



WEBSITES

Methodology and
Case Studies

CREATE!

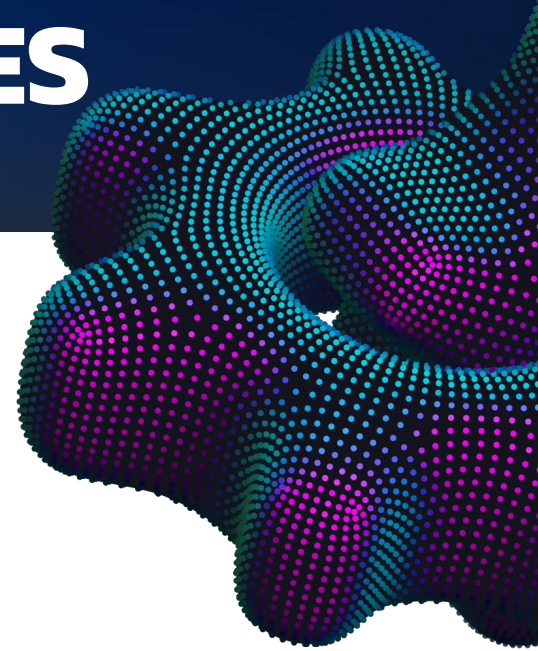


THE COG DIGITAL APPROACH TO WEBSITES



A COG Digital website is a high performance mobile responsive website that is built with either proprietary or open source technology. Managed domain and email plus website hosting services are all part of the service with COG Digital websites.

COG Digital websites create the opportunity for small businesses and brands to have an active domain name and live website that displays all critical business information across an optimised information architecture which enables the business to compete with a quality digital platform of its own.





WEBSITES THAT DELIVER

A COG Digital website is for brands and businesses that require a cost effective and no nonsense approach to launching a website that can perform for SEO and deliver products and services in a targeted way. We develop websites that are suited to fast moving SME's that need web pages for lead generation campaigns and conversion funnels.

We develop websites to become a digital asset and provide a foundation that can be built on at a later date, while supporting all digital marketing communications.

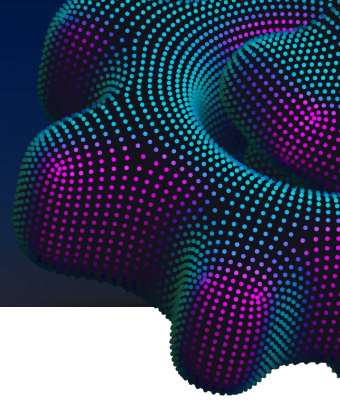
Open Source

Open source is a term that originally referred to open source software (OSS). Open source software is code that is designed to be publicly accessible—anyone can see, modify, and distribute the code as they see fit. Open source has become a movement and a way of working that reaches beyond software production. Wordpress is Open Source and thus is a great cost effective web development technology.

CMS

A content management system (CMS) is an application that is used to manage web content, allowing multiple contributors to create, edit and publish. Content in a CMS is typically stored in a database and displayed in a presentation layer based on a set of templates. Wordpress is great for this reason as you can edit the website yourself and control over the content.

WEBSITE PRODUCT SUITE



Magento®



Wordpress®



*Big
Commerce®*



Shopify®



COG DIGITAL

WHY CLIENTS CHOOSE US



PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



PRIVATE COMPANY

COG Digital is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



OUR ABILITY TO GENERATE ROI

Our focus is to deliver value and bang-for-buck. Our approach to performance marketing is to maintain hyper-efficient for all campaigns. From \$100 to \$10,000, every click and impression is valuable.



EXPERIENCE ACROSS EVERY INDUSTRY

1000+ companies across every industry have trusted COG Digital to deliver, and the results speak for themselves.



CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



READY TO SCALE

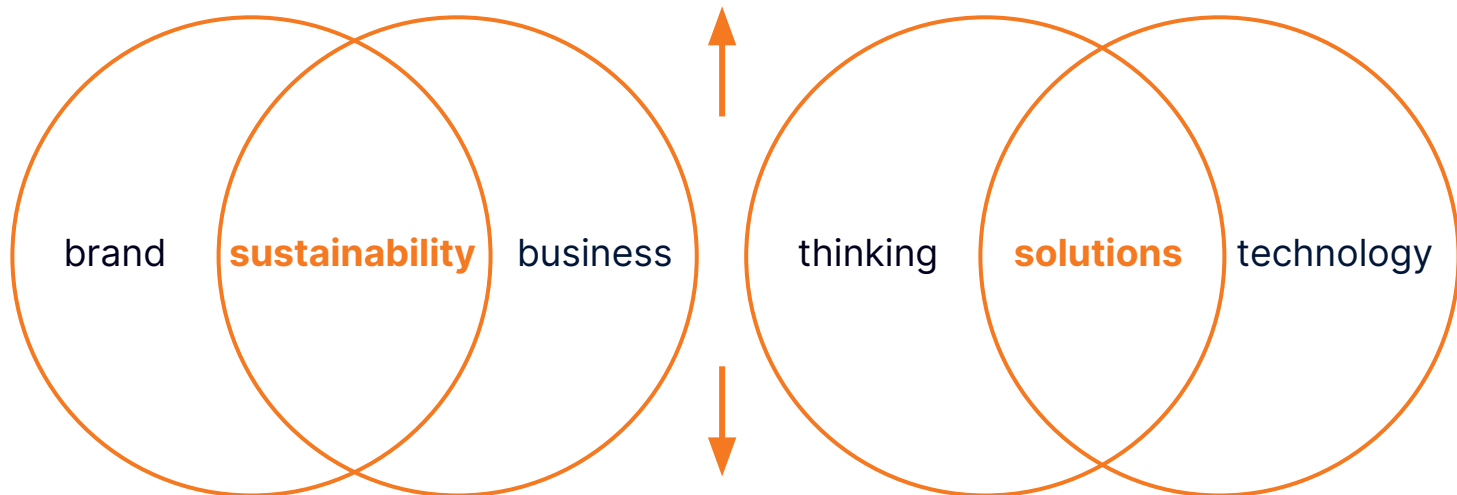
COG Digital has the inhouse team and professional team to meet the demands of any project size. We've got the firepower when it's needed.



WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.

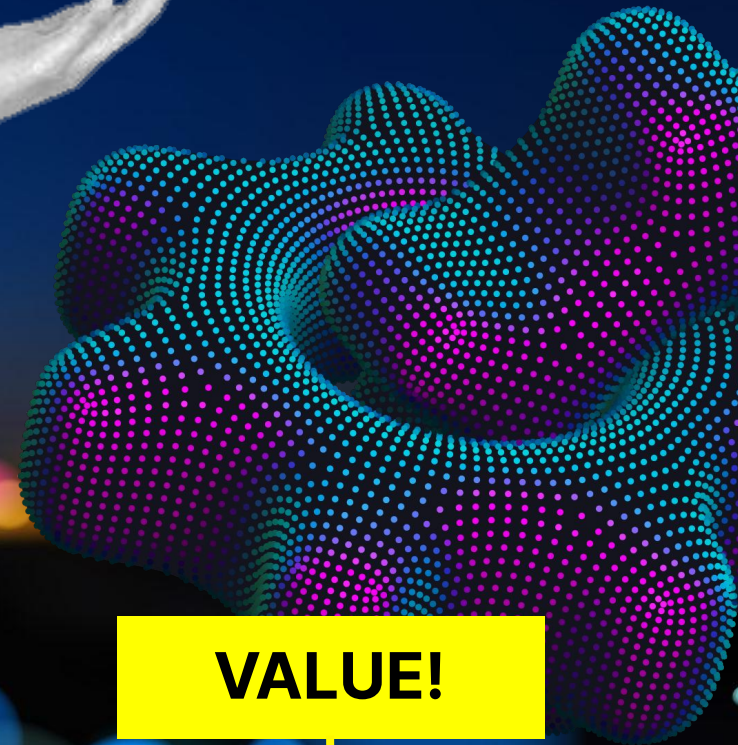
We focus on clever thinking, innovative design and use smart technology to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

SUSTAINABLE BUSINESS MODEL



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON
FOR THE BUSINESS**

WHAT IS A COG DIGITAL PARTNERSHIP?



VALUE!



CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our digital experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the latest in [SEO](#), PPC, Remarketing, [LinkedIn](#), [Google](#), [Facebook](#), [Instagram](#) and [Email Marketing](#).

We also report the numbers with research and clear insights.





THE IDEAL MIX OF EXPERTISE.



INTEGRATED DELIVERY.

At COG Digital, we deliver advanced and integrated solutions allowing us to partner with developers, digital producers and creatives with ease.



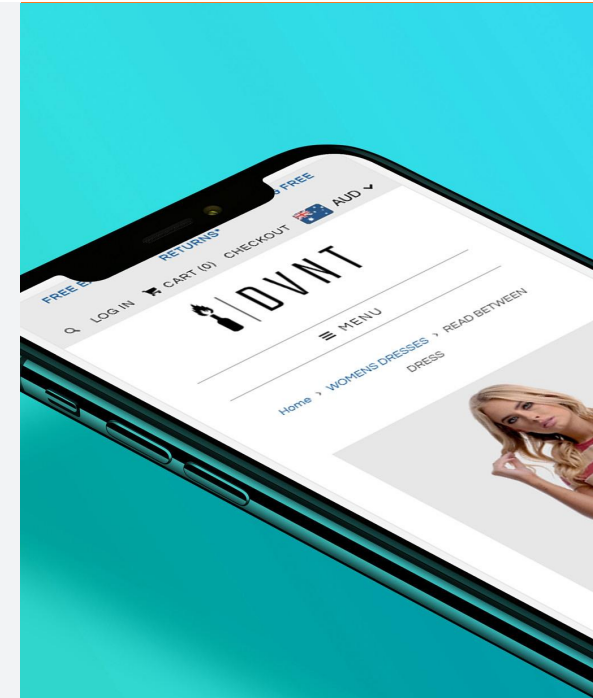
FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Digital is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



TRANSPARENT ACCESS AND REPORTING.

We keep our clients on the same page, and deliver constant campaign updates. Plus, you have access to all accounts.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like these case studies is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take digital marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

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