

# Introduction



Your Web Development and  
Digital Marketing journey starts here



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All in all, we love all things digital & online related; we're passionate about the cutting edge and enjoy bringing that growing knowledge to bear each and every day.

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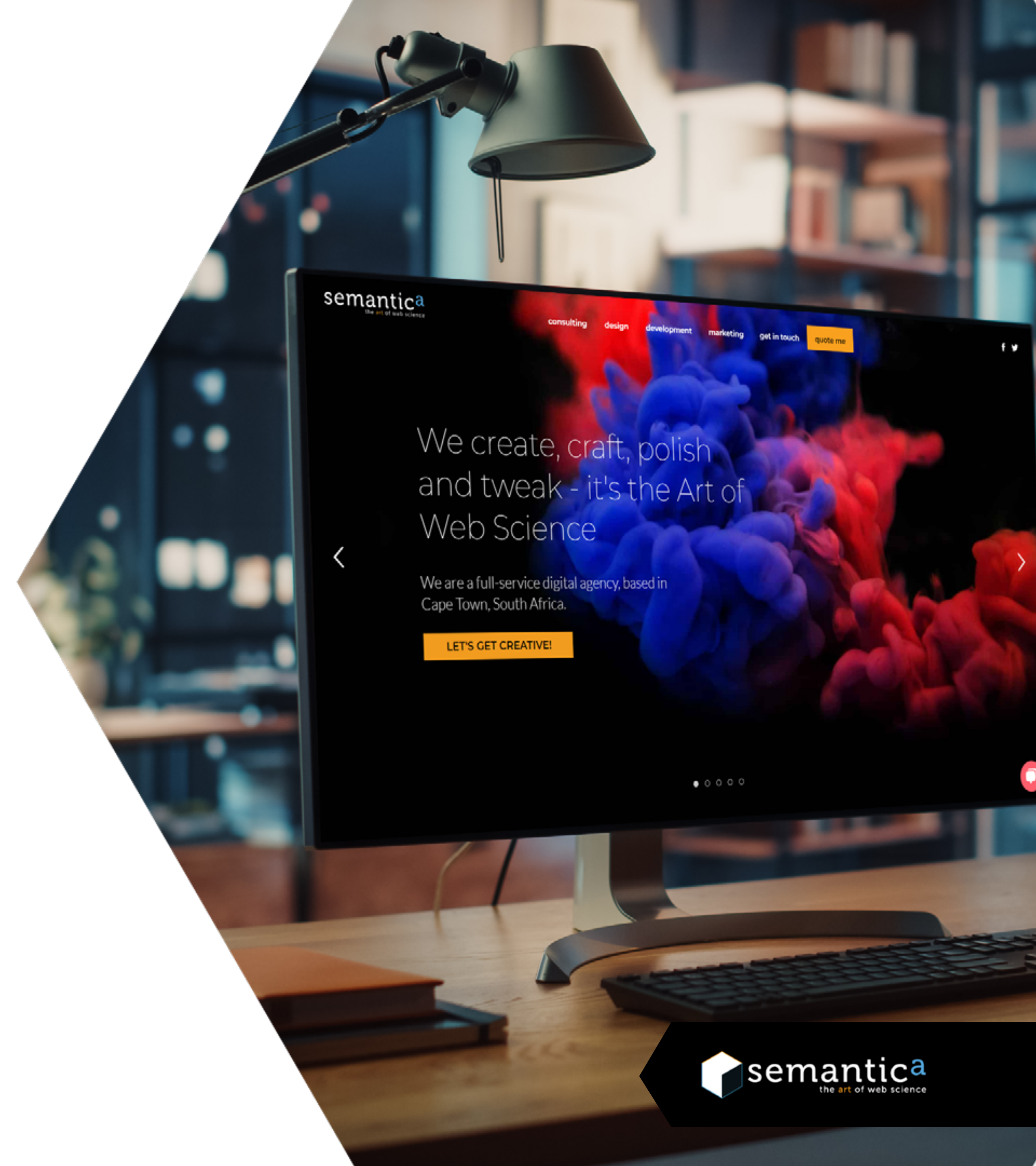
# Introduction

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Welcome to **Semantica Digital**, your trusted web development & digital marketing partners.

