

EXPLORE YOUR DIGITAL EXPERIENCE



A COMPREHENSIVE GUIDE

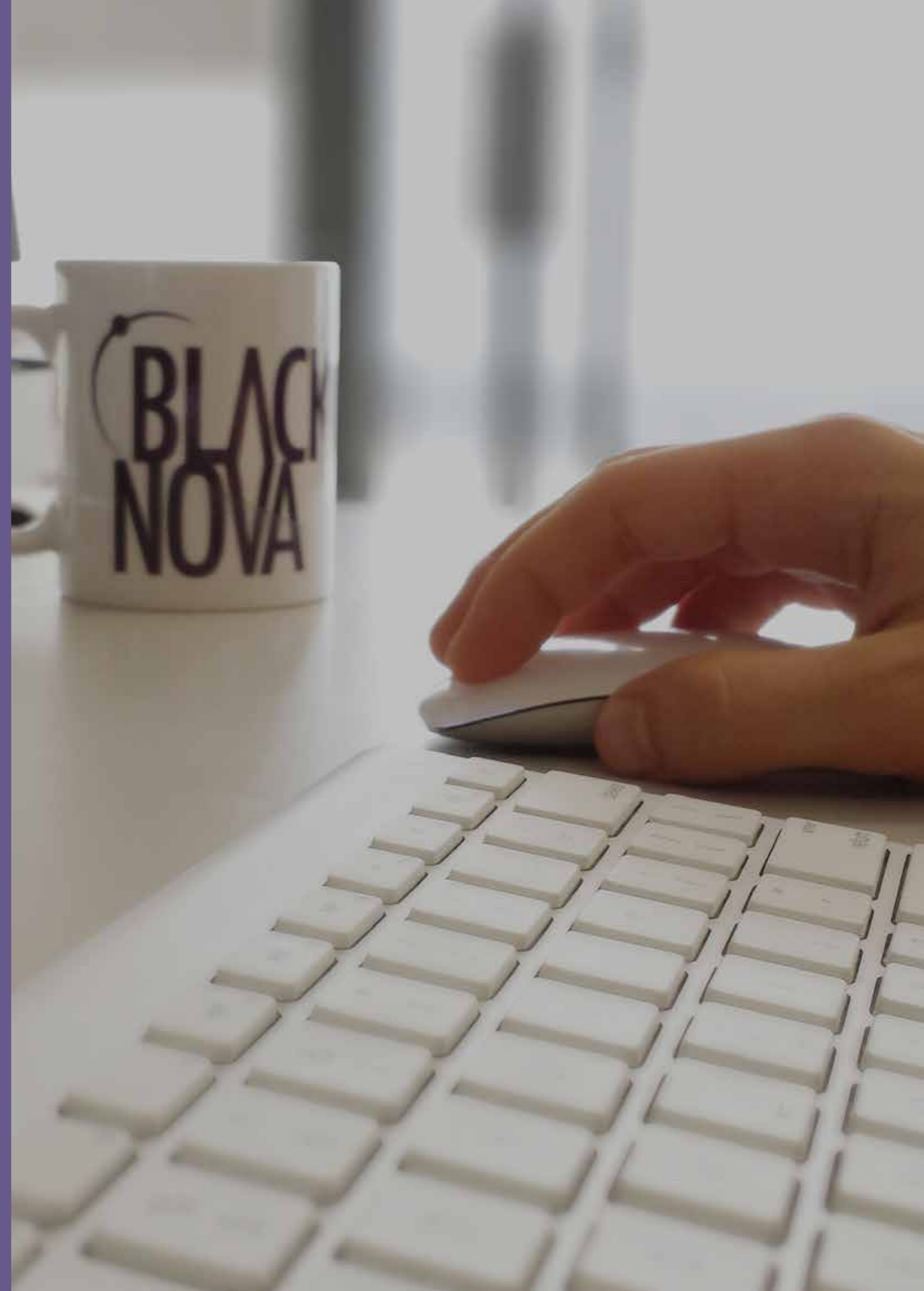
An introduction to a new
digital sales strategy
with **Black Nova Digital**



This Brochure outlines what we can do for your business as you look to take your first step into the world of Digital Experience. Read it carefully, as you'll find that the answers to most of your questions are provided within.

