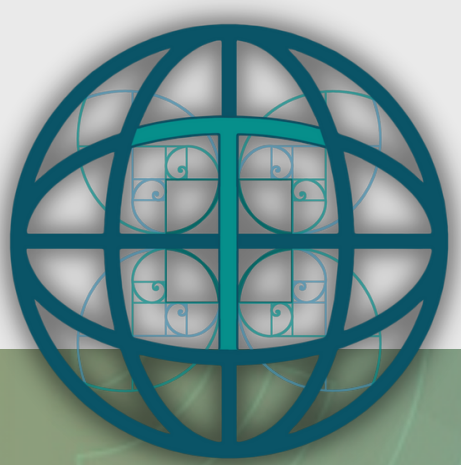


eTraffic Web Design

Infographic Content:

-
- 1.....What I Offer
 - 2.....Services
 - 3.....Design Samples
 - 4.....Design Process
 - 5.....Web Maintenance
 - 6.....Translation
 - 7.....E-Commerce
 - 8.....Responsive Design
-

info@etrafficwebdesign.com



be unique...

<https://etrafficwebdesign.com/>

info@etrafficwebdesign.com/



INTUITIVE DESIGN

I intuitively tap into your vision and find colours and designs that reflect your business & the services you offer

QUALITY & EXCELLENCE

Dedication to delivering high-quality websites is top priority.

FLEXIBILITY

Flexibility to work with client's wishes is a given.

UNIQUENESS

No generic templates are implemented. Each design is tailor-made.

SIMPLE YET EFFECTIVE

Simple yet effective is my motto. Sometimes less is more.

RESPONSIVE LAYOUT

All designs are responsive for all devices.

PASSION

Passion for your website is what drives me to deliver the perfect site for your needs.

be unique...



DESIGN & LAYOUT

Planning, design, implementation and ongoing care of the new website.

MAINTENANCE

Content & Product updates, backups, fixing bugs and errors.

HOSTING

Enjoy amazing speed and security on a powerful hosting platform recommended by WordPress.org

LOGO DESIGN

High quality, professional logo design that will provide an aesthetic visual identity of your business.

TRANSLATION

Professional and experienced German, French and English translation service

SEO

Search Engine Optimization (SEO) optimizes your visibility online

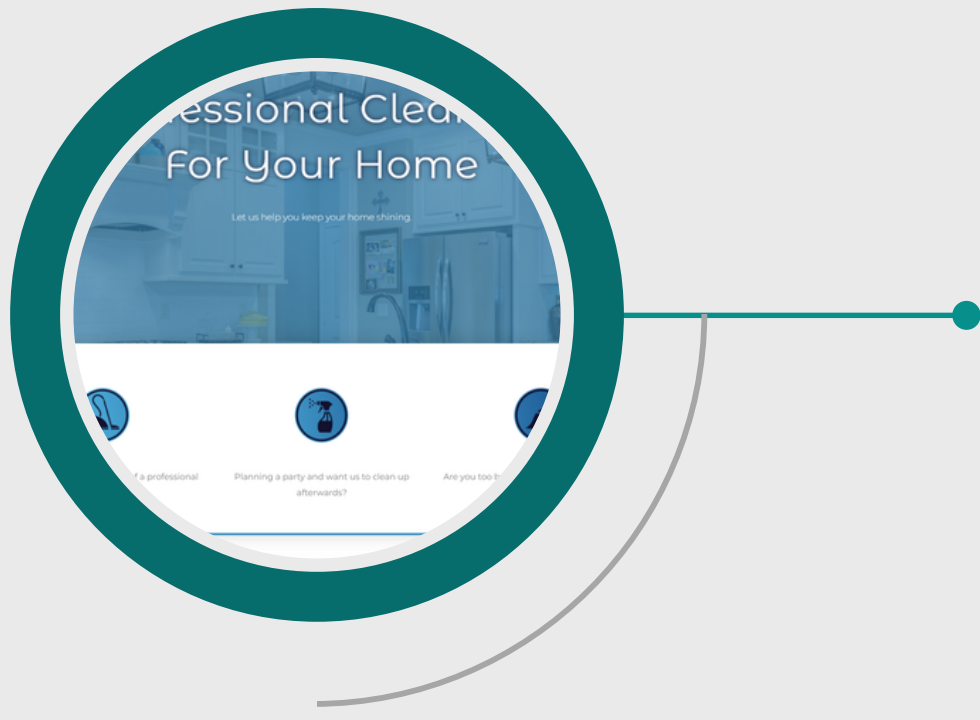
INFOGRAPHICS

Infographics can provide global coverage that local print media could never do.

be unique...



