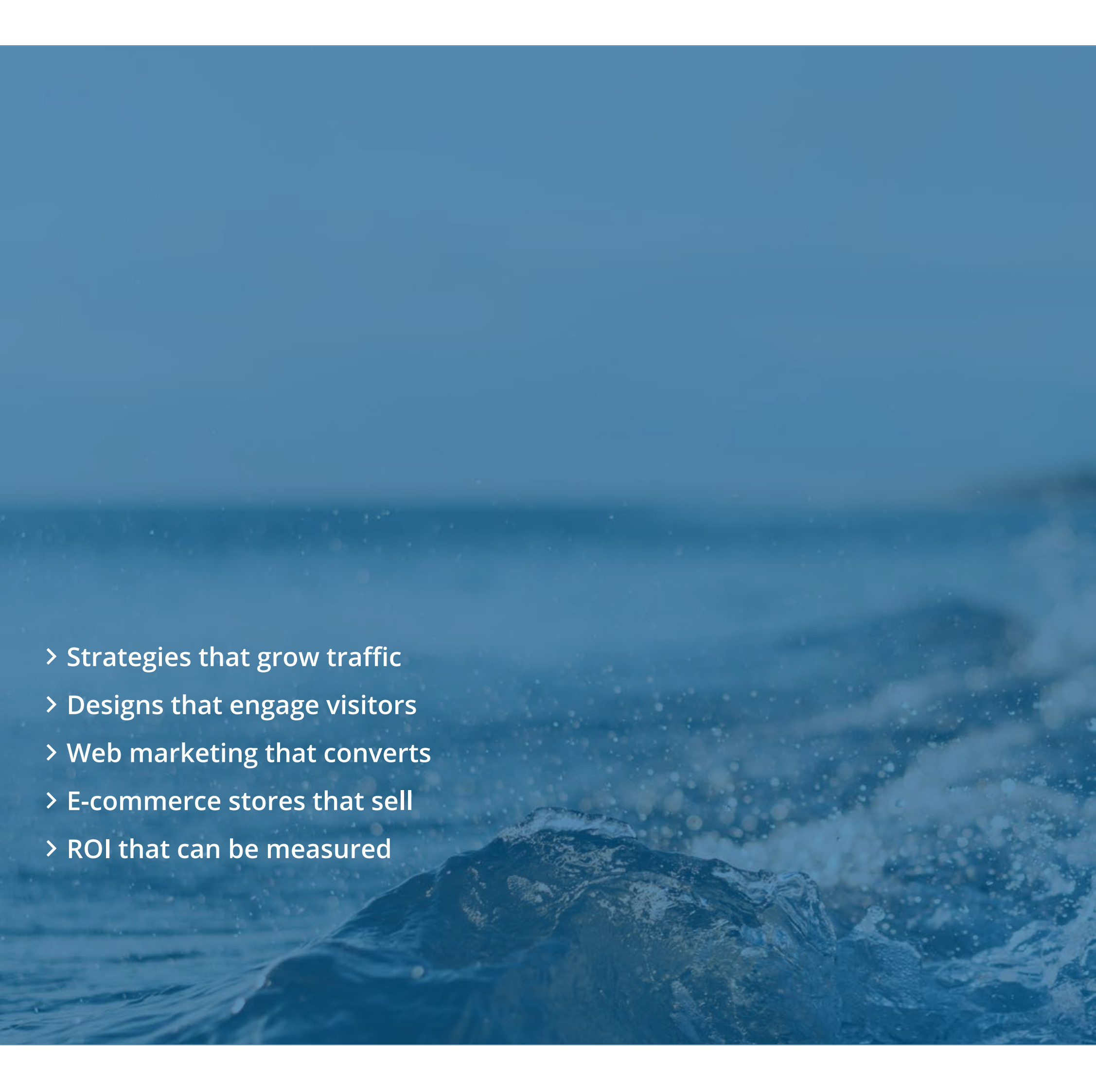


kook



Capability Statement

Online Strategists
Web Design & Development

- 
- › Strategies that grow traffic
 - › Designs that engage visitors
 - › Web marketing that converts
 - › E-commerce stores that sell
 - › ROI that can be measured

About us

Kook started in web development before Google began advertising.

We were four years old when Facebook was launched.

When you combine experience and innovation, **great things happen.**

Kook has been helping people navigate 'the business of internet' since 1999. We've lived through all of the innovations (and sometimes frustrations) that search engines like Google - and more recently social media - have thrown at us and we're still standing strong. In the era of DIY web developers, it's heartening to know you're dealing with long-term professionals.

We are as much 'business engineers' as we are 'web designers'

We have helped more than 1000 Australian businesses refine their web presence, embrace new web technologies to increase marketshare, grow sales and reduce operational costs through smart behind-the-scenes programming.

Our web design team will give your brand the image it truly deserves. Our developers will build you a platform that is secure, scalable, robust and efficient. Our marketing team is focused on **maximising your return on investment**.

Our experience, coupled with our creative ideas, will get your website strategy, design and marketing right – and convert traffic into sales.

