



BUILDING WEBSITES  
THAT BUILD BUSINESS

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## *WebShamen Internet Services and Web-based Productivity Tools*

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*Webshamen is an internet e-business and services consultancy. We specialise in creating new revenue streams for small to medium businesses and organisations, using the internet to market to, sell to and service clients or interest groups.*

*WebShamen is committed to excellence, ethical engagement, open collaboration, return on your investment, short turn-around, plus robust, productive and profitable functionality, combined with elegant and purposeful design.*

### *Menu:*

Client Relationship Management | Online Catalogue & Shop | Sales Management System  
Content Management Systems | Search Engine Optimisation | Corporate Branding & Print Media

### ❖ *More Business*

WebShamen's mission is to make you more money - bottom line!  
And, help you exploit opportunities by offering products, services or support and information, online.

WebShamen designs robust and elegant solutions, for a fair & competitive price

### ❖ *Managed Better*

WebShamen custom designs web-based administrative & accountancy tools, to receive and process sales, with or without, real-time credit card transaction processing.

A WebShamen 'Back Office' gives you access, anywhere at anytime, to your client database, sales and invoices, and to update web content.

A Webshamen database provides any level of functionality your business requires. It grows as you do and keeps your data safe from hardware crashes, fire and theft.

### ❖ *Anywhere at Anytime*

Why keep paying for web-services when time-sensitive information, product lines or prices change?

WebShamen Content Management Systems makes updating online content easy. Because it is a web-based system, you can update the site in real time, from anywhere at anytime, and, is password protected.



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## ***WebShamen Productivity tools***

*How do these tools add versatility to my organisation?*

### **1. Client Relationship Management - (CRM)**

A Webshamen 'Back Office' CRM is an online client management database. It gives you immediate access to client details, via your own secure, password protected, web-based 'Back Office'.

Clients may submit their contact details online via your website or staff can enter new client details manually.

Global 24/7 access to your 'mobile office' reduces indecision and delays. Have critical information with you anywhere, yet securely stored on a password protected server, without risk of loss or theft.

Traveling OS? Lost your laptop? Computer crashed? Lost your diary? - Don't worry! It's safe and sound with a WebShamen 'Back Office' CRM.

#### ***Features:***

- Search and sort by any relevant criteria
- Broadcast Email & Brochures to all or selected clients
- Link to Order & Invoice database
- Collate user statistics and surveys in a colour coded bar chart

### **2. Online Catalogues & Shop**

Customers like to research online. By the time they're ready to call, they're ready to buy. Concise information on your website helps to close those deals.

Informative, concise and easy to find product descriptions, specifications and images vividly demonstrates your company's professionalism and quality of service.

Real-time or batch processed credit card transaction processing, bank to bank electronic transfers, 'Paypal', or any other payment method and ordering system, can be implemented on your website, at any time.

#### ***Features:***

- 24/7 sales online
- Automated payments
- Order and Tax Invoice management
- Local and global marketing
- 'Data Safe' - protect sales data & financials



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### 3. *Sales Management System* - (SMS)

WebShamen 'Back Office' is a web-based, sales management system, for online and manually processed sales, with the one administrative interface.

Online 24/7 sales of your products are automatically stored in your database awaiting action, whilst over-the phone or over-the-counter sales can be entered manually.

Online sales automatically generate confirmation emails to both you and the client, ensuring a clear paper trail and accountability for both parties.

A Webshamen 'Back Office' is always online. It can be accessed via the web, anywhere at anytime - with various levels of password access assigned individually.

The SMS calculates GST automatically and generates invoices with your logo, existing invoice numbering conventions, and allows the printing of daily, monthly or yearly sales figures.

#### *Features:*

- Manage on-line & off-line sales, from anywhere anytime
- Capture potential client data with 'enquiry' forms
- Calculate gst & print tax invoices
- Calculate daily, monthly and yearly sales figures
- Calculate GST owing for BAS
- 'Data Safe' - protect sales data and financials

### 4. *Content Management Systems* - (C.M.S)

Manage & update your own website over the internet. Save time, save money.

A Webshamen CMS enables real-time changes and additions to any content on your website, anytime from anywhere & is password protected.

#### *Features:*

- Update text, images, links, banners, prices & 'specials' instantly
- Easy to use, straight forward design with help and instructions
- Keeps the website dynamic and attractive to returning clients
- Quickly reflects the changing nature of your business or product range
- Saves money and gives you a real sense of 'ownership' of your online asset
- 'Data Safe' - secures sensitive information, by keeping data out of harms way



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## 5. *Search Engine Optimisation (SEO)*

Webshamen knows the inner workings of search engines. We design your website and web content so that it is easy for search engines (Google, Yahoo) to index and rank it highly.

WebShamen has a quiver of research tools that analyze the search habits of your client demographic, ensuring that your website content has a sufficient level of the most important key-words and key-phases, so that it appears on the first page of search results. (Most people will not persevere past the first page of results)

WebShamen has a proven track record in this tricky area of website design.

### *Features:*

- High ranking results without Google AdWords
- Rock solid ranking when combined with Google AdWords
- Qualified editors ensure appropriate and effective content
- High ranking translates to the 'bottom line' - increases sales
- High visibility ensures effective marketing and global product recognition

## 6. *Corporate Branding & Print Media*

Professional 'branding' speaks to the eye and the mind of your clients. It is the hallmark of your company's tradition and reflects your commitment to excellence.

The symbolic nature of your company's logo and product branding endures for many years and because of this, its visual impact is cumulative and therefore worthy of considerable attention by our talented WebShamen designers.

### *Features:*

- Effective and consistent visual communication across electronic and print media
- A Corporate style manual eradicates costly and time consuming mistakes
- Attractive design translates into sales



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### *Free Quotes & Prompt Service*

WebShamen is committed to excellence, ethical engagement, open collaboration, return on your investment, short turn-around, plus robust, productive and profitable functionality combined with elegant and purposeful design.

Please call us for a meeting. We can show you real life applications for any of the above.

Any questions please call us our nearest office.

### *Contact Us*

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