

Services

We are a company of interactive communication which has as differentiation to develop solutions user centered practicing simplicity. Our goal is to make the clients always obtain a greater return on the investment that was made in the project.

Planning and management of web projects

To plan, to produce and to manage projects of interactive communication are the main services of Wenetus. It is about a complete work that starts with the survey of the needs of the client and goes up to the daily control of results, which can optimize the accomplishment of planned objectives.

With an efficient methodology of production and measure of results, we can execute the established goals within deadline and costs previously agreed. The type of project – if it will be only a sponsored link or a complete action of presence on web – only the analysis of the needs will tell.

This service is indicated to companies of any size that need to create or give new strength to a strategy of relationship with the consumers through interactive actions focused on the return on investment. Our objective is to make our client always have a greater return on the investment made in the project.

Get in contact with Wenetus to know more about how to aggregate value to your trademark using the internet. You will have amazing results.

Development of sites and systems

We develop sites and systems from the philosophy of user centered development, with the objective of making the client – with the satisfaction of his consumers – obtain a greater return on the investment that was made in the project.

For that, we combine a work methodology with the accomplishment of specifications from W3C, international consortium of information technology companies that develops standard codes for the construction of web sites and systems.

With this, the sites created by Wenetus possess the following differentiations:

Shorter time of delivery: The methodology of planning and the use of standards from W3C allow the delivery in a shorter time

Reduced cost: Shorter time of delivery reduces the costs of production, which, allied to the use of free software, guarantees a smaller final price

User centered development: The sites are produced based on a planning directed to the accomplishment of the needs of the client's target public

Functional design: Besides esthetic beauty, the main concern of the functional design is the great facility for the use of the site by users.

Fast page loading: We produce pages with reduced codes, making the site faster and consuming less resources from the server, cheapening the maintenance

Accessibility for people with disabilities: The websites are totally adapted for people with especial needs, including visual impairment, accomplishing the Law of Accessibility

Updated and distributed Content: The sites are remotely and constantly updated, besides they have the content distributed through newsletter and feeds

Search Engine Optimization: The combination between structured code and quality content makes the site to be well positioned in search engines like Google

Access by portable gadgets: We produce sites compatible with portable gadgets, such as palmtops and cell phones which navigate the web

Independence from browsers: Accessible sites not only to Internet Explore with Windows, but also to any combination of browser and platform

After the development, we monitor the online site, evaluating the statistics of access to keep improving the product. The results are published in periodic written reports so that the client knows in what way the objectives are being achieved.

Consulting in usability and accessibility

Wenetus exists to simplify people's lives through the internet. In order to do so, we develop user centered projects, which means our products are easily used by the target public.

According to the standard ISO 9241, the Usability measures effectiveness, efficiency and satisfaction with which users can achieve specific goals in a private environment. The consulting in usability offered by Wenetus has as a goal to evaluate – through the heuristic evaluations or tests – the easiness of use of a site or system on the internet.

In the same way, we are concerned with the accessibility. If a web project is restricted to work only with a determined type of person or equipment, it might be leaving out one in four internet users. This happens because surveys indicate that 25% of the users have some kind of physical or technical disability.

Our consulting evaluates accessibility requirements through established standards or specific tests, giving the opportunity to the project increase the target public.

Control of measures and results

The internet is the way that allows a precise measure of the behaviour of the consumer in relation to a trademark or product. Such measures, however, are still little used, and with this, companies do not obtain the best results and do not have the chance to know better its public.

Wenetus offers the service of measure and result control to measure items such as the table of satisfaction of users of a web project, rates of return on the investment, problems of usability, table of interactiveness and others.

It is also possible to understand how a trademark of a company is positioned on the internet, scanning news websites (newspapers, magazines, portals), blogs, social networking sites like Facebook and MySpace, service networking sites like Fotolog, Flickr and YouTube, discussion networking sites like forums and discussion lists and commercial networking sites like Ebay.

By controlling the measures of your web project and understanding how people see your trademark, it is possible to implement strategies of business strengthening much more effective and with less chances of error.

Information Architecture and webwriting

Every web project – be it an institutional site or an interactive service – deals with information transferring. The sending of messages between the project and the user needs to happen in a clear, simple and efficient way. For that, it is necessary to organize well the informations and transfer them in the best way possible.

Architecture of Information is the discipline used to adjust the informations to the user in a more efficient way. The division in layers and the presentation of informations on the screen receive a special care so that there will be the smallest noise possible in the transferring of the message between the project and the user.

It helps in nothing organizing the disposition of informations and the way to find them if the content is not adapted to the environment. Webwriting is a technique which searches the best way to transfer an information on the web, be it through texts editing with its

own characteristics to the environment or by the use of multimedia resources.

Wenetus offers services of architecture of information and webwriting separately or as a package for the planning, development and management of web projects.

Search engines optimization

Google is the way through which most users get to a site. A web project which is not found – or that is in a bad position – in search engines has great chances of failing. It may even be said that a site not found by Google practically does not exist before the target public's eyes.

