



CUSTOM SOLUTIONS.CA

WEB & GRAPHICS DESIGN SOLUTIONS

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CALL US TODAY FOR A FREE CONSULTATION!

CUSTOM SOLUTIONS.CA

Our commitment to excellence has made us a primary choice for companies in various fields. Some of the industries we have provided our services to include: aerospace, real estate, construction, travel, manufacturing as well as Information Technology.

Custom Solutions.ca' core business is to provide complete graphics and web solutions for small to medium sized businesses in the Greater Toronto Area.

We focus on creating custom graphics and web solutions using the latest technologies. Our team has extensive web and graphics knowledge and experience. We don't just design websites, we deliver complete solutions.

Using state of the art tools and practices, and the expertise we've gained over our 10 years of developing solutions, we deliver quality products on time and at a fixed price.

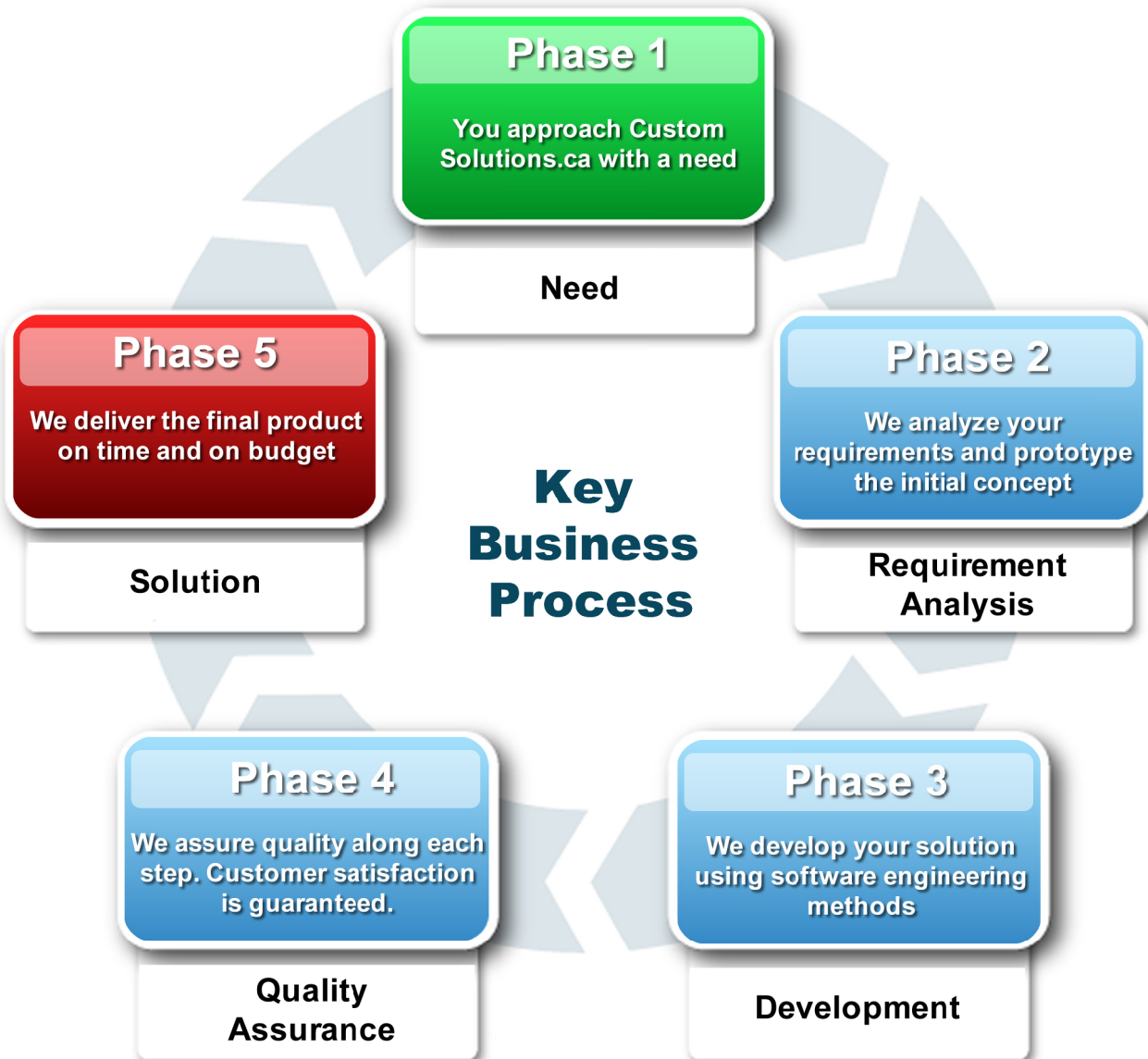
Our Mission

To deliver quality products on time and at a fixed price.



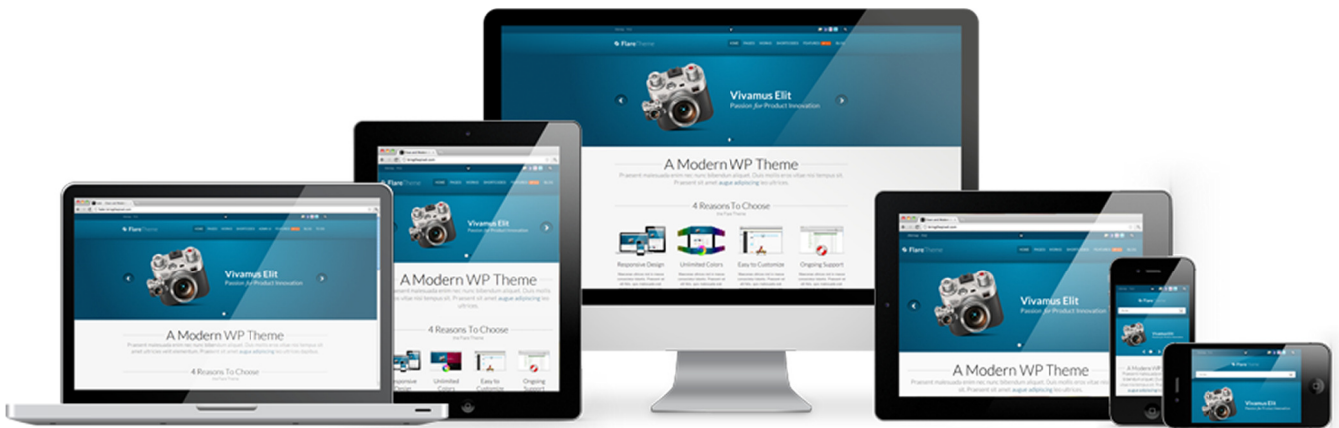
Call us today and see what kind of difference we can make to the success of your business!

We're committed to your satisfaction. We guarantee customized solutions that meet your specifications as well as your standards for quality, service, and support. Make us your partner today and let us deliver IT solutions that will make your business more profitable, efficient, and competitive



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Custom Website Design

Whether it's a re-design, or a brand new website design you require, we will collaborate with you to find out exactly what your long and short term goals are; what you wish your website to accomplish and your search engine marketing plans. We'll then work together to design the website that best represents your vision, and best markets your products.



Website Hosting

Your websites are hosted in an insulated environment with dedicated resources, allowing you to offer your customers a truly reliable, redundant and secure hosting environment that is completely scalable as needed.



Content Management System (CMS)

Our Content Management System allows you to create, add, update, and manage an unlimited number of content pages on your website without having to call a web designer!



Search Engine Optimization (SEO)

If your website is not being found in the search engines most likely there is a problem that needs to be fixed. We fix these problems and address search related issues that normal web design companies do not even know about. If you're concerned about your current lack of search engine presence or you would like help developing a plan to gain more traffic to your website, you've come to the right place.



Website Analytics

Our web analytics services help you track, measure, report and optimize your integrated online advertising and web marketing campaigns. In order to take full advantage of your website, you need to fully understand your traffic sources, your marketing initiative performance indicators, and the steps your visitors take on your site before they leave your website or take further action.



