



www and eBusiness Consultancy

Zest City is a full service eBusiness Consultancy.



Our team of ebusiness specialists has unique expertise in ebusiness integration. We work closely with our clients to understand their needs, and respond with tailored services to help them achieve their goals. We can help you understand how the internet can transform your business;



- improving business development,
- integrating ecommerce sales channels,
- analysing online metrics and performance, and making suitable recommendations.
- decreasing support costs and improving communication,
- both internally and externally.

Our range of expertise allows us to nurture your growth, and stay part of your team throughout the project.



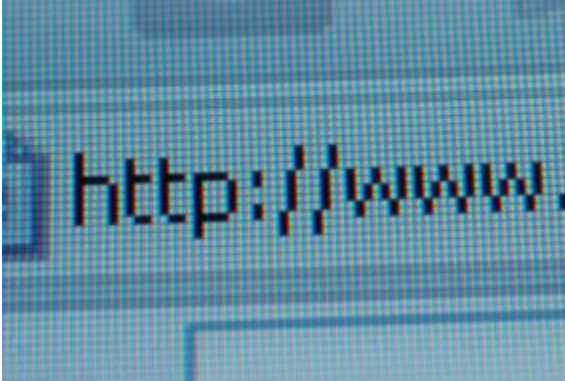
Whether on location or working from our offices in Essex or Las Vegas we can make the internet work for your business.

For more information about the ebusiness services we offer, please contact us at the address below.



Website Promotion

Effective web marketing starts with assessing each project and the competition, and evaluating the most effective ways to reach the objectives.



The important factor in online marketing is to ensure the product is marketed in the right place with the right promotion, at the right price.

The web marketing mix may include



- search engine marketing
- pay per click marketing
- online directory listing
- affiliate program integration
- affiliate program management
- ecommerce integration
- email marketing
- link exchanging

Our experts in eBusiness marketing take a unique approach to every marketing campaign, ensuring we create an effective marketing mix for each of our clients.



We are one of the only companies in the world that offer money back guarantees for our services.

For more information and to arrange a consultation please contact us at the address below.



Web Hosting



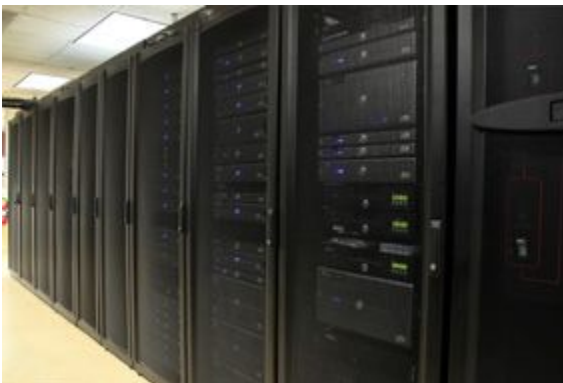
Our web hosting plans allow your business to grow seamlessly, with instant upgrades for database, data transfer and bandwidth requirements.

Zest City web hosting integrates the best in web hosting servers and software, with a support team of unrivalled knowledge.



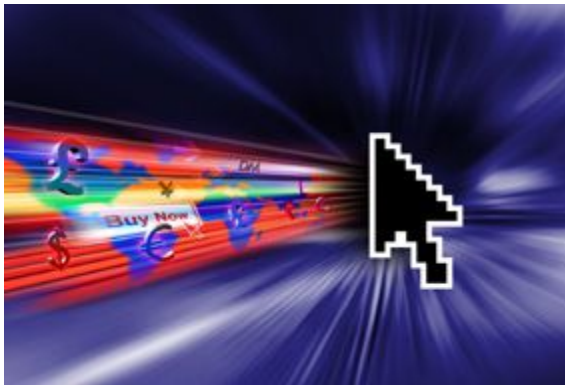
With 24 hour support, full money back guarantees and support for all the major programming languages, Zest City web hosting packages are ideal for websites that require;

- Maximum Uptime
- Extensive space and bandwidth
- Free Upgrades
- 24 Hour Customer Support
- POP 3 and WebMail
- Tracking Software
- FTP Login
- Microsoft FrontPage Extensions
- Databases
- CGI
- SSL (Secure Socket Layers)
- SSI (Server Side Includes)
- PHP
- ASP
- Perl
- Java
- JavaScript





Ecommerce



The advantages of integrating ecommerce into a marketing mix include

- ability to reach customers 24 hours a day
- expanded customer reach - companies can choose to sell their products or services locally, nationally or even globally
- the consistency of the store presentation
- ability to collect accurate purchasing trend information online
- potential to lower support costs
- ability to bring new products to the market faster



Zest City eBusiness experts work with our clients to evaluate their ecommerce needs, and to respond with ecommerce business solutions that are effective, secure and easy for client and customer to understand and use.

We use market leading software and programmes, configured specifically for each client to ensure they get the best return on their investment with each programme.

Need a bespoke package writing? Several of our clients use custom built programmes for their ecommerce systems.

For more information and to arrange a consultation please contact us at the address below.





Developing Business Online



Increasingly, companies are turning to the internet as a medium to develop their business.

Zest City has considerable experience integrating online business models into the overall business.

We can work closely with you to nurture your business strategy and advise you how best to utilise the potential of the internet. We can help you to prepare for the change, and realise your potential.



Typically, business development projects include client support and coaching to;

- identify a clear vision for ebusiness integration for your business
- develop your business plans and strategies
- analyse, measure and compare your business performance
- develop action plans to help you reach your business goals
- learn from the best by identifying and studying similar business models
- implement your change plans
- and more...



To find out how we can help you use the internet to your advantage please contact us at the address below.



Performance Analysis



Just as bricks and mortar businesses need to assess their performance, so online businesses and ebusiness divisions need to perform ebusiness performance analysis.

Zest City can go through the business model with you, and ensure we have a thorough understanding of the targets you seek to achieve, and the applications and methodology you are using to get there.



Our expert advisers offer performance analysis for a range of ebusiness requirements;

- emarketing effectiveness
- marketing return on investment
- pricing strategies
- customer / client value analysis
- software and programming effectiveness
- internet store effectiveness
- traffic and web stat metrics
- web page load speed
- graphics load speed



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Awards and Kudos



- Member of Ecademy
- Member of LinkedIn.com
- Member of BNI Chelmsford-Excelsior
- Approved for Business Link Supplier Matching Service
- Keynote Speaker for Essex eBusiness Club
- Finalist South East Essex Business Awards in Growing Business of The Year Category
- Finalist East of England Ecommerce Awards 2005 for Best End to End Integrated Business
- Winner Essex Business Awards in Information Technology Category
- Finalist Essex Business Awards in e-Business Category
- Finalist Essex Business Awards in Customer Services Category
- Featured on MooseMeal.com "Behind The Veil" programme, profiling successful ebusinesses.
- Finalist South East Essex Business Awards in e-Business Category
- Member of EMMAUK
- Winner Webbuilders.co.uk Gold Award For ZestCity.com Web Design
- Member of UK Web Design Association
- Finalist Basildon District Awards in New Company Category
- Finalist Basildon District Awards in Customer Service Category
- Featured on BBC Essex as an expert on global e-business potential
- Finalist South East Essex Business Awards in e-Business Category
- Finalist South East Essex Business Awards in Spirit of Ingenuity Category
- Finalist Essex Countywide Business Awards in e-Business Category
- Member of Essex eBusiness Club



Contact Zest City



The Braintree office is just 20 minutes from Stansted and 30 minutes from Chelmsford. Train line to London is a 5 minute walk away. Meetings by appointment only.

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