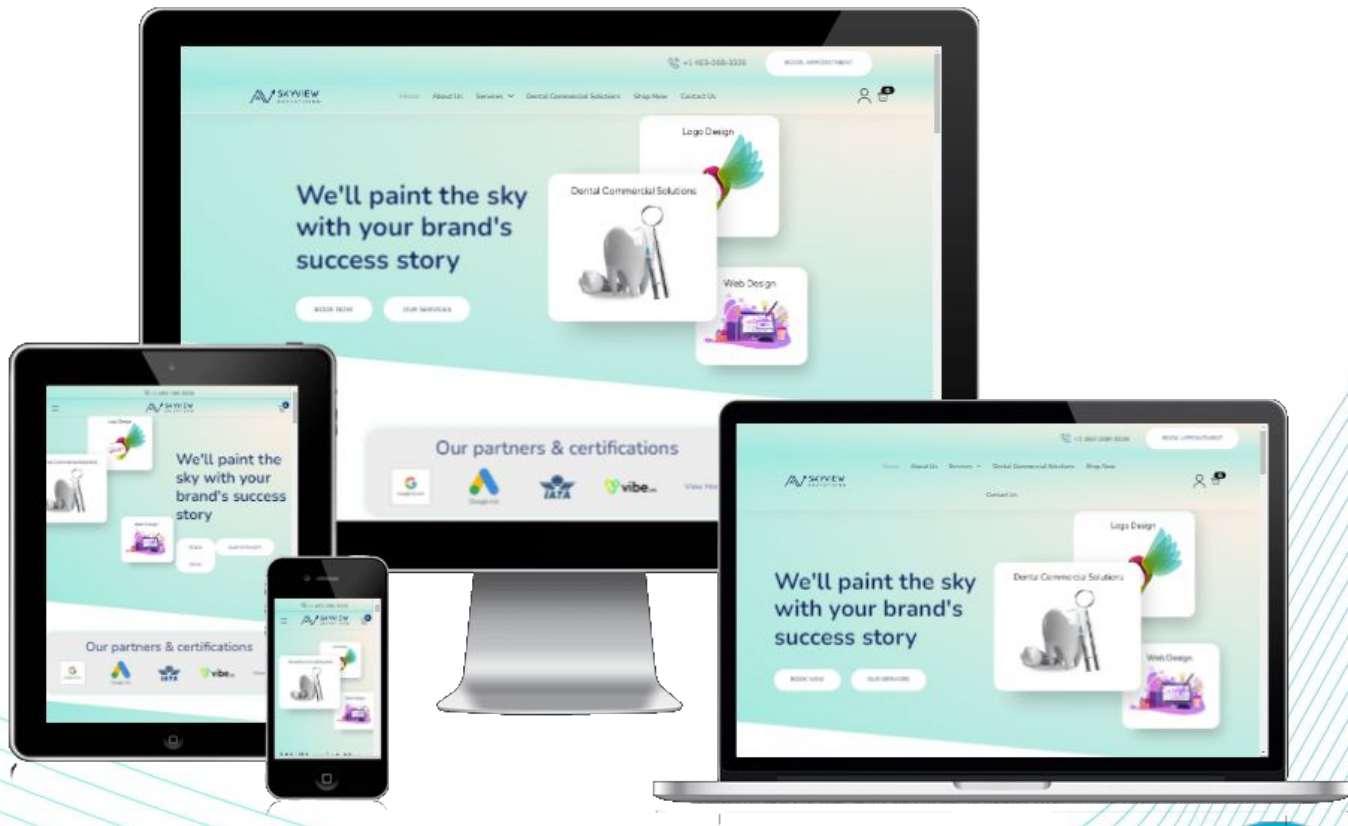




Website Case Study

SKYVIEW ADVERTISING





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About SKYVIEW Advertising.

At Skyview Advertising, we are passionate about crafting compelling narratives that resonate with your target audience. We believe the market requires result-oriented agencies to offer quality services, cost-effectiveness and an easy approach to enable business owners especially entrepreneurs who want maximum ROI through digital commerce and communication. With years of experience in the ever-evolving world of marketing and advertising and various other industries, we understand the power of storytelling in driving engagement and conversions.



Problem Statement.

