

Quarella - Who Are We?

The Quarella team is small but effective. It consists of industrial and Internet computer engineers who collectively have a wealth of experience in all aspects of the Internet and computer related fields.

Quarella Solutions

The important aspect of Quarella is that no matter what we are designing and developing, not only will it look impressive – it is guaranteed to work.

Mission Statement

The key to our success is in our interest in your business. We believe that a real partnership results from our appreciation and understanding of your overall business objectives as these are always very much broader than the perceived website requirements.

To produce a communication project that is not only visually eye-catching, but more importantly effective, we take time to understand the philosophy and character of your organisation, how your products or services operate, and of course your customer profile.

The Quarella mission is to provide our clients with a first class Internet service whether that is a simple website or a complete interactive e-business/e-commerce site. We feel sure that by helping to give our clients an increased professional service and appearance of their businesses on the internet that they will in turn then be able to extend this to all THEIR customers.

Services:

Quarella offer a wide and diverse range of services:

- Website Design & Development
- Technical Reports
- Website Hosting & Domain Registration
- On site Statistical Analysis
- On site search engine
- SMS & WAP Integration
- Audio & Video Streaming
- Intranet Development

Website Design and Development

Our approach to the design and development is to work through a sequence of five manageable stages. This way you can see how the project is progressing, and changes can easily be made along the way.

When designing websites several issues that are not visible in other forms of advertising and literature have to be taken into account. For example, due to differences in browser technology and the different screen resolutions that people use, some control over how the website design will appear to the end-user can be lost. These differences coupled with having to take into account page download times, makes the website engineering aspect of the design cycle extremely important even though the engineering side is rarely seen.

With these issues in mind, our main considerations are to design and engineer a website that is clear, intuitive, meets your corporate needs, is easy to navigate and loads to display quickly.

Stage 1: Free Preliminary Consultation.

Establish general business goals and aims, prior to:

Stage 2: Requirements Analysis.

Determine a general overview of the features that the site will be required to provide.

Stage 3: Functional & User Interface Specification.

This is a very detailed specification of exactly how the site will look and what it will be able to do.

Stage 4: Build.

Implementation of all of the design features described in the specification.

Stage 5: Deploy.

Thoroughly test both before and after publishing the site on the web.

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Technical Reports

One service offered by ourselves are Technical Reports on existing website.

We do an in-depth analysis of your current site taking into account compatibility with different browsers including Netscape, Opera, Internet Explorer & Web TV. We check for Disability access using 'Bobby' (www.cast.org/bobby/), speed of download and image optimisation – this list is not exhaustive.

We also make suggestions as to how from a technical viewpoint the site could be improved to add valuable benefits to your organisation by incorporating more functionality into the site.

Why should you care?

Whilst 70% of Internet users use Internet Explorer the remaining 30% should not be ignored. The 4 listed above are the most common but there are many more besides these and each one has a different way of interpreting HTML code. This means your page may appear different on each one and in some instances may not display at all.

If you have an e-commerce site and are trading on line Web TV compatibility is a must! With the roll out of Digital TV and the eventual demise of Analogue more and more people are going to be using their TV for Internet access. It is estimated that by 2005 15 million homes in the UK will have Internet access via TV. If your site is not usable via this medium you are at risk of losing valuable custom – can you afford to take this risk?

If the download time of your site is too long people will not wait for it and will go and look at another one – again you could be losing valuable custom.

Disabled access to the Internet – although not currently legislation it should be and those people who take this into account now will not fall foul in the future.

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Hosting & Domain Registration

Hosting

We offer web hosting with a reputable company which has 24/7 technical cover so that in the event of a breakdown the problem can be fixed quickly and your site on-line again with as short a down time as possible.

Many website design companies will say that they carry out the hosting themselves. If this is the case and they are not using a 3rd party it is important that you ensure that they do actually have sufficient servers to offer this and that they also have the technical backup to ensure if a problem does arise they can get your site back up and working in the shortest time possible, what ever day or time the problem occurs.

Domain Registration

We offer a domain name registration facility to our clients. We will check for name availability, and if required, carry out registration. We generally recommend that, if available, you register both .com and .co.uk domain versions, and in some cases spelling variants should also be considered.

Also consider registering any brand names that you use. We can point a number of domain names to one website and it is possible for names to point to sub directories within the site. For example, you may wish a product brand name domain to point directly to the product within your website.