HCS CLEANING

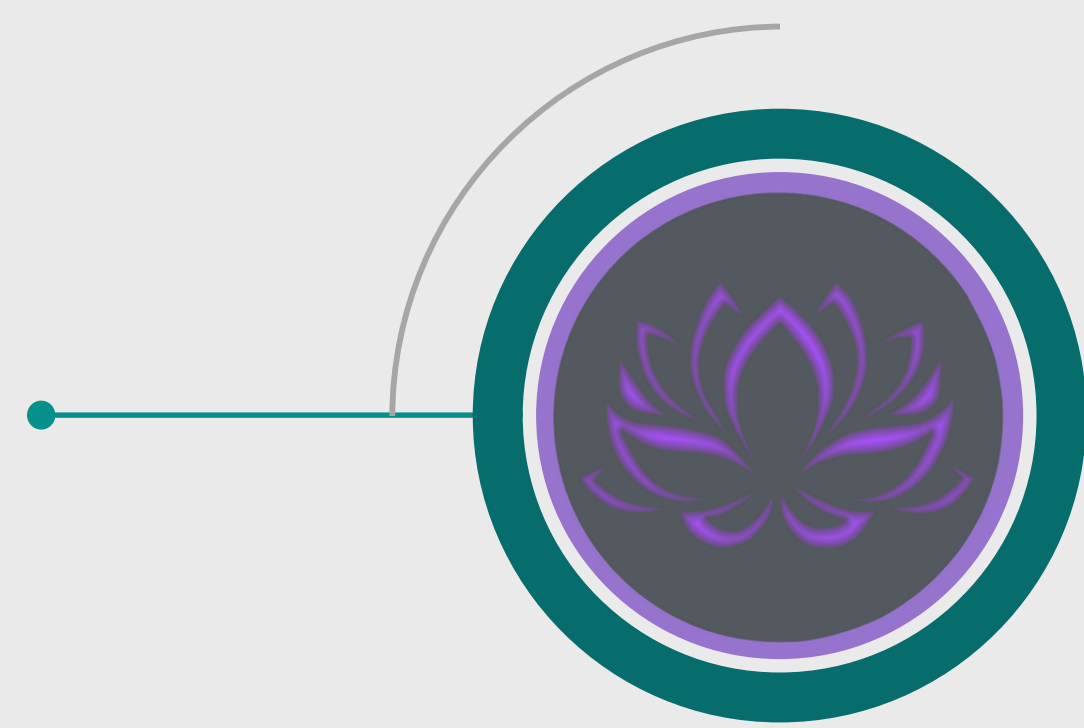


Designed for a small cleaning company based in the UK. I chose the colours specifically as I knew this was my client's favourite colour.

Development of this site is still ongoing.

AL FITNESS SOLUTIONS

This website came through as a referral. AL Fitness Solutions is a new Holistic fitness business based in Vancouver, Canada. I chose a pastel theme to reflect serenity.



<https://alannahlori.com/>

TOWARDS HEALING



Towards Healing is a multi-modal practitioner business based in Edmonton, Canada.

<https://towardshealing.ca/>

PALOMA VITA LANGUAGE SERVICES

Paloma Vita Language Services is a small business focusing on Copy/Editing & translation.



<https://vitalanguageservices.com/>

EVENING STAR



Evening Star is one of my favourite websites that I created for a visual esoteric artist based in Canada.

<https://esotericart.ca/>

CELINE GIANGI

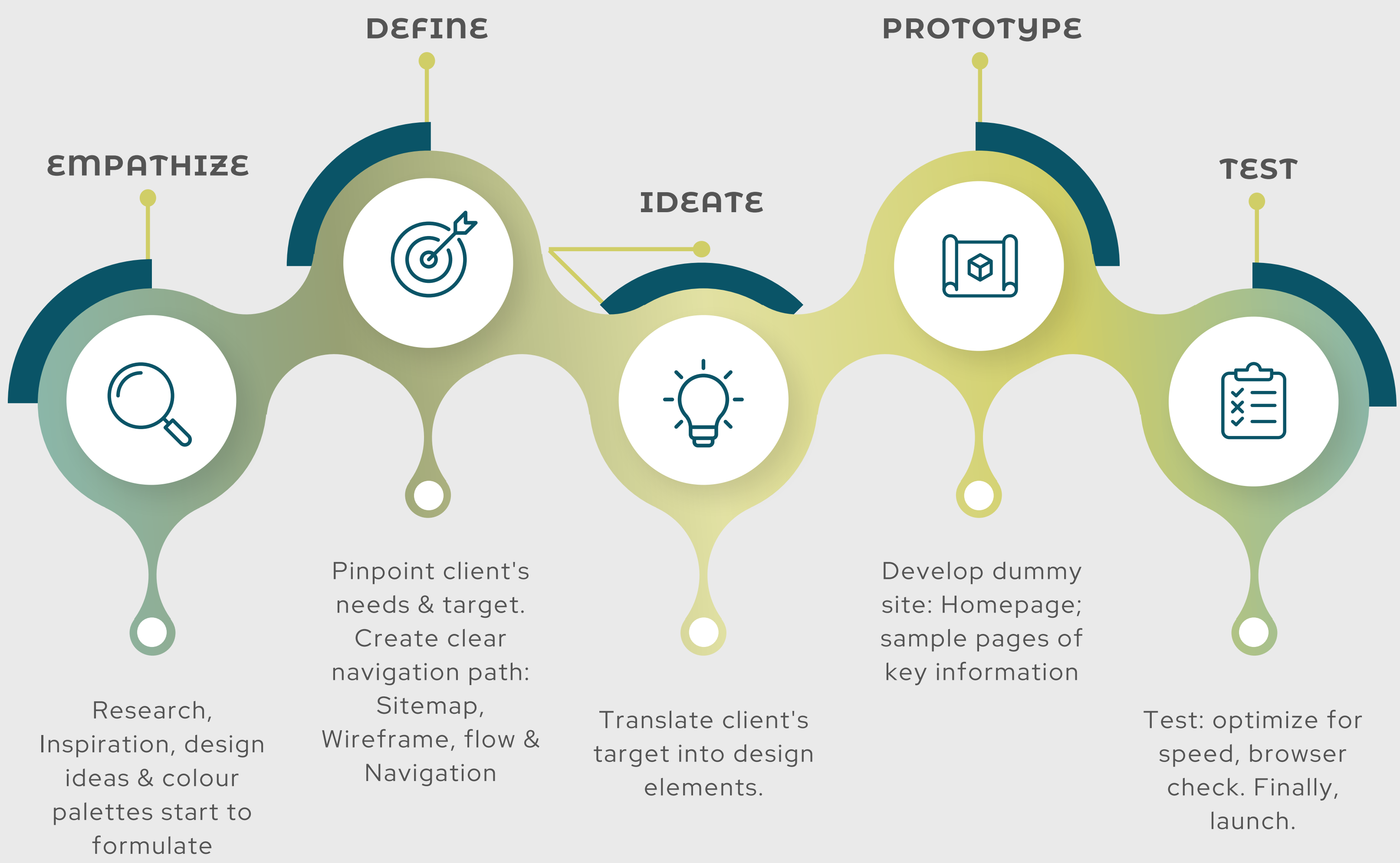
Celine Giangi is a Certified Transformational Life Coach for Music Performers and Creatives based in Montreal, Canada.



