



Web and Application Development Services



leave
it to us



“Everything is going great so far, Le and Jessica have been very good to work with. Thank you for all of your hard work; it has really been a pleasure working with OPC as well.”

Alice Coddington
ANU Sport

WEB SERVICES

An OPC developed and managed website or application provides you with tools that will support your organisation. You are passionate about your organisation and we are passionate about creating functional, beautiful and accessible websites.

Our team includes some of the most experienced and qualified web technology and communication experts in the region so you will get the very best website possible.

OPC's web services team has designed and developed some of Australia's most prestigious websites. Our clients include government departments, peak industry bodies and small businesses. Whether designing large government intranets or small e-commerce solutions, we bring many years of combined experience and proven methods to create distinctive, user-centred websites.

HOW WE WORK

From project planning and research, to putting the finishing touches on a mobile responsive version of your site, our experienced team works with you at every step of the way.

We can help you with:

- Custom website design;
- Building and configuring your site;
- Maintenance and ongoing support packages;
- Custom-configured content management systems using Drupal;
- Assistance in domain purchase and eCommerce setup;
- SSL certificate purchase and configuration; and
- Email and website hosting.





DRUPAL CONTENT MANAGEMENT SYSTEM (CMS)

Drupal is 'open source' software which is maintained and developed by a community of 630,000+ users and developers around the world. And it's FREE. It is arguably the best open source CMS platform available today. Its scalability means it is great for the smallest of websites through to the largest.

As part of our approach, we provide you with a custom-configured content management system (CMS) built on the Drupal platform.

This allows you to easily manage your own website without having to learn complicated mark-up techniques or coding languages. Maintaining your website can become as easy as using your word processor.

The Drupal CMS offers you an amazing level of flexibility and customisation that most other CMS's don't. It is proven open source software that is highly customisable and provides long term organisation security. This means we can help you realise whatever vision you have for your website or intranet.


Whether you are looking to build a complete website or application, or simply tweak your user interface, we also have the expertise to customise your Drupal system so that it is tailored to your specific needs.

WEB APPLICATION DEVELOPMENT

Your organisation's online brand and interaction is a vital element of your customer's experience. Web applications allow you to provide your visitors with a truly dynamic and interactive web experience that will position your organisation exactly where you want it.

We design applications in a variety of languages that work in all modern browsers. They are robust, secure and modular.

We have developed applications for government departments and businesses which have allowed them to fully leverage the power of the internet and engage with their target audience.



"I really appreciate the huge amount of work that has gone into building and developing this site. The PM was extremely pleased to hear that it had gone live. I've already received loads of positive comments. Onwards and upwards!"

Annie O'Rourke
E-Communications Adviser
Office of the Prime Minister



ACCESSIBILITY TESTING AND AUDITS

Ensuring your website is accessible means your organisation can communicate effectively with the largest possible audience when it suits them. To achieve this, your site should conform to the requirements of the Web Content Accessibility Guidelines version 2.0 (WCAG 2.0).

Following the WCAG 2.0 guidelines, as your site is developed, will ensure your content is accessible to a wider range of people with disabilities and will also often make your content more usable to visitors in general.

If you have an existing site, OPC's accessibility consultants can perform a full accessibility audit of your website and report on the level of conformance to WCAG 2.0. The audit results in a detailed report stating your level of conformance and advising on accessibility barriers that we identify.

We also include comprehensive recommendations on how to rectify the issues with code examples as required.

HOSTING


We offer you a secure, high speed, stable platform with exceptionally good performance and reliability.

Whether you are a small to medium business or large enterprise, our website hosting solutions and domain name registration provide a one stop web hosting solution.

Our servers are hosted in our Sydney Equinix Data Centre and are all closely managed and monitored to ensure the integrity of your data and server security. Typically imminent hardware failures can be detected before they occur and data redundancy built into our systems provides another layer of protection for you. The data centre performs automatic daily backups on all hosted sites.

Every seventh day, an additional backup is stored, in addition to one each month. As a result, we retain a daily, weekly and monthly backup of all client data, which can be restored by our technicians upon request.

In addition backed up data is always stored on separate servers, and RAID configuration which uses multiple hard drives to share or replicate data, increases data integrity, fault-tolerance and capacity.



MAINTENANCE AND SUPPORT PACKAGES

If you lack the time or the in-house skills to maintain your own site then our website maintenance services can help.

Our dedicated professionals can take care of all your publishing needs, ensuring best quality code, leaving you free to concentrate on your business. Whether you need a once-a-month tidy-up or daily on-site support, OPC has the flexibility to meet your needs through a range of support and pricing options.

WEB SERVICES SOLUTIONS

Having a web presence is a must in today's fast pace world of business and making sure your website is working for you the way it was designed to is vital. Many businesses simply have their website built and then leave it there for the world to hopefully find trusting that it's working around the clock, presenting their organisation the way they had originally envisaged.

Web Services Solution (WSS) clients receive proactive critical systems monitoring and maintenance on an ongoing basis. By implementing a WSS, OPC is able to supplement your web team and provide support for all the tasks of website administration, or take over complete responsibility for support and maintenance.

WSS includes:

- Priority Support including service hours
- Panoptic proactive monitoring of your website/s
- Health checks and Drupal updates as required
- Access to the OPC Service Desk
- Online call logging and tracking
- Daily website backups (if hosted with OPC)
- Website system event and error logs checked
- Events arising from system errors interrogated and repaired
- Issues surrounding either server or client performance monitored
- Google Analytics management and monthly reporting – optional
- Quarterly business reviews

Your WSS will be structured to meet the specific requirements of your website/s and provide you with the peace of mind that critical services are being monitored and updated, backups confirmed and maintained.