THE FOCUS OF A DIGITAL EXPERIENCE IS TO GROW REVENUE BY INCREASING YOUR CONVERSION RATES, AS WELL AS ATTRACTING NEW CLIENTELE THROUGH ADVANCED DIGITAL SALES TECHNIQUES.

Throughout this journey together, we encourage you to provide as much input as possible - we love clients who are as passionate about their business as we are. If you have any questions after reading this brochure, feel free to contact us anytime on the contact numbers provided on the last page of this document.



THE DIGITAL EXPERIENCE



The Digital Experience

A Digital Experience is a journey, online or offline, provided to a potential customer that convinces them to buy your products or services.

Why is a "Digital Experience" so important?

A Digital Experience is important because there is almost never a single business in an industry. When a potential customer searches for a product or service, either via search engine, mapping engine, or proximity engine, they are presented with hundreds of results all competing for their transaction. Attracting them to your website is only the start of the journey.

How does Digital Experience grant me more business?

Your website is your first two way interaction with any potential customer and the reason you'll get that first inquiry. Your website should be a conversation with the prospective customer - allowing them to either do business with you straight away- or alternatively answer their questions systematically as they navigate through your website's journey. It's about making your customer's life as easy as possible, whilst remaining congruent to the brand you've worked so hard to grow and develop.

What about SEO, SEM and all those other terms I've heard of?

All of Black Nova Digital's Digital Experiences come tailored for Digital SEO and SEM optimization, and not only that, we'll guide you

through the journey so that you start obtaining better search results sooner.

What else can you offer to tailor my new Digital Experience to my business and make my customers life (as well as my life) easier?

As well as being Digital Experience experts, Black Nova Digital also specializes in custom built Enterprise Management Solutions that are designed to optimise customer/operator workflows and increase business efficiency. These are often connected to your website, and allow for interactions such as bookings, customer profiles, staff management and operations management.

DAVID THEODOROU

CEO Black Nova Digital

With a diverse marketing and social psychology background, David has applied his unique understanding of human psychology to improving sales and business processes. Combined with his expertise in computing, David has been able to envisage and develop sophisticated process driven solutions in the fields of healthcare, awards management, e-commerce and childcare management.

JACK KEALY

Lead Designer

Since starting with Black Nova Digital in its early garage days, Jack has always maintained a keen eye for experience oriented design. His passion for his work is only exceeded by his empathy and understanding of a clients brand and message. With this knowledge, Jack is able to ensure that relevant business cues and calls to action are actively pursued in all possible avenues of Digital Experience.

KEVIN CALITZ

Chief Operations Officer

Early in Black Nova Digital's journey, Kevin observed what the company's visions and capabilities were and immediately jumped on board. He is trained and educated in all manners of business processes including commerce, law and accounting, Kevin is able to formulate specific, efficient and automated software solutions for a range of operational procedures that plague businesses on a day to day basis.

ADAM STICKLEY

Lead Developer

With a keen mind for logic and programming orientated challenges, Adam has excelled in the Black Nova Digital environment by consistently outmaneuvering theoretical and practical limitations of front and back end web based development. He now takes the lead on all projects, ensuring that the most logical and efficient process is utilised for all complex, algorithmic development processes.

WHAT'S INCLUDED IN YOUR DIGITAL EXPERIENCE



A CONVERSION IS THE ACT OF TRANSFORMING SITE VISITORS INTO PAYING CUSTOMERS, AND IT IS THE KEY OUTCOME OF A DIGITAL EXPERIENCE.

BUSINESS ANALYSIS

In order to understand your clientele and increase their sales conversion rates, we need to know exactly who your customers are. This includes finding out demographics of your target market, as well as identifying possible new demographics for you.

We'll delve into the reasons why your current customers buy from you and/or recommend you, and ensure that we focus on these points when it comes to convincing new buyers.

We'll want to know which products/ services are the most popular and profitable to ensure that we focus on these in our designs.

(We want to ensure that customers get what they want, straight away!)

We'll look at your current marketing expenditure, and determine if we can redirect these costs into other areas that will more effectively boost business sales and exposure.

Outcomes

A site-map determining what pages we should have on your site and why.

