

It starts with Intelligence.

Artificial Intelligence is our in-house developed content management system (CMS). It allows you to edit your website's content without having to install any software, all you need is a computer with an internet connection, and you'll be able to login with a username and password. Artificial Intelligence was built with simplicity and search engine friendly practices in mind, and forms the framework for all our websites. Our clients previously found other content management systems to be too complicated, and we needed something that's both user-friendly and powerful, so we decided to build our own – hence the birth of Artificial Intelligence.

Artificial Intelligence includes...

Design and standards

- Creative analysis and planning
- Choose from 2 visual concepts
- Website built in valid CSS / XHTML
- Tested in all browsers
- Multiple template support

Manage Content

- Secure administrator login
- Powerful content management system
- Choose which plug-ins and forms to display on each page
- News article system with RSS support
- WYSIWYG (what you see is what you get) content editor
- Editor features include text styling, uploading files, creating links, tables & inserting images
- Archive & preview articles (temporarily disable / enable)
- Pages can be created up to 5 levels deep
- Sort pages using Drag & Drop
- Tool tips can be enabled to offer assistance when editing your site's content
- Create photo albums (drag n drop multiple files, auto-resize)

Multiple Admin Users

- Create more admin user logins
- New users can be set to be content contributors, or full administrators
- View the last user to edit a page

Search Engines

- META tag support for Search Engines
- Friendly URL component (pages have logical names)
- Automated sitemap page

- Basic Search Engine Optimization
- Site added to Google
- Installation of Google Analytics, a powerful system for viewing website statistics

Security

- Secure MySQL database
- Protection against SQL Injection and other current security risks
- Full website backup every 24 hours (when hosting with preferred provider)

The process

As you might've gathered by now, ordering Artificial Intelligence will provide you with a comprehensive website solution including planning, design, development, testing, hosting, search engine optimization and support. It's the full package without any hidden costs. Here's a breakdown of the process you can expect when placing your order:

1. You send us all the necessary information (to have a look at these requirements, see [What we need from you](#)).
2. We send 2 possible designs for your website. You can send us some feedback. We'll do the changes and make sure you are happy with the design before we proceed.
3. We build your website. Here we integrate the design on Artificial Intelligence, do browser testing, configure the CMS, add your content, and build any additional components.
4. We send you a preview link and do additional testing. You can send us feedback, and we'll make changes before going live. Included in your preview link, is your administrator login in case you need to make any last content changes.
5. Your site goes live! We'll assist you wherever you may need help in using the content management system, and we'll be there in case you need any additional components added to your website.

It's that easy, what are you waiting for? [Get started!](#)

Getting ranked on search engines

How do I get listed on Google and other search engines?

Easy, once we've uploaded your site, we add the URL to Google. This won't be necessary if you have a current site that's already listed. Either way, it will take about 2 weeks for Google to crawl your website and index any new content.

Can you optimize my website for search engines?

Artificial Intelligence has certain standard built-in features (such as the Friendly URL component) which help with search engine optimization (or SEO for short). It's also possible to choose unique keywords for each page, and we make sure that headings and links are in text format, and not saved as images. Search engine friendly practices are considered at every stage of development.

What can I do to improve my website's rankings?

Content is king! Search engines love it when you add new content to your website on regular basis, and making sure that your content is keyword-rich helps a lot too.

What's the deal with Google Ads?

Google Ads is a great way of getting immediate, targeted traffic to your website, with better return on investment than any other form of advertising (if configured correctly of course). You can also set a daily budget, run multiple campaigns, and see which keywords are performing best. The general idea is to aim for targeted visitors as opposed to getting as much traffic as possible. Please note that the setup of Google Ads is not included in our standard package. Feel free to speak to us about setting up a campaign.

How can I view my website traffic?

We install Google Analytics as part of the standard package. This is by far the most comprehensive platform for learning about your visitors. You can create detailed reports and see where your visitors are coming from, how much time they're spending on your site, which pages are most popular, and much more. All we need to set this up is a Gmail address or Google verified e-mail address (you can verify your e-mail address by signing up at www.google.com/analytics).

Hosting your website

What is hosting?