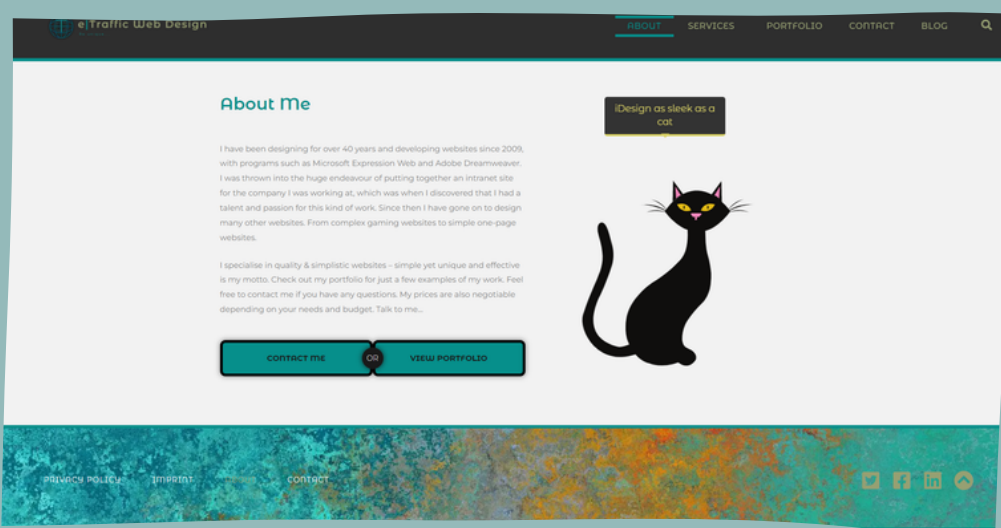
<https://celinegiangi.com/>



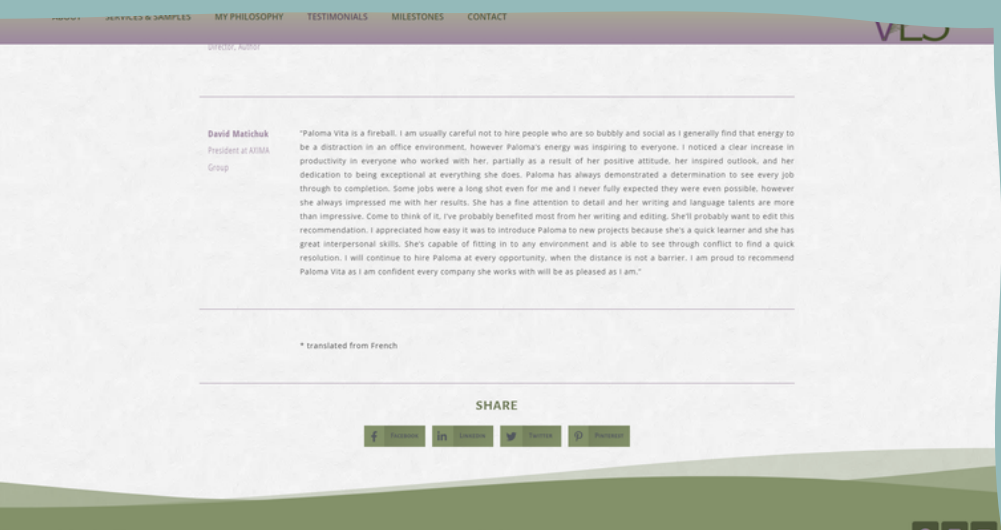
5 Stages of Design Thinking of Web Design



I have been designing and developing websites for over 10 years using the latest technologies. Depending on the requirements of my clients, suitable open-source software will be used where possible. As a rule, I implement WordPress or Joomla Content Management System, with a preference for WordPress.



My range of services covers all aspects of web projects including the planning, design, implementation and ongoing care of the new website, as well as individual adaptation and development of the site functions.



Whilst working on a project, I attach great importance to high quality and perfection down to the smallest detail. I take particular care that website visitors can easily find their way around by using clear preparation of the content, a simple and clear navigation all based on responsive web design.

TYPES OF WEBSITES I OFFER

FREELANCER	SMALL BUSINESS	E-COMMERCE
Simple One-Page Layout. Ideal for small businesses, freelancers & artists who just want to enter the Internet without the fuss of the organisation that goes with the larger websites.	Simple, Information-based Websites for higher demands. Ideal for small and new businesses who have a larger product or service range which they wish to display online.	More complex Websites mainly powered by E-Commerce plugins. Ideal for companies with a wide range of products who wish to display and sell these on an online store.
Domain for 1 year	Domain for 1 year	Domain for 1 year
1 page scroll-down	2-20 pages	50-100 products
CMS WordPress	CMS WordPress	CMS WordPress & WooCommerce
SSL Certificate	SSL Certificate	SSL Certificate
10 Email accounts	25 Email accounts	50+ Email accounts



HOSTING WITH SITEGROUND THE WORDPRESS HOSTING SPECIALISTS

01

Ultra fast load
time - 500%
faster

02

Latest
technologies
integrated

03

Modern & Green
data centres
worldwide

A WELL-MAINTAINED WEBSITE is vital for your business

Keeping your site regularly updated with news of your business helps give your visitors a reason to return to your site. This, in turn, will help boost your search engine rankings, which also helps towards more customers finding you in their searches.



