

We make the Web Work for you

What is **dot** ahead? Forward-looking Web Specialists

DotAhead is an organization focussed on the Web. We believe that there are many opportunities that companies can leverage the web for today, and we help them doing just that.

For companies today, web initiatives don't end with a good looking website; they begin there. Websites have become vehicles of conducting business and they need to be designed with care and with attention to the business objectives. Also, there are thousands of websites where customers are flocking and which are inviting partners to leverage the crowds. The web has become the most cost effective and the most measurable way of reaching out to prospect customers.

These are the some of the kinds of opportunities on the web that we help our clients to leverage.

What kind of work do we do?

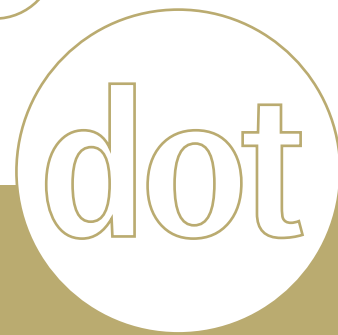
Open to new prospects on the web, we offer services broadly defined in these areas:

Web & UI Design: We follow the User Centred Design Process to design usable, pleasing and business focused web products. The exact steps of the process are customized from project to project depending upon timelines, budgets and requirements. We have championed a process which we like to call "Rapid Prototyping" which helps us iterate visual prototypes and evolve the web products quickly.

Web Marketing: The Internet provides a great and cost effective way for businesses today to acquire new customers. Costs can be checked by ensuring that highly relevant communication is sent out and consumed. Also, the marketing spend on the Internet can be tracked to the last nickel. We help our client leverage all these benefits that marketing on the web provide.

Start2Finish Web Solutions: We also engage with clients to provide Start2Finish web solutions where we take away all the headaches involved with putting up a website. We conceptualize, design, develop, deploy and market a website that meets your objectives.

Our Clients





CASE STUDIES

#1 Start2Finish Website Solution for A Party



We conceptualized, designed, developed and deployed a website for A Party, a South African political party (www.aparty.org.za). The website was meant to engage a young population in South Africa with interactive features and ability to collect micro donations.

#2 Lead Generation for Karvy

We managed an Internet marketing campaign for Karvy, a leading financial services company, to help generate real leads for their 1000 strong sales team. Also, the leads we generated for them were cheaper than any other source of leads.