In short, hosting is the service that makes it possible for users to view your website once it's been made live, this would usually include hosting of your e-mail accounts. A hosting company would provide you with FTP details (which includes a username and password that grants access to your website) which allows us to upload your website, so it's up for the world to see. In most cases, the hosting company can also register your website's domain name (e.g. www.yoursite.com). This domain is linked to your hosting package, so that your website would show up when people type your domain name (or URL) into their browser.

Can you host my website?

We are not a hosting company, and we like to focus on what we do best, so hosting is best left to the professionals in that area. You can trust us when we say that we've had a lot of experience with various hosting companies over the last few years, so read on...

Should I just sign a contract with the cheapest hosting company that can match my requirements?

We've found that working with a quality hosting company should be a top priority. The choice of a hosting company determines the monthly rate, how well your e-mail works, the speed of your website, how much uptime your site will have, and can have a massive effect on how quickly and efficiently we can launch your website.

We are not affiliated with any hosting companies. We want you to choose a quality hosting company simply for the sake of making our lives (as well as yours) easier, easy as that.

Who should I host with then?

We've found Hetzner to be the most efficient hosting company we've worked with by a long shot, both locally and internationally. Since we've started hosting with them (and advised our clients to do so), we've been sleeping a lot better. Their service is lightning fast, and ordering new services can be done without speaking to people, and then there's the fact that Artificial Intelligence works best on their platform. We've never waited for longer than a minute to speak to their tech support, and you have a choice to have your site hosted locally or internationally. In short, it's everything you want in a hosting company.

How do I sign up for Hetzner hosting?

You have one of two choices:

You can go to www.hetzner.co.za, and sign up with Hetzner directly, be sure to choose the Basic package (that's what you'll need in order to host Artificial Intelligence). The basic package will cost you R99 per month.

OR

We can organize everything for you, and load your site on our Hetzner account, we'll send you a debit order form (as well as a domain registration details form in case you need a domain name), and that's it. We charge a rate of R150 per month, which includes a management fee, as well as your annual domain fee. If necessary, we'll organize the transfer from your current hosting company to Hetzner.

I'm happy with my current hosting company, can I continue hosting with them?

Yes, you are more than welcome to host your website with your current hosting company. If they are providing a good service, then it's best to not create any unnecessary complications. As you can imagine, we do have certain technical requirements to make sure that Artificial Intelligence runs as efficiently as possible, so we can't guarantee anything with regard to other hosting companies. The following basic requirements can be seen as a guideline to check whether Artificial Intelligence will work with your current hosting company:

- PHP & MySQL needs to be enabled on your hosting package.
- We'll need FTP access & phpMyAdmin access for testing and making your site live.
- We need to be able to set folder permissions via FTP.
- .htaccess files need to be allowed on their server configuration.

Seeing as there are endless ways of configuring a web server, we still can't guarantee anything even if the above requirements are met. In a worst-case scenario, we'll need to remove certain features to make your website work with your hosting company (which will also have an extra set-up fee involved).

What we need from you.

Supplying us with the following elements will mean that we can give the required (and much needed) love and attention to your project, so please ensure that our creatives have got everything they need to be creative. If possible, please send the following together (as opposed to sending one document at a time) either by e-mail, YouSendIt.com, courier or carrier pigeon.

- **Creative Brief** (complete this one page questionnaire to give us an idea of your company and your target audience).
- **Sitemap / Website Structure** – either send us a structured list of page titles (in Word or Excel format) or a graphical sitemap (in JPG or PowerPoint format).
- **Logos** that need to display on your website (such as your company logo, products or sponsors). These can be supplied in EPS, AI (Adobe Illustrator), PDF, FH (FreeHand), PSD (Adobe Photoshop) or high resolution JPG / GIF.
- **Brand guidelines / Corporate Identity** – If unavailable, any recent promotional material such as a business card or brochure could assist in giving us the necessary elements required to work with your brand.
- **Written content** – Please supply us with the approved text content for your project, either as a Word document, PDF (with selectable text as some PDFs save text as an image) or even as a Notepad file. This content should follow the same format as your website structure or sitemap to ensure that everything goes in the right place.
- **Images** (if applicable):
 - a. Imagery that can be used as part of the interface design.
 - b. Images that need to be used inside content areas (content documents should indicate where these images need to go).
 - c. Photos for photo or product gallery.