PLUGIN UPDATES

Regularly updating plugins on your site can deter hackers, as they tend to attack outdated software.



CONTENT UPDATES

Keeping your site updated with regards to content and news can help maintain interest for your visitors.



BROKEN LINKS

Analysing your website for bugs, errors or broken links ensures a continuous smooth running of your site.

WHAT MY CLIENTS SAY



"Carmen has built a few sites for me and I could not be happier with the results and her service. She is dedicated to excellence and it shows! She has also shown an amazing ability to tap into my vision and find colours and designs that reflect me and the services I offer."

Paloma Vita Language Services, Edmonton, Canada



"pending...."

Alannah Lori Fitness Solutions, Vancouver, Canada



"Carmen not only built an outstanding website for me that totally reflects my new business, but also beautifully crafted a promotional video. Working together with Carmen was an absolute pleasure and I would do it again in a heartbeat."

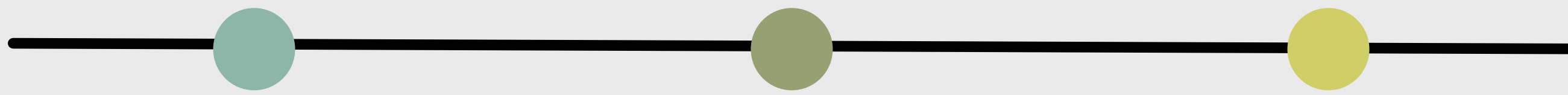
Celine Giangi, Transformational Life Coach for Music Performers and Creatives



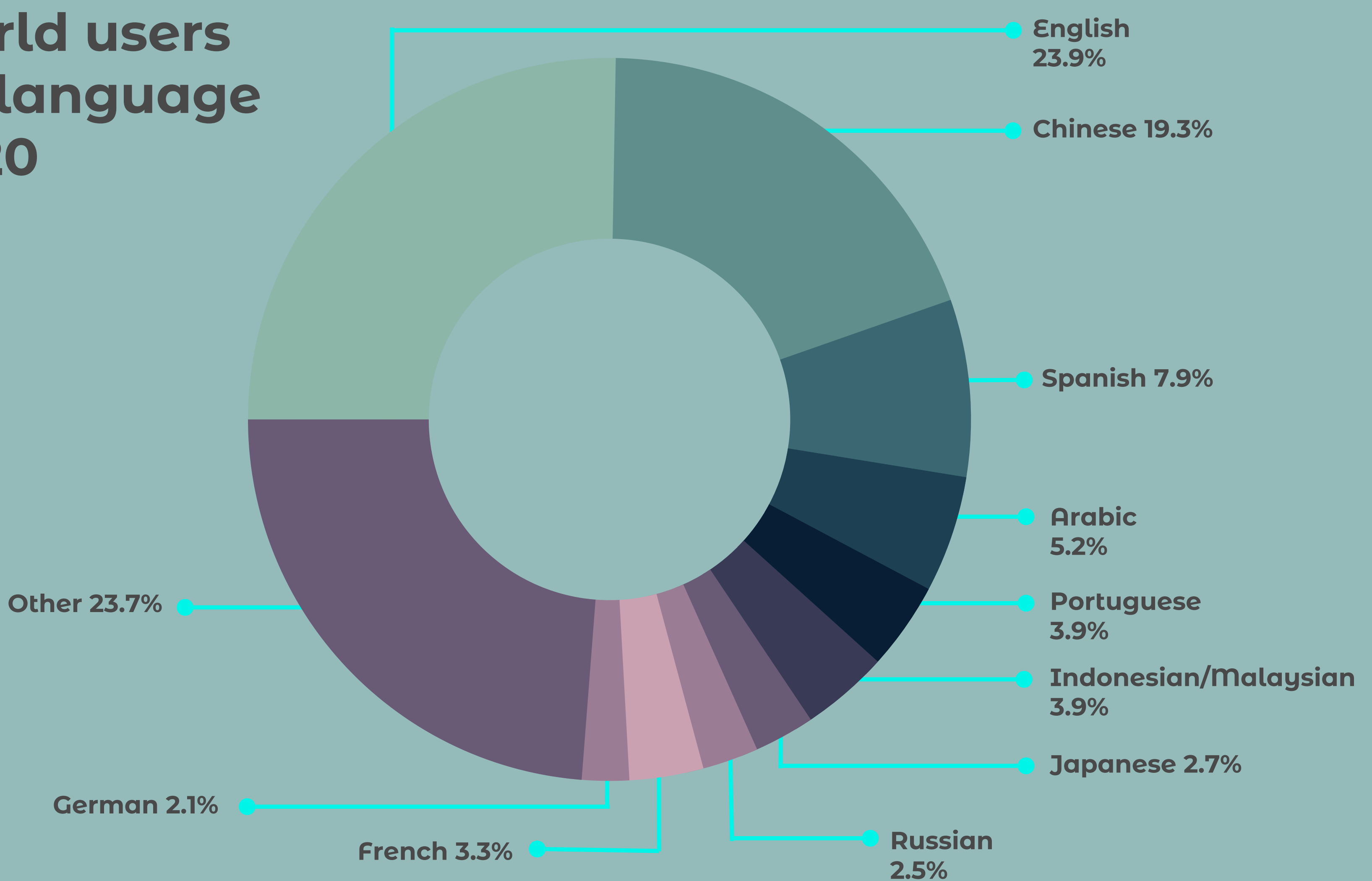
THE IMPORTANCE OF A MULTILINGUAL WEBSITE

