

Yantra IT SOLUTIONS

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About yantra

We are a team of over 20 full time IT experts working in various areas of web expertise from design, programming, and search engine optimisation.

Our dedicated project managers are trained to have a high skill set in business and IT, enabling them to translate IT skills into business environments smoothly.

Our admin staff work tirelessly to ensure all accounts are up to date and all clients are supported.

Working across the world on the biggest IT platform : the worldwideweb, can be daunting, but we are always investing in our people to ensure we can offer you the best cutting edge technologies at the most competitive prices.

Finally, our founders and Directors are from IT backgrounds, business backgrounds, and marketing backgrounds enabling us to offer balanced consultancy services in all these areas to our clients.

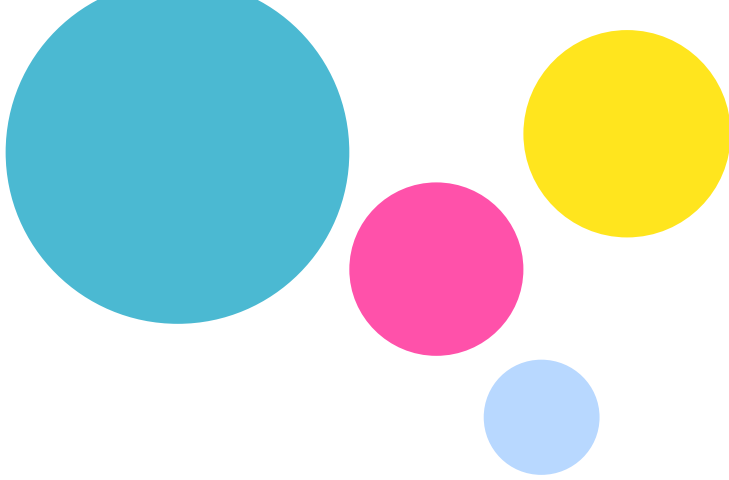
“We speak your language and deliver what you need, allowing you to focus on what you do best, manage your business”

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Branding

Personal to you and appealing to your audience

Our clients often have a lot to handle when starting a new business or rebranding. This is not something you will want to change so getting it right from the start is essential.

After a simple needs analysis we will take you through the process making sure not to take over your brand but to listen and integrate your needs with our expertise.

The result; a fine balance of yours and our expert's imaginations will create something personal to you and appealing to your audience.

Some of our clients have a definite vision, others have part of an idea of what they like, and some don't have the time to think about this at all; either way, our proven model delivers positive results.

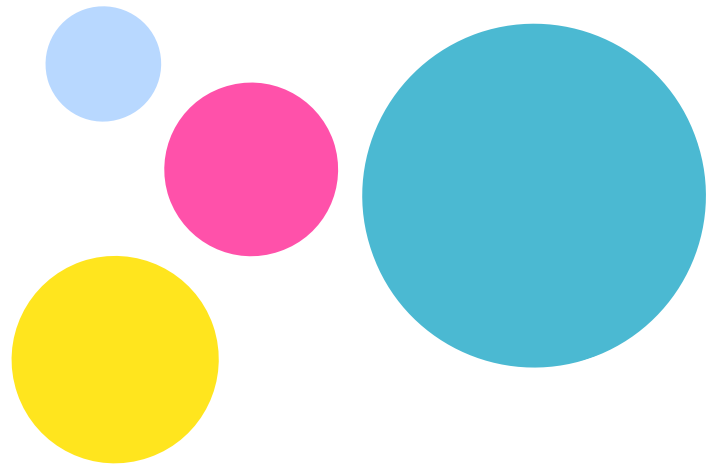


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Internet Solutions

All that defines your presence and business on the net

Web design, web marketing, CMS, website functionality, SEO, social media, web applications, database integration, web audio, web tv.

