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## Large programming based projects

### We run our branding projects in sections.

Alloyfish have been working on large programming based projects for the past three years with high degrees of success. It is in fact very likely that you have been directed to us by one of our satisfied customers. Past projects have varied from bespoke database systems to full scale social networking websites.

Technically, we are able to work with most common programming languages and systems and can advise upon this if required. Unless otherwise required, it is our general preference to build solutions using a combination of PHP and MySQL for Linux / Apache (LAMP) as this enables us to tap into our very highest levels of experience for a rapid and reliable result.

We have developed a system of team management which ensures that the end result matches your expectations and is delivered on time.

The process for handling large projects differs slightly depending on exactly what you require, however most projects follow a well defined path starting with consultation and moving to full specification, implementation, testing and launch.

### Project Process



*Core parts of a project process are shown in blue.*

### Consultation

All projects start with a chat between one of our experienced developers and you to get an idea of what you are looking for and ensure you are familiar with the development processes.

### Specification:

The functional specification is drawn up and agreed with you and is a list of the different things that the website needs to do. From this we draw up a technical specification, a detailed description of the exact requirements you have, to help ensure you get what you want.

### Design & Branding

Although in some cases you will have your own design consultant available, we are able to carry out the design work for your project, and use our extensive brand expertise to establish a strong and tangible brand if appropriate for your project.

### Build

During the build process we will give you regular updates to keep you well in-the-loop. Any design or technical issues which arise will be brought to your attention as soon as they crop up. As a reasonably large team we can pull in more people to work on your project if required throughout the project's build which means that we do not miss our deadlines.

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### Test

As we reach the end of the build process, another developer within our team will be assigned to test the system. Once this is completed, you will be given a run through and access so you can check that you are happy with the end result.

### SEO

Search engine optimisation, if required, is best started as part of the build. This makes the technical on-site aspects of SEO much easier to achieve and more effective. Once the site moves towards launch we start concentrating more heavily on off-site SEO as this cannot be effectively tackled without a visible website.

### How to start a project

Contact us using the details on the next page and we will arrange for a consultation as soon as possible.

### Web Marketing

We are able to undertake complete web marketing campaigns to start alongside the website launch. The nature of these will depend on your requirements and can range from simple PPC advertisements to targeted multimedia placements.

### On going support

With all projects we supply ongoing support, maintenance and updates if required.

Alloyfish is a cutting edge branding and web company.

Based in London UK, they offer total online business solutions at an affordable price. We are accessible, ambitious and listen to our clients.

For more information on business services Alloyfish provide please go to [www.Alloyfish.com](http://www.Alloyfish.com).

For enquiries please don't hesitate to contact us:

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