



## TECHNOLOGY WITH PURPOSE

**WE MEASURE OUR SUCCESS ACCORDING TO THE IMPACT THAT WE HAVE IN DRIVING YOUR BUSINESS FORWARD.**

*"Bravo Web created a great website and booking system for us. It is very easy for customers to place reservations and view our luxury holiday accommodation property online."*

- Mark Johanson  
www.mansfieldhouse.net

We specialise in developing tailor made software that meets the needs of the individual organisation. We understand that your needs are specific to your business and hence the solutions need to be suitable for you. Most 'boxed software' is not capable of delivering the performance that could otherwise be achieved through customised solutions.

With increases in competition, organisations around the world have an ever evolving requirement for technology that allows them to gain a competitive advantage.

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# BRAVO WEB

www.bravoweb.com.au



*"Where the Web Means Business"*

Achieve greater customer satisfaction through creative technology solutions.



# BRAVO WEB

WEBSITES | ECOMMERCE | CUSTOM APPS | SEO



## WE'VE THROWN OUT THE 'ONE SIZE FITS ALL' APPROACH THAT SO MANY COMPANIES UTILISE THESE DAYS.

Instead we focus on first understanding exactly what it is that your business does. We then explore approaches in which technology can be used to serve your business in concrete and measureable ways.

"37% of all businesses placed orders for goods or services via the web in 2006. This is an increase of 4% from the previous year, thus reflecting a growing trend."

- Australian Bureau of Statistics.

The *Bravo Web* difference is our attentiveness. We have a distinct awareness that each business is unique in some way (this is often what gives the company some sort of competitive advantage). This knowledge allows us to tailor technology solutions which take advantage of the strengths of your business.

*"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity."*

~ PETER F. DRUCKER | AUTHOR

"Australians are the third biggest online shoppers in the world (spending 38% more online than the previous year)" - Visa International. 2005.

### WEBSITES | Market your brand by creating an impressive online presence.

*Bravo Web* doesn't just churn out websites like a factory makes products. Each project is run by a dedicated project manager with a customised strategy and creative direction. The layout and visual elements of your website are critical components and must appeal to your target market, too many companies miss this.

### CONTENT MANAGEMENT | The power to update your content when it suits you.

What is a *Content Management System*? A static website is built in HTML code and can only be updated by a trained web developer. In contrast, a website that uses a *Content Management System* (or *CMS*) can be edited, expanded and updated by non-technical people at any time. All *Bravo Web* include a simple yet powerful *CMS*.

### ONLINE SHOPPING | Selling goods or services online has never been easier.

You need your ecommerce website to make you more money and to do that it needs to appeal to your customers. *Bravo Web* has extensive experience developing online product catalogues, shopping cart systems, online ordering websites, and credit card payment facilities.

### SEARCH ENGINE OPTIMISATION | Are your customers able to find you online?

Search engine optimisation (or *SEO*) is the process of making a website rank higher in search engines like *Google*. It's an area full of over-priced consultants attempting to hide the fact that *SEO* is not rocket science, but a process.

The Internet has made the world a single market-place. Businesses today rely largely on their websites to promote, manage or expand their businesses.

Our team of highly skilled software developers can put your business on the fast track for success by working with you to create a customised web-based solution that meets the specific needs of your organisation.

From simple websites to highly complex ecommerce applications, we are capable of delivering it in the time-frame we commit to.

