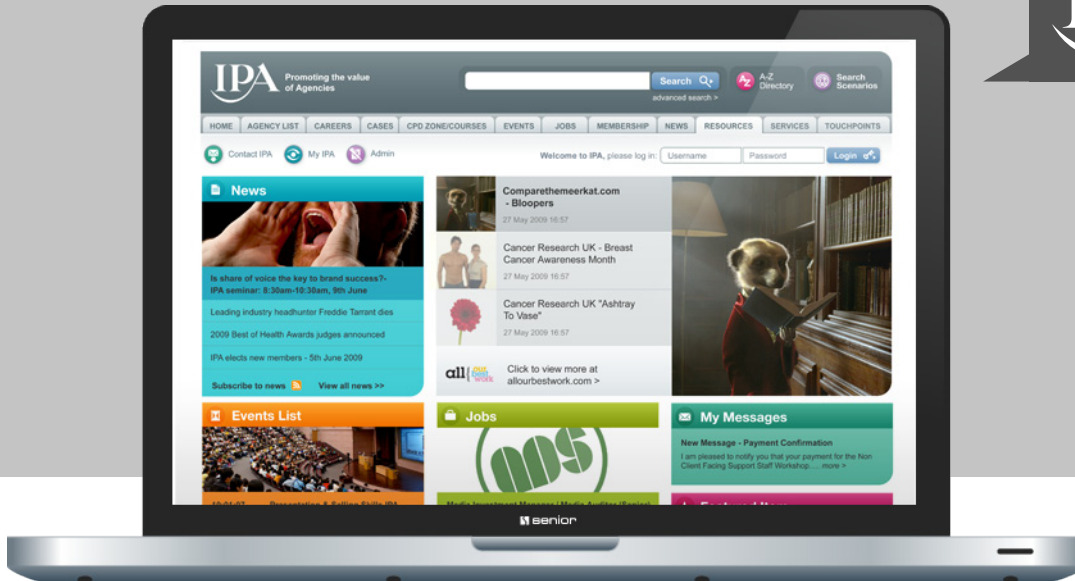


www.ipa.co.uk

- powerful internal website search
- tag clouds
- implicit and explicit user profiling
- content categorisation
- personalised homepages

IPA



Senior Internet

Senior Internet is a full service Internet company specialising in delivering outstanding websites and web applications. Our philosophy is to use Internet technology to deliver cost effective and efficient business processes to our clients. The company has a wealth of Internet experience, from web site design to e-business development and infrastructure support. We provide a full web promotion solution, offering an extensive range of Internet marketing methods such as search engine optimisation, pay-per-click campaigns, direct email, e-pr, blogging and more.

Overview of Senior's Services

Senior Internet produces high quality websites and web applications using the latest in web technology, accessibility and usability best practice. Our sites gain page one listings in organic search results, even if they're e-commerce catalogues or content managed websites.

Our main services include:

- Website Design
- Content Management Systems
- E-Commerce Solutions
- Client Relationship Systems
- Web 2.0 Integration
- Back Office Integration

Supporting Services

To ensure our clients get a complete package, we are able to offer a range of services to enhance both websites and applications, including:

- Search Engine Optimisation & Marketing
- Blogging and e-PR
- Analytics
- Consultancy and Support
- Secure Hosting

All of our web services come with a Service Level Agreement guaranteeing the highest levels of support, performance and operation. We also provide Escrow solutions, covering the client and the project in all eventualities.

