PROPOSAL

Magic-E
Basic Website development

Magic-E Web Design

EDUARD SMIT

I believe your brand can change the world, I want to be part of it.

Owner
Marketing, Web, Multimedia and Graphic Design and Photography
081 454 3041
smiteduard@live.co.uk
ed@magic-e.co.za

https://www.facebook.com/eduard.smit/
https://www.linkedin.com/in/eduardsmit21/
https://www.facebook.com/magice22
https://www.instagram.com/edextra/
https://www.instagram.com/magice80/

Who is Magic-E

The biggest driving force behind Magic-E Marketing and Digital Design, is to fulfill a life purpose of helping brands achieve their goals through design and marketing efforts to drive their brand message and tell their stories to an interested audience.

Magic-E is a one-man show and where required a network of skilled and able supporting partners is brought into the process to ensure we deliver the best solution for the right price at the right audience. taking a 360-degree approach to everything we do from strategizing right through to print and production.

Our Design Process

Our approach to web development is to truly deliver on our user persona/ audiences' expectations.

I don't just build websites, but rather endeavor to build an aesthetic mouthpiece and engagement system to deliver your message, and story to your online audience. Working at being the best result for their inquiries, delivering everything they wish to know in an easy to find user-friendly manner and entertaining manner.

Whilst always keeping the brand perception in mind and delivering on the brand promise through authentic content and design. Making sure it is effective for any device and runs smooth and fast to delight instead of just merely acting as a shopfront getting lost in digital space.
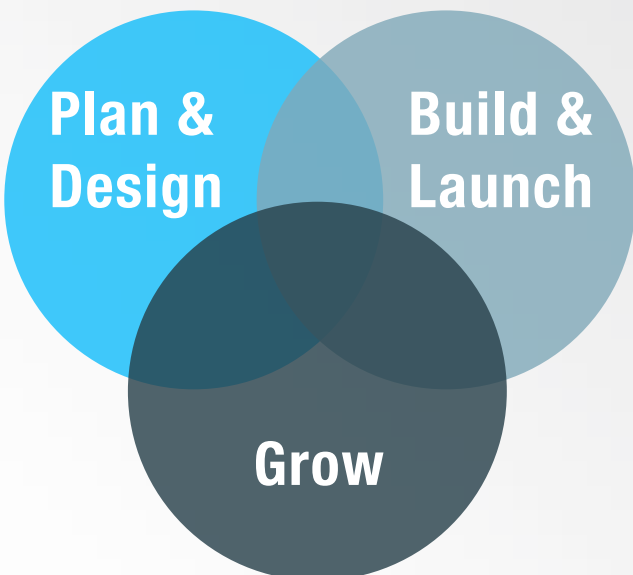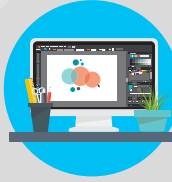
Phase one, we define the intended audience and understand the nuances of your audience needs and the role the site/platform will play in their lives, we define the scope of work to be done and the work at gaining insight into the brand persona and the role the website will function within these pillars of design.

Scope, Needs, and objectives	Siteplan	Site Content

Phase Two we draw on the data collected in the planning phase to set forth a look and feel that will not only deliver on your audience's interest and value requirements but also firmly build the site with the brand objectives in mind. We design mock-up pages and wireframe shell for your approval.

Layout & Design

Phase three We build the website, this is the part of our work where we put the hours in and the decided graphic elements is taken from our concepts and your approved or preferred look and feel and start building the working site. At the end of this phase, you will have a fully functional demo-website.

Coding & Design	Server Setup	Functionality Build

Phase four The site is tested and quality checked for functionality and compatibility with various devices and browsers. The final polish is applied to the site, packaged and ready for transfer to your hosting. The site is then uploaded to the hosting and made live.

Testing	Product Launch

Phase five we start working in the background ensuring your site is being noticed by the search engines and start dispersing your site and its valuable content right through to the audience you wish to reach. We apply all the technical requirements for Search results pages and ensure it is indexed.

SEO, SEM and SMM	Marketing Ready

Plan & Design

Build & Launch

Grow

We like to spend a little more time than the usual one size fits all approach and delve into what the outcome or goal of each part of the site is not just from a business perspective but also from an audience and future visitor perspective.

M★ə

Spreading the idea of your brand.

Magic-E MARKETING AND DESIGN
www.magic-e.co.za