



BLUE MONKEY

## Successful Business Online

*2008 E-Brochure*

- *Why Choose Blue Monkey*
- *Sucessfull Business Web Design*
- *E-Commerce*
- *Search Engine Optimisation*

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Blue Monkey Web Ltd, Registered in England & Wales, Company No 05408685, Vat Reg 885221317

# Why Choose Blue Monkey ?

## ■ Web standards:

All new web sites that are created by Blue Monkey are designed to conform to strict quality standards laid down by the World Wide Web Consortium (W3C). This helps your web site have greater cross browser / system compatibility, help benefit users with disabilities and ensure your web site loads quickly.

## ■ Benefits of web standards.

- Continue to function correctly as browsers evolve, and as new devices come to market
- Pages will load quicker.
- Content is accessible to a wider range of users (blind users, vision impaired users, dyslexic users, motor skill impaired users etc)
- Content is accessible to wider range of devices (screen readers, browsers, text based browsers, hand helds, search robots, printers, fridges etc)
- Allows users to customize site appearance (style switchers) Provides print friendly versions for all pages

## ■ Business focused

We are experts in our field and we always look closely at the commercial objectives behind any project. We won't take on any project we don't believe can be successful. We also believe in actively advising our clients as the best way to achieve their objectives.

## ■ Customer satisfaction

Nearly all of our business is generated from referrals from our existing clients which just goes to show the level of satisfaction received. We also realise that not all of our clients are technically minded, therefore we try to make things as easy to understand as possible

## ■ Expert web design & development

Our experienced team create web sites to the highest standards, we use custom hand written code to ensure maximum quality and reliability, bespoke graphic design to ensure your site fits your corporate identity perfectly. Whilst the initial outlay of creating a professional, standards compliant web site may be higher, the future benefits to you and your customers cannot be ignored.



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# Business Web Site Design

## ■ Delivering measurable results

- Blue Monkey design business focused web sites that provide a measurable return on investment. We have developed solutions for some of the UK's leading companies and have worked with many types of businesses across the UK. Find out how we can help you by emailing us on [sales@bluemonkeyweb.co.uk](mailto:sales@bluemonkeyweb.co.uk)



*"We found the whole experience of working with Blue Monkey a pleasure. They quickly understood what we wanted from our site and the image we wished to portray."*

*All of the Blue Monkey staff that we dealt with were knowledgeable and were able to offer ideas and solutions which were sharp and innovative. Their content management system is exactly what we were looking for and gives us total control of our site in the simplest of terms. We feel we have received excellent value for money and would not hesitate to recommend Blue Monkey."*

**Chris Bailey, Business Development Director, Summit Systems**



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# Successful E-Commerce

## ■ Getting it right

- A successful e-commerce web application requires the right blend of presentation, ease of use, functionality and web marketing. Blue Monkey can achieve higher order values and increased customer satisfaction for your e-commerce web site.
- A crucial aspect to the success of any online store is the backend administration. Our systems are developed to give you the power to make important business decisions about your web site and allow you to keep it up to date with the minimum of fuss.



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# Search Engine Optimisation

## ■ Top results

- Blue Monkey are market leading, organic search engine optimisation specialists and our results speak for themselves. Below are a small selection from some of our recent successes.

*Client: World Primate Safaris*

Search Phrase	Search Engine	Position
<i>Gabon Safaris</i>	<i>Google (UK Pages)</i>	<i>1</i>
	<i>Google (The web)</i>	<i>5</i>
	<i>AOL</i>	<i>5</i>
	<i>MSN</i>	<i>1</i>
<i>Lemur Safaris</i>	<i>Google (UK Pages)</i>	<i>2</i>
	<i>Google (The web)</i>	<i>2</i>
	<i>AOL</i>	<i>2</i>
	<i>MSN</i>	<i>1</i>
<i>Uganda Safaris</i>	<i>Google (UK Pages)</i>	<i>4</i>
	<i>BBC.co.uk</i>	<i>1</i>
	<i>AOL</i>	<i>4</i>
	<i>MSN</i>	<i>1</i>

*\* accurate as of 22/04/07*



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