A target of what we want to achieve in sales for the next 12 months.

Take control of your business, don't let market factors influence its performance and keep growing year to year without fail.

DESIGNS & CONCEPTS

When it comes to design, it's usually in the subjective eye of the beholder, which can cause complications for any designer.

We've developed a process for working through this with our clients by going through a step by step design brief that slowly and thoroughly breaks down exactly what you want for your brand and for your business without you needing to think about the whole process too much. The brief allows our designers to create concepts based upon your ideas and visions, while relating this directly to the best Digital Experience conventions.

We'll provide a detailed explanation to you why certain design choices were made over others, and from the mock-ups we provide you, we'll be able to break down the designs

section by section into a finalized style that will define the rest of your website's look and feel.

Each of our designs are tailored and custom-built to provide the client and end-user with the desired and required design that maximises display, marketing and product placement.

Outcomes

A finalized homepage design.

A finalized styling of your digital experience.

The above design shows a responsive site that forms to any device required, maximising your viewership.

! DID YOU KNOW

A website has **59** seconds to capture the client before they go elsewhere; reasons for a person not buying:

1. They don't find what they're looking for,
2. They don't know what to do next,
3. They don't believe its relevant or good for them.

By 2020, 85% of the customer buying experience will be done before human contact (Online).

(Source - Nielsen Group)

DIGITAL EXPERIENCE

BLACK NOVA DIGITAL

EVEN WHEN A CUSTOMER KNOWS THE BUSINESS THEY ARE LOOKING FOR, THE WEBSITE THEY ENCOUNTER WILL MORE OFTEN THAN NOT ASSIST THEM TO DECIDE IF THIS IS THE BUSINESS THEY WISH TO SPEND THEIR MONEY WITH.



BUILDING

Once we've established the desired look, feel and customer experience for your homepage, we can start to utilise that styling across the rest of your site, taking into account your products or services and required "Calls to Action", as identified in your business analysis. We want to ensure that once the buyer has been convinced to buy your product or service they can start the purchasing process easily by either adding to their cart, utilising a contact form or contacting you through the contact number displayed on the page.

During the design and building phase for the desktop experience we are also mindful of the other means of viewing the site, such as by tablet or phone. We utilise the principles of Responsive Design to ensure that your site maintains the desired

Digital Experience when viewed on portable devices.

This allows your purchaser to easily engage with you and feel comfortable to purchase your products or services no matter where they are in the world and on whatever device they are using.

The ability to provide the same Digital Experience across a multitude of electronic devices provides your online buyer with a sense of ease and trust in your business to provide the best customer service during the buying process.

Outcomes

An entire Digital Experience, ready for deployment.

MARKETING

Building your digital experience is merely the first step in your journey to obtaining more sales and conversions. By actively working on our Digital Experiences through updates such as blog posts, the adding of dynamic content and participating in social media we can turn your business into a reputable force on the Internet. This type of marketing is generally called search engine optimization, or SEO for short.

The premium option of SEO is known as Search Engine Marketing, or SEM - this is where we employ Search Engines to obtain click-throughs to your business through advertisements. Depending on the platform, you'll usually pay per click (PPC) each time someone actually visits your website.

It's very important that if you're engaging in PPC advertising that your website actually looks and feels great - and convinces the buyer to buy. The search engine can guarantee clicks, but they can't guarantee conversions into sales. This is where our work starts to really pay dividends to your business over time.

Outcomes

A digital strategy to assist you in marketing your business online, tailored to your budget.

ONGOING RELATIONSHIP

We will partner with you in an ongoing relationship to ensure that you continue to reach your maximum potential and stay up to date and relevant. The digital space is fast moving and technology is continually evolving so it is easy to become outdated, that is where our ongoing relationship benefits you. Your success is our success so we will endeavour to ensure that any issues after the creation of your digital experience are given the required attention.

For those businesses that take their online presence seriously and require our full attention we provide a customised and tailored solution for you in the form of our Service and Maintenance Package (SMA). If Digital is the heart and soul of your business and you require 24/7

priority support, fast turnaround times for resolving issues, instant access to the latest upgrades, routine maintenance and any ad-words, SEO consulting or social media management then the SMA is for you and will be tailored to suit your specific needs.