We're specialists in web ( including e-commerce) development, digital strategy & marketing with over 22 years expertise and commitment to excellence.

Let's begin this transformative journey together...



# Our Skills

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Digital Strategy & Consulting



Concept Ideation



User journey & Experience Development



UX & Conversion Rate Optimisation



Full Service Online Marketing



Graphic (print) & UI/UX Design (including responsive/mobile)



Custom WordPress / WooCommerce & Shopify Development



Custom Software Development (Python; JS; PHP / Laravel)



Custom API integrations

# Qualifications & Associations

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We are a highly specialised e-commerce development agency and are partnered with the following prestigious service providers:



# Development Process

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Create a **staging environment and code** repository



Develop your **staging website**  
(for completion & approval)



Take **website live** & provide training  
to your administrator



Provide **support & marketing services** within an SLA

# Portfolio

Unlocking Web-Based Excellence:  
Discover some of our recent project!

# Web

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[VISIT SITE](#)

# Web

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 the bedroom shop

Visit Site

# Web

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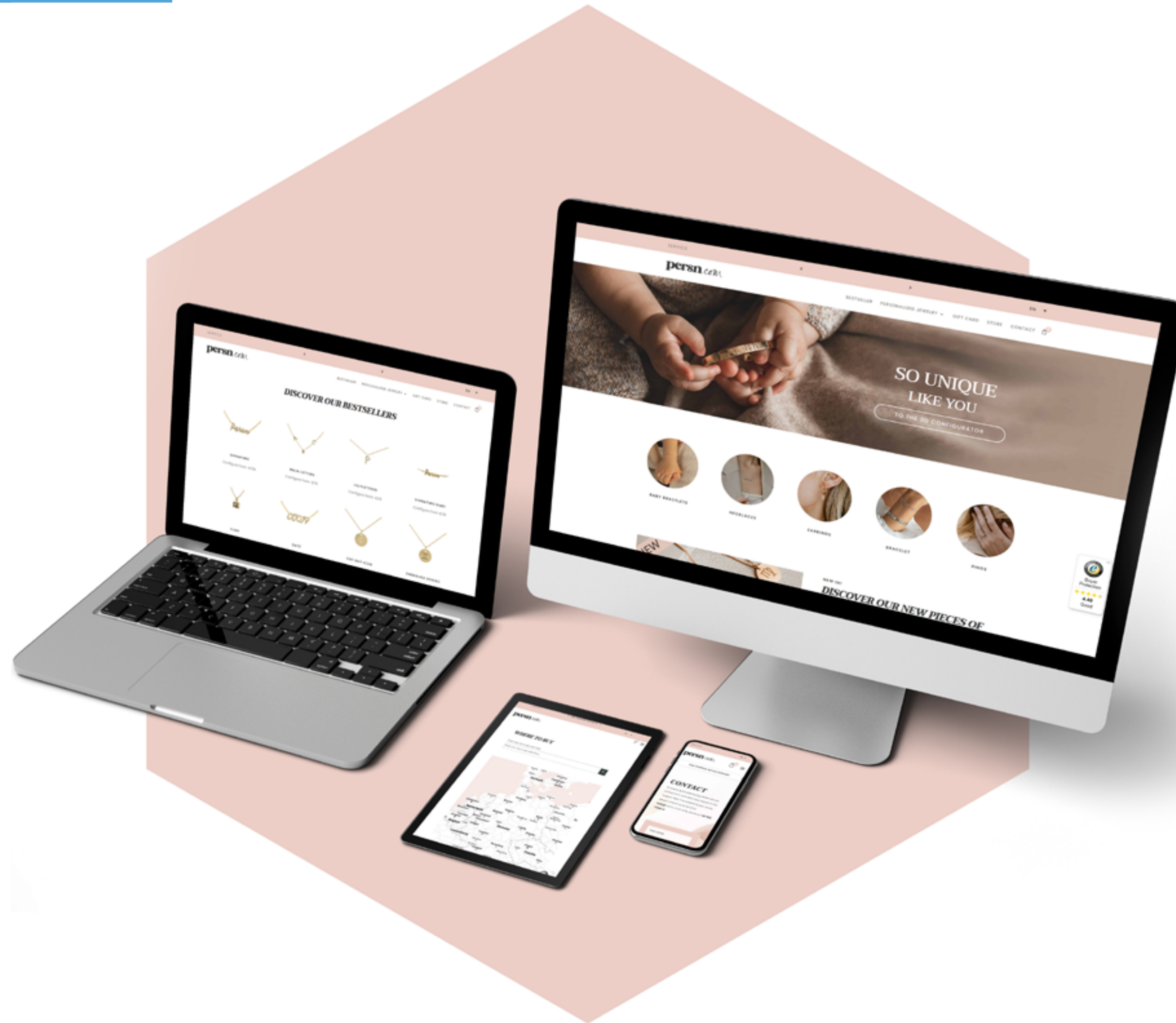
## THE VINEYARD