“It has been a big job to get this map to be accessible and we definitely could not have done it without Glen and Debra's expert advice. Thank you very much to both of you for your dedicated work.”

Tonina Staunton
Web Project Manager
Department of Communications



WEB MASTER SERVICES

Maintaining your website can often be a task that diverts your attention from other aspects of your organisation. It is, however, an essential aspect of your operations and it can't be left to stagnate.

OPC can assist you through providing webmaster services with our skilled and experienced team able to integrate and work alongside you no matter what CMS platform or web publishing process you have.

Our staff's broad range of skills allow us to assist you with all aspects of web services including:

- Internet and intranet redevelopment;
- Web publishing and authoring;
- Graphic Design;
- Migration of content;
- Training of content authors; and
- Establishing web processes and documentation.

PANOPTIC - MONITORING AND ANALYSIS



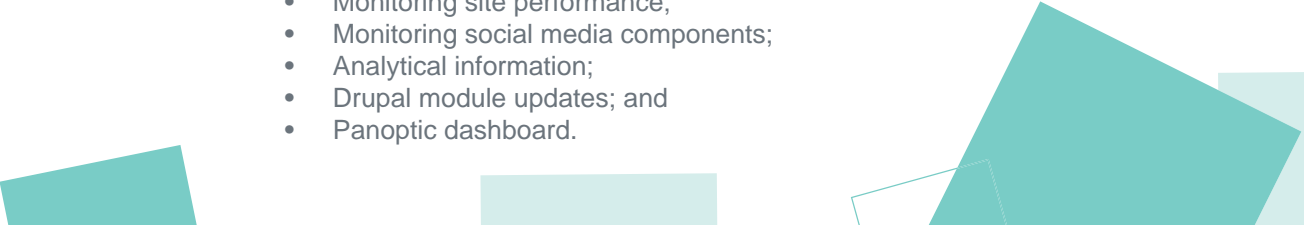
It is vital to your organisation that your website is working for you, 24/7, the way it was designed.

Many businesses simply build their website and then leave it. They simply trust that it is working around the clock and presenting their organisation the way they had originally envisaged.

Instead, your website should be considered a living being and, like any living being, needs to be fed and maintained in order to operate to the best of its ability. Far too often, websites starved of content and attention are doing more damage than good to reputations and brands.

OPC can help your website grow, thrive and build your organisation through our website monitoring and analysis service.

OPC has purpose built the Panoptic Monitoring System that provides you with your own dashboard so that you can view and analyse your website performance statistics. Features include:

- Alerts;
 - Monitoring site status and uptime;
 - Monitoring site performance;
 - Monitoring social media components;
 - Analytical information;
 - Drupal module updates; and
 - Panoptic dashboard.
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SEARCH ENGINE OPTIMISATION (SEO)

83% of people search online for information about how organisations, like you, can solve their problems. If you can't be found easily on Google, for identified search terms, then you are missing out on a massive opportunity to attract new customers.

We have a deep understanding of how consumers behave online and how Google's algorithms rank websites. We can help you be found by your potential customers.

It is important to understand that tactics used in SEO do not exist in silos. We can help you use Google Webmaster Tools, content marketing, social media and AdWords, in harmony, to be found, attract and convert potential customers in paying customers.

SOCIAL MEDIA INTEGRATION

The web is no longer simply a large collection of static documents and your audience wants engaging and valuable content and interactions with your brand. With social media platforms now an integral part of communication, there are new opportunities for organisations to engage their customers.

OPC can advise you on your social media strategy and tactics, helping you to understand both the risks and opportunities that social media can provide.

We can also provide you with the tools to integrate your website with your social media accounts. For example, displaying your social media feeds on the front page of your website, providing a gallery of Flickr images on your organisation's intranet or providing social sharing buttons for visitors to use.

With an automated integration system, you can ensure your website and social media accounts are always working together.



“We very much appreciate your huge efforts, the long hours, difficult requirements and dealing with frequently changing priorities. The entire crew from OPC deserve much credit. Thanks for a successful launch.”

Paul Bamman

a/g Senior Advisor | Cabinet Division |
Community Engagement
Department of the Prime Minister and
Cabinet

CONTENT MARKETING

Your website is often the first interaction potential customers and clients have with your brand. Content designed and developed specifically for your target audience, that is valuable, will help you gain trust and help potential customers convert.

Ongoing Google algorithm updates are placing increasing pressure on all organisations to create fresh, regular, original and valuable content in order to be found by their target audience.

Gone are the days where you can pay SEO companies money to guarantee you a Google ranking; in fact, Google is increasingly punishing businesses who pursue this strategy by de-indexing them from Google.

OPC's staff includes content marketing experts who can help develop a sustainable and valuable content marketing strategy and tactics to grow your business.

GRAPHIC DESIGN

It's a falsehood that your site can't be visually appealing and have great functionality at the same time. In fact, both are equally essential as that's what people expect from a professional website.

OPC's qualified team will design your site to be visually appealing but also functional. The design will engage visitors and position your brand and personality effectively but also help them to find what they need as quickly as possible and stir them into action.

"Overall, feedback on the design concepts from the Secretary and the Executive Leadership Group was very positive and I congratulate Dan on interpreting the design brief so well."

Emma Rees
Department of the Prime Minister and
Cabinet



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