Outcomes

A company that cares about your business in the long term and measures its success on your success.



CASE STUDY BOP-ALONG BUDDIES



REQUIREMENTS

Bop Along Buddies specialise in children's soft, inflatable animal shaped bouncers. A modern day device to help teach children balance, co-ordination and core strength ability at each stage of development.

Heralded as a therapeutic and sensory toy for special needs children with autism, cerebral palsy and clinical obesity, the Bop Along Buddy is a developmental aid to help children explore movement, improve coordination, muscle tone core stability, imaginative play, balance and posture.

Bop-Along Buddies required a creative, inspired and user friendly design for their family-oriented target audience (mothers, fathers, children). This targeted design with appropriate styling is established using relevant design cues and responsive frameworks specified for the target user.

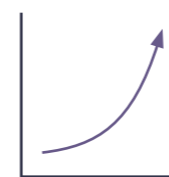
Being an online store, complete eCommerce functionality is paramount to the success of the site as well as the business. Such functionalities include payment portal integration, segregated areas for wholesale and retail customers, as well as integration with shipping and banking APIs.

SOLUTION

Black Nova Digital provided Bop Along Buddies with new styling and design for a Digital Experience congruent to their current brand. This took into account the Bop Along Buddies target market and the most common processes undertaken by customers.

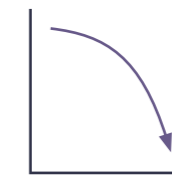
The Digital Experience ensures that the client is engaged immediately and that they are "pushed" toward the desired "call to action". The user experience provided is simple, easy to navigate and not intimidating, which ensures a larger conversion rate for Bop Along Buddies.

