

1. Create	2
Planning & Consulting	2
Programming & Testing	2
Domain Name Registration	2
Graphical Design	2
Text Translation	2
Deployment & Configuration	2
Hosting	3
E-Mail	3
2. Promote	3
E-Marketing Strategy	3
Search Engine Optimisation (SEO)	3
Facebook Page Creation	3
Social Media Integration	4
Copywriting	4
Pay-Per-Click Advertising Campaigns (PPC)	4
3. Evolve	4
Content Management (CMS)	4
Website Maintenance	5
Reporting	5
Business Intelligence	5
4. Print	5
Graphical Design	5
Business Cards	6
Roller Banners	6
Folders	6

We build websites that build business. www.slicktouch.com.

1. Create

Planning & Consulting

We provide professional advice on website structural planning, content, and online marketing. SlickTouch consultants can provide valuable suggestions on the best approach to take when defining the concept of a new website. Starting with personal consultations and working through various strategies, we deliver full site maps with the content, layout and functionality of each page defined and presented in a visual form. [We offer an initial consultation free of charge, contact us now for more information.](#)

Programming & Testing

We have invested many years recruiting and training the most advanced talent in web programming. We confidently offer an incomparable quality product, proven and tested with our current customers. We develop primarily with Microsoft technology; however we also work with global web solutions such as WordPress.

Domain Name Registration

We register and configure domain names with any extension (including top-level domains). We also handle domain name transfers across providers.

Graphical Design

We take pride in producing cutting-edge graphical designs that look attractive and draw attention. We have broad experience in creating user-friendly website designs with an emphasis on ergonomics and accommodating cultural differences. Our aim is to ensure that our graphics attractively represent the true values of our customer's businesses.

Text Translation

We are now able to offer full text translation services in three additional languages: French, German and Russian.

Deployment & Configuration

Whether on our servers or hosted remotely, we offer a full deployment and configuration service. We work primarily with Microsoft server technology, although we also manage Apache servers. Deployment and configuration is necessary to make a website live after it has been developed or updated. This service includes the merging of databases between releases.

Hosting

At present we host 80% of our client's websites on our servers, with hourly back-ups and optional real-time reporting via SMS and e-mail. Our servers are based in secure data centres the UK (Edinburgh), the Czech Republic (Prague) and the USA (Washington). We also offer enterprise-level hosting for websites which require higher bandwidth.

E-Mail

We offer a comprehensive e-mail system as standard with our hosting package. The service includes unlimited accounts and unlimited disk space per domain. SlickTouch E-Mail can be accessed online from anywhere in the world (including smart-phones), and synchronised locally with Microsoft Outlook and other major E-Mail clients. This e-mail system provides advanced support for calendar sharing and task distribution. This system is suitable for every size of company, ranging from small businesses to large commercial organisations.

2. Promote

E-Marketing Strategy

In order to deliver the highest level of service, we work directly with local high-profile online marketing agencies in Prague and Edinburgh. We < devise < e-marketing strategies that have proven cost effective and profitable for our customers. An e-marketing strategy begins with a consulting session where we learn about key selling points, we then evolve this into a multi-phase approach which evolves over time. Each phase is outlined on a timeline with details of costs.

Search Engine Optimisation (SEO)

A good online marketing consultant will work closely with the developers to ensure that an SEO service is carried out effectively. Our network of partners and specialists allows us to offer a localised and competitive SEO service. SEO is not a solution by itself, but should rather be employed as part of a wider strategy. We begin the SEO by determining the target market and analysing the competition to establish the best possible key-phrases. These phrases are then integrated throughout the website by our programmers. We offer this service in Czech and English for Google, Yahoo!, Bing and Seznam.

Facebook Page Creation

Our designers, developers and online marketing partners are capable of delivering high quality and attractive facebook pages. A facebook page can be used as a subtle sales tool where the value lies in the ongoing communication within the

community. Facebook offers a new approach to marketing where trust is established through networks of friends referring products and services of interest. We can create the platform and provide advice and training on how to get the most out of facebook.

