

IGNITE ON

INTERACTIVE

INFORMATIONAL BOOKLET

WEB DESIGN, E-COMMERCE, RICH INTERNET APPS, CORPORATE IDENTITY, MOBILE,
3D ANIMATION, SEARCH ENGINE OPTIMIZATION, MARKETING & ADVERTISING

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Dear Reader,

Ignite On Interactive is a premiere web design and development company based out of New York City and New Jersey. Our goal is to make your dreams into reality. We understand that building your site is a crucial part of your business and we will be there every step of the way. We design all of our sites from scratch, there are no templates used thus resulting in a more reliable, original and secure website than premade or templates generated from software packages.

We will work closely with you so that your site can function and achieve the goals that you have placed. We will develop your site so that it can be SEO (Search Engine Optimization) friendly. After all what good is a site when no one can find you?

Our goal is to work closely with you every step of the way. Step by step, phase by phase you will be approving the design work through our Live Online Portal. Question, comments, suggestions all can be done in real time. Of course there will be times when a few delays may occur...after all we do need some rest.

We understand the importance of your site and we will do everything to make it the way you envisioned it.

Thank you for taking the time to read this and we look forward to the opportunity of working with you.



Daniel Yi
Founder & Creative Director



Why do you need a good website?

Good web design ensures your visitors know who you are the moment they land on your website.

Consider the television commercials that convey a heart-warming story, but once the commercial ends everyone turns to each other and asks, "What was that advertising?" It is imperative your site has a clear focus and a directional path that leads your customers exactly where you want them to go. Visitors decide within the first few seconds of landing on your homepage whether they are going to stay or, with a quick click of a back button, leave your site. Good web design plays an intricate role in not only hooking your customers but keeping them on your website.

“Good web design plays an intricate role in not only hooking your customers but keeping them on your website.”

Logo size and placement is an important element your web designer uses to establish your brand. In addition, a tag line under or beside your logo succinctly sums up your business, and it gives your visitors a way to remember you. How far can a good tagline take you? Consider, "You're in good hands with Allstate." "Don't leave home without it," for American Express, and "When it absolutely, positively has to be there overnight," for FedEx.

A professional web designer leads you from the unknown to the known. For example, did you know website colors evoke feelings in your visitors? Red, a powerful color, brings on strong emotions such as power, love, and even danger. Green, on the other hand, is visually easy on the eyes, and it represents growth and wealth. Blue gives your visitors a sense of loyalty and feelings that they can trust you. What message do you want your customers to get when visiting your website?

Most importantly, web designers guide you in bringing value to your visitors. Theodore Roosevelt said, "People don't care how much you know until they know how much you care." Your potential customers want to know that their needs are going to be met, and they want to know they can trust you. A skilled web designer is your solution. ➤



Evaluate Establish Conceptualize Develop Test



Case Study: K12 Education Congress

Client:
RTM Business Group

Industry:
Education

Date:
March 2012

Technologies Used:
HTML, CSS, PHP,
MySQL, AJAX

www.k12educon.com



The vision

Information website for educators around the country to attend seminars for the opportunity to network as well as discuss strategies on education. ➤

How we fueled it

Made up of education superintendents and Directors, K12 Education Congress was designed so that educators can meet, discuss and learn ways to improve teaching. This company creates events all over the United States for this great cause.

The client wanted to present a clean and professional website with aesthetics that gave focus to their business model. By complimenting quality design with a user friendly content management system, we provided the client an online presence that increased their contracted sponsors and speakers. Due to the outcome of the site, RTM Business Group commissioned us for all of their creative work. ➤