There are techniques to improve the position of sites in the ranking of search engines, some are healthy and others are taken as cheats by Google. The non-healthy techniques may even cause the banishment of an address from the list of search engines.

Wenetus' approach in search engines optimization is a little different. We know that what search engines privilege above all is the significance of the content of that site in relation to what is being searched by the user.

This way, we work – besides the traditional techniques of structural optimization – the improvement in the significance of the site, producing a quality content so that the project has more words to be indexed and receives more links from other addresses.

Consulting for professional and corporate blogs

Blogs are a way of publishing content chronologically organized on the internet and they allow interactions like comments and distribution of informations. The blogs are a real revolution in the way people and companies communicate to each other.

For professionals from many different areas, the blog is practically a substitute for the traditional résumé. Through publication of ideas in an address on the internet, companies that search for human resources can find you and recruit you for an opportunity. If you do not have a blog, you may be missing excellent opportunities.

For companies, the blogs represent an innovative way to communicate with the clients in a more informal and straight manner, and this can reveal informations of the backstage that are not present in the news of the press office. Blogs well directed make the clients create a better relationship with the trademark.

Wenetus is specialist in building and helping to maintain professional and corporate blogs. From the design to the consulting about how to write in this area, we can help you to achieve your goals.

Site adaptation for people with disabilities

Besides the respect for human rights, to maintain a web project accessible for people with disabilities is a legal obligation to governmental sites and sites of public interest. And more than that, it represents an excellent opportunity to increase the consumer market.

Surveys show that one in four users of internet in the world have some kind of physical or technical disability. In other words, not making a site accessible for people with disabilities means that you may be leaving 25% of your target public out.

People with disabilities have certain difficulty in finding addresses adapted to their needs. When they find them, they usually become faithful clients of the trademark they know that respects the difference among human beings.

Wenetus builds web projects accessible to people with disabilities, being careful to make all its interfaces usable not only to people with visual impairment but also to people with other type of disabilities like the ones who have difficulties in moving the mouse. Make your site accessible too and obtain rewards from it.

Development of sites for portable gadgets

The access to the internet through portable gadgets like cell phones and palmtops has been inclined to grow exponentially for the last years. Technologies like Wi-Max will allow the access to the net from anywhere, with no need of cables, and with an excellent connection speed.

For that, to make a web project accessible only through the traditional desktop computer means you will not achieve a public which has everything to increase. It means also that you will restrict the range of your project only to a place, while it could be everywhere.

Wenetus' approach to sites for portable gadgets takes into consideration that it is impracticable to create different sites for each platform that appears. This way, we opt for maintaining the structure of information and navigation and altering only the layer of presentation.

Taking into consideration the specific characteristics of these devices, like the smaller screen, the absence of pointing devices in some cases or even the restriction to visualization of images, we can develop sites that are adapted to various outputs having the same source of informations.

Conversion of sites to web standards

Web standards are standards of codification of pages for the internet defined by World Wide Web Consortium, a consortium constituted by companies from various countries.

The web standards should be standards of market, this would better the web as a whole, however unfortunately only a few percentage of the existing sites follow the specifications from the World Wide Web Consortium.

To build a project following web standards guarantees that the site will be seen with any combination of browser and operational system or with any portable gadgets like cell phones and palmtops. Besides this, it makes the pages faster when they are being produced and easier to load, cheapening the costs with development and maintenance.

Accessibility for people with disabilities, search engines optimization and facility to update are other advantages. Wenetus – besides constructing all the projects following the standards – also offers services to codify layout in web standards or convert already existing sites that do not follow the standards.

HTML Codification of layouts already produced

Designers and companies specialized in the elaboration of interfaces of sites for the internet can count on Wenetus to transform layouts created by graphic programs in semantic HTML archives and within the standards defined by the World Wide Web Consortium.

The HTML codification executed by Wenetus guarantees archives following web standards, preferentially in XHTML 1.0 Strict, with semantic content and reduced code. We elaborate CSS style sheets for screens, projectors, portable gadget, printers and text readers.

To codify your layout with Wenetus is a guaranty to obtain a high level site structure, which will make you pages faster when loading, cheapening the costs with maintenance and servers.

Besides this, the final product will be compatible with portable gadgets, accessible for people with disabilities, easy to be modified and updated, independent from browser and operational system.

Services to other web producers

We offer services to other web producers that wish to outsource parts of web projects, like planning, information architecture, content, design, codification, programming, constant updating and control of measures.

We work with user centered development, hence we only accept projects aligned with our philosophy of work, which is to simplify people' lives through the internet. Flash sites and web projects that privilege the esthetics to detriment of the usability are out of our purpose of work.

In case you need any support for another area, however, you can count on expertise of Wenetus in planning, development and management of web projects. We have a philosophy of Win/Win through which we form partnerships based on the cooperation and the accomplishment of objectives in common.

In order to have a better idea of the works we can perform for your web producer, verify the available list in the section Services and verify also the Portfolio with the projects already realized.