RESULTS



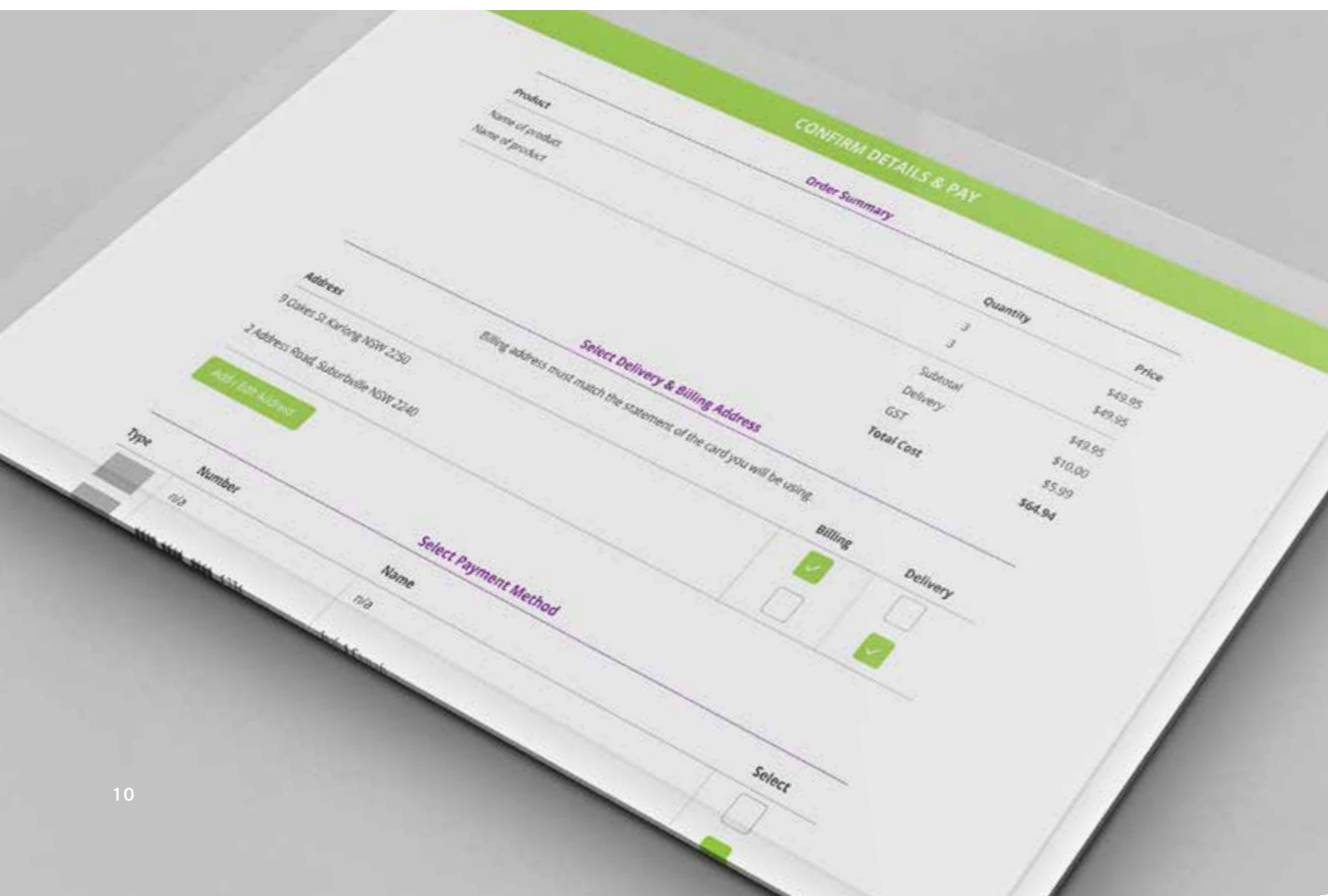
Increased overall user traffic

Increased product-to-cart rate



Decreased overall bounce rate

Decreased order processing time



PRODUCTS TO IMPROVE YOUR DIGITAL EXPERIENCE



GOOGLE APPS FOR WORK

Black Nova Digital utilises Google’s “Apps for Work” platform which includes a group of products designed to increase the efficiency and reliability of your business. Google email (Gmail), Google Calendar, Google Drive, Google Docs, Google Sheets and Google Slides provide you with all the necessary tools for your business to operate at a fraction of the price and twice the speed.

With Google Apps your business becomes “mobile”. Access and edit your google documents, and send and receive your emails from anywhere in the world with your smart phone or remotely on any computer. Google Docs and Google Sheets integrate seamlessly with Microsoft Word documents and Excel spreadsheets. All of your files are stored in the cloud on Google Drive and accessible from any location. Google Apps is the ultimate cloud based solution for your business.



QORE eCOMMERCE MANAGEMENT

Our flagship e-commerce platform is specifically designed for the Australian online market. The world is moving towards a larger digital marketplace and QORE is your key to that marketplace. Why limit your sales to a physical shopfront or to email orders when QORE can provide your global customers with the means to purchase your products or services directly from your Digital Experience.

With features such as direct integration with all popular Australian Shipping providers and Logistics Agents. Real-time reporting and an individualised wholesale portal for wholesale customers, QORE provides new and existing Australian E-Commerce retailers with substantially more flexibility in a field that has long been overlooked. It’s time to unleash the full potential of your business, online with QORE.



PAGE ARCHITECT CONTENT MANAGEMENT SYSTEM

Page Architect is the heart and soul of your Digital Experience. It is the source of all dynamic content rendered on your site and subsequently experienced by your clients.

Create custom content, alter your website’s styling, add blog and news posts and upload your favorite imagery to keep your Digital Experience up to date and relevant. Comprehensively engage with your users by identifying their demographics with Google Analytics and refocus your content to increase your user engagement.

Utilise a system that’s been designed from the bottom up to be the most user-friendly, not intimidating and simple Content Management System available. Staying ahead of the competition couldn’t be easier.

ADDITIONAL SERVICES FOR YOUR ONGOING SUPPORT

ADWORDS AND SEO CONSULTING

Black Nova Digital provides consulting services in relation to adwords, SEO, digital marketing strategies, marketing campaigns, and feedback on the performance of your Digital Experience.

FAST TURNAROUND

Our priority support ensures that when a request is made in relation to your site it is put at the top of our priority list and attended to immediately. Along with our 24/7 support, we ensure minimal downtime for those businesses who require immediate attention to issues as their site is the heart of their operations.

HOSTING

Black Nova Digital utilises the Amazon Web Services (AWS) cloud environment to host all of our integrated networks. We understand that any downtime can result in loss of business, so we have selected the most reliable platform in the world on which to host your Digital Experience.