Case Study: Guitar Exposé

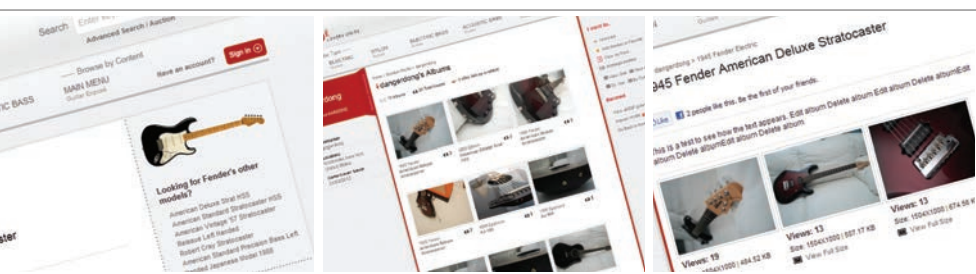
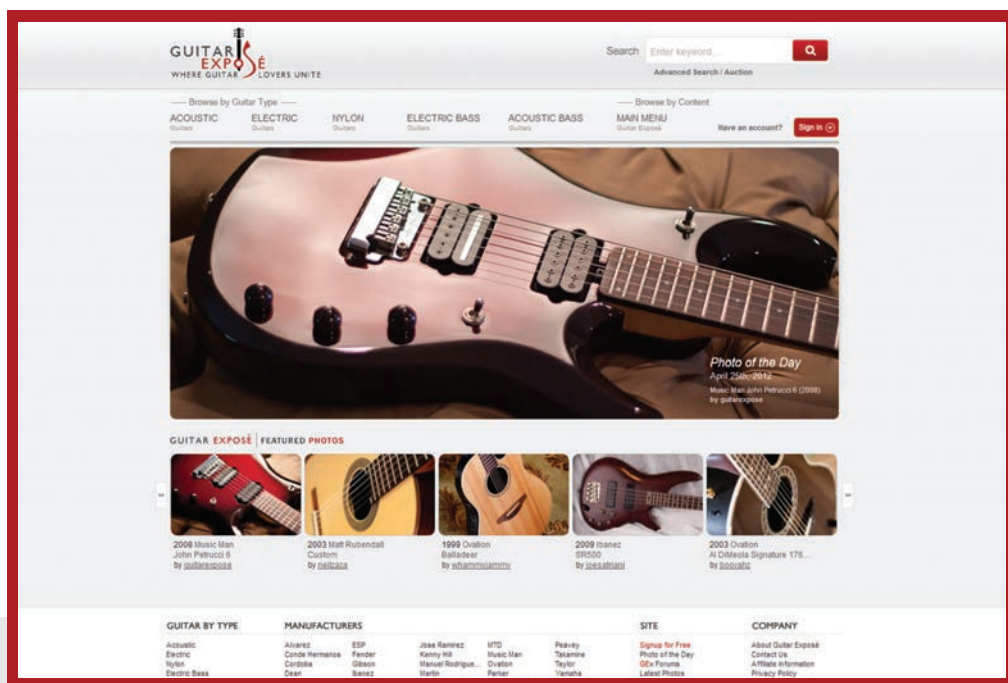
Client:
Guitar Exposé

Industry:
Social Networking

Date:
April 2012

Technologies Used:
HTML, CSS, PHP,
MySQL, AJAX, CakePHP

www.guitarexpose.com



The vision

A website for guitar lovers everywhere to share and discuss their guitars. 🎸

How we fueled it

Guitars, guitars, guitars..... If you love guitars then this is the place for you. You can talk about guitars all day long, show off your collection, and even buy that rare one that you always wanted. The founder of Guitar Exposé came to us via a recommendation. Like other clients they needed a powerful site that could handle the amount of traffic and have all the features that they were looking for.

They went to a company that was supposed to be top notch but ended up with a site that was mediocre at best. When we got the project we sat down with the founder and outlined exactly what they needed and step by step we built the site. 🎸



Case Study: RTM Business Group

Client:
RTM Business Group

Industry:
Professional Consulting

Date:
April 2012

Technologies Used:
HTML, CSS, PHP,
MySQL, AJAX, Yii Framework

www.rtmbusinessgroup.com



The vision

A corporate website that represents the feel of the professional and serious nature of their business. ➤

How we fueled it

After developing the K12 Education Congress website, RTM Business Group felt that their corporate site was not up to par. After almost losing a potential client, they commissioned the site to us due to our proven track record and previous satisfactory results.