Graphics Design

Let's face it! In the business world, good appearance counts! Customers trust and prefer companies that look polished & experienced. With a memorable identity and high quality graphics, your business can convey the sense of professionalism that is required for the success of any company... and that's where we come in!



CUSTOM WEBSITE DESIGN

More and more people are turning to the internet to find solutions for a variety of situations and the internet is one of the best, if not the best, way to promote what you can offer.

Whether it's a re-design, or a brand new website design you require, we will collaborate with you to find out exactly what your long and short term goals are; what you wish your website to accomplish and your search engine marketing plans. We'll then work together to design the website that best represents your vision, and best markets your products.

The Full Service

We offer a comprehensive service from the basics like domain registration and hosting to the design of logos, custom graphics, sourcing of photographic images, layout, programming and deployment and unlike many of our competitors everything is handled in-house. We can also maintain your website for you, letting you take care of the more important things - your customers!

Peace of Mind

For your peace of mind all web sites are made available to view online during our production process allowing clients to view progress and to give us feedback reports. This is a similar process to producing proofs of traditional printed information.

Already Have a Website ?

If you need to have your site maintained, redesigned, updated or just generally freshened up we offer very competitive rates.

We are more than happy to discuss your web design requirements and provide you with a free estimate, please contact us for more information at **416.450.5886**



WEBSITE HOSTING

If you are starting a new web site or are looking to move web hosts, Custom Solutions.ca web hosting offer a range of packages to suit most small to medium businesses.

For Our Web Design Clients

By providing hosting to our clients, we can ensure that the whole process from concept to finished website is handled in-house with the minimum of hassle. Naturally clients are welcome to use their existing web hosting providing that it meets the minimum requirements for the intended web design.

For People Requiring Hosting Only

We are happy to provide domain registration and hosting services for people and businesses who are not web design clients. In this instance, please contact us to arrange set-up. If you need our assistance in transferring in an existing website, we are more than happy to help (rates on an hourly basis). Please note that we do not support or provide Windows based servers - our configuration is Linux only.

Your websites are hosted in an insulated environment with dedicated resources, allowing you to offer your customers a truly reliable, redundant and secure hosting environment that is completely scalable as needed.

Contact us for pricing and to discuss your hosting needs.



CONTENT MANAGEMENT SYSTEM (CMS)

If you are looking for a Content Management System (CMS) based website which you can maintain yourself, we are able to provide our very own in-house solution which has been built from the ground up to enable us to be as creative with design as possible whilst still allowing for user-friendliness when it comes to managing the site and content. We are also able to build sites to suit a number of 3rd party or open-source platforms working within their limitations.

Having a content managed website means that you will be able to edit most of the page content easily via your web browser and also include things such as article/blog posts and even media clips.

Typically a content managed website will cost a little more to set up initially, but save on ongoing costs when it comes to updating the website, so for sites where there is a need for frequent updates a CMS can prove a very cost-effective solution.

Web Applications

The current trend for online services means that more and more sites are being developed with advanced features such as user registration and members only features. Also lots more people are looking to start purely internet based businesses, many of which require additional web programming and database integration (for example content management systems, online property searches, dating websites and community sites).

One of our main strengths above those of our competitors is the ability to develop almost all kinds of website in-house and often at much lower rates. This means that we can manage the whole project from domain name registration and hosting to development and ongoing maintenance.

Added Interactivity

Web based programming is used in a number of areas to enhance the online experience. From the collection of e-mail addresses and user data to password protection and referral systems, virtually any site offering more than basic information relies on server or client programming. Custom Solutions.ca Web Site Design offer the very best in web based programming techniques to ensure your site functions correctly and efficiently.



Database Integration

It is quite commonplace to find web sites that rely on a behind the scenes SQL database to handle content and user data.

Typically, databases are used where sites require :

- ▶ Content Management
- ▶ Data capture
- ▶ Password storage and authentication
- ▶ Search engine facilities
- ▶ Online ordering systems
- ▶ Product lists
- ▶ Live content

Using well established and stable technologies such as PHP and MySQL we can create and integrate a bespoke database seamlessly with your site. We are able to provide database interfaces for both the user and the administrator, so you will be able, to view, add, edit or delete data directly from your web browser.