- ✓ Web development
- ✓ Web applications
- ✓ Web based software integration
- ✓ Web Traffic Generation and management
- ✓ Technical Support, AMC

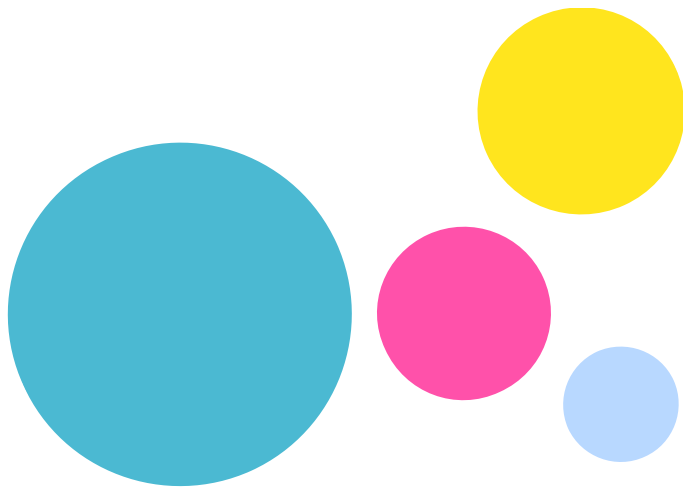


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Web Marketing

Search Engine Optimisation (SEO)

SEO and Link Building offer cost effective ways to increase web exposure, web traffic and ultimately your sales leads. If done well a website can attract thousands of unique visits per month and is considered one of the most effective marketing tools available.

SEO Packages include the Following:

Stage 1 Client Audit Report

Stage 2 Project Planning

Stage 3 Project Implementation

Stage 4 Annual Maintenance Contract

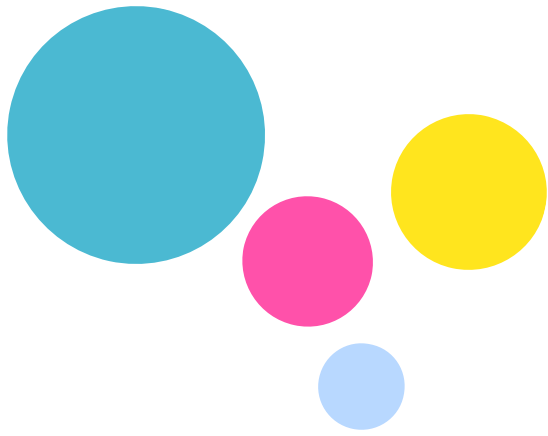


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Consultancy

Need help defining your business?

Feasibility Reports, Market Research, Business Plans, Business Partners.

If you are looking to set up a business or feel your business has lost direction and definition, we work closely with our clients making sure their business will work; it is simply in our interests to grow with you.

We spend a lot of time researching your potential customers and competition giving you all the information you need to succeed.

At Yantra IT Solutions we like to share our knowledge; simple yet very very effective.

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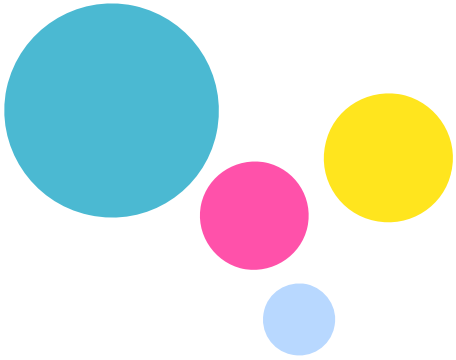


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Support Services

Giving you peace of mind every day.

Yantra IT offers bespoke support contracts for websites, web applications, and web platforms. Our monthly support packages are tailored to suit your requirements.

Here is a summary of our support packages.

Gold Premier support service Recommended for business critical environments.

1 hour (RT*). 1 day (FT*).

Silver support service Recommended for non-critical systems that are used for development & testing purposes or low-risk production environments.

4 hours (RT*). 3 days (FT*).