Requiring the website to be launched urgently, we delicately revised our work schedule and delivered the site within a 2 weeks time. Utilizing Yii Framework, we were able to streamline the development process and cut valuable coding time for the project. Client satisfied as usual. ➤



Case Study: Evergreen Team USA

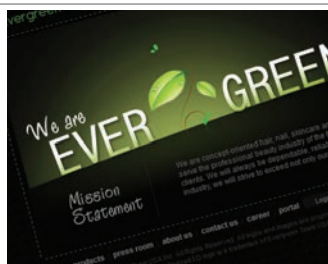
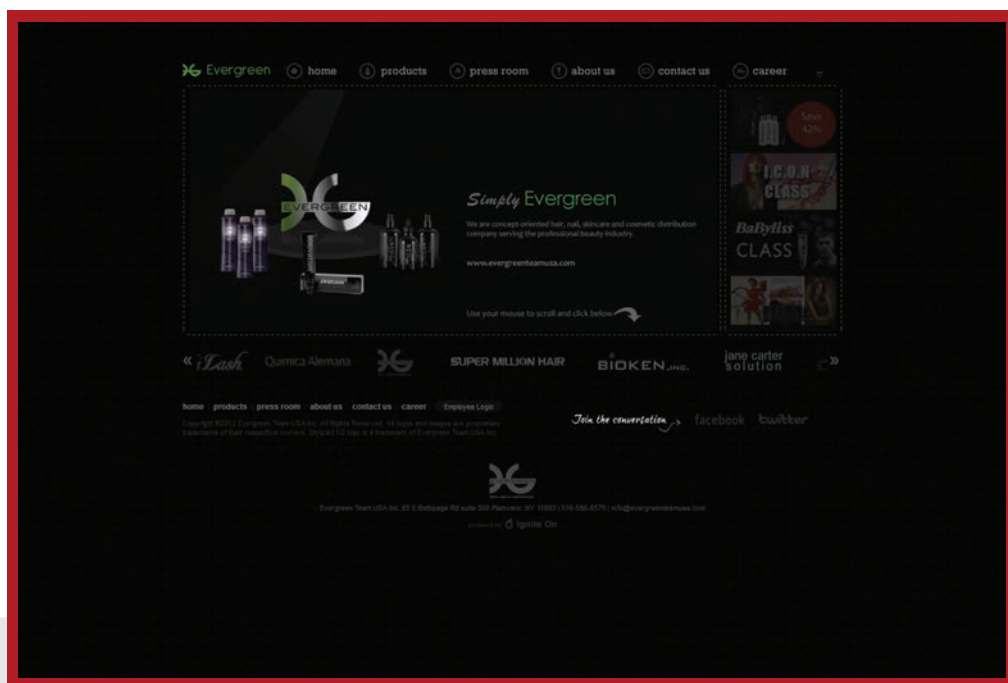
Client:
Evergreen Team USA

Industry:
Wholesale/Beauty

Date:
April 2011

Technologies Used:
HTML, CSS, PHP,
MySQL

www.evergreenteamusa.com



The vision

An online portal where visitors can learn more about the company and the offerings. And where employees can place order forms directly within the site. ➡

How we fueled it

Evergreen Team USA approached us with the task of creating a multi-purpose website where users can view company offerings and employees can place orders online. The first task was easy. For the employee portal, we developed multiple sections giving the logged in user the ability to send messages internally, exchange files and place orders directly within the site.

By creating a customized app, an employee can input his order and as a result, automatically generate a PDF sales invoice that looks identical to their standard invoice to be submitted to the invoicing department. This saved the client a tremendous amount of time and in turn increased their efficiency in workflow, thus generating more revenue. ➡