Usable & Accessible Websites

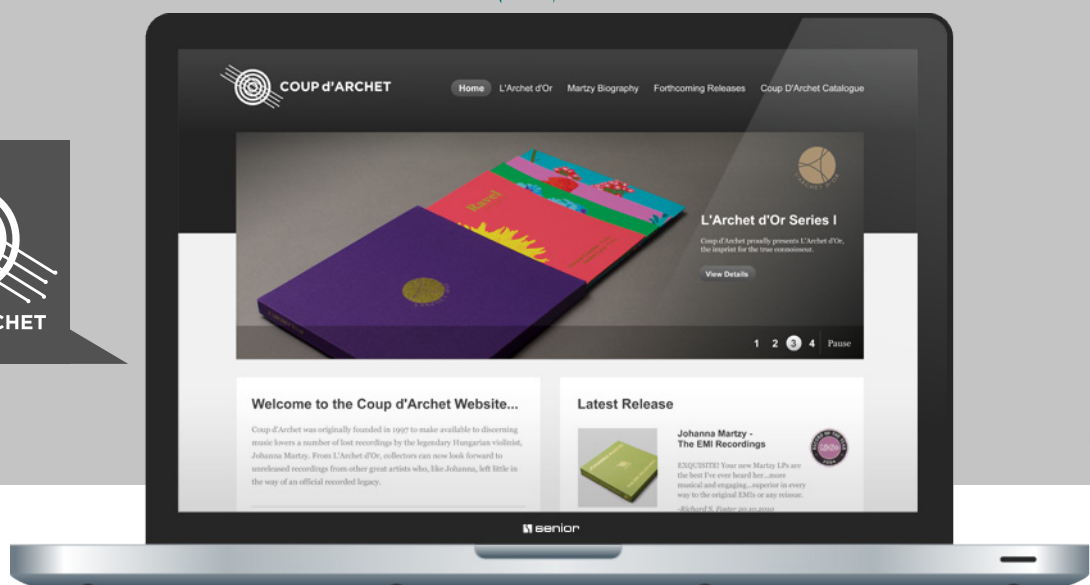
Senior has many years of experience in developing sites and systems that are universally accessible. Our team ensures that required compliance criteria are met with all developments. We also offer a range of services to ensure that site users can find the content you want them to read, including:

- Interface design
- Visitor journey design
- Content generation

All of our websites and applications perform to the highest standards of accessibility; we pride ourselves on our ability to produce well designed and usable sites that meet strict W3C guidelines.

www.coupdarchet.com

- modern web presence
- flexible catalogue website
- mix of usability and stunning visuals
- uploaded track samples



www.credos.org.uk

- modern web presence
- clean and open design
- publication promotion
- video discussion forum

CREDOS



How Senior Works

When we begin work on a project we will agree the stages of its development, along with all milestones, deadlines and timescales; we will also agree goals and required outcomes before we start the development process. We will split the project down into a series of defined stages that include specification, design, development, acceptance testing, population and launch.

Once a project has successfully launched, we will work closely with the client to monitor its results and outcomes; our ongoing support and account management will ensure that the site continues to work hard.

Some of Senior's Clients

We work for a range of clients across many sectors; this selection gives a flavour of the organisations we work with:

- Bottlegreen
- TP Toys
- Institute of Practitioners in Advertising (IPA)
- Canon
- Lloyds Bank
- Real Networks
- East Midlands Councils
- Shoreham Port
- IFX
- AGR (Association of Graduate Recruiters)

Examples of Senior's Work

For examples of our work and to get a flavour of the functionality we can provide, please visit some of the following websites:

- Flame Health (www.flamehealth.com)
- TP Toys (www.tptoys.com)
- Bottlegreen (www.bottle-green.co.uk)
- Shoreham Port (www.shoreham.co.uk)
- Art Systems (www.artsystems.co.uk)
- Meadowmead (www.meadowmead.co.uk)
- IPA (www.ipa.co.uk)
- Weavers Wines (www.weaverswines.co.uk)
- AGR (www.agr.org.uk)

Company Profile

Senior Internet is a privately owned company with 20 full time members of staff. We are situated in purpose built offices in the heart of Nottingham; the location benefits from exceptional amenities and transport links, with train and tram stations being a short minute walk. Our highly experienced team includes developers, interface and accessibility experts, account managers, search marketing consultants and infrastructure specialists. All of this experience provides our clients with an unrivalled level of in-house expertise and online success through innovative ideas and customer-focused technology.

www.britishparking.co.uk

- dropdown panel navigation
- around 400 daily visits
- attractive for potential members
- informs potential members

BPA
BRITISH PARKING ASSOCIATION