A Complete Solution

To allow our clients to use the latest technology in their web sites, all our hosting packages include full programming and online database capability via PHP / MySQL.

If your site is currently hosted with another service provider there are also many other ways in which we may integrate database content.

Why PHP ?

In most cases we generally recommend that a site be created using PHP as opposed to ASP as PHP has proven in our experience to be a more flexible and stable development platform. The development costs for PHP sites are often less because most functionality is built in to the PHP language, reducing the need to purchase third party components to carry out specific tasks.

WEBSITE ANALYTICS

Our web analytics services help you track, measure, report and optimize your integrated online advertising and web marketing campaigns. In order to take full advantage of your website, you need to fully understand your traffic sources, your marketing initiative performance indicators, and the steps your visitors take on your site before they leave your website or take further action.

We integrate your website with **Google Analytics** service which is not only an affordable web analytics solution, but also provides advanced web metrics reports.

Google Analytics Setup

Installing Google Analytics on your website to maximum effect can be complex. Custom Solutions.ca will ensure that you optimize your Google Analytics by providing services that will help you to:

- ▶ Understand your website objectives (e.g., lead generation, content, customer support, sales) Define strategic goals (buying an item, downloading a PDF, filling in a form)
- ▶ Set up key performance indicators (KPIs) to measure the success of your marketing campaigns over time
- ▶ Create Google Analytics profiles
- ▶ Set up your Google Analytics tracking code
- ▶ Set up conversion Goals on Google Analytics
- ▶ Set up Filters on Google Analytics to customize traffic reports
- ▶ Link Google Analytics to Google AdWords
- ▶ Tag your marketing campaigns
- ▶ Design your Google Analytics Dashboard with the most valuable reports



GRAPHICS DESIGN

Graphic Design plays an integral part in your overall business strategy. A picture is worth a thousand words – nothing says more about your brand as quickly, or with such impact, than your corporate identity.

Your corporate identity is often the first thing potential customers will notice. Visitors to your website, readers of promotional literature and recipients of business cards are all influenced by your corporate image before a single word is read – generating a professional image of your business is the cornerstone of any successful business.

Custom Solutions.ca understands the necessity of carefully scrutinizing all aspects of your corporate branding. We develop the perfect brand identity for your business to help create a sense of positivity, professionalism and success.

Our experience in all forms of graphic design has been developed over many years, working with a variety of clients across many industries. We have a team of expert graphic designers with a deep understanding of what works, and what doesn't. We put our extensive understanding of graphic design to work for you, allowing you to reap the rewards of our experience.

One thing we have learned is that you only get one chance to make a first impression, so why risk creating a negative image of your company and lose potential business? Custom Solutions.ca carry out a full range of graphic design services, such as:

- ▶ logo design
- ▶ corporate branding
- ▶ print design

Your company branding and logo is the most visible part of your graphic identity and receives most exposure to customers. New customers in particular may judge your entire service on the image created by your branding, so it is vital that it reflects your business perfectly. Custom Solutions.ca specializes in working closely with you to achieve the most effective branding and logo design for you.

We listen to what you want from a logo, and combine all of your requirements into your designs. Because we work with you from the very start, you can be certain that our designs hit the target first time. We are able to create totally unique designs which create exclusive branding for your company.



We can even implement this across an array of printed materials such as flyers, leaflets, letterheads and business cards. Often considered the most important piece of printed design, the business card has the potential to create leads and generate sales. Of course, if this is not done correctly, your business card becomes useless. Custom Solutions.ca has a great deal of experience in designing innovative and contemporary business cards which help set your business apart.

Custom Solutions.ca helps you to turn your ideas into a successful, working reality. So, if you are looking for top-quality graphic design work that really gets results, contact us to see how we can help.



