Transcendental
Technologies

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TRANSCENDENTAL - TECHNOLOGIES

PORTFOLIO

Multimedia & WEB Service

Some people choose to be pilots, and some people choose to be doctors - we choose the web. It is what we do, all day, every day, and sometimes even in our sleep...

Our Process

Creating a website is a complex task which requires many skill sets.

Seo

Seo

Seo

Seo

Plan

Build

Consult

Design

Market

Support and Evaluation
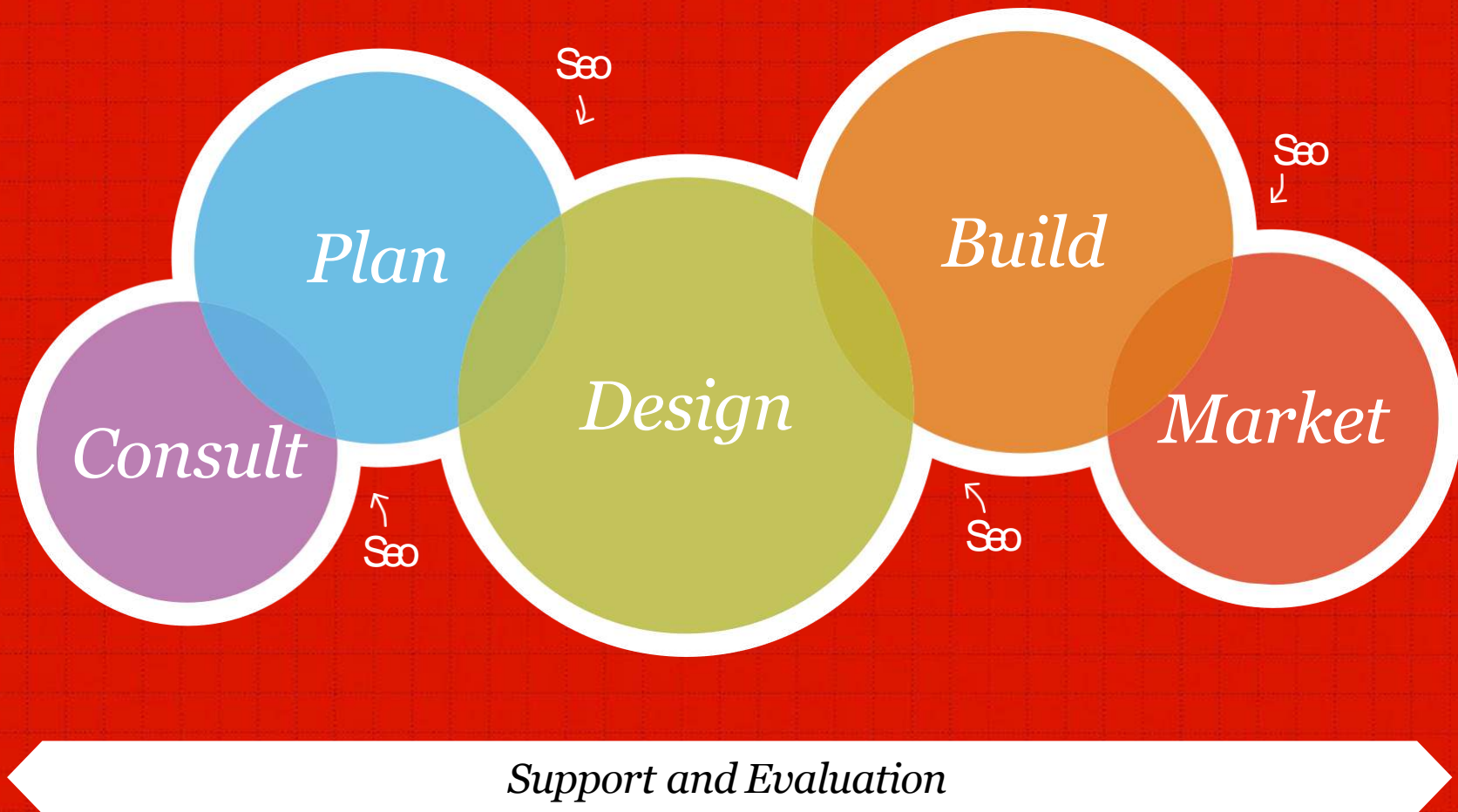
Consult

We identify the *nugget* that exists in every company, the thing that makes it truly different.

nugget
of truth ™

1

Strategy

Our aim is to find the 'nugget of truth' that exists in every business and brand a platform from which a digital presence can be built. The process to find it is pragmatic, fast and designed to give one combined single view of an organisation.
With the strategy defined, the website process can begin.