There was a time when businesses were only limited to a nearby geographical proximity, where we, as consumers, would shop from the local high street. But the internet and eCommerce has changed all of that. We now have a much wider reach, depending on what products we are offering. Not only are we now able to reach consumers in other cities but also globally. Which is why you should consider having a multilingual website. If you are involved in shipping or have an e-commerce website, then consider the following:

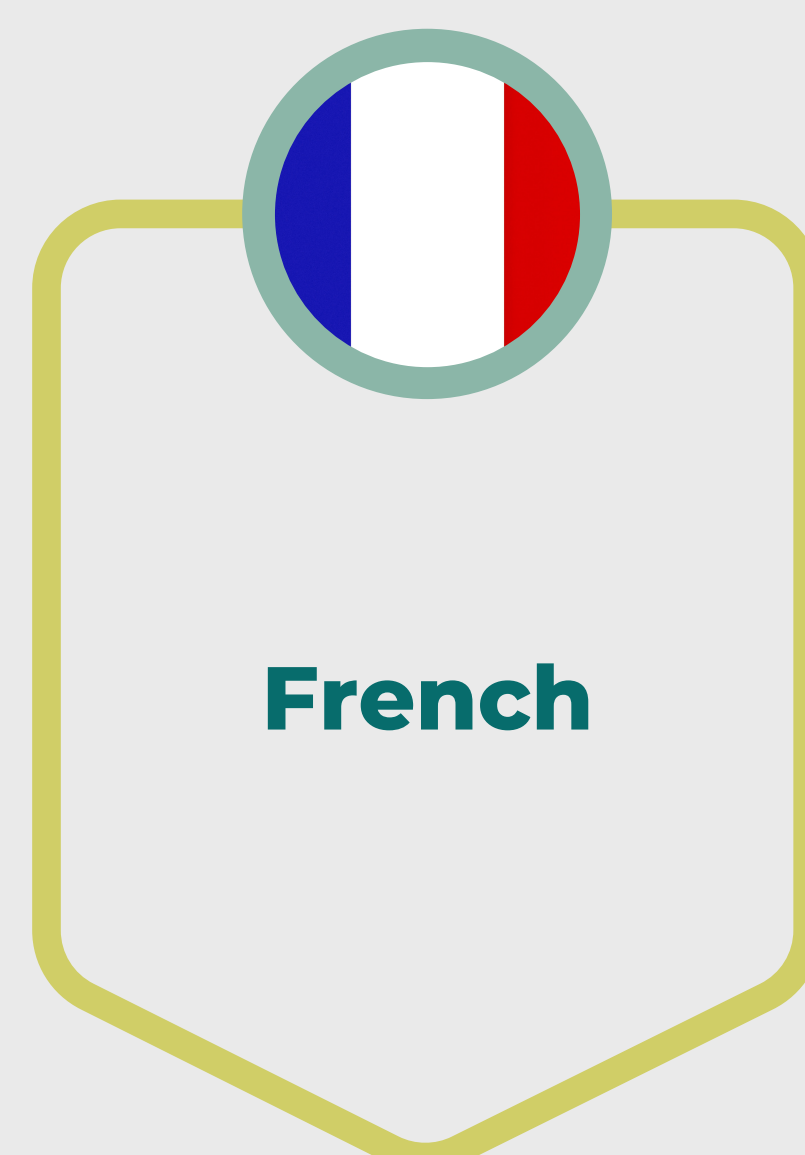
According to an annual report by the UN's International Telecommunication Union comprised in 2015, the internet hosts 40% of the world's population. And the number just keeps growing. 85% of these users speak one of 10 languages: English, Chinese, Spanish, Arabic, Portuguese, Japanese, Russian, German, French or Malaysian. And, while English speakers represent some 28% of the online population, 55% of the content available online is in English. 90% of Europeans always visit a website in their own language when given a choice. And 42% of them said they never buy products or services if the information is not available in their mother tongue. If your online store dispatches items to countries other than your own, localising your website can really make a difference. Providing information in different languages, with appropriate currencies and unit measures, can improve trust and drive sales



Internet world users by language 2020



We offer a professional and experienced German, French and English translation service. [Contact](#) us for more details.