5 DUMBEST MISTAKES SMART PEOPLE MAKE WHEN HIRING A WEBSITE DESIGNER

This is a post that most website designers don't want you to read. The reason they don't want you to read it, is that most website designers like to be perceived as wizards with secret magical powers. And they use these powers into mystifying clients into thinking website design is more complex than it is.

This guide will help avoid some of the dumb mistakes that otherwise smart people make when hiring a website designer.

1. Paying Too Little

We all want something for nothing, or at the very least, we want something for a very low price, and website design is no different.

Most people reason to themselves that if they pay \$1,000 or more for a website, that's money they're losing, and if they only pay a couple hundred bucks for a website, then that's money they're saving.

Which isn't exactly true.

The ultimate purpose of a website for most people should be to MAKE money, not to cost money.

Most people have websites built to market their services or sell a product. In either case, they are trying make money from it.

By skimping on your website you run the risk of having a second rate, unprofessional website that might not bring in nearly as much business that a more professional website would have netted.

Here are some common ways I see people trying to save money on their website, and the pitfalls that come with it.

Building a site on your computer using iWeb.

iWeb actually has a pretty decent look to it in terms of style. The biggest limitations are that you don't have much control over the layout and the site itself will be virtually invisible to Google due to how their sites are structured.



Using Godaddy's website tonight, or similar DIY website builder

The problem with the do it yourself website building programs is that they just look cheap and unprofessional. They all use cookie cutter templates, and the bottom line is they look like second-rate websites.

Hiring one of those giant website design firms

If you search online you'll come across many of these huge, generic looking design firms who claim to give you a custom website for \$300.

Here's the ugly truth. They're really selling you a template, which they might just adjust the colors on. The actual designer is probably a guy in India or Bangladesh who you'll never talk to once.

The site itself will probably have a pretty generic look to it.

And worst of all, after all the up-sells they give you for extra pages, and email account, a CMS, contact form and all the other stuff, you'll probably end up paying well over \$1,000.



Takeaway:

Don't just think of the immediate result of saving yourself a few bucks up front. Think of the long-term impact to your business by having an unprofessional site.



2. Paying Too Much

People can often be superstitious and easily intimidated into believing that website designers have magical powers when they don't.

Here's a little secret about website design. There are no secret or advanced programs for design.

Whether you pay \$1,000 or \$100,000 for a site, as far as the design goes, for the most part they're all just made up of CSS and HTML.

Paying an extra \$10,000 on your site won't change the fact that you will still be getting a page marked up with HTML and styled using CSS.

Don't let a fancy high-end design firm fool you on this point.

If you go to a site like Apple.com which is a gorgeous website, it's still just CSS and HTML for the design. (Yes of course they use a lot of other scripts as far as the functionality, but in terms of the design there's nothing special going on.)



Takeaway:

Don't make the mistake of paying too much for your website when don't have to. And don't let complex website terminology intimidate you into thinking the designer is a wizard!



3. Hiring a “Designer” to build your website

Designers, whether they be website designers or graphic designers, are essentially artists by nature.

By this I mean that they mainly concern themselves with how things look, and whether something is aesthetically pleasing and beautiful.

Which is great!

But...

A lot of designers fail to really understand the purpose of having a website.

HINT: It's not “just” to be pretty.

No, the purpose of a website is to sell something, either your services or your product.

And typically the purpose of a website is to provoke the visitor to contact you so they can one day end up giving you money.

The problem with working with someone who is too focused on design is they lose sight of this.

Am I saying you should have an ugly website?

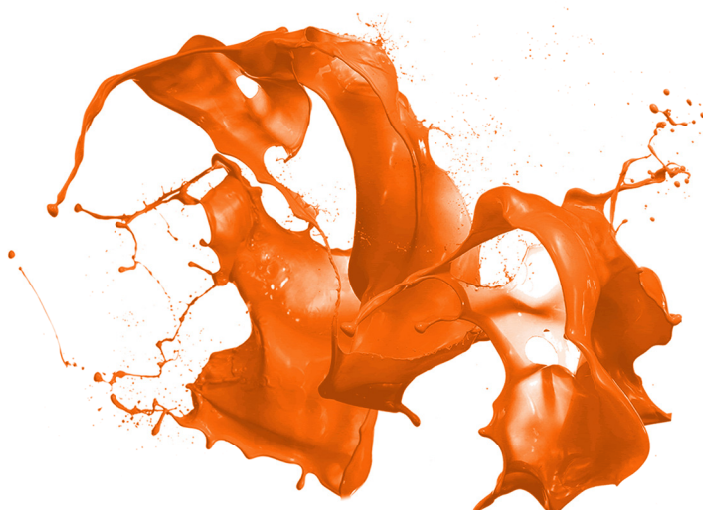
Of course not! I'm all for having a beautiful, elegant looking site.