Bronze support service Recommended for low-risk machine environments that are used for irregular activities (e.g., adhoc Research & Development).

1 day (RT*). 1 week (FT*).

**RT is the response time for the support and FT is the fixed time for getting the problem solved.*

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a-dentalcare.co.uk

PERFORMANCE

1000 hits per month
30 leads per week
top 10 rankings for 2 key searches

GO THIS SITE

click here for free web analysis

The Brief:

A complete branding solution from logo, corporate identity, to signage, design and print services, internal posters and conceptual design. Advanced Dental Care is one of Swindon's leading private dental practices that registered over 3000 clients in its first 6 months of business.

A professional web site balancing easily accessible information with brand integration is a key part to ADC's service offering.

What We Used:

Adobe Photoshop, Adobe Illustrator, XHTML, Flash, CSS, Client Management System, Newsletter Manager System. SEO Audit Analysis, On Site Optimisation.

Client's Feedback:

Yantra were easy to work with, they understood what I needed and listened to my particular preferences. What they came with was quick, easy and spot on. We developed the ADC branding and integrated it into our practice aesthetics, print requirements, promotional materials and website. They have continued to offer hassle free website support and development. I would certainly recommend them to any business wanting to have access to top quality sales and marketing tools as well creating a great brand!! I still have one point of contact for all requirements from printing to website support and creating emails.

Sat Gandham, Practice Owner, www.a-dentalcare.co.uk

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www.btsc.co.uk

PERFORMANCE

over 50,000 hits per month
over 200 leads per week
top 10 rankings on major courses
offered

GO THIS SITE

click here for free web analysis

The Brief:

BTSC are Europe's largest and most advanced Plumber Training and Electrician Training Organisation, providing City & Guilds qualifications and ACS gas certification. We were required to create some positive web PR, redesign the site, perform a wireframe analysis to ensure an optimal user experience, manage an initial 3 month PPC Campaign, perform a Marketing Audit followed by SEO plan for 6 months, implement Emarketing software, and advise on various Marketing strategies.

What We Used:

Adobe Photoshop, Adobe Illustrator, XHTML, Web 2.0, My SQL, CSS, SEO, PPC Campaign, Link Building, Article Syndication, Blogs, SMO, Emarketing Software, Finance Calculator.

Client's Feedback:

The guys at Yantra were smart, they know what they are talking about, and they give good advice on what you can get for your budget. Within 3 months of launching our new site we had a good number of enquiries from organic rankings, and could stop our PPC campaign which saved us a lot of money. We now have a good stream of daily leads and our website is by far our most powerful marketing tool and much much more cost effective than other forms of advertising. We will certainly use a large part of our marketing budget regularly for the foreseeable future for web marketing as I am sure it will grow in the future. Yantra also developed an emarketing system, a finance calculator where our sales people can easily calculate monthly repayments based upon various courses selected and don payments. They don't seem to be able to not do anything required or know of a solution. I have no hesitation in recommending them as IT partners with a good business sense.

Richard Hunt, CEO, www.btsc.co.uk

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www.ultimateconnexions.co.uk

PERFORMANCE

over 20.000 hits per month
over 100 leads per week
top 5 ranking on major services

GO THIS SITE

click here for free web analysis

The Brief:

Ultimate Connexions can cater for everything from studio apartments to large family homes in the town or country in Bedfordshire.

We were required to create a brand using the familiar colour of orange, develop an interactive website and CMS where the client could manage their own properties, RSS Feeds into 3rd party websites such as rightmove, graphic design for marketing material, flash video for TV screens, SEO and SMO for web traffic, Emarketing.

What We Used:

Adobe Photoshop, Adobe Illustrator, XHTML, Flash, CSS, PHP, My SQL, On Site SEO, link building, web PR.