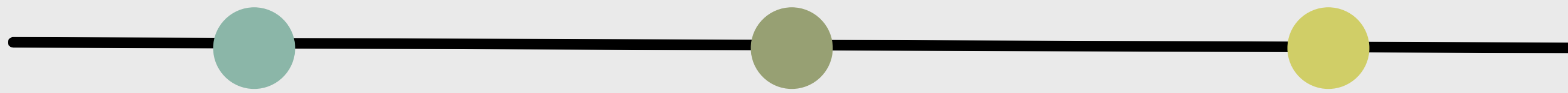


ONLINE STORE USING WOOCOMMERCE

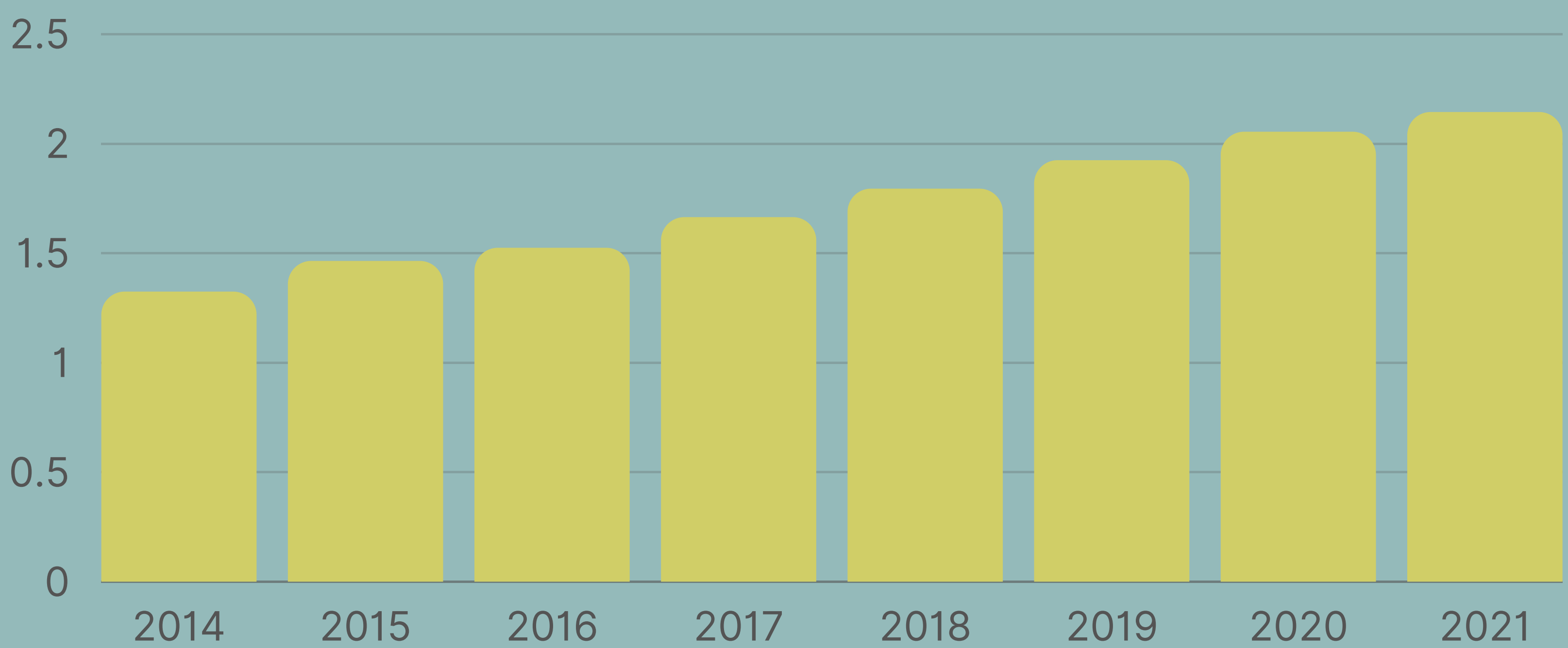
These days, when customers are deciding on a purchase, they start by looking online. So it is vital that when they land on your site, you keep them there and make any purchase a simple process for them.

As ecommerce rises with popularity, it's only natural that the number of online shoppers worldwide rises along with it. According to statista.com, in 2019, the number of digital buyers is at 1.92 billion. That's 25.6% of the 7.5 billion people in the world. This means one out of every four people you see around you is an online shopper. The number of online shoppers is expected to continue to grow to an estimated 2.14 billion by 2021. With an expected world population of 8 billion, that means 26.8 percent of the global population will be digital buyers – a 1.2 percentage point increase from 2019.

WooCommerce is the most popular way to build an eCommerce store, regardless of whether you use WordPress or Joomla! as your Content Management System. It is also our favourite and preferred choice when setting up a new e-commerce site. It powers 27% of the eCommerce stores in the top 1 million sites worldwide according to this study.



Digital buyers worldwide from 2014 to 2021 (in billions)



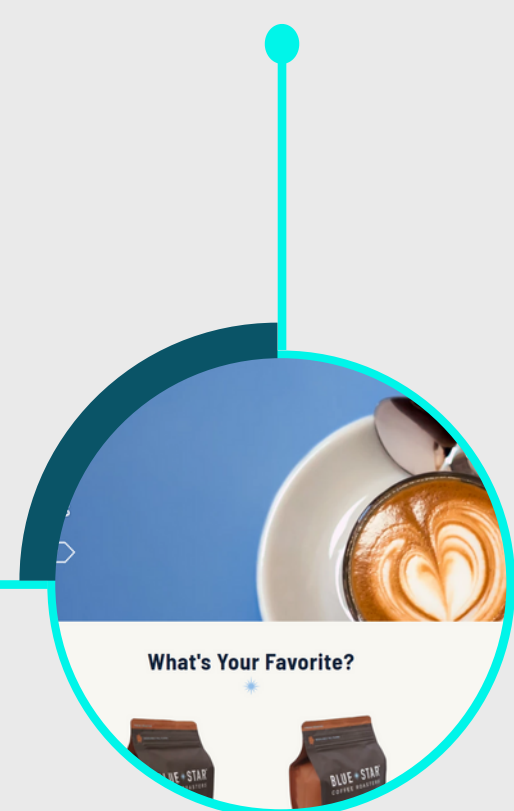
Source: <https://www.statista.com/topics/871/online-shopping/>

Websites powered by WooCommerce:

Jack Rudy Cocktail Co.