But it's important to remember that you can't deposit beauty into a bank account at the end of the month.



Takeaway:

Here's how you know you've visited a great site. Not when you think, “Wow! What a great looking site!” but when you think to yourself, “Wow! I need to get that product or service!”.



4. Not Being on the Lookout for Hidden Fees

Many website designers will lure you in with an attractive rate, only to surprise you with an endless barrage of up-sells and additional fees.

The best way to avoid this nightmare when hiring a designer is to be very clear about what your project needs are, and to put them in writing in a contract agreement that outlines the exact fee.

Don't be afraid to reach out to some of the website designer's past clients to see how they really felt about their experience.



Takeaway:

Don't be afraid to kick the tires of your website designer and make sure they aren't out to rip you off with a bunch of hidden up-sells.



5. Not Well Versed in SEO and Social Media

There's no point in having a great website if no one goes to it.

I've heard so many people bemoan having spent good money on a website, only to have no one visit.

The two best sources of traffic you'll have to your site are through people you know, which is Social Media, and through Google, which is SEO.

SEO stand for Search Engine Optimization, and has to do with how people find you in the organic (free) Google search results.

Social Media include such sites as Facebook, Twitter, YouTube and Yelp where people gather together and share experiences together through word of mouth.

It's key to work with a website designer who has a firm grasp in SEO and Social Media and develops a strategy to integrate both into your site from the beginning.



Takeaway:

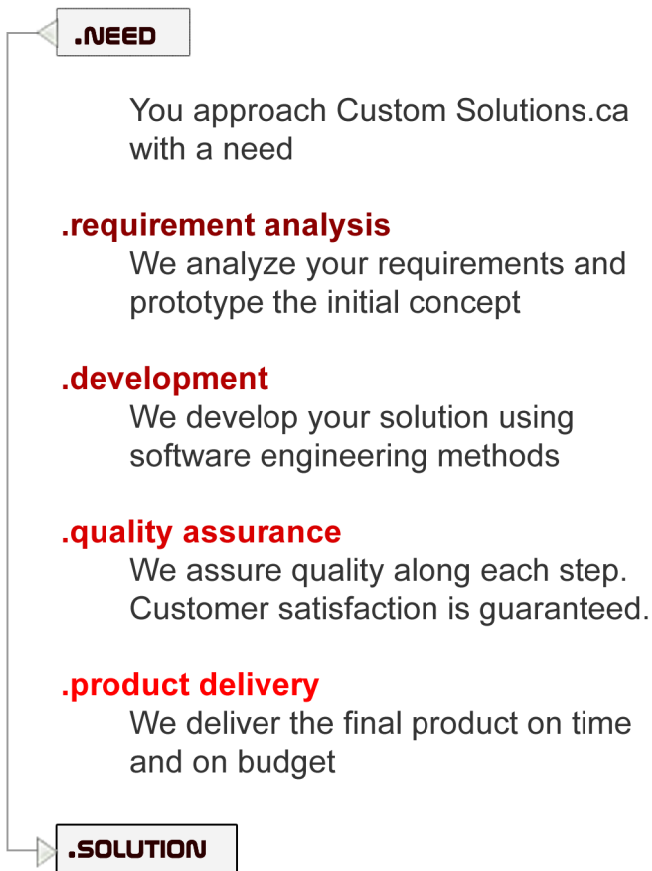
Be sure to find a designer who will help you integrate Social Media and SEO into your overall website designer plan.



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