There is no better digital agency to help you use online marketing channels to grow your business on the internet - all with 100% accountable ROI.

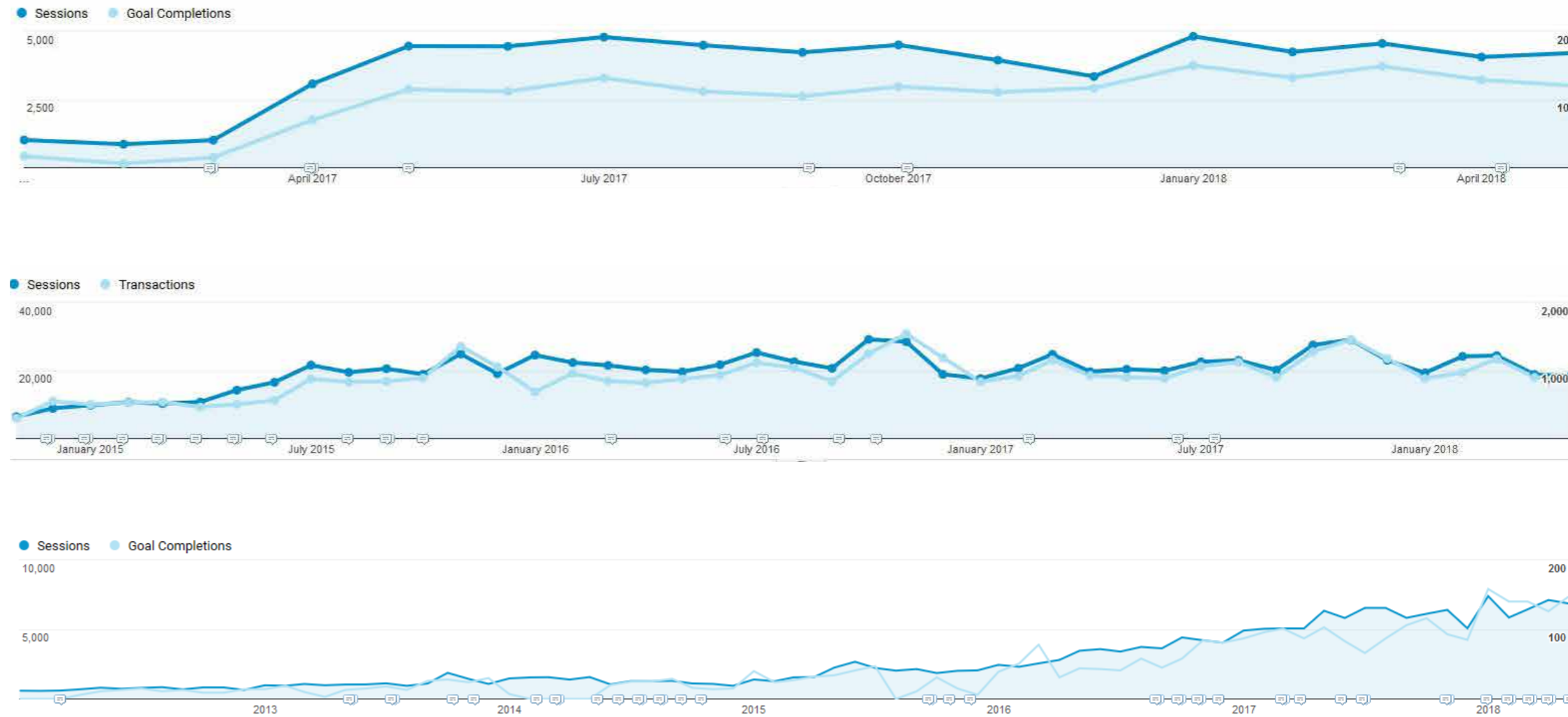
Call us and we'll prove it.



Real clients, real results

We focus on your business needs and our team prides itself on using technology to produce the best outcome for our clients, rather than the technology dictating the scope and content of the project. This focus has given Kook a reputation for cutting-edge solutions and supreme customer service.

“100% better conversion from search and nearly 200% more revenue. A reliable, dynamic and experienced web development and SEM agency”
- Videopro Australia



