

Company Profile



Warthog Web Design & Durban Website Designers

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warthog.co.za
durban-website-designers.co.za
website-designers.co.za
webpage-designers.co.za
search-optimizers.co.za

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12th January 2010

Company Trading Name:	Warthog Web Design
Company Name:	Elminster Trading CK 2006/048239/23
Street Address:	5 Flamboyant Shades, 916, Sarnia Road, Bellair, 4094, Durban.
Postal Address:	PO Box 15274, Bellair, 4006
Bank:	Nedbank, Queensburgh
Main Business Areas:	Website Design, Search Optimization, Website Development, Web Design Tuition, Online Marketing, Graphic Design.

Business Activities:

Warthog Web Design was established in 1997 to design effective marketing web sites. An early contract was to create a large provincial tourism site, including all associated research for site content.

With the rapid development of the Internet, other specialities have been added. Amongst these are database driven sites, content management, style sheet control, site usability studies, web content editing, ecommerce and search engine optimization.

Within the last five years, the marketing aspect of our operation has been given prominence including search optimization, off-page optimization and other search techniques with which we have excellent results (see our website).

An important initial decision was taken to produce only hand coded HTML rather than WYSIWYG code from such programmes as Dreamweaver because hand code is quicker, more easily editable, more search engine friendly and lends itself to new advances easily.

A part of the business is conducting web design courses. We have found that most of the commercial courses taught far too many techniques that would never be used, to pad out syllabi and ignored techniques that would be used frequently.

Several websites are used to market our business. www.warthog.co.za has been #1 in Google for several years (for Durban website designers) and #18 nationally. www.durban-website-designers.co.za is new and currently (01/10) at #1 in Google nationally. www.website-designers.co.za is very new and aimed at the national market and currently #30 in Google.

The holding company for these operations is Elminster Trading c.c (2006/048239/23).

Business Philosophy:

Warthog Web Design specializes in creating sensible, robust, cross browser web sites that download very quickly, rank well in search engines and create a positive visitor experience. Whilst technologies such as Flash and other animation methods are entirely within the scope of our expertise, experience has taught us to employ only technologies that have been proven to work and are appropriate for the client.

We place great store on our professionalism, not only by creating effective marketing web sites but also in our dealings with our clients.

We ensure that the latest advances are applied to the site content quality, usability indices and to search engine optimization. Many of our sites rank either at the very top or within the top five of search engines such as Google.

We consider the site pages to comprise no more than 50% of the site – the other 50% is the quality of the site content and its search rankings. We look at the functionality of the whole site, not just technology and pretty pictures.

The company is small and we have no intention of making it a great deal bigger than it is now. Customer service and client satisfaction are paramount in the way we approach our business and we have no hesitation in suggesting that potential clients contact past clients. We pride ourselves on our relationship with our clients and on our ability to provide them with the unique, customized web presence that best suits their business.

We do not have the overheads of other companies and therefore our tariffs are very competitive whilst the quality of our sites remains uncompromised.

Personnel:

Martin Evers MSc, Owner

Martin Evers pursued a successful career running a high tech university research laboratory. In addition to a Masters degree, he also holds the Tech.RMS and F.I.S.T qualifications. He has attended many overseas conferences and is has authored more than 30 local and international scientific publications.

In 1996, he decided on a change of direction. He was by that time also responsible for several university courses, was producing digital graphic material for the courses, distributing lecture notes via intranet and creating web sites, so it was natural that that direction be taken.

At Warthog, he is responsible for coding, conceptualization, web design tuition and graphic design.

Nadira Persad BA, BEd, MEd, Layout and Web Content Editing

Nadira has 17 years' teaching experience and is responsible for client liaison, content layout, search optimization and content editing.

Recent Business Activities:

Since 1997, we have created more than two hundred web sites for local, South African and international businesses. Each is unique and created from the ground up for the client. Additionally, one not for profit site – the Tibet Society of South Africa and two charity sites – Ingwavuma Orphan Care and CARE Baboon Sanctuary have been supported free of charge.

We also create corporate identities, digital graphics and visual presentations when required.

We are currently designing sites for SA Maritime College, Drizit Pollution Control, a UK company as well as sites for South African companies. We are also at the stage in our business where we are redesigning sites for our clients. Our recent and older sites together with graphic design portfolio can be seen at www.warthog.co.za.

Summary

Warthog Web Design is not the biggest web design studio but it is professional, is highly rated by its clients and, for a change, produces web sites that actually do the job that they were designed to do.

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Recent Clients and Google Position (where applicable)

1. Ghost Mountain Inn - #1
2. Blue Haze Country Lodge - #3
3. TVAE – TV distribution - #1
4. Civicus - #5
5. 4 Seasons Blinds (UK) - #30
6. Boiler and Auxiliary - #1
7. Durban Local History Museum - #2
8. Parker Tours - #8
9. DEMS Rubber - #1
10. KKAN Animal Nutrition - #3
11. Minnies Sauces - #1
12. Recliner Specialist - #1
13. Sea Cottage - #8
14. St. Lucia Wetlands Guest House - #1
15. Stonezone Granite - #5
16. Pentravel
17. Tzaneen Business Directory - #4
18. SA Maritime College
19. Drizit Pollution Control
20. Dumela Botswana Safaris - #1
21. Ngidi Recruitment Specialists – new site
22. Mango5 Debt Control – new site