Case Study: BP Pharmaline

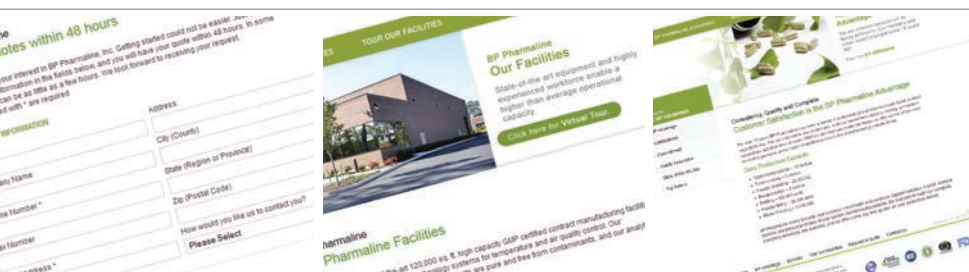
Client:
BP Pharmaline

Industry:
Nutraceuticals

Date:
August 2010

Technologies Used:
HTML, CSS, PHP,
MySQL, Javascript

www.bppharmaline.com



The vision

An informational site providing the company's offerings, tour of their facilities and a quotation form for easy user inquiries.

How we fueled it

Located in Hauppauge, NY, BP Pharmaline, a nutraceutical company - commissioned us for a website so that their clients in the US as well as ASIA could get information about their products. They were really concerned with the design and they tried to build it with another company. Ultimately when we showed them our concept they loved it and signed with us.

The client desired for not only the English speaking visitors but for Korean visitors to be able to view and understand the information contained on the site. By implementing a MySQL database containing content for both English and Korean, the website can display either language with a click of the mouse.



Case Study: Ignite On Interactive

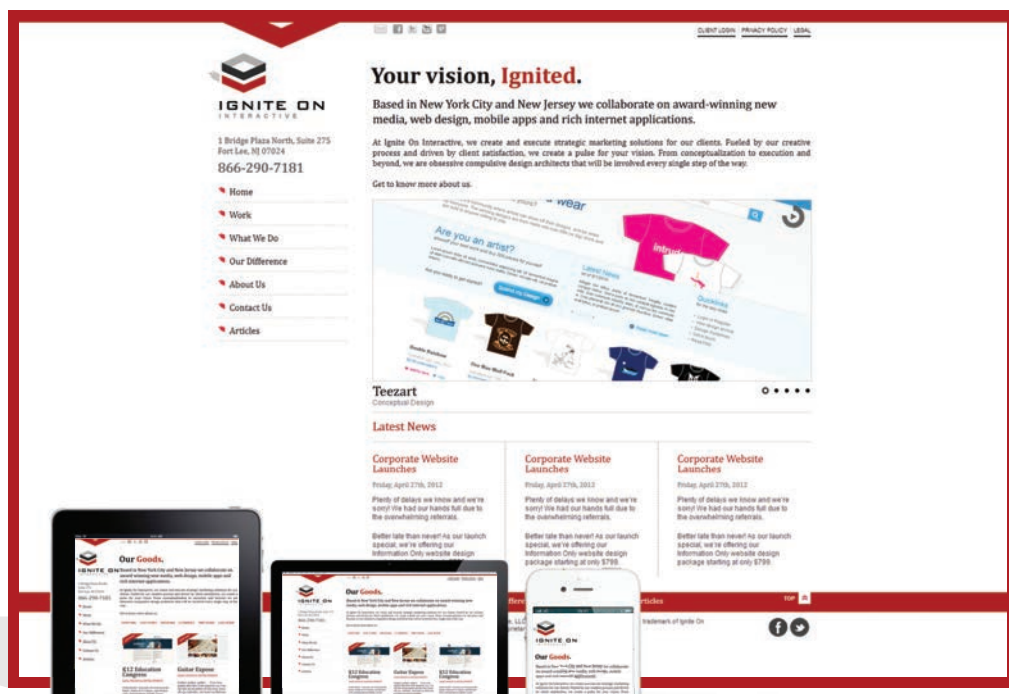
Client:
Ignite On Interactive

Industry:
Design Agency

Date:
May 2012

Technologies Used:
HTML5, CSS3, PHP,
MySQL, AJAX, Yii Framework

www.igniteon.com



The vision

We wanted our own site to be very clear and precise in informing visitors of our services, launched projects and other useful content. ➤

How we fueled it

Since starting our business back in 2010, we received a tremendous amount of projects through referrals. This caused a pretty long delay in creating our own website. Designing with a focus on typography, ease-of-use, and clean aesthetics - we have achieved in developing a website that is easy on the eyes and gets to the point.

