

UNLOCKING DIGITAL POSSIBILITIES

AN INSIGHTFUL GUIDE BY THE **BRAINS FACTORY**

In the ever-changing digital landscape that every brand has been thrust into in this fourth industrial revolution, standing out online has never been more imperative. DIY or prebuilt websites are no longer sufficient for business, rather it is important to have a unique, highly functional one that reflects your values and personality.

As The Brains Factory, we specialise in full-service custom web development for online success. The seamless interaction of you and your customers and/or suppliers is paramount to us and is reflected in the services that we provide.

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SIX COMPELLING REASONS TO CHOOSE A CUSTOM WEBSITE FOR YOUR BRAND ▶ ▶ ▶ ▶



OPTIMAL USER EXPERIENCE

Your website may ultimately be the first introduction to your brand, a storefront if you will. This first interaction may determine whether your visitor may return, thus functionality is important. Customising enables you to fine-tune the interface to suit your visitor's experiences quicker and continually improve throughout the lifetime of the website.

The effectiveness of this will boost your website's conversions by lowering bounce rates and increasing engagement.



INCREASES YOUR BRAND'S ONLINE PRESENCE

With 5.16 billion people using the internet globally and 1.09 billion websites to match, speed, relevance, and functionality are at the forefront of a website's reach.

Our ability to create online systems, apps, and websites that are well integrated using bespoke web development software will enable you to revolutionise your supplier and customer touchpoints.



SWIFT THIRD-PARTY INTEGRATION

Your brand may need swift action when it comes to integrating APIs into the website. The flexibility of custom websites gives freedom while lowering the overall development costs to incorporate sites and systems more swiftly.



SCALABILITY

Business is about growth and understanding the customer and financial landscape of your brand as it goes is key in your strategy. Our customised website software enables you to create personalise communication and generate reports for better management and connection with your clients.



SAVING YOU TIME & MONEY

The initial setup of your custom website is an investment that will pay off in the long run. Choosing the right web host and using the right project management for the building of the website sets you up for a simpler and more flexible journey.

Our Database Management Content Management Systems enable you to collect and distribute valuable information without incurring higher website development costs that may hurt the business's bottom line. Plus, our functionality includes automating routine tasks so you can focus on other aspects of the business, saving you time and money.



MAXIMUM SECURITY

With a great deal of personal data and systems being utilised within your business website, a data breach could be a massive setback in your business operations. A custom website would enable you to put preventative measures with ease.



WHY A WELL-DESIGNED WEBSITE MATTERS.

1. YOU HAVE LESS THAN A SECOND TO MAKE YOUR POINT

Users form an opinion about a website within 0.05 seconds. So ensure that yours makes an impact in a split second with a positive user experience.


2. 29% OF BUSINESS IS CONDUCTED ONLINE


E-commerce is the currency we are trading with and it is on the rise exponentially. Ensuring that you have systems and apps to jump on this wave has never been more important.


3. THE AVERAGE TIME SPENT ON A PAGE IS LESS THAN A MINUTE


54 seconds to be exact. The websites that leave an impression are quick to load, informative, interactive, and have a strong call to action.

WHAT WE DO


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**CUSTOM
SOFTWARE
DEVELOPMENT**
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**GRAPHIC
DESIGN**
- 

**DATABASE
MANAGEMENT**
- 

**CONTENT
MANAGEMENT
SYSTEMS**
- 

**WEB
HOSTING**
- 

**PROJECT
MANAGEMENT**

OUR SKILLS

- 

**PROJECT
MANAGEMENT**
- 

**BUSINESS
ANALYTICS**
- 

**API INTEGRATION
- REST, SOAP**
- 

**MICROSOFT SQL
DATABASE
DESIGN AND
MAINTENANCE**
- 

**HTML5, CSS, AND
JAVASCRIPT**
- 

**ASP.NET C#
DEVELOPMENT,
MVC**
- 

BULK MAILERS
- 

BULK SMS
- 

**SMS SHORT CODE
PROGRAMMING**
- 

**MS ACCESS
DATABASE
PROGRAMMING**
- 

**PASTEL
INTEGRATION**
- 

**ASP CLASSIC
DEVELOPMENT**
- 

DATA CAPTURE
- 

COPY WRITING

WORK WITH US

Build a memorable digital user experienced with us, tailored to fit your unique business needs. We are ready to work with you. Reach out to us today.

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