



*Web Development*



*Integrated accounting  
stock control software & website  
systems for trading companies*

## Sharp-aX Web Development

Our highly experienced Sharp-ax Web team is based in Berkhamsted in Hertfordshire. The team uses modern languages including PHP, MySQL, HTML5, CS53, Bootstrap, JQuery, Javascript, CodeIgniter, (MVC framework) and Smarty templates.

Our websites are based on a continually enhanced tried and proven Sharp-aX template. We are able to interface with third party websites and systems such as Magento and Open Cart. We have vast Magento experience from systems processing 3000 orders daily. Options include Account customers only and a customer only web portal site.

To further promote your website traffic we use tools such Google Adwords, Doofinder, Newsletter Campaigns and tracking cookies. The website address of every page is SEO friendly helping your site to rank higher in search engine results.

Sharp-aX Web orders are automatically and instantly uploaded to the Sharp-aX system thus avoiding rekeying errors, improving efficiency, customer service and saving time!

Our websites are highly secure using MVC framework, Astra Security and SSL certificates. All sites and databases are backed up securely on a daily basis via our dedicated servers.

Full demonstrations available either remotely, site visits and/or in house demonstrations together with consultancy and training, ongoing support hosting, security and maintenance.

Examples of web works: <https://sharp-ax.com/websites/portfolio>.

## Website Features

|   |   |
|---|---|
| <b>Fully responsive design</b>                | Resizes automatically to work with any device - mobiles, tab lets, PCs  |
| <b>Doofinder Option</b>                       | Doofinder search option to allow full control of the search functionality of your site and identify your customers' search behaviour            |
| <b>Customer and Product Data Import</b>       | Automatic import of customer and product data including images from your Sharp-aX software  |
| <b>User Configurable Category and Mapping</b> | Design your own category structure and map products from your Sharp-aX software   |
| <b>Customer Price Lists</b>                   | Maintain special offers on your site and add graphical banners to alert your visitors   |
| <b>Quantity Breaks</b>                        | Better discounts on products purchased in greater numbers   |
| <b>Special Offers &amp; Coupons</b>           | Offers on purchases: Buy X get Y free, buy X get £'s off Z etc.   |
| <b>Delivery Module</b>                        | Advanced rules for delivery: free delivery over X amount, delivery per mile, premium deliveries etc.  |
| <b>Click &amp; Collect / Within 1 hour</b>    | Orders collected free from store  |
| <b>User Configurable Home Page</b>            | Users can edit graphical links on the home page   |
| <b>Content Management System</b>              | Comprehensive Content Management Systems (CMS) which allows the user to manage many parts of the website instantly                              |
| <b>Customer Login System</b>                  | Customers can login and sign up with website. They can sign up as a cash customer or apply for a trade account, or checkout as a guest customer |

## Website Features Continued

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|--|--|
| <b>Customer Account Information</b>          | Customers may view their Sharp-aX account information including order, quotes, invoices, accounts and pricing                                    |
| <b>Ordering and Quotations</b>               | Process orders and quotations from customers and record them directly into Sharp-aX  |
| <b>One Page Check Out</b>                    | Simplify the checkout process by gathering all customer information on one page and reduce customer cart abandonment                             |
| <b>Credit Card &amp; Debit Card Payments</b> | Accept payments via the secure Sage Pay system, PayPal, Worldpay, Handpay or ePDQ  |
| <b>Pay by Finance</b>                        | Finance options and pay by instalments using DEKO  |
| <b>BACS Payments</b>                         | Bank transfer payment option   |
| <b>Postcode Look Up</b>                      | Easy Access to address details   |
| <b>Company Information Pages</b>             | Display additional information such as About Us, Contact Us and Delivery Details, all configurable using the CMS                                 |
| <b>Knowledge Base</b>                        | Provide information, problem solving facts + graphics  |
| <b>Related and Alternative Products</b>      | Related and alternative products from your Sharp-aX software are displayed on the product pages  |
| <b>Products Category Lists</b>               | A filtering system to allow the visitor to filter by price, brand and grade. Also, sort by popularity and price low to high or price high to low |
| <b>Stock by Size and Colour</b>              | Support for products sold in multiple sizes and colours  |
| <b>Shop By Brand</b>                         | Search by brand name.  |
| <b>Units of Measure</b>                      | Customer may select different units of purchase: 5's, 10's packs and bundles   |
| <b>Search Engine Optimisation</b>            | SEO-friendly URLs to improve your search result placement and facility to set your page titles, keywords and descriptions using the CMS          |
| <b>Google Analytics</b>                      | Setup Google Analytics to monitor your site's activity and how visitors found your site  |
| <b>Google Shopping and Inventory</b>         | Setup automated feed for Google shopping and Google Inventory  |
| <b>Multiple Images Per Product</b>           | Unlimited images upload per product  |
| <b>Multiple PDF Files Per Product</b>        | Unlimited PDF files and upload product-technical data sheets   |
| <b>Multiple Server Backup Systems</b>        | Data backed up by multiple automated systems.  |
| <b>News &amp; Articles</b>                   | Use configurable news system to keep your customers up to date with your company   |
| <b>Sales Statistics</b>                      | View your entire monthly sales history for web sales within your CMS presented in graphical format   |
| <b>Customer Reviews</b>                      | Customers may write reviews on your products and services - only visible on your site once approved  |
| <b>Knowledge Base</b>                        | Answer your customers' queries quickly via the website knowledge base library which includes FAQs, infographics and videos                       |
| <b>Web Chat</b>                              | Third Party Web chat system  |
| <b>Astra Security Option</b>                 | Real time website protection   |



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