VISIT SITE

# Web

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**persn.com**

VISIT SITE

# Web



**NOOA™** PERFECTLY NATURAL  
TEAS COFFEES BOTANICALS

VISIT SITE

# Branding

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# Consulting & Agency

Unlocking the Digital Potential: Crafting Strategies for Your Digital Dominance.

We assist in identifying your target audience, aligning business objectives, and evaluating market positioning with competitor research.. Leveraging website data, we pinpoint conversion-driving elements encompassing color schemes, visuals, and element placement.

Our strategic solutions roadmap serves as a guiding compass, steering your organization towards the attainment of your business objectives.



# Design

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Elevating Your Brand's Visual Impact: Crafting Design Excellence for Digital Success.

Our journey begins with a thorough grasp of your design and functional needs, delving into your objectives and target audience and then taking care of branding, UX/UI and digital design.

We excel at translating your brand identity into the digital realm, using data-driven insights to pinpoint design elements that resonate most with your audience for optimal conversion.

The creative spark ignites in the next stage, where we embark on a collaborative ideation process, tailoring concepts to your unique requirements.



# Development

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Enhancing Your Digital Presence: Crafting Dynamic Web Solutions for Maximum Impact.

We design and develop websites that are functional, visually appealing, and secure. We use the latest technologies and best practices to ensure that your website meets your needs and exceeds your expectations.

We have over 20 years of experience in web development, and we have a team of experienced web developers who are experts in a variety of technologies. We are committed to providing our clients with the best possible service, and we offer a free consultation and a satisfaction guarantee.

# Digital Marketing

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Digital Dominance Unleashed: Igniting Your Brand's Online Success.

We are a digital marketing agency that helps businesses grow their online presence. We define your goals, research your audience, create a plan, implement your strategy, measure results, and refine it all based on your feedback.

We have a certified team of experts who are up-to-date on the latest trends and technologies, and we are committed to providing you with measurable results.





# Waterfall vs Agile Retainer Billing Methods

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**Waterfall projects** are quoted fully upfront and suit projects where the complexity is generally known.

For waterfall projects, the cost breakdown typically involves 50/40/10% payment terms. The client is required to make an upfront payment of 50% of the total project cost before the development work begins, a 40% Milestone & Review payment and then a final 10% to be delivered or made live.

On larger projects, we might split the 50/40 payments into more granular milestone payments.

**Agile retainers (SLA's)** are great for marketing services delivered on a monthly basis, for ongoing maintenance & support on live projects, or projects that require agile sprint planning & execution. SLA's are paid monthly upfront which guarantees resource availability for the agreed monthly time and also offers priority support.

We generally highlight some priority tasks & services within retainers, but can also have more loosely defined time catered for where clients need to be agile & responsive to market conditions.

Retainer work is generally offered at a slightly reduced rate with a min 6 month contract.

Thank You!



Please contact [dirk@semantica.co.za](mailto:dirk@semantica.co.za) to discuss your requirements and get started.

