



SYNEXIC
TECHNOLOGY AT YOUR FINGERTIPS

WHO WE ARE

ABOUT US

To put it in the best way we can, we're a team of visionaries that turn dreams into reality. No matter how big or small of a project, we put our minds together to develop and maintain innovative and effective solutions that last.

Officially, we're a technology firm with locations in the United States, United Kingdom, and Israel, with Synexic being founded in 2013. We're a company where we don't typically hire externally. We've all known each other for years, long before Synexic was even a thought in our minds. All of us go back to programming and developing websites before HTML5, CSS3, smart phones and tablets, Facebook and Google. The times have changed, and we've evolved along with it. As a team, it is critical that we're not just colleagues, but lifelong friends who share a passion for creativity, design, development, marketing, and at the end of the day, a successful and creative solution... and maybe a solid gaming session.



WHAT WE DO

We have a time tested strategy, experience and a proven track record in Web Design, Web Hosting, Web Security, Web Application Development, Code Troubleshooting & Repair, Mobile App Development, Proprietary Business Applications, Brand Design, Niche & Targeted Marketing, PPC Campaigns and Business Analytics.

We also offer Press Releases, Competitor Analysis, Search Engine Optimization, Content Writing. We even offer a Learning Academy so that you can learn how to do what we do! This isn't even a dent in what we offer, so visit our web site for a complete list of services, products and solutions!



OUR SERVICES

Everything starts with sitting down with you to determine *what your goals are*. Before we even start designing things, it is imperative we know about your product or company and what makes it unique and appealing. Whenever we design a website, develop a brand, or do marketing, we design all elements of the project to showcase and market why you stand out from the crowd. Whether it's marketing to consumers or niche B2B marketing, having that “secret sauce” is key to a successful project, and that applies to every service we offer.





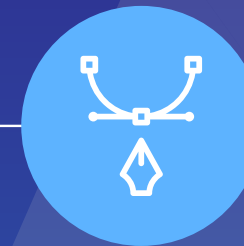
DEVELOPMENT

Our Development team is chiefly responsible for all of the back end development for everything that we do. They ensure that when you click on something on a website or other product, it functions like it should.



DESIGN

Design and Development go hand in hand, because our Designers do the front end work, which means they're responsible for making everything look visually appealing and easy to navigate, whether it's a website, software, or a mobile app.



BRANDING

Developing a Brand is essential because we base all of our development based on it, from color schemes to slogans to marketing and press releases. Branding defines your business and its uniqueness.



SEARCH ENGINE

SEO is an absolute requirement these days with websites. Without SEO, search engines like Google will rank you very low, which means your visibility is destroyed. There's different types, and we offer them all!



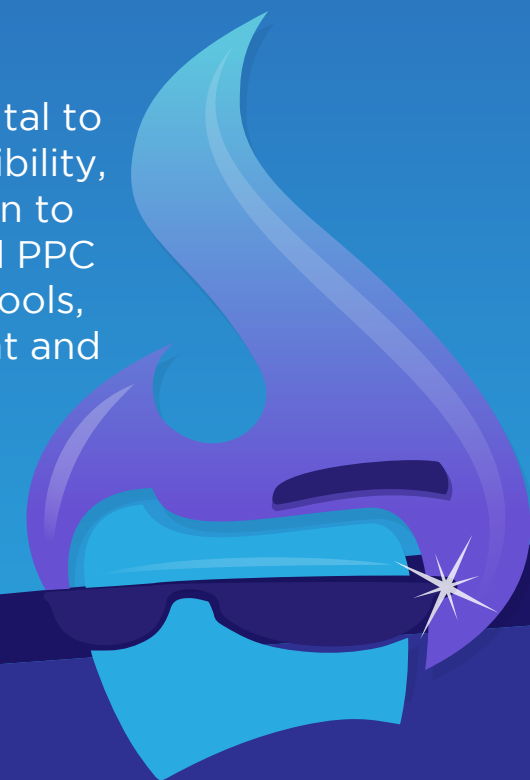
MARKETING

Our Marketing experts can help you establish your business objectives, identify your target audience, create engaging and share-worthy content and finally integrate a custom tailored marketing plan into action to ensure your company, brand, and reputation are extremely visible across all digital and industry specific platforms.