Registration will need to be carried out every 2 years for .co.uk domains. Others like .com can be registered for up to 10 years at a time.

If you wish to register domains yourself we have a guide on our website at www.quarella.co.uk/domains/ for you to follow.

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Statistical Analysis

Various levels of statistical reporting are available for your website. Quarella can provide the following information:

Website traffic reports

These will show the volume of traffic visiting your site, when the traffic is peaking (useful to see if an off-line promotion is successful in drawing visitors to your site), where the visitors are coming from, which search engines and keywords they are using to find your site and the directories of the site that are being visited.

Search engine ranking reports

This type of report is generated to see how successful the search engine registration process has been, the report will indicate where your site is ranking compared with competitors sites.

Full log analysis

A great deal of statistical information is available from a dynamically generated site. We can show in detail who visits, when and how frequently they visit, and which parts of the site they visit.

This type of reporting is created on a bespoke basis to suit your individual business needs, but in some instances would require registration under the Data Protection Act.

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On site search engine

Quarella can add a search facility to your existing site, which will allow visitors to search your site for a keyword that they enter.

The search system will automatically re-index your site on a weekly basis to ensure that visitors always find the most up to date information.

As well as assisting visitors, you will also receive an email telling you what people have searched for. This can be extremely useful for tailoring your site to your visitors needs.

It is also possible to add additional 'Advances Search' facilities too. These will enable visitors to your site to find information even if they do not have a full description of the item they are looking for. (see www.quarella.co.uk/search.html)

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- **SMS & WAP Integration**
- Audio & Video Streaming
- Intranet Development

Email, SMS & WAP Integration

At Quarella we can integrate all of the new technologies with regards mobile communication systems. Each one of these technologies has its place in today's fast moving culture.

Email

Email is often the most convenient form of electronic communication available nowadays, and for many businesses the most important. Many other forms of communication can be integrated with email. You can send an email to be received as a fax or a text message (SMS) - this is useful when the recipient doesn't have easy access to email.

Likewise, you can receive faxes and text messages by email (saving paper, speeding distribution and simplifying storage).

You can access your work email from home, and your home email from work. By using different email addresses for different purposes you can prioritise enquiries and quickly route them to the most appropriate person or department.

Mobile Phone SMS messaging

We are also able to supply systems whereby SMS messages (mobile phone text messages) can be sent to any mobile phone triggered either automatically directly from a web site or simply from an email.

Wireless Services – WAP, PDA's

Wireless services allow you to translate your business onto your clients and potential customers mobile communications devices and therefore allow them access to your business products and services. Over half the population of the United Kingdom currently owns a mobile phone, and many of these phones are already Internet compatible. In addition to browsing website content, mobile devices also allow data entry into online forms giving the user true mobility without being tied to a PC and email collection.

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- Intranet Development

Audio & Video Streaming

Audio Streaming

We can provide reliable streaming from Unix or Windows servers to a variety of platforms including Windows Media Player, Real Player and Winamp.

This audio can be either pre-recorded or live.

The application of this technology to a website has the effect of bringing it 'alive'. From a simple oral description of an item to back up an image to running a fully operational Internet radio station such as www.ncr1.com.

Video Streaming

Another technology we can integrate onto a site is video streaming – both live from a web cam or pre-recorded. A promotional video can be played on your site, which can give far more in-depth information regarding what your company does than words or pictures alone. This can be used both for promotional reasons and also for imparting technical or training information.

It would be possible for a training provider, for instance, to have the video in a secure area of the site. So that people who had paid for their services could view the video to enhance the training information provided by other methods.

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Intranet Development

An Intranet is an internal website.

Any company could benefit from having an intranet. It would enable all departments within the company to access corporate information from their desktop Web browser. This provides the advantage that the information is presented consistently regardless of its source.

By its nature, an intranet provides cross platform access to your information. Those companies, which use both PC's, and Mac's for instance will be able to share information directly. In addition access can be provided to WAP enabled mobile devices.

Utilising this technology companies can allow those people working remotely, whether in satellite offices, on the road, at clients premises or at home to access the same information at the same time as their office based colleagues. Firewalls and other security technologies would be used to restrict access to authorised personnel.

Furthermore, by using standard Internet technologies it becomes trivial to make certain information available via the company's external website.