With so many different mobile devices, along with varying monitor sizes - we wanted our site to scale and be responsive to any screen size without duplicating the work involved. Try it out for yourself by visiting www.igniteon.com and resizing the browser window. ➤



3 Elements to building a Successful Website

Why do so many websites disappoint their owners?

Too few people realize that a mix of three very different skills is essential. Understanding these three skills and ensuring that the correct mix is provided at the right time for each individual website is often overlooked. The mix of skills required changes over the lifetime of the website. Owners who acknowledge and plan for this changing mix of skills will help ensure that the desired results are actually achieved. ➤

1 web technician skills

One set of skills can be described as **web technician skills**. A competent web technician has computing skills (such as programming and testing) and provides advice on how difficult or easy it will be to produce the different elements of the website. The web technician also produces the pages (for example, coding the html) and ensures standards are met.

An inappropriate level of web technician skills can lead to websites that cannot be maintained easily – so owners find it difficult to change the site as frequently as they wish, or that the costs of change are too high. This can happen whether too much or too little emphasis is placed on the technical aspects.

2 Design skills

Design skills are also essential. The designer defines the look and feel of a site, selecting and producing the graphics (pictures, illustrations, logos, etc.) as well as specifying the colors and text styles to be used. Design skills include defining the structure and layout of a website and, most importantly, considering the website visitors and how they will interact with the site.

Inadequate or dated design will adversely affect visitors' impressions of the site. Visitors' expectations of websites change over time (for example, audio and video are now common and would be expected for certain types of website). A good designer will ensure the website meets visitor expectations.

3 Marketing skills

are vital. One of the functions of marketing is to define the marketing strategy, by answering questions such as:

- Who are your targeted customers?
- What does your customers want to see from your website?
- How will they find the information?

Once the strategy is defined, marketing also includes working out the more detailed plans and actions to be taken, as well as tracking the success of actions and amending plans as necessary.

Good marketing drives visitors to websites. Poor marketing affects many aspects of a website, such as search engine ranking and how long visitors stay on a website. Marketing should be incorporated into a website from the initial stages and throughout its lifetime.

A web design team that truly understands that every website needs a mix of these three skills and then plans to ensure these skills are used appropriately throughout the life of the website will help ensure success through delivery of the intended results.



Our Technical Capabilities

Design & Development Team

Versed in all of the latest trends and technologies, our Design team can help you achieve unique aesthetics that compliment your business' industry and scheme. Experts in Photoshop, Illustrator, InDesign, QuarkXpress, 3D Studio Max, and Maya to name a few - our industry leading team will put your vision on screen.

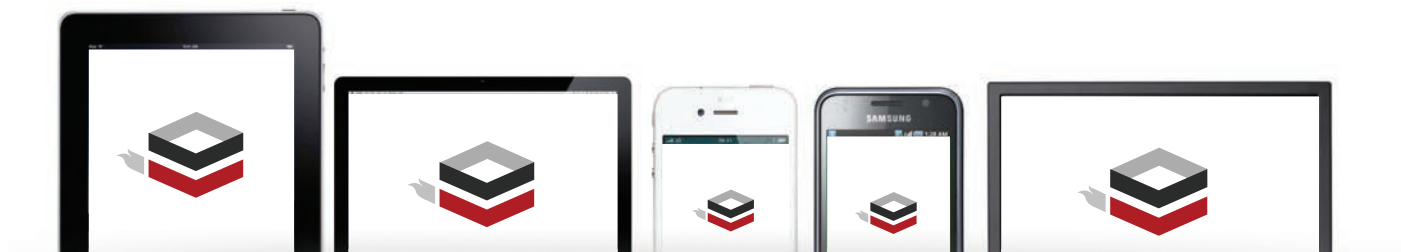
Our Development team consists of people that speak code as their native language. Responsive coding and styling that adapts and scale to whichever screen size it encounters is a true example of our futureproof methodology. From front-end development, to Content Management Systems (CMS), we develop top quality websites that assist in your business, not interfere.

Mobile Apps are booming at the moment, and we do those too. Need an app for the iPhone? Android? iPad? Our team is capable of creating the App that you've only dreamed of.