The Kook difference

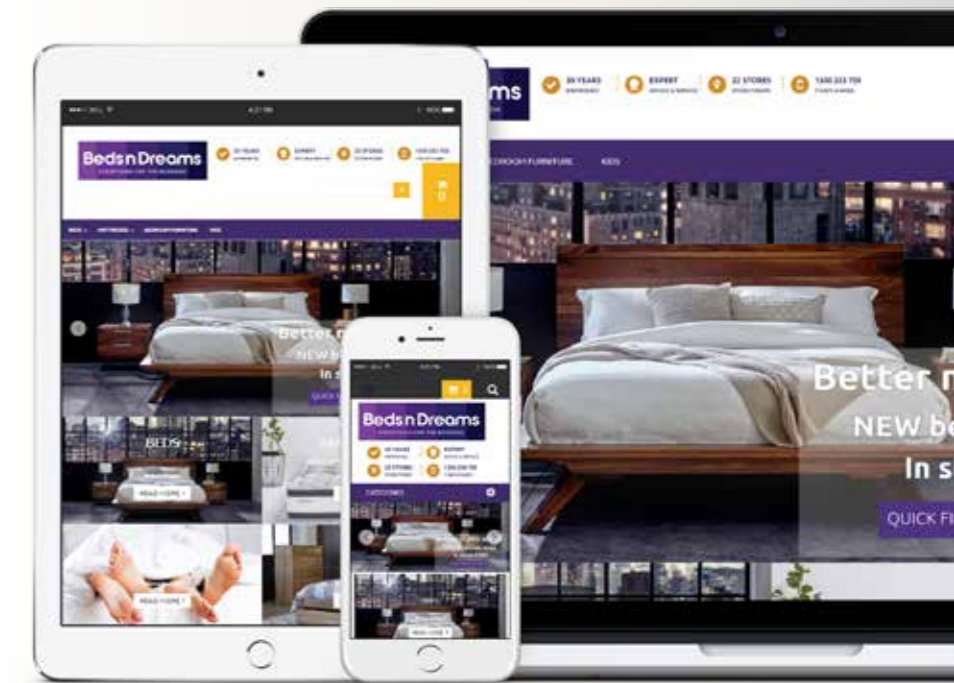
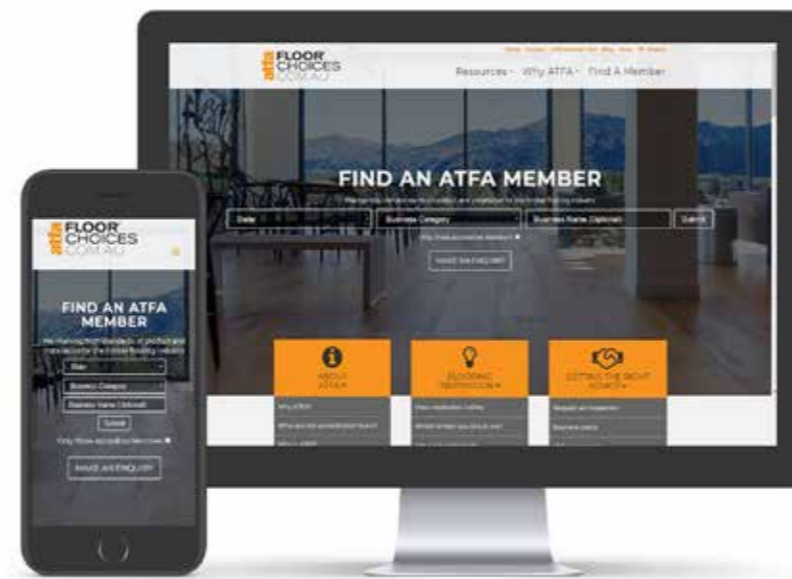
- We learn your business
- We define your objectives
- We research your market
- Only then do we “build you a website”