RESEARCH & ANALYTICS

Even after your product is launched, it's vital to monitor your traffic, discussion trends, visibility, and marketing effectiveness. It's common to make adjustments to SEO, Marketing, and PPC campaigns based on Analytic reporting tools, as well as monitor reputation management and sales analytics.



OUR CREATIVE PROCESS

PROJECT OBJECTIVE

This is the first question we're going to ask you when we meet for a consultation. As we've emphasized, we don't have set plans or all-in-one packages that you choose from a list like a restaurant menu. We want to thoroughly understand what you want, and sometimes individuals don't know exactly what they need. We're here not only to listen to your company, but provide advice and guidance on the best method to achieve your goals.

It doesn't matter what industry you're in, because every project we take on is customized specifically for you. It's based on what your goals are, what type of business you run and whether you deal directly with consumers, businesses, or anything in between. Knowing what you want helps us plan every aspect of a successful project, no matter if it's a website or a full blown, highly specialized marketing campaign with advanced analytics and everything under the sun. We only offer solutions that fit into goals, budget, and needs. If you don't need it, we won't offer it.

While we don't have all in one packages or one size fits all cost plans, we do have a set process from initial consultation to final launch and then post launch market analysis, analytics, and monitoring. If we didn't, we'd be unorganized and be doing things like company skydiving trips. Yes, we really did do that, and had a blast! Here's how it all begins when you decide to work with Synexic.

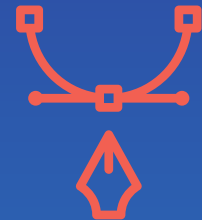


OUR PROCESS



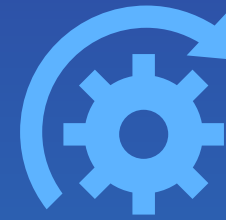
1: Planning

We sit down with you and ask about what your goals are. We do our research ahead of time, so expect us to know about your business. Next, we custom tailor a plan based on your goals, desired timeframe, and post launch objectives for continued success.



2: Design & Branding

When you see companies such as Coca Cola, Microsoft, and Apple, you'll notice that they have a brand. A brand is more than just an icon; it's a statement. It involves graphics, layouts, slogans, and then you base your web development, applications, and marketing based on those elements.



3: Development & Corrections

This is where all the magic happens. We work closely with you throughout the entire development phase, making sure that our dream team of Designers, Programmers, SEO Strategists, and UX (User Experience) Specialists ensure that whether it's a website, custom application, mobile app, or something completely new and original, your end user base will be able to navigate, manage it, and use it with ease. No one likes websites that are hard to navigate or software that's complicated to use. We're here to develop and correct until it's perfect.



4: Testing & Finalizations

We take quality assurance very seriously. Our reputation, both as a company and as individuals, rests on the quality of our work. Therefore, we stringently test every aspect of all of our development, and purposely try to break it, hack it, and compromise it before it's ready for launch.



THE TIMELINE & PROCESS GUIDE

Consultation & Research

This is the stage where we meet, discuss your goals and what you specifically want, as well as discuss both short term and long term goals. Understanding your business and what makes it stand out from the rest is how we put together a custom, specialized and tailored plan for you in order to achieve your goals based on needs, budget, and desired results.

Design & Development

After Branding is achieved, we begin to design both the front end and back end of your desired product. This includes web design, web applications, software, mobile apps, and more. This is also the period where communication with us is key, so that your vision meshes well with our creativity.

SEO, Testing, & Launch

Once the Design & Development stage is completed and the Strategized Content is written for all of your website, PPC and Marketing needs, we thoroughly go through every element of your website, social media, or marketing plan and perform competitor analysis, keyword research, image and page optimization, Schema generation, Sitemaps, and more. Don't understand all those terms? Don't fret! That's why we're here. Then we thoroughly test... then launch!

Marketing & Analytics

Launching a product is a crowning achievement, but when it comes to getting your product, company, or operation out for all to see, there's still Marketing to do, and depending on your industry and whether you're marketing to consumers or B2B or more niche goals, we offer it all. After implementing an effective campaign, a thorough analysis of sales, traffic, and ranking are key.



Does Synexic sound like the right fit for your business goals?
If so, please contact us below to speak with us.

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