



Webedy – Who We Are

We are a web development agency based in Sydney's inner west.

Kicking off in 2002 as Frankland Media and then later as Velvet Digital we have recently re-structured our business to make Webedy PTY LTD. We have gained a reputation for being hard working, easy going and above all, creative with technology

We combine years of industry experience with strong management skills to provide a tailored design & build solution for you.

Director Todd Frankland forged the business from his strong background in computer network project management. Having completed a number of years project managing the delivery of major network installations for Universities and corporations Todd has developed a strong culture of process and managed delivery.

In today's global marketplace, an exciting online presence is essential for any business wanting to make an impact in their market.

Until recently, websites have been limited by their technical origins; many sites focusing on function at the expense of form. Webedy's aim is to restore the balance, by creating websites that not only achieve their purpose, but also look amazing and are clear and easy to use.

The Webedy Web Development Solution is delivered using a combination of creativity, cutting edge technology and proven project management methodology. An experienced and skilled team ensures your project is delivered in accordance with best practiced methods.

Work Philosophy

During the entire sale, delivery & post support process, we seek to maintain on-going collaborative relationships with our clients to ensure expectations are set, met and exceeded.

Understanding your needs and delivering to meet them is an essential part of our business. To this end we have adopted a 5-point philosophy;

1. Consider the experience of the customer above all other aspects of design.
2. Know who your customers are and personalise the experience for them.
3. Keep it simple and say what you mean in clear language.
4. Make it easy to find, fast to load and simple to navigate.
5. Think laterally. Your content can be much more than a brochure.

Key Benefits

We believe visibility is key to the success of any project, small or large, and we are confident that our skills and methods will ensure successful delivery of your project.

The key benefits we provide are:

1. Media rich, creative, dynamic, cutting edge design
2. Scalability to ensure future development
3. Delivery of service with high-end development software & latest proven methods and technical languages
4. Experienced project delivery team
5. Flexibility

Project Delivery

Delivering a project of any type requires a careful balance between creativity, process and technology. To this end we have created the Webedy Life Cycle Project Management Method. This method is built on a foundation of Prince2 project management methodology. Webedy Life Cycle project management begins with identification of a clear START and END point. A detailed document, outlining our delivery method is available upon request.

Creative

In today's marketplace perception is everything. Our long-term experience in Creative Design and a sound knowledge of the technical environment in which we work ensures you will present a unique, targeted image to the market place.

We believe technology should always inspire the creative mind and not limit it. To that end, all design elements are constructed using the latest industry standard applications and techniques.

Technical

Webedy use a number of technical languages and proven web design delivery methods to produce and deliver online content. We ensure our web pages are delivered to the standards set by the World Wide Web Consortium (www.w3.org), which governs and sets the best practiced methods online. Please contact us for more specific information about our technical methods of build and delivery.

CMS (Content Management System)

Our content management systems (CMS) are delivered to simplify the maintenance of content-rich websites, allowing content to be directly added, updated and deleted by non-technical staff. Our content management systems (CMS) separate content from design, ensuring consistency in design, preservation of brand identity, and making it easier to reuse content. By storing all data in one place and controlling user access privileges and workflow we allow a greater number of people to participate in the development of the website solution.

As the size and complexity of a website may increase, our content management ensures the process of updating, revising and redesigning your site does not become a burden. This gives you a strong and flexible foundation to build for the future, and allows you to consider other areas of web technology that you thought prohibitive. By freeing you from the technical responsibility of your website solution you are able to turn your attention to building audiences and attracting users by providing a greater range of functionality and features. Please contact us for more specific information about our technical methods of build and delivery.

Search Engine Optimisation (SEO)

Working with various SEO companies who specialise in search engine content, we build Search Engine Optimised (SEO) websites, based on the latest SEO recommendations and practices. Please contact us for more specific information about our technical methods of build and delivery.

Copyright & Content

All files retain a Webedy Copyright. They may be used by you or other developing companies on written request to Webedy. We do not charge any royalty fees or other charges to re-develop our concepts and construction files. We do not intend to stop you developing our product through another company, providing we receive notification of your intention and have received full payment for work already completed. While Webedy design and build all elements of a web development project the actual text used in the media is produced and supplied by the customer or a 3rd party marketing company or copywriter. Customers may also choose to supply images. Webedy does have a large stock image library at its disposal. Images are available for use and typically include a once-only charge per image.

Resource

Due to the nature of web development and the range of methods/technology available to deliver it, Webedy have established a relationship with a contract resource agency that supply specially skilled technical resource, as we require it. This resource is carefully managed by our project management methods to ensure work is delivered securely and to a high standard. One of the major benefits of out sourcing technical builds is the cost savings which are passed on directly to the client.

Terms & Conditions

A copy of the Webedy Terms & Conditions is available upon request

About the Director Todd Frankland

Webedy Role: Web/Online Director

Qualifications: BA Creative Arts, Prince2 Project Management Certification, Networking Standards Certificate - Nortel Networks, CSS-XHTML Standards Certificate - W3C

Experience: Todd's Project Management and technical expertise has seen him successfully co-ordinating many high-end UK and Australian Network & Web Based Infrastructure Projects. Working for companies such as Yell.com, British Airways, Nortel Networks, Fudge Hair Products, Qantas, Kone and Symantec he is vastly experienced in working in many types of network & software environments. His expertise also covers resource management, web/network design & build, maintenance and quality control. He has strong interpersonal ability, is a confident leader and effective communicator.

Contact us

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