A website is a crucial component for any digital marketing agency for several reasons: Online Presence: A website serves as your online presence and acts as a digital storefront for your agency. It allows potential clients to find and learn more about your services, expertise, and team members.

website is a fundamental tool for a digital marketing agency to establish an online presence, showcase services, generate leads, demonstrate expertise, engage in content marketing, improve search engine visibility, support client communication, and build a strong brand identity. It plays a pivotal role in the success and growth of a digital marketing agency in today's digital landscape.



Why it's Important.

In terms of your business, digital marketing allows you to connect with prospective and existing customers, which is vital for business and brand awareness. Digital marketing is important because it allows you to get creative and stand out from your competitors in congested markets



Problem Solutions.

Online Presence 24/7 - Having a website means customers are always able to find you – anytime, anywhere. Even outside of business hours, your website continues to find and secure new customers. It offers the user convenience as they can access the information they need in the comfort of their own home, with no added pressure to buy. Plus, as most companies nowadays have their own website, there's every chance you could be losing customers to your competitors by staying offline



Problem Solutions.

Information Exchange - At its simplest, a website provides a quick and easy way of communicating information between buyers and sellers. You can list your opening hours, contact information, show images of your location or products, and use contact forms to facilitate enquiries from potential customers or feedback from existing ones. You can even upload promotional videos to really engage your customers and sell your business in an effective and cost efficient way. This is also a good way to promote your social media channels and build up a community with your customers



Problem Solutions.

Credibility - In today's modern world, there is an expectation for any reputable company to have some kind of online presence. Potential customers would likely be distrustful of any business that didn't have a telephone number or a physical address, and the same can be said for not having a website and email address.



Problem Solutions.

Consumer Insights - Analytic tools allow you to identify who your typical customer is, how they found you, what they like, and adapt your business to maximise purchases through your site.

Customer Service Online - Websites provide an easier way to handle customer service. Offering answers to regularly asked questions in a FAQ (Frequently Asked Questions) section, you can reduce customer service costs and save yourself time and money, as well as providing much more information.



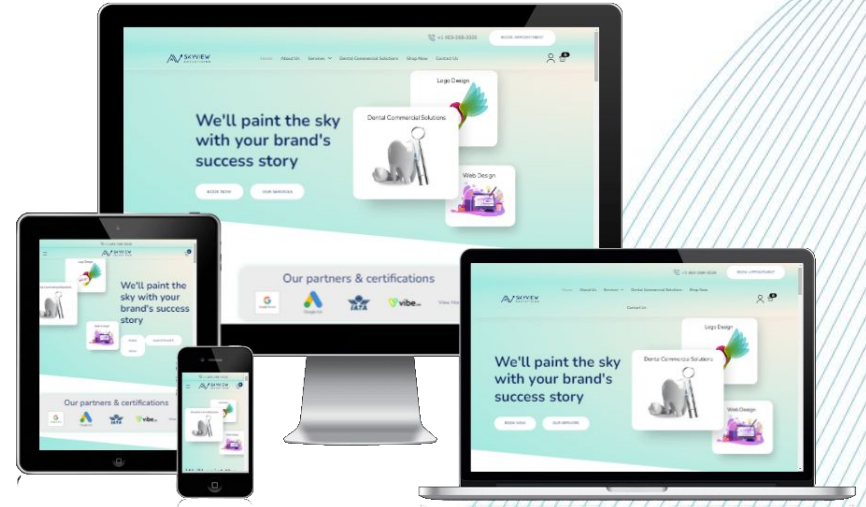
Technologies & Framework.



- Server architecture Linux
- Web server Apache
- PHP version 8.0.29
- Database mysql
- Server version 5.7.23-23

Solutions.

- Content management capabilities
- Promotion tools
- An easy-to-use checkout
- SEO friendly code and layout
- Advanced eCommerce SEO capabilities
- Reporting tools & custom report features
- An integrated blog or articles section
- Payment options (Credit card, PayPal, etc.)



Website SEO Friendly & Responsive.

- A responsive website has a fluid and flexible layout which adjusts according to screen size.
- The importance of responsive web design is that it offers an optimized browsing experience.
- Basically, your website will look great and work well on a desktop (or laptop), a tablet, and a mobile phone's browser.
- Manage Onpage SEO through the backend(Add and Update - Title, Meta Description, Keyword and other Tags.)



Thank You



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