



**WE DO IT FOR YOU !**

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## WHO ARE WE?

247highway Design & Development is a multi-disciplined team of experienced business analysts, web and graphic designers, application developers, database administrators and marketing specialists.

## WHAT DO WE DO?

During the past 21+ years we have developed dozens of stunning, user-friendly websites, unique specialized SaaS program applications, bespoke software packages and mobile apps.

We make sure that these solutions function seamlessly on different platforms and environments for our clients. Solutions that grow with our clients - some of whom have been with us for more than a decade.

We enjoy challenging and stimulating projects that involve developing innovative and effective front- and back-office applications, eye-catching visual designs and applications which provide you with a positive ROI.

**A true business partner who has got your back for all things online**

## WEBSITE DESIGN & DEVELOPMENT

Let's face it ... web designers are a dime a dozen these days so what makes us different? Well, web design is just a small part of what we do ...

How do you find a professional team that offers you so much more than just the web basics ... a team that has the skills of a business analyst, application developer, content strategist, digital marketing and conversion specialist, and provides efficient, proactive web management and support – that's like finding the proverbial diamond in a mountain of coal.

***Those skills are exactly what makes 247highway unique in every way. Turn your website into a marketing powerhouse with a team of multi-disciplined digital experts who are truly passionate about getting you business results!***

A professional website is a must for increasing awareness of your business or startup with unlimited pages, article blogging, Social Media and integration of Facebook, Twitter, etc., SEO online marketing strategies, automated digital marketing & newsletters functionality to communicate with your customers. We can set up your online shop with secure payments. We can even write the text for your web pages. The functionality depends on YOUR business needs and budget.

Need a corporate identity and branding? We can do that as well. Ask us about our graphic design service for logo's, corporate identity, brochures, posters and reports.

## WEBSITE MANAGEMENT

How great would it be to not worry about all the technical website stuff? We do it for you!

Leave your web management & the technical stuff to 247Highway experts who do the heavy-lifting so that you can focus on what really matters ... running your business. Our web management packages include options for:

- *Website Hosting and Email: Optimized high-speed, reliable web hosting with unlimited bandwidth and storage*
- *Software Management & updating: Software, Plugins, Scripts and theme updates and installations*
- *Daily Data Backups and Web Security: Monitoring uptime availability and hack attacks*
- *SEO Search Engine Optimization: Online business exposure & Reputation management*
- *Content Management: Blogging, Article writing and Social Media posting*
- *Digital Marketing & Automation: Newsletters, conversion funnels and Client Relations (CRM)*

**We do it for you!**



## Chamber of Commerce Business (Sakekame) websites

Chamber of Commerce websites for membership management and private access, registration via secure online payment process, member directory listings, events calendar, galleries, blogging, content curation, newsletters and notices with social media posting and walls.

## Associations & Club or Community websites

One of our particular specialities in which we have years of experience is Associations & Club community websites, with integrated SaaS Membership management & accounting application, online payments, directory listings, forums and content blogging and curation.

## Conference & Event websites

A professionally hosted and custom-designed Conference website includes the online submission and approval of abstracts, equipment requirements, delegate registration and secure online payment processing and management, access control to private content area, newsletters, speakers and bios, sponsors advertising, room allocations, individual workshop bookings, multiple channels / tracks, galleries of images, social media walls, twitter streaming, and conference programmes.

## Online Learning Centre websites

Let us take care of all the complicated set up for your Online Learning Centre website. We get your online payment processor working. We use LMS software such as LearnDash, Sensei, CoursePress, WPLMS or Academy. Our team has many years in various training industries and will develop and write technical, business and CPD courses from materials you provide.

## BUSINESS SOFTWARE APPLICATIONS (SAAS)

We have a stable of Web SaaS (Software as a Service) cloud applications available for an affordable monthly subscription - so your outlay is minimal. These systems include:

- *Membership Management & Accounting Systems,*
- *Chambers of Commerce, Associations, Clubs & Schools,*
- *Health industry site management and wellness assessments*
- *Community hub and discussion forums,*
- *CRM (Customer Relations Management), and*
- *Transport Industry Load Management applications*

**WE CATER EXCLUSIVELY TO A GROUP OF HANDPICKED DYNAMIC SME CLIENTS IN SOUTH AFRICA, ENGLAND AND THE UNITED STATES**

We also perform these services for our selected clients:

- *Business Analysis and Process workflows*
- *Digital & Content Marketing Strategy & Management*
- *Social Media Strategy & Management*



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