

Web solutions that deliver results

In a world of fast changing technology, Opace understands that what doesn't change is the need for web solutions that deliver results.

Our teams work closely with organisations to understand their business needs and objectives. That's how we can deliver result-focused solutions. No jargon or IT speak – just clear, measurable and effective steps that will improve online marketing performance.

And that's why more and more businesses are choosing Opace.

From effective website design, development and marketing to the very latest in social media tools and strategy, we've helped develop organisations of all shapes and sizes to achieve real and measurable results. Our SEO specialists work with clients to get their websites found in Google and other search engines using ethical methods – and we ensure they stay found. Our e-commerce team deliver cost-effective online sales solutions that turn visitors into purchasers.

Clients appreciate our approach and expertise, and they've helped us to make sure we continually deliver the right solutions every time.

We recognise that every business is unique, so we offer a completely flexible service designed to meet a client's exact needs and budget.

Opace are here for you.

"**We were recommended to use Opace for the installation and construction of a new website. Despite a very tight deadline, we successfully launched as planned. This wonderful achievement was testament to the teamwork, dedication and professionalism of Opace. We would not hesitate to recommend their services to anyone else"**
Dawn Curnyn, Marketing Manager, Acorns Children's Hospice

"**A pleasure to work with this professional, diligent and courteous company. We're now position 1 in Google for "Cosmetics" and many other competitive keywords in front of major competitors like Avon, House of Fraser, Selfridges and Mac Cosmetics. Without hesitation all my future web design and SEO requirements will be going through Opace."**
John Watton,
Managing Director, Cosmetic Kingdom

Web design and marketing | **Search engine optimisation** | **E-commerce** | **Social media**

Web design
and marketing



Want a great website?

Opace are here to build it for you! →

Find out what Opace can do for you.

call: **0845 017 7661**
email: **info@opace.co.uk**
visit: **www.opace.co.uk**

search: opaceweb

OPACE

Research shows people form opinions about the look of your website in

1/20th of a second

Choosing the right website partner is essential for any company. Opace's results-driven approach means our success speaks for itself.

We build quality websites that deliver measurable business results.



David Bryan
Managing Director

A great website is not just about looks, but also about its effectiveness and marketing performance. Visitors need to be able to find your website, and then find what they are looking for quickly and easily. Multimedia, video and social media are becoming increasingly important, as is great content and interactivity. You'll want to be sure that your website can take advantage of the latest technology and web capabilities.

At Opace our specialist web design team will use their creative and technical expertise to build you a professional and exciting website, one that engages your visitors. Specialising in industry standard tools and leading 'Open Source' web technologies means we can provide the latest solutions with sophisticated functions and help keep your website future proof.

What's more, with our web solutions there are thousands of developers around the world creating powerful add-ons and extensions – meaning your website can be enhanced quickly and easily. You are not locked into any particular company or bespoke software package, reducing your risk and protecting your investment.

Here are a few of the solutions we provide:

- **Content managed (CMS) websites**
- **Blogs, forums and social media website development**
- **Online shops and e-commerce development**

If you are looking for a new website or want to get the best from your current website, visit **www.opace.co.uk/web-design** for further information or call **0845 017 7661** to speak to us about how we can help.

Are you being found?

Opace are here to get you noticed! →

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85%
of people use search engines like Google, Bing and Yahoo to find the products, services and information they need

71%
of search engine users don't look past the first page of results

What does search engine optimisation mean? The answer is simple – cost-effectively getting your website found and seen by potential customers.

If your website isn't being found on page 1 of Google, you are missing out on the world's greatest market place.



Sarah Sloan
SEO Account Manager

How this is done is not so simple. In fact, it's an ongoing process whose 'rules' change all the time. That's why it's important to choose an SEO partner who not only keeps their finger on the pulse, but also understands that, for any business, it's all about results.

Opace's team of experienced SEO professionals will work with you from the outset to understand the nature of your business, target market and customer psychology – all factors that are essential for success. There's no jargon, just expertise based on our years of experience working with clients of all different sizes and budgets.