Client's Feedback:

We were using a different company before Yantra who seemed to charge us high prices for all minor changes to our site and we were restricted by the content management system that didn't do a lot of what we needed. Yantra took the time to understand our business and then developed a custom made CMS which meant we saved money on monthly charges we previously had and also we now have complete control of our website. We get a good amount of enquiries for viewings through our website and spend less money with other places we used to advertise. Our website is a crucial part to how we promote our properties and also as a sales tool. We are now in the process of developing a new site dedicated to properties abroad and see huge potential is developing business along these lines. Yantra are easy to work with, we have one point of contact for all matters, and just to make it all rosey, we get a visit from our account manager to make sure everything is good or to recommend new products such as Emarketing which we have recently began to use as a way to keep in touch with interested buyers or renters.

Sam Bains, *Director*, www.ultimateconnexions.co.uk

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www.skbeautysalon.co.uk

PERFORMANCE

50 hits per month
Just launched

[GO THIS SITE](#)

[click here for free web analysis](#)

The Brief:

SK Beauty offers all aspects of beauty therapy using Dermalogica, Jessica, St.Tropez, Universal Contour Wrap, Bio Sculpture and IPL.

We were asked to rebrand from logo to concept. Design a clean and conceptual website, image gallery, SEO and SMO.

What We Used:

Adobe Photoshop, Adobe Illustrator, XHTML, Flash, CSS, PHP, My SQL, On Site SEO, link building, web PR.

Client's Feedback:

Yantra IT Solutions have been fantastic at setting up my website and developing the best package for myself and my business.

The fact you speak and deal with one person builds up real client confidence. Everyone has had such knowledge of the area they are working in and continue to look at your site and develop it continuously so it is always working to it best. I think every area I have enquired about someone on the team is able to advice and help, from setting up the website to looking at rebranding, to having a shopping on line service.

I am so glad I was put in contact with Yantra, what sets them apart is getting to know their clients and tailor making the best plan for them & their expertise in all areas.

Thank you Yantra IT Solutions!

Susan Klapa, www.skbeautysalon.co.uk

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www.fieldrecruitment.co.uk

PERFORMANCE

Hits 50,000 per month
Registrations 60 per week
top 5 rankings on major services

GO THIS SITE

click here for free web analysis

The Brief:

Our brief was to create a vibrant brand reflecting one of Swindon's leading recruitment agencies. Logo Design, Corporate Identity, Signage, were a part of the branding and this was then carried into the website. Yantra managed the complete domain management web development and database integration. Field Recruitment's website now stands ahead with a great user experience, recruitment tools, CV Builder, Articles Section, a complete online recruitment application and registration system, along with a Digital Marketing Campaign which has lead to top rankings in major search engines as well as regular site traffic in the thousands.

Developed through phases we have continued to develop and enhance the field brand on the web and play an integral part in its growth

What We Used:

Adobe Photoshop, Adobe Illustrator, XHTML, CSS, JavaScript, PHP, Content Management System, Event Management System, Newsletter Manager System. Online Tools, RSS Feeds, On Site Optimisation, Link Building, Article Syndication.

Client's Feedback:

We began working with Yantra a year and a half ago and they first designed our new logo and did our branding, signage and printing design work. They worked closely with us and took time to make sure we were completely happy, and they were very competitive on price. Since launching our site it has grown in traffic and we use it as an integral part of our job posting and applications. We have complete access to parts which we need to regularly update and we have a good support service for website and hosting issues which is simple and essential as we do not employ in house IT experts. We have constantly added features such as the CV Building Tool, Articles Section, Newsletter and Candidates Area. Yantra are very helpful in suggesting ways to enhance the site and make the performance better. We regularly review performance of the site and discuss ways to improve content and feature to attract our visitors.

Andrew Careswell, Managing Director, www.fieldrecruitment.co.uk

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howmuchdoineedtoretire.co.uk

PERFORMANCE

over 200,000 hits per month
over 100 leads per day

[GO THIS SITE](#)

[click here for free web analysis](#)

The Brief:

To develop a UK wide financial services portal offering free information and calculator tools to users looking for financial advice. Branding, wire framing, web application development, database integration as well as hosting and domain management. On site SEO work was key to establishing a national presence for both this site as well as others. We built the platforms that have enabled our client to thrive in the financial services industry and launch over 10 sites which are established in their niche markets.