ON-CALL SERVICE

Black Nova Digital will ensure that any technical issues related to your hosting and/or website are addressed 24 hours a day, 7 days a week. This is particularly valuable when your business cannot afford to have the site down for long periods of time outside of business hours.

ROUTINE MAINTENANCE

Black Nova Digital will carry out monthly routine maintenance on your site to ensure that it is still relevant and up to date. This includes optimising uploaded images for a better user experience.

SOCIAL MEDIA MANAGEMENT

Our social media management services is available for the business without the time to update their social media presence on a continuous basis.

UPGRADES

Black Nova Digital believes in constantly evolving and upgrading our products and services to ensure that we keep your Digital Experience at the forefront of Digital Marketing trends and strategies.

GRAPHIC DESIGN

The ability to convey your brand effectively is essential in creating brand awareness for a company through all media outlets. Black Nova Digital has an experience team of graphic designers who specialise in print media as well as digital publishing.



CASE STUDY LOCAL BUSINESS AWARDS



BUSINESS REQUIREMENTS

The Business Awards is an iconic Australian brand built around recognising the achievements of Australian businesses. In 2014, Black Nova Digital was approached to redesign and redevelop the entire organisation's Enterprise Management System (EMS).

This EMS had to perform the following:

- Awards Management for the entire Business Awards organisation
- Fluid UI and UX for employees of the Business Awards
- Export terabytes of information instantly regarding local business information
- Create and generate scripts for awards nights
- Allow for administrator editing of registered business information
- Allow for instantaneous searching of hundreds of thousands of records
- Allow for scalability into new Australian States and International Awards Programmes
- Allow for allocated judges to have web based "login" portal where Judges could review and rate businesses for a specific category or programme

While being an extremely powerful business tool, The Business Awards also required an online Digital Experience for its front facing users. This included businesses, voters and sponsors who all interact with the Awards themselves remotely online.

This required an extremely fluid, well designed Digital Experience that integrated all the functionality of the enterprise management system. The system would need to allow those businesses, voters and sponsors to be able to login, access and edit their personal, business and sponsor information.

THE SOLUTION

Because of the unique nature of the Business Awards, Black Nova Digital had to plan an extremely dynamic platform that could adjust accordingly to the requirements of a specific awards program. This required powerful database driven architecture and an administration panel designed to be extremely simple to use for a range of different age groups.

The new Business Awards website was designed to be striking in its appearance while allowing for easy accessibility to the most common functionality. Since its inception, the Business Awards Digital Experience has been praised unanimously for its improved design and functionality.

Since the launch of the new "Business Awards", Black Nova Digital and the Business Awards have maintained an extremely strong relationship, with Black Nova Digital being asked to consistently provide ongoing support to the Awards in the form of Social Media Management, Upgrades to the Platform, Graphic Design work and Digital Strategy.



BLACK NOVA DIGITAL IS A MAJOR SPONSOR OF THE 2014 LOCAL BUSINESS AWARDS.

A BIT ABOUT BLACK NOVA DIGITAL

Black Nova Digital has been operating since May 2012, and since its incorporation has designed and developed numerous nationally renowned websites. Black Nova Digital also has developed its own Content Management System known as *PageArchitect*. Our development team consists of 6 full-time developers in Australia with qualifications extending to double master's degrees in their fields. Our extensive portfolio demonstrates the types of design that Black Nova Digital pursues, as well as our strict conformity to W3C standards via validation testing.

Black Nova Digital's Google Page speed score for all websites average at around **91/100**. A score unequaled by other agencies both domestic and international. We ensure that all in all our developments we take the time to carefully check and double check all our processes according to the latest development principles, as we know how important our reputation for being on the leading edge of technology is to our businesses growth.

ADDITIONAL INFORMATION

WHAT HAPPENS IF THERE ARE UNFORESEEN DELAYS?

Black Nova Digital commits to completing the project on time in the respective website formats. However, Black Nova Digital takes no responsibility for delays on behalf of the client due to unforeseen circumstances. These delays can include, but are not limited to:

The return of paperwork required to proceed to a next level of development.

