

INTRODUCTION TO Vg SERVICES



Vg Design & Build was founded by Mr. John Sylvester to offer web design and build services both locally and internationally. The core activities of the company are the design of websites, search engine optimisation (SEO) and consultancy services.

The company is headed up by Mr. John Sylvester who, prior to forming Vg Design & Build, worked for five years in London with Zygo Management Services Ltd. — at the time, one of the capital's most prestigious web design agencies — as project manager. Zygo's clients included City & Guilds International, RGL (one of the largest forensic accountants worldwide), Lehmann Brothers (City stockbrokers & publicity agents) and Traffic Wales (a system set up by the Welsh Assembly for managing traffic on the English and Welsh border), to name but a few. He also worked as a magazine designer and sub-editor at the Irish Post newspaper for seven years.

Company Activities

At Vg Design & Build we provide custom-designed websites, with tasteful design and branding, professional design and build, marketing and consultancy services, eCommerce and CMS solutions, Flash, proofreading and RSS consultancy and implementation.

Our approach ensures clients' websites are highly placed on the search engines, and the architecture of each website assists in this process by providing the right balance between the design and 'keyword-rich' copy.

For clients that are looking for more advanced solutions, our website development includes eCommerce-driven database integration and content management systems — providing our clients with private-facing alternatives for content management systems (CMS) and eCommerce solutions using PHP with MySQL databases. This allows our clients to manage their own back-end systems.

Also, we provide Flash effects and full-blown websites. The former works well with the search engines, the latter does not. We advise our clients on optimum solutions to achieve high search engine rankings, should that be a requirement.

As soon as the proposal document has been approved, we create an original design template. When you are satisfied with the design, we then start to build all the pages for the site and proofread all of the English text to ensure it not only makes good grammatical sense but also includes the keywords that will help your rankings on the search engines.

On completion, we then ask you to test it. When you are happy that the design and functionality are working to your satisfaction, we then put the site live and start the process of registering it with the major search engines and social media sites. As SEO specialists, our focused optimisation and positioning strategies integrate clients' marketing goals with the site's design and architecture.