Blue Star Coffee Roasters



Fairy Tale For You
by eTraffic



Strandberg Guitars

The Good Batch

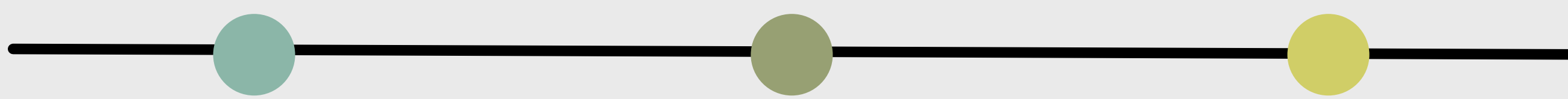


WHAT IS RESPONSIVE WEB DESIGN?

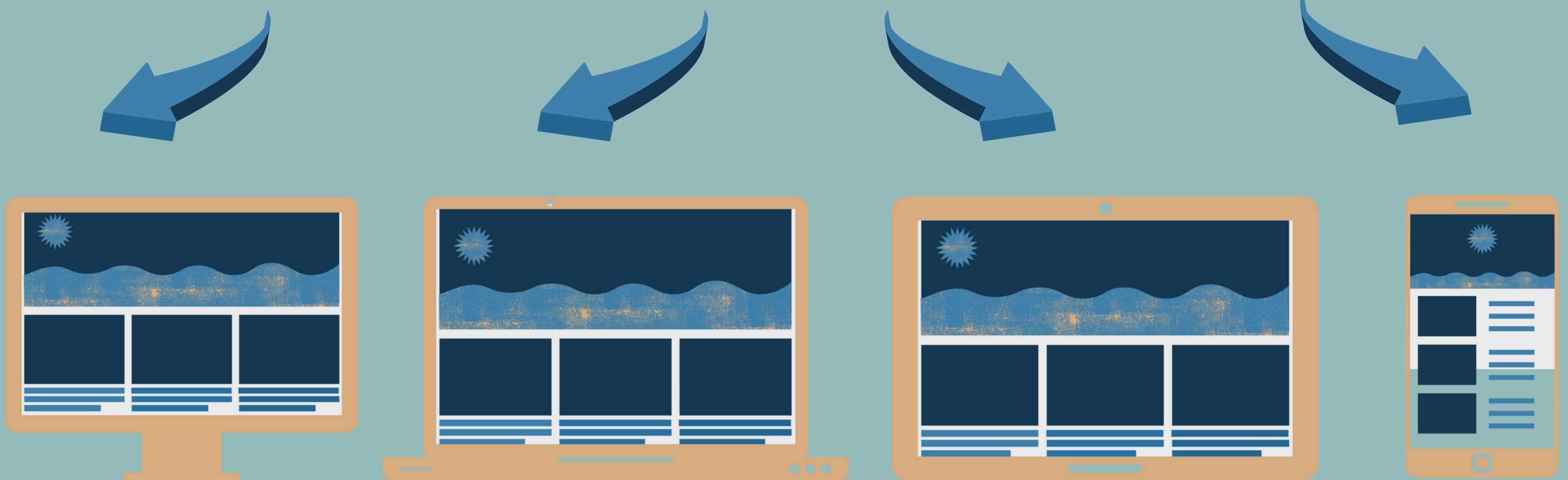
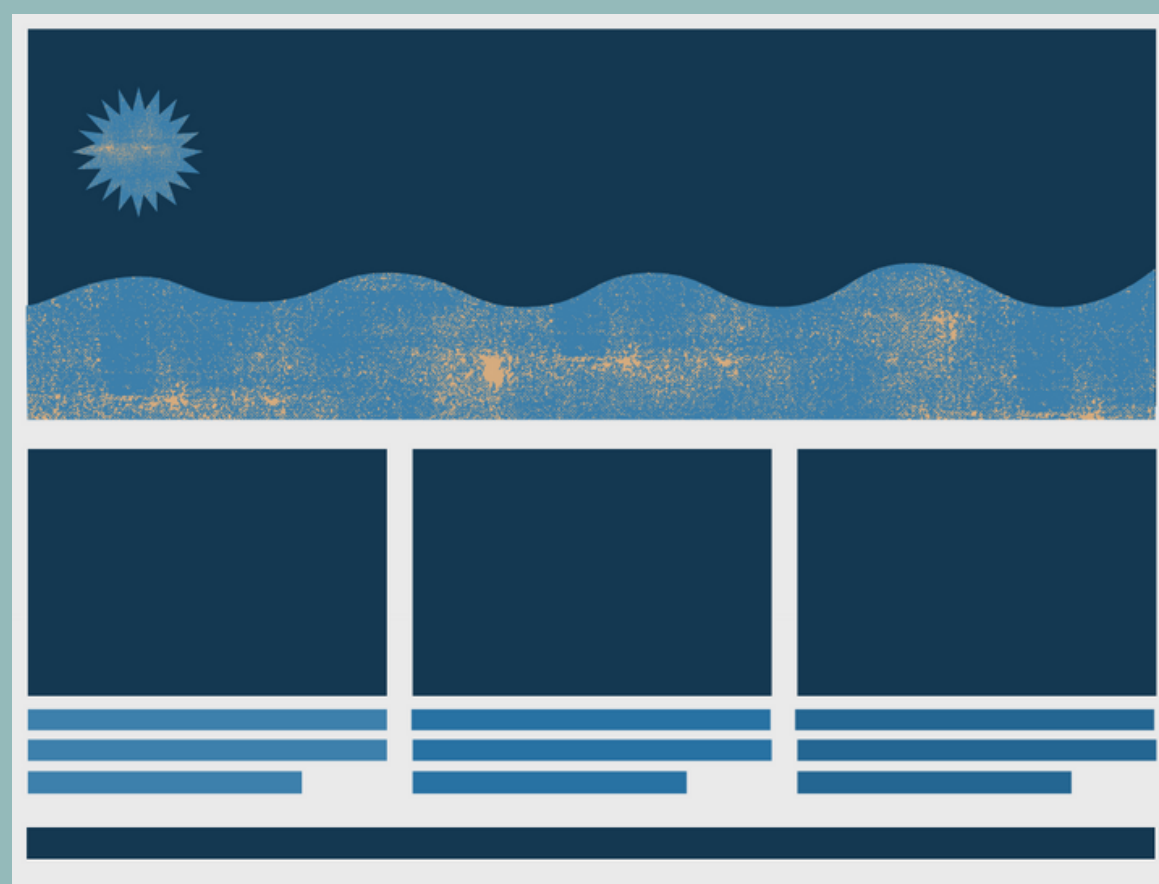
Responsive web design is an approach to web design that aims to make web pages render well on a variety of devices and window or screen sizes from minimum to maximum display size to ensure usability and satisfaction.

