

eCommerce inside view

Interview: Dr Riaz Agha Falcon Websites Ltd



TO COINCIDE WITH A GREAT SET OF FLASH RESOURCES ON THIS MONTH'S CD, WE HAVE A WORD WITH DR RIAZ AGHA, CHIEF EXECUTIVE OFFICER OF FALCON WEBSITES LTD, ABOUT WHY ITS DIZZYING ARRAY OF WEB DEVELOPMENT SERVICES IS GIVING IT A COMPETITIVE EDGE IN THIS INDUSTRY

Firstly, how would you describe the service that Falcon (www.falconwebsites.com) provides? We offer website design, hosting and marketing services to Startups, SMEs, Corporate clients, the Public Sector and are an outsourcing option for other website design firms. The websites we build for clients are custom-made, but we also have a range of templates for other website designers to use, enabling them to focus on their core competencies.

How would you classify your majority customer base, and what kinds of requirements do they generally look for in your products? Most of our customers are businesses looking for either a completely new website, or a redesign of an existing one. We're also interested in having more website design, PR and marketing agencies outsource to us. As an outsourcing option, we offer customisation services, good value and rapid turnaround. We listen carefully to our clients' needs, and assign them a dedicated project manager.

In a web world where creative originality is so important, how much emphasis do you place on providing templates or bespoke services that can be easily tailored? We agree that creative originality is paramount and our clients expect this of us. We provide a dual service of both full bespoke design, as well as templates that can be either 'off the shelf' or customised to the client's requirements.



Falcon Websites offers a broad range of services to the internet-eager, from web design to online marketing

Which products or service types are proving most popular with Falcon punters these days? Our most popular service is website design (including Flash and custom programming) but the vast majority of our clients end up hosting with us as well, and increasing numbers use our online marketing packages too. Simply having a website is not enough anymore, people also want large volumes of highly targeted traffic as well.

From the little guy starting his first homepage, to the more serious eCommerce outfit, what price points do you have for delivering great site templates or services? We custom build entire websites at prices starting from £499. Adding Flash, content management, eCommerce or log-in systems all adds to the price. Many people have started their own website design company from such outsourced custom design services.

The templates you've provided for us have been specially designed by an in-house team. Can you tell us a little bit about that team and the experience you have? We use a team of ten programmers and six designers, which ensures our websites are both functional and aesthetic. We also have a specialist team of four for search engine optimisation. Our depth of expertise and experience is evident by the fact that we're Adobe Solution Partners and Google Adwords Professionals. Our web designers embrace the latest software, accessibility guidelines and world wide standards from industry bodies such as the World Wide Web Consortium (W3C). We can deliver solutions in over 20 programming languages, such as XHTML, CSS, XML, Adobe Flash, Adobe ColdFusion, Microsoft.NET and Java.

Would you ever accept original template submissions from budding designers if they were suitable? Absolutely, we welcome creative input from others and an exchange of ideas is always exciting.

If you weren't doing what you do, what business would Falcon Websites take on instead and why? We have a very broad range of services from website design, hosting and online marketing. Having diversified our range of services over the years, we're really focusing on delivering a quality service in all areas. We aim to become the preferred outsourcing option for many website designers, allowing them to focus on sales and marketing whilst we use our expertise to deliver high quality websites.

PROFILE: FALCON WEBSITES LTD

FALCON WEBSITES LTD is an independent, privately held limited company, that launched in 2004. It aims to provide a comprehensive range of website design, hosting and marketing services to Startups, SMEs, corporate clients, the Public Sector, and as an outsourcing option for other website design firms. We ensure that each website we build maximises its aesthetic appeal and functionality and allows for seamless navigation of content. Over the past year we've produced over 30 websites and Flash presentations. Our website designers embrace the latest software, accessibility guidelines, usability recommendations and world wide web standards from industry bodies such as the World Wide Web Consortium (W3C). We're able to deliver solutions in over 20 programming languages and we always assign a dedicated project manager to each client (providing a single point of contact). We don't use templates, always design bespoke, and provide comprehensive after-sales support. We're a registered member of the UK Web Design Association, Adobe Solution Partners and Google Advertising Professionals. We're registered with the Data Protection Act 1998 and have also adopted the Information Security Management standard BS7799. Falcon Websites Ltd will conduct its business fairly, impartially, in an ethical and appropriate manner, in accordance with the company's values, and in full compliance with all UK laws and regulations. The highest standards of ethical business conduct and compliance are required of people associated with Falcon Websites in the performance of their company responsibilities. If you're interested in our reseller service, please contact us at: sales@falconwebsites.com, or on 0800 195 7528.

What is it in general that sets Falcon apart from other web design consultancy firms in this market, and are there any projects or specific products you'd like to refer to?

Since we offer website design, hosting and marketing services, our relationships with clients are often longer term and our interests are in line with theirs. Our professional and multi-disciplinary teams provide high quality bespoke designs (as well as templates), rapid turnaround and good value for money. We use cutting-edge web technology in our designs, have a very wide range of programming and design expertise and ensure our websites are search friendly and accessible. We always assign a dedicated project manager to each client, and provide full after-sales support and a 100 per cent satisfaction guarantee. We're an ambitious and rapidly expanding firm. We wish to empower agencies with our expertise in design and programming, thus allowing everyone to play a role in the exciting industry of new media.