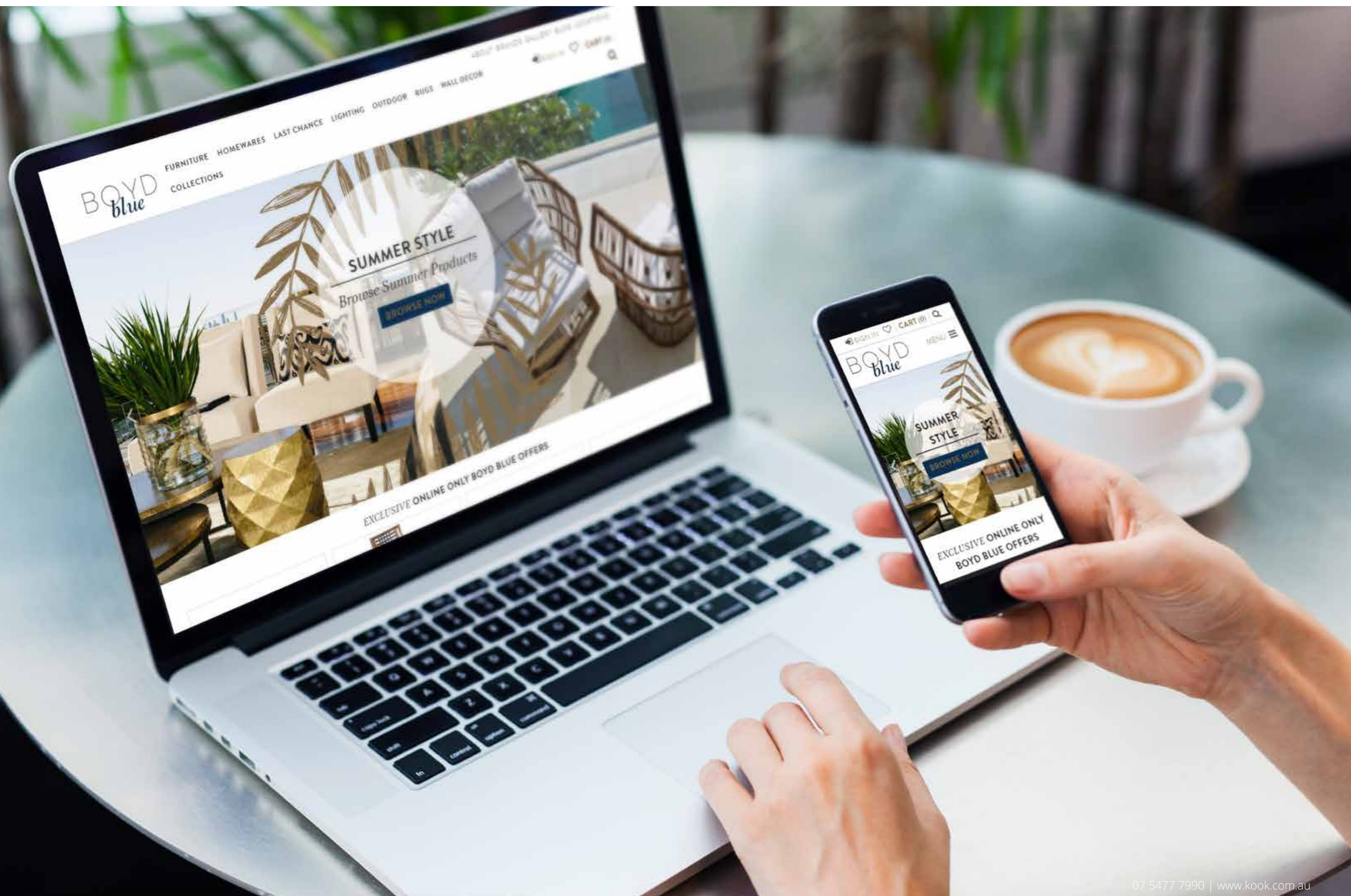
And it doesn't stop there

- We measure the success of the outcomes
- We analyse, refine and improve
- We devise processes to increase efficiency
- We integrate existing systems and software

Some of our national and international clients

- Jetts Fitness
- My Teddy
- Tasman Eco
- Videopro
- Australian Timber Flooring Association
- Beds n Dreams
- Go Transit
- Corporate Coffee Solutions
- Fit College
- Carmex
- EvaKool
- Amazing Clean
- Boyd Blue





We create stunning websites

Here are just a few examples of what we've been working on lately and what we can do for you.