Social Media Integration

Creating a link between a social media network and a website can result in substantially increased sales and enquiries. We have experience in integrating tools and widgets which widen social communities and increase the exposure of products and services offered through a website. For instance, Facebook have recently made it possible for users to submit comments directly onto a website, which then instantly appear on their profile page and news feed – if somebody submits a comment, a link to the web page along with any other relevant information becomes visible to all of that person's friends. With half a billion users on Facebook (500,000,000) and many more using other social networks, social media integration has grown to become one of the most powerful marketing tools available today.

Copywriting

To ensure that the text content of a website is optimised for its audience, we offer professional copywriting services in English and Czech. We adapt the text to match the maturity of the target users, and place careful emphasis on key selling points. In order to begin this service, a consulting session is required to gain a full understanding of the services being provided.

Pay-Per-Click Advertising Campaigns (PPC)

This approach to online marketing is purely mathematical. A platform with a large user base (such as Google or Facebook) offers advertising schemes in which companies pay on a per-click basis. Our job is to work with these platforms to reduce the price of a click, whilst increasing the percentage of clicks that result in sales. We work with our online marketing partners to ensure that PPC campaigns are conducted in the most effective way possible. We work primarily on a commission-basis, meaning that it is our common goal to increase sales and reduce costs. [Learn More](#).

3. Evolve

Content Management (CMS)

A SlickTouch website can be kept updated with new content through the use of the SlickTouch Website Editor, our user-friendly Content Management System. Our CMS looks good, works well, and can be integrated with other third-party systems. The SlickTouch Website Editor is a competitive tool in an age where dynamic content is key:

- The CMS is tailored to fit requirements, displaying only buttons that make sense.
- The CMS evolves based on our customer's needs. Submit feedback and see results!
- The CMS handles content, not layout, meaning website graphics cannot be disrupted.
- The CMS is accessible 24/7, worldwide.
- A Windows Desktop application is also available to work in-line with the CMS.
- The CMS supports multiple languages, documents, images and videos.

Website Maintenance

We offer a comprehensive website maintenance service to fit the needs of active and growing businesses. As a business evolves and as technology advances, so will the requirements for how the website works. We currently run maintenance on 75% of our customer's websites, building new requirements such as automated promotional systems, changes to user registrations, support for new payment methods, translations to additional languages etc. We provide maintenance through fixed-price payment plans.

Reporting

Capturing data is one thing, but presenting that data in a format that makes sense is another. We offer everything from standard data reporting (details of registered members, orders processed, payments received etc.) through to bespoke data reporting tailored to specific requirements.

Business Intelligence

We provide back-office software and mobile solutions that synchronise with our websites in real-time. We also work with industry leading software providers to manage compatibility between existing data systems. We work with our customers to determine the best possible solutions to fit their current and future needs.

4. Print

Graphical Design

We have years of experience in designing for all types of print. Our graphics are unique, they stand out and they tell a story. SlickTouch can design print which is consistent with the graphics on the website, giving businesses the finished and professional look that will draw attention. [Learn More.](#)

Business Cards

We print quality business cards that look good and hold firm. We offer business card printing in batches of any quantity, print usually takes 5-7 working days from when the designs are finalised to the day the cards are delivered. A SlickTouch business card is an effective business card. [See Images.](#)

Roller Banners

We provide professional roller banners (200cm x 85cm) which are perfect for presentations, exhibitions, doorway entrances or simply in the office. Our roller banners come pre-packed in a portable bag, making them easy to transport. Once designs are complete, a roller banner will take 3-5 working days to be delivered. We also offer incremental price discounts on bulk orders. [See Images.](#)

Folders

Critical to the perception of a company, are the folders in which documents are presented. We design and print high quality A4 and A5 folders, ideal for holding contracts or other documents. [See Images.](#)