Continual Web Marketing services have achieved regular high volumes of traffic, integral to the success of our client's business.

What We Used:

Adobe Photoshop, Adobe Illustrator, XHTML, CSS, JavaScript, Flash, ASP.Net, Online Tools, RSS Feeds, On Site Optimisation, PPC Google Adwords, Link Building, and Article Syndication.

Client's Feedback:

Yantra IT came up with a great design very quickly and talked s through the important aspects of the internet business. All of our business is web based hence maximising the ROI and keeping up to date with changes the internet is always making is a challenge. We always rely on Yantra to come in and talk us through various options and they always come up with a solution and sound advice. Over the past 2 years we have grown into a leading web business and have over 10 sites that offer specific financial advice and services, and Yantra have assisted in many aspects of our business from hosting, design, web applications, web PR, traffic generation, and web analytics which are crucial for our KPI's and business model. I would have no hesitation in recommending Yantra as serious web experts who have a no nonsense approach and speak a simple business language which is crucial to getting the most from your spend. Their costs are always very competitive also for their level of complete service and managed support.

Matthew Morris, Director , www.howmuchdoineedtoretire.co.uk

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www.crazygapyear.com

PERFORMANCE

Just Launched
over 1,000 hits in first month

GO THIS SITE

click here for free web analysis

The Brief:

To create a youthful and exciting brand geared towards long term travel for students. To develop a nationwide web portal with interactive features such as blogging, online diary, travel planner, worldwide hostel booking system, and a wealth of other exciting features to engage the youth into planning and managing their long term travel

Our client's initial focus is travel to New Zealand and Australia however they plan to offer extended travel services throughout the world. We offered marketing analysis to define the potential audience, wire framing analysis to develop the concept, and then created a powerful brand matched with an exciting range of content and a complete holiday planner.

What We Used:

Adobe Photoshop, Adobe Illustrator, XHTML, Flash, CSS, JavaScript, PHP, Content Management System, Travel Management System, Members Area, Online Booking System, Interactive Tools, Newsletter Manager System. RSS Feeds, On Site Optimisation, Link Building, Article Syndication.

Client's Feedback:

Yantra IT Solutions are a very good company to work with they are with you for all the stages of making a successful website, they are very helpful with the marketing analysis of the industry with a full analysis showing very useful information that is needed when starting up a website. Yantra IT Solutions also had a lot of input in the 3rd party integration with other companies with in our industry The website design is very structured and is planned in stages so that you can get the best out of the website development and design stages, everything is explained and is very easy to understand all throughout the construction of the website. Knowing that Yantra IT Solutions are working with us all steps of the way when running our company and that they have knowledge and know how to grow and knowing that they will bring the complete managed service throughout the website's existence, this will help www.crazygapyear.com to get on with what we started the company for and that is to help people when planning and booking a gap year experience travel and having the time of there life!

Craig Weaver, *Founder*, www.crazygapyear.com

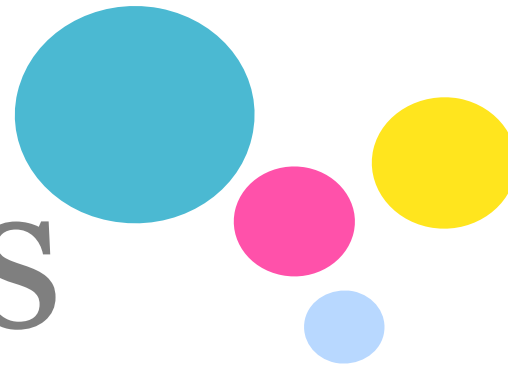
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Visit us at www.yantrait.co.uk

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