A responsive design adapts the web-page layout to the viewing environment by using techniques such as fluid proportion-based grids, flexible images, and CSS3 media queries, an extension of the @media rule, in the following ways:

- The fluid grid concept calls for page element sizing to be in relative units like percentages, rather than absolute units like pixels or points.
- Flexible images are also sized in relative units, so as to prevent them from displaying outside their containing element.
- Media queries allow the page to use different CSS style rules based on characteristics of the device the site is being displayed on, e.g. width of the rendering surface (browser window width or a physical display size).
- Responsive layouts automatically adjust and adapt to any device screen size, whether it is a desktop, a laptop, a tablet, or a mobile phone.

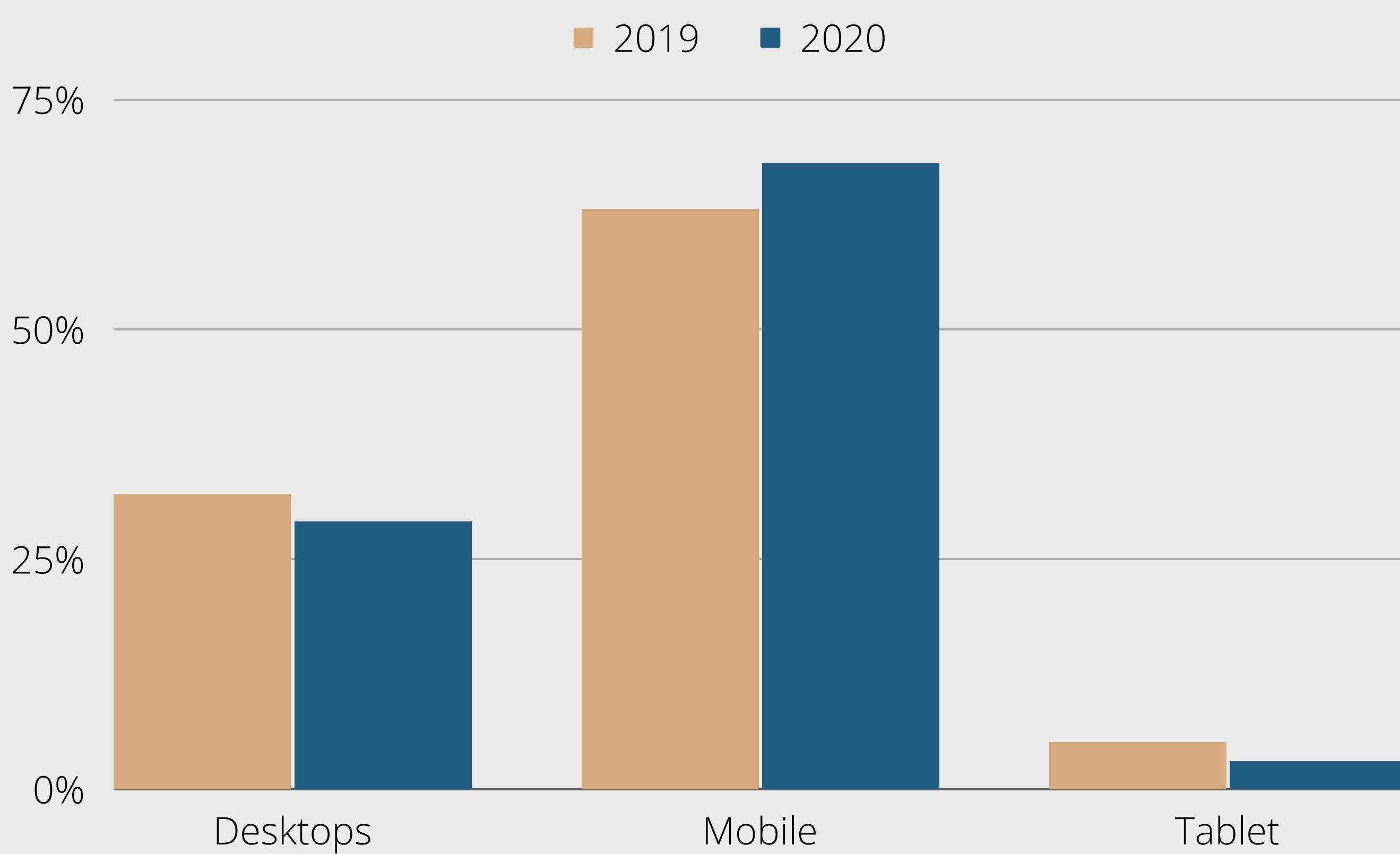


RESPONSIVE WEB DESIGN



Bar Graph of Global DESKTOP VS. MOBILE USAGE ON THE WEB

2019 is based on 37.5 trillion visits, 2020 is based on 30.2 trillion visits



Source: <https://www.perficient.com/insights/research-hub/mobile-vs-desktop-usage>