➤ Standard Web Design

Ideal for service businesses or businesses not ready to sell online.

➤ E-commerce Solutions

With decades of experience and knowledge Kook can help. Whether you want to launch a new online store, redesign your current one, or migrate to a new platform, the Kook team understands the mechanics of doing so.

➤ Brand Design

How is your business perceived? We can develop your brand identity - logos, colour palette, typography and also design print materials such as flyer's.

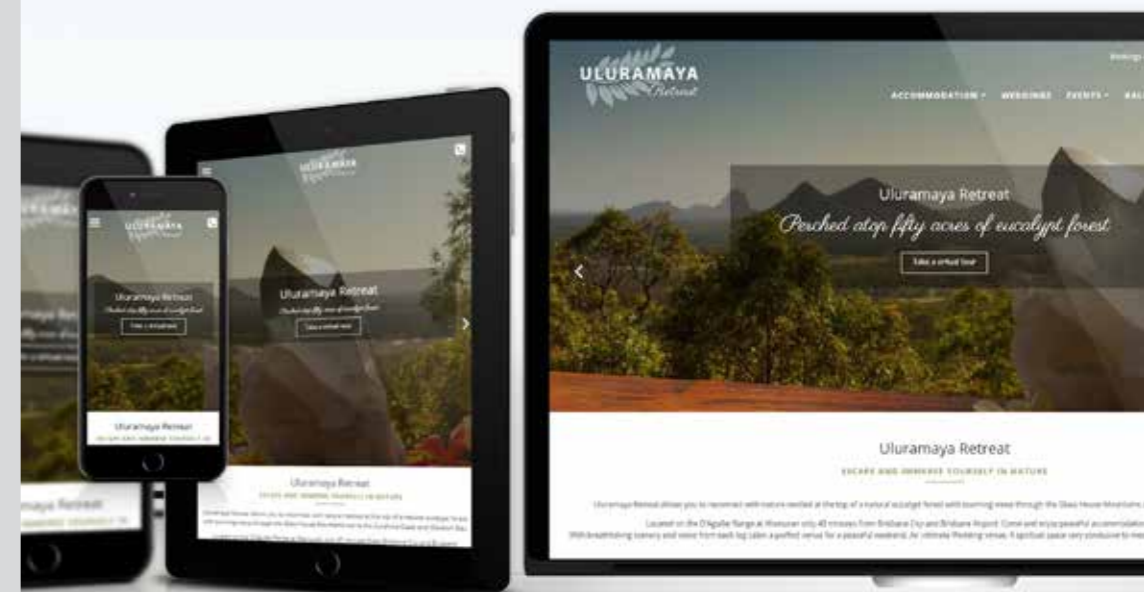
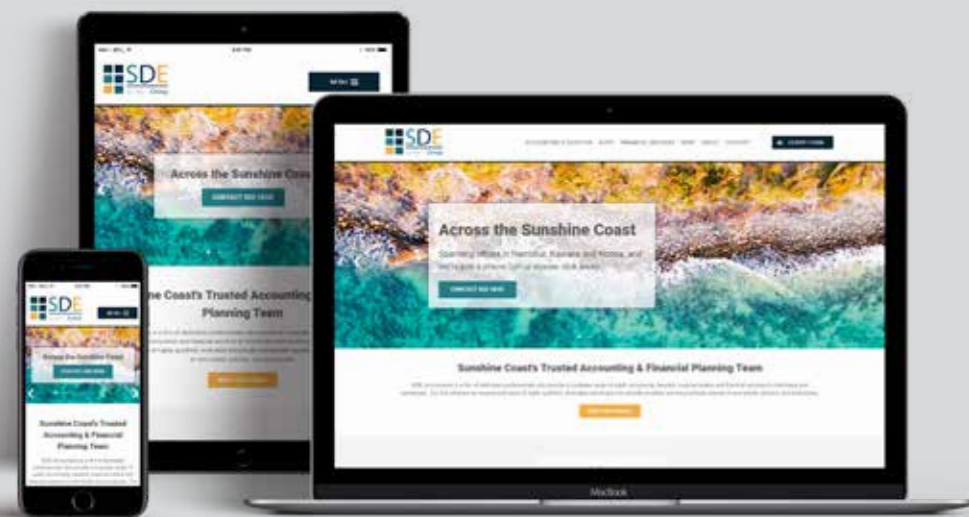
➤ Integrated Solutions