2

Planning

To us, website planning and research is about extracting the key information from our clients to arrive at the best possible strategic and creative brief. Your requirements are unique; so our starting point is to bring together stakeholders in your business, examine the needs and attitudes of your customers, and get to the heart of your organisation.
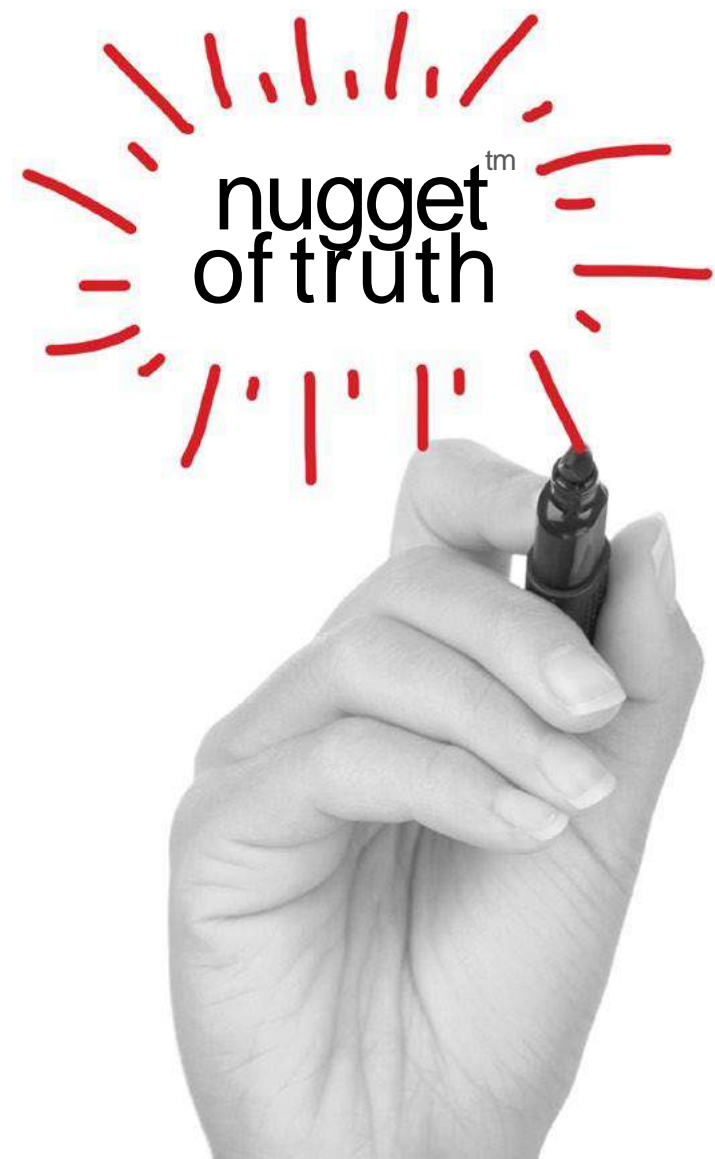
Plan

Successful sites are carefully planned to meet the needs of multiple visitors.

i'm looking for press releases

I want to book online

1

UX/Personas

We group each of your target audiences by 'need' and 'attitude' to help us prioritise and address each of their requirements, then characterise a typical person to represent each one. These are called personas. From this we create user flow diagrams to map their possible paths through your website from entry to conversion.

2

Architecture

Constructing a website could be compared to building a house - bricks are only laid after the plans have been drawn up. We approach websites in the same way. Information architecture, the website equivalent to blueprints, is devised prior to starting design. Well-executed information architecture dramatically saves time.

3

Prototyping

To make it easy for clients to give feedback we use rapid prototyping tools that produce fully functioning line drawings of the proposed website. This enables us to test
the concepts used and ensure the site is as usable, obvious, engaging and motivational as it can be.
The time invested in perfecting it   increases the effectiveness of the resulting website.

4

Content

The personas, user flows and prototype provide a basis to identify content, pages and structure, from a customer's perspective. We identify the sitemap, navigation, labelling, content architecture and calls to action in relation to each persona and their anticipated journey through the website.

Design should be engaging, accessible and drive users to the point of conversion.

1

Creative concepts

Design has to be engaging, accessible and drive users to the point of conversion. In practical terms it should adhere to brand guidelines, adapt to screen resolutions, provide a base from which to build a consistent online brand language, and be flexible to the needs of the technology behind it. Above all, it should be unique and creative.