Unlike other web design companies we build your site from scratch. Our design team will begin your process by designing concept pages according to your specific company colors and text. We don't use premade templates and plug in your information we will show you the design of your site step by step so that everything gets done in time. Our teams of designers & developers are experts in their fields and we only use the industry's best software to create your site.

Just like everything in life, the first impression is key. Once you lose a customer chances are that you lost them forever. ➡



*All logos and Icons are proprietary trademarks of their respective owners.



5 Reasons Why Your Business Needs a Website

1

Free Advertisement for 24 hours a day, 7 days a week!

Do you have a product or service that you offer to the public? Excellent! You could place a "Products & Services" section on your website to promote it! That saves phone costs and it is being promoted and advertised on your website practically free of charge 24 hours a day, 7 days a week.

2

Online Storefront to Save you Time and Money!

If you have an extensive catalogue, besides doing a direct mail out of your collection, you can also place your entire store online! This allows those who are more internet-savvy to conduct business with you as well as those who prefer to come to your place of business. You can also accept credit cards online and perform order fulfillment and deliveries while in your shop. It's almost like running two businesses at once! Except with no additional overheads and you keep all the profits!

3

Customized for Your Business' Unique Needs

You can customize your website as you need it. Do you want something that changes with your customer's preferences? Easy, change your website to a dynamic website! Sometimes customers like to hear other people's opinion of certain products. You can place testimonials on your website, and your e-commerce site will also have the ability for customer reviews. That also allows you to keep track of stock that are moving the best and why, and avoid excess stock that people aren't moving as much.

4

Never Miss a Potential Customer Ever Again

Your website will provide a continual and reliable point of contact. At any time of the day, your customers can send you a message from the comfort of their own home. When you check your messages, you can tend to these enquiries and not have to miss out on a sale, whereas if you don't get to the phone in time if it's ringing, you could lose a sale. That's the great thing about having online connection with your clients.

5

Added Layer of Trust & Convenience

Having a company website demonstrates to your customers that you are up to date with technology and fully utilizing its benefits and cost saving advantages. There's an added layer of trust and convenience on all fronts and your customers will appreciate you being there for them, 24 hours a day.

You will always benefit from having a website. It doesn't matter how long you've been in business or how customer savvy you are, as a business, you will always benefit from having a website, even if it's something as basic as a business card website. Your website doesn't have to be expensive and they can be built and published much quicker than you might think. ➤



Custom E-commerce Design & Development

Online Shoppers spent \$165.4 billion in 2010.

E-commerce is taking a bigger slice of the overall retail sales pie and is growing far faster than retail sales. 4.2% of total retail spending took place online during 2010, up from 3.9% in 2009, according to Commerce Department estimates.

Wouldn't you like a piece of that pie? ➤

E-Commerce

More people are shopping online than ever, and it's growing each year, every year!

We can design, develop, and set up your very own online shop, payment gateways, SSL encryption and merchant accounts.

All these services under one roof is the convenience you get by working with Ignite On Interactive on your next project.

What do you get?

- Designed by certified professionals
 - Content Management System (CMS) backend
 - Totally customized designs (No cheap templates used!)
 - Data input (i.e. products, images, etc) *
 - Multiple varying concept designs to choose from
 - Total flexibility and expandability
-

Business Friendly

- Search Engine Friendly site
 - Customer contact form - get leads/feedback from your website
 - Ability to search for any product and drill-down layered navigation for easy product finding.
 - Unlimited branded emails with web hosting
-

Features

- Sell unlimited number of products
- Inventory Control & Reporting
- Integrated payment modules such as Auth.net or Paypal
- Easily manage your website without any special knowledge
- Add new pages yourself, at any time, without paying extra for a professional

24/7 Customer Support via Email and Phone

Pricing

Due to the many features/functions available, please call us for pricing customized to your needs.





{ cre·a·tiv·i·ty }
(kree-ey-tiv-i-tee)
noun

the ability to transcend traditional ideas, rules, patterns, relationships, or the like,
and to create meaningful new ideas, forms, methods, interpretations, etc.

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