Need your website to communicate with third-party systems such as POS, accounting packages, ERP, freight providers or other websites?

➤ Custom Website Development Solutions

If you have requirements that are really out of the box, we can help.





Read more about our brand design

Your brand is not just your logo, it is a combination of perceptions held about your business. Whether we're building you a new brand or hashing your current one, we work strategically in order for your business to launch in the best creative direction possible. The goal of brand identity is to give your business a significant footprint amongst your competitors.

Our identity work consists of many core elements.



Research



Logo Design



Website Design



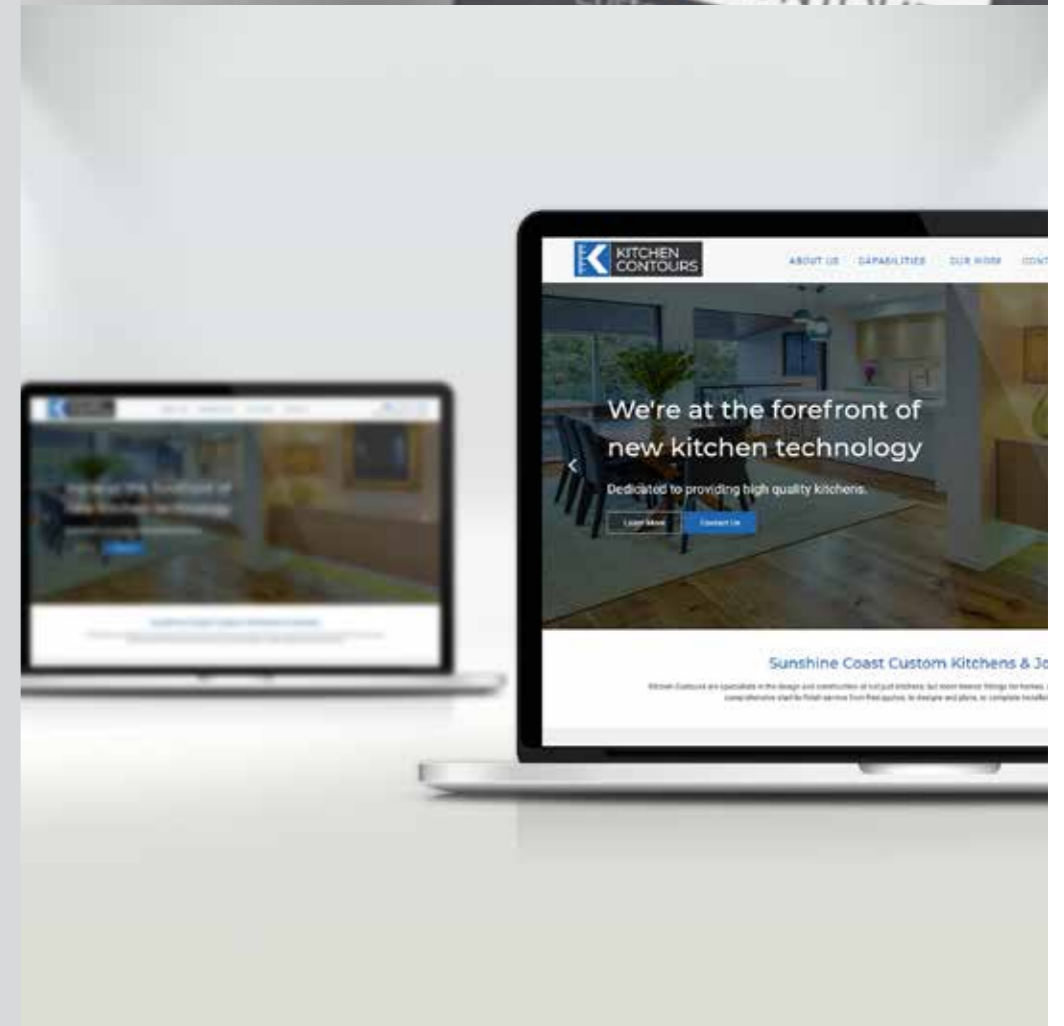
SEO & Marketing



Brand Guidelines



Social Media



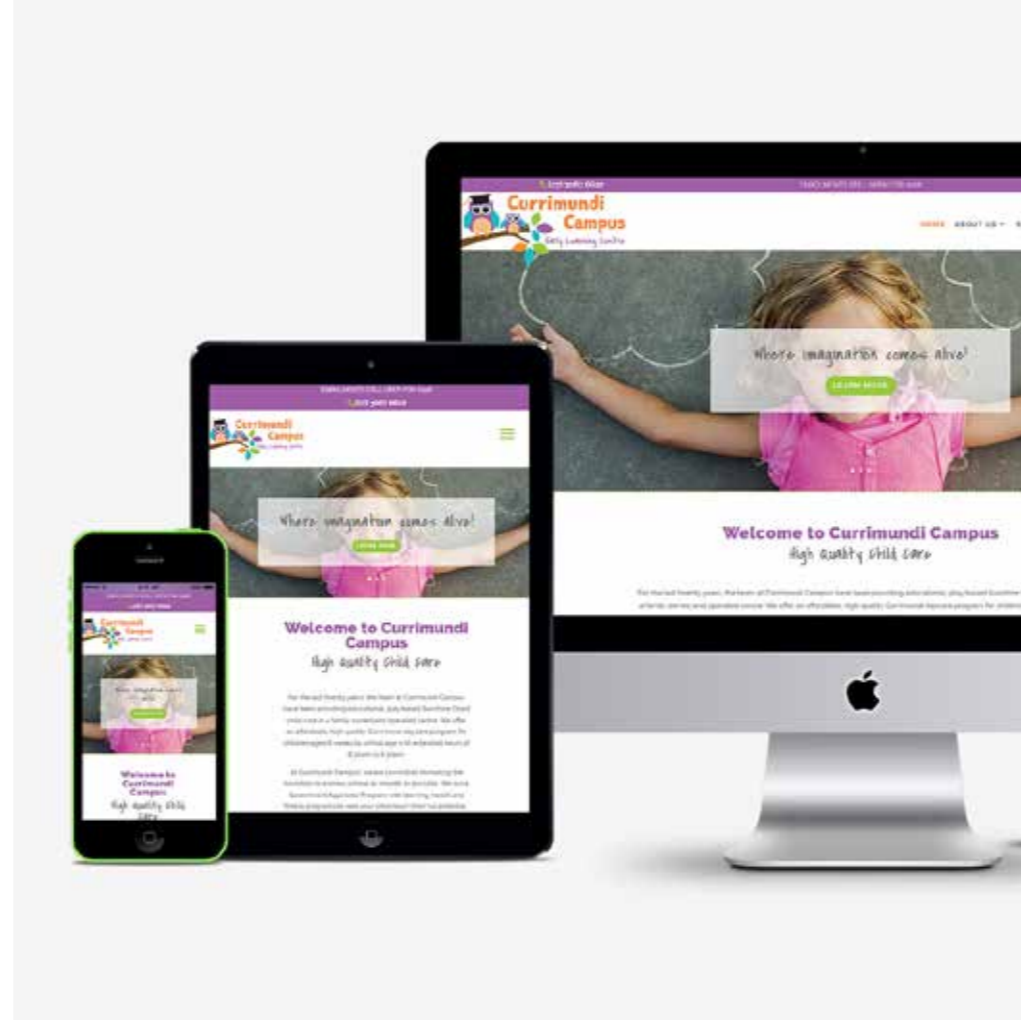
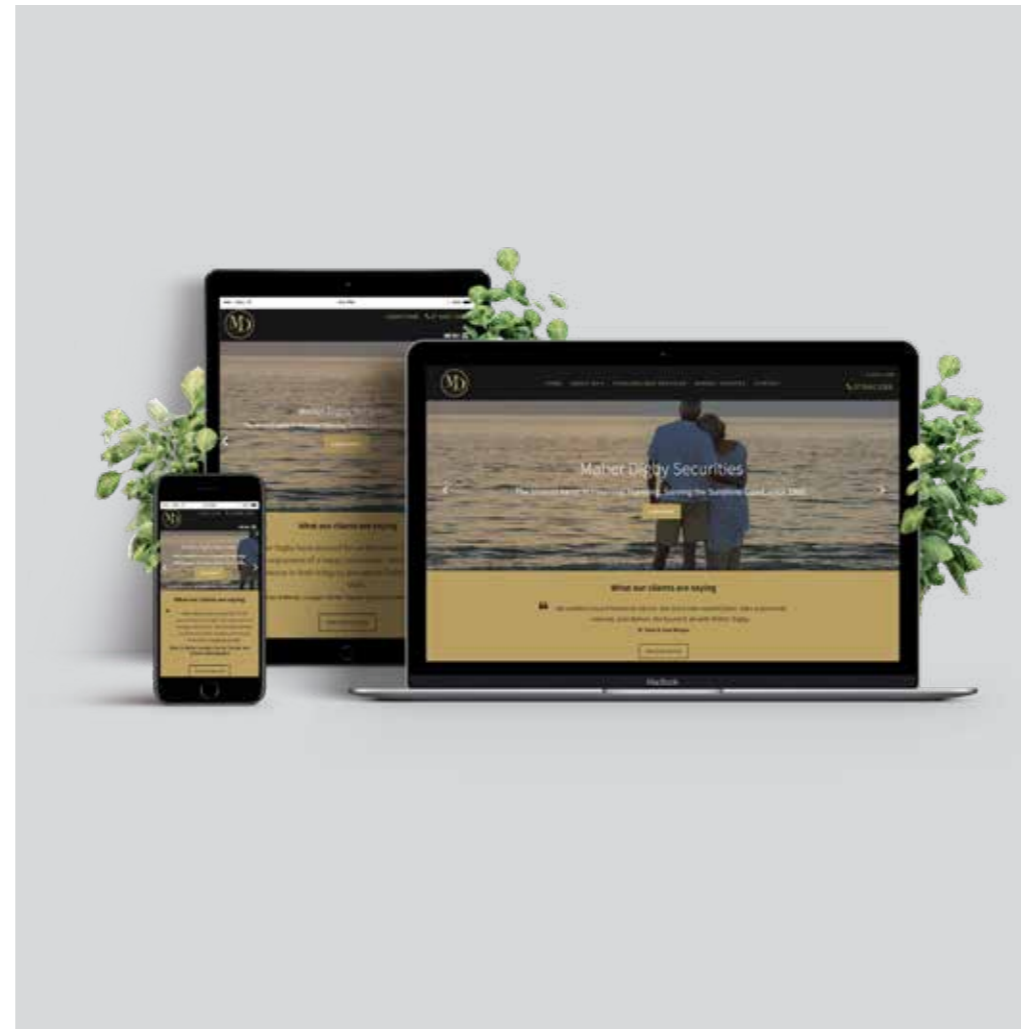