2

Template roll-out

Designing for a website is more than about making it look good. Our goal is to bring your brand to life online. We work with our planning, technical and SEO team to push the boundaries of current and future trends, and to inject creative, dynamic and innovative touches so that it's just right for your business.
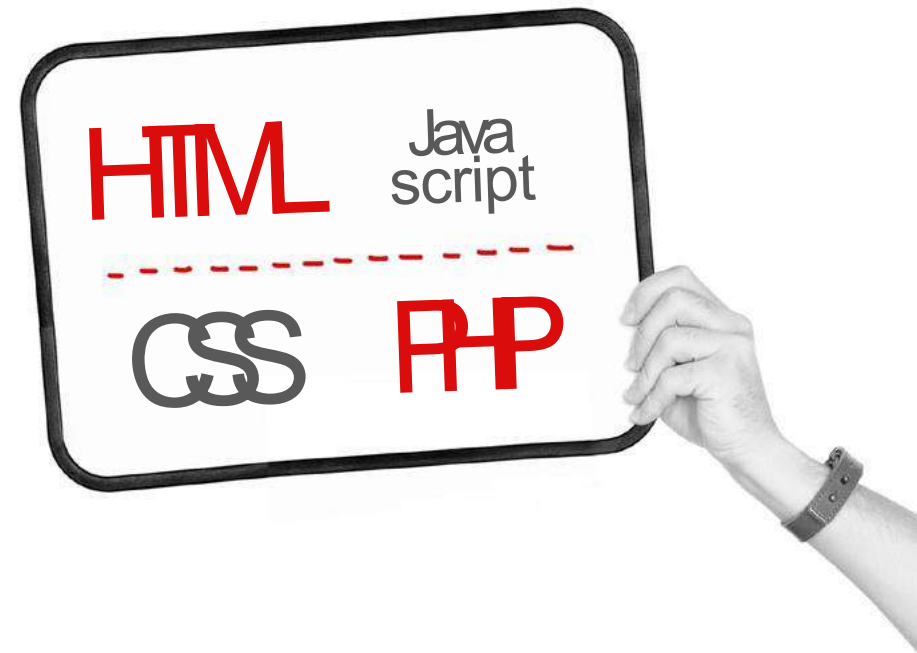
3

Style Guide

We formulate a guide that defines the styles we create. This is used by both designers, developers and by you to ensure consistency in both the initial and on-going project.

Build

We build high quality scaleable and secure websites.

1

Development

We make the web development process easy. We use cutting edge technology which speeds the process and makes it more robust. As well as being fluent in HTML, CSS, PHP and Java, our developers have the rare ability to translate complex technical matters into straightforward plain English.

2

Decibel CMS

We implement Decibel, an Open API CMS, which provides clients with the controls to edit and manage their website. It also has the tools to radically increase the speed and quality of website development. Decibel is modular and scalable, fully supported, and is portable to any agency or developer at anytime. Decibel is used in 20 countries.

3

Testing

We approach development as a software company rather than a creative agency. We undertake front-end, cross browser, quality assurance and bespoke functionality testing before handing a website over to a client to upload content.

4

Hosting

Private cloud hosting has a number of benefits over and above traditional hosting. Through our partner Iomart Group Plc, one of the UK's largest hosting providers, we provide a secure VMware virtualised private cloud facility, which is PCI compliant, and ISO9001 and ISO27001 accredited. All of our servers are monitored 24 hours a day.

Market

We know what makes your customers click.

1

SEO

SEO is at the core of what we do - delivering websites that generate marketing results. We consider SEO throughout a website project to ensure the underlying site and content structure can maximise SEO opportunities. The setting up of on-page factors, optimising content, transitioning old sites, and link building campaigns are undertaken entirely by our in-house SEO team.

2

PPC

PPC charges have increased significantly in recent years, meaning it is more important than ever to manage your campaigns effectively, efficiently and creatively. We have a proven technique which maximises traffic and minimises cost. If you think you are paying too much for your PPC, let us review your campaign.

3

Social Media

Social media is ideal for promoting yourself by providing useful content and actively engaging in online conversations. We identify the right strategy for your business, and implement and manage your accounts on your behalf with the aim of attracting 'followers' and turning them into advocates and customers..

4

Analytics

As part of our SEO and PPC services, or by separate arrangement, we review a client's website once a month to see how it is performing. We use Google Analytics supplemented by Decibel Analytics to track trends, monitor user behaviour, analyse keywords and make recommendations for improvements.

Support

" How can we help "

Not only do we form part of your team, you form part of ours.

1

Project

While our planning, design and technical functions are equally strong, it is the strength of our process that differentiates us and most importantly, the quality of the work we deliver. NBV prides itself and its reputation and its consistently high level of service. Our team is universally known for being accessible, knowledgeable and easy to work with. They frequently supply status reports.

2

Delivery

We have a dedicated production department which continually reviews timings and resource availability, so we can pinpoint delivery of every aspect of a project from the outset. We provide clients with a Gantt chart showing every task and its associated timing, as well as essential moments when we'll request feedback.

3

Technical

Our clients experience friendly on-going assistance from the same project team that delivered their site, with direct access to the developers when needed. Support requests are logged and managed through a ticketing system, to make it easy for clients to give feedback to monitor the progress of their requests.

4

Hosting

We provide a fully managed hosting solution which includes: maintenance, patching and upgrade of operating system. In addition: web server software, monitoring and management of servers and web applications, on-going monitoring of resource utilisation, installation of patches and nightly backups.

About us

At the heart of our success is the experience, energy, and passion of our team.

Strategy

Results

creativity

technology

Digital strategy

website design and build

Brand development

social media campaigns

search engine marketing

mobile sites

landing page optimisation

Our services

We deliver websites and campaigns designed
to generate leads, sales and brand engagement.

Transcendental Technologies

GLOBAL PRESENCE

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