Our proposals are backed by detailed research and our monthly reports provide targeted results, so it's easy for you to see that we are achieving what we promised.

We have a flexible range of options to meet your needs and budget, including:

- **Web and search analytics**
- **Keyword analysis and on-page SEO**
- **Link building and off-page SEO**
- **Pay Per Click and Google AdWords**
- **SEO training, consultancy and strategy**

We pride ourselves on the fact that our customers' spend has always been returned several times over by the end of the contract. Whether you are launching a new website or want to make more of your current site, visit **www.opace.co.uk/seo** for further information or call **0845 017 7661** to speak to a member of our team about how we can help get your business to #1.

Are you benefiting from online sales?

Opace are here to show you how! →

Find out what Opace can do for you.

call: **0845 017 7661**
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visit: **www.opace.co.uk**

search: opaceweb

43%
of UK consumers buy online at least once a week

The average online spend per shopper is
£71
per month.

With the growth in online shopping, it makes sense for many businesses to sell online using e-commerce.

While selling online clearly offers many advantages to businesses – from increased sales, customer retention and reduced overheads – e-commerce can appear a complicated area. Opace's specialist team offer help and advice every step of the way – as our many successful e-commerce clients already know.

Our experience with the leading e-commerce software means we can deliver sophisticated systems that offer brilliant features and will enable you to manage not just your sales but also your marketing, promotion and administration – and all at exceptional value.

Once you are up-and-running we will make sure your online shop gets seen, and stays seen, because in a competitive world finding and retaining customers will give you the competitive advantage you need. Our experience of developing e-commerce websites and marketing strategies for businesses of all shapes and sizes means we are the perfect partner to help you grow your business.

Here are a few of the solutions we provide:

- **Online shop development**
- **E-commerce SEO and marketing**
- **E-commerce integration with eBay, Amazon and Facebook**
- **Multi-store e-commerce – sell through multiple shops using just one database**
- **Multi-vendor e-commerce – allow retailers to sign-up and sell through your own marketplace**

If you are considering e-commerce or want to get more from your existing online shop, visit **www.opace.co.uk/ecommerce** for further information or call **0845 017 7661** to speak to a member of our team about how we can help.

Whether you sell goods or services, we'll show you how to benefit from the massive growth in online shopping.



Rob Bryan
Technical Director

Are you engaging with your customers?

Opace are here to help you! →

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OPACE

Social media is increasingly important for all organisations. Opace will help you get the best from an often confusing range of options so you can start building great relationships with your clients.

One in every 13 people on Earth use Facebook. 200 million Twitter users send out over a billion tweets per week. Can you afford to miss out on these opportunities?

Social media covers everything from Facebook to forums, but it's the 'social' part that's the important bit – how to use the latest tools and software to connect and engage with your potential client base. Increasingly, visitors will come to your organisation via social media rather than directly to your website: they know they will get a better feel for the people behind the business, and discover what other people are saying about you!

Many businesses ignore social media, but Opace take a more constructive view – it's possible for anyone to develop a cost-effective strategy that will get you noticed, engaging with customers and developing brand awareness. We'll clearly explain the elements that make up social media marketing, look at how they can be used to your advantage and develop a workable and target-focused plan of action.

There is no escaping the fact that social media marketing takes commitment. Opace can share your commitment and we have a range of options to suit your needs, including:

- **Social media training and strategy**
- **Social media design and branding for Facebook, Twitter and YouTube**
- **Social media management**
- **Article, blog, and press release marketing**
- **Video production and marketing**

For lots more information on our social media expertise, visit **www.opace.co.uk/social-media** or call **0845 017 7661** to speak to a member of our team about how we can help.

Ignoring social media is no longer an option so we're here to show you what works (and what doesn't) for your business and your customers.



Alexis Belle
Marketing Director

Find out what Opace can do for you.

call: **0845 017 7661**
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