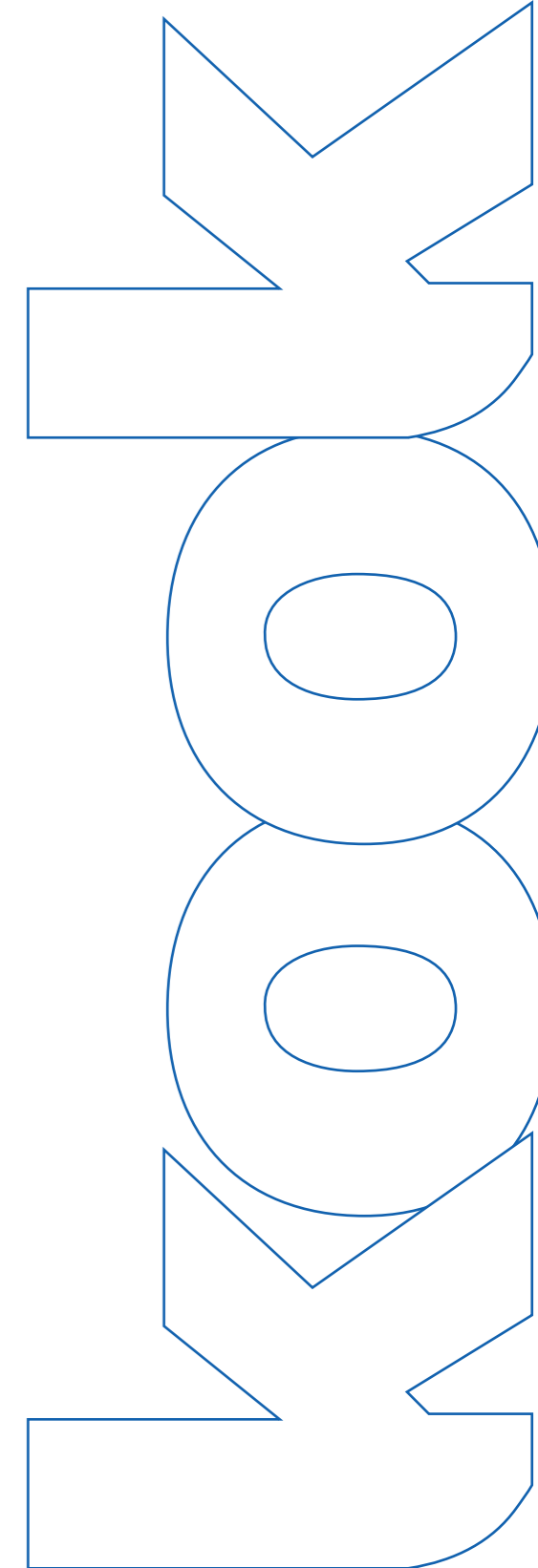
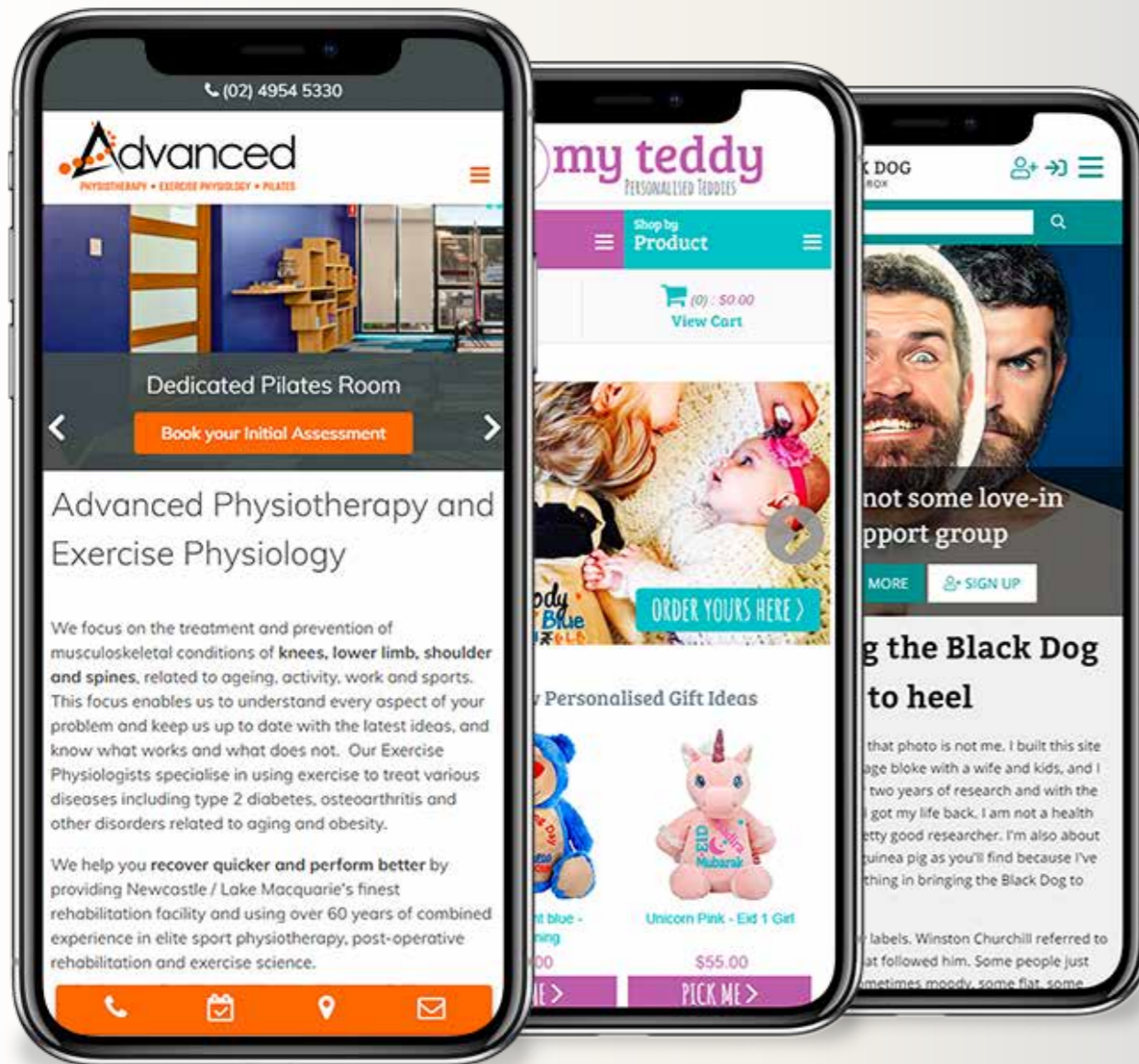
Website upgrades

Perhaps you need a refresh or maybe an updated look. Are you changing your branding or simply want to keep up with the current trends? We can help.

With more business competition arising, we have found a lot of our clients are wanting to modernise their outdated websites.

We can offer you our professional opinion in what upgrades we feel your site needs in order to transform it into a relevant, modern and cutting-edge website.





Online Strategists Web Design & Development

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