The inability for Black Nova Digital to contact a representative of the client, as required to proceed to the next level of development.

Additional changes or edits required by the client, which have already been approved and require Black Nova Digital to reverse its development process in order to address these changes.

Additional changes required by the client, that are defined as a "complete redesign", once multiple levels of alterations and finalizing touches have been applied to one set design, style or direction.

Black Nova Digital reserves the right to charge the client accordingly for any changes that require Black Nova Digital to unreasonably extend, or deviate from, its design/development process as per, but not limited to, the above examples.

WHAT IS THE WARRANTY ON MY DIGITAL EXPERIENCE?

All Black Nova Digital works come with an unlimited warranty against malfunctions or bugs that are outlined in this documents. This provides a guarantee against any unforeseen functionality problems, as long as they have been outlined in the initial specifications. Black Nova Digital commits to fixing these problems within a maximum of 48 working hours, except in the case of office disruption. This warranty does not include new items, or specifications not covered in this document. For additional work done to the site later on, please refer to our "Ongoing Costs" subsection.

QUESTIONS TO ASK YOURSELF



YES

NO



Is your Website Responsive?

Does your website adjust accordingly depending on the device it is being viewed upon? Does it look different on my mobile phone and tablet compared to a desktop PC or laptop, keeping in mind that 60 percent of all Internet traffic originates from mobile devices.



Is your website easy to find on search engines like Google?

Does your website currently rank well for the most common keywords a potential buyer would type as a search query for my business? eg: "Shoe Shop (Suburb)"



Have I utilised proper keywords in my content to ensure that Google knows I sell my product / service?

Do I have pages that describe each one of these major products? Are they easy to find from my home page? Search Engines utilise keywords on your website to determine what products and services you provide.



Have you included "Calls to Action" throughout my website?

Does your current design ensure that a buyer can call/contact/purchase immediately if that is their intention?

These are typically links that state "Contact us now for a quote", "Contact Us" or "Add to Cart" - and are designed to make the users experience less time consuming and uncomplicated.



Is your website directed towards my target market?

When looking at the demographics of your target market, does your website use themes, fonts and imagery to relate as much as possible to your potential buyers.

If your target market is an older demographic, you might consider having larger buttons and text sizes as to make their navigation effortless.



Is my website easy to navigate?

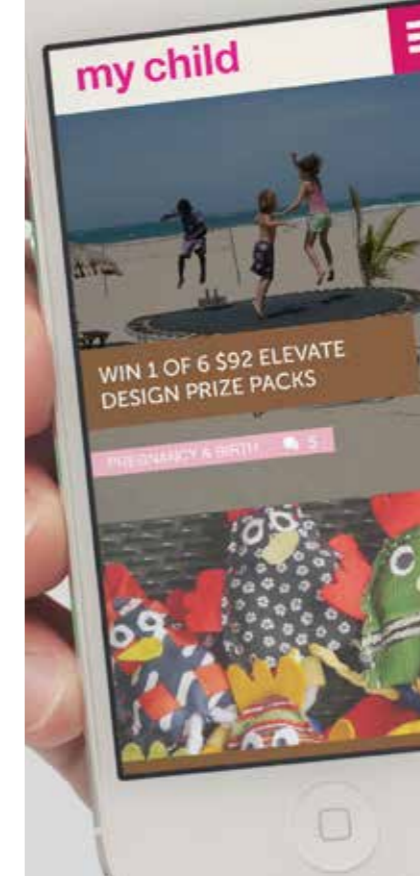
Some websites over complicate important elements such as menus and toolbars. These specific elements need to be simple in order to help the client start engaging with you as quickly as possible.

Consolidate your brand and focus on popular revenue driving products and services.



As a customer, would I select my business over the competition based on my current website design and structure?

If you answered **no** to any of these questions, particularly the last one, then this is your opportunity to start discovering what your business is truly capable of. To discuss what Black Nova Digital can do for your business, give us a call and have a chat to one of our friendly staff at **(02) 9484 8509**.



TO EXPLORE OUR GREAT COLLECTION OF WORK WE'VE DONE FOR OUR CLIENTS, VISIT OUR WEBSITE AT BLACKNOVA.COM.AU.



web.
design.
app.

