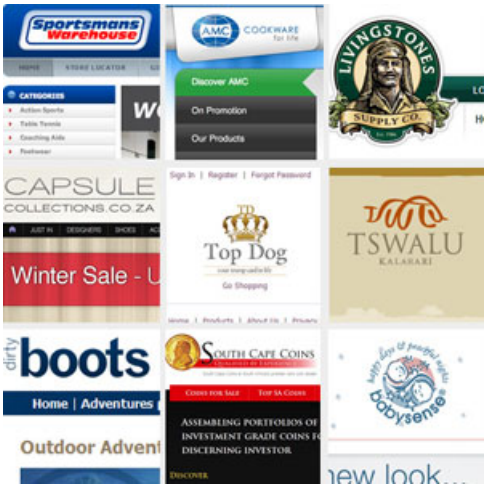
Lima Bean's word-class web solutions

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A little over five years ago, Lima Bean was created, the brainchild of three top performing UCT Business Science Information Systems Honours graduates. For the first few years, and to great success, the company's main focus was on developing world-class e-commerce, CMS and custom developed websites. As Lima Bean expanded, so too did their clients' requirements and the company subsequently chose to branch out into internet marketing and mobile web design, both services proving to be a natural extension of what they were already offering on an exceptional level.



Constantly ahead of their game, Lima Bean have always gone the extra mile to show that it's possible to create solutions (at affordable prices) that easily stand up to anything on an international level.

Lima Bean firmly believe in, and always implement, their 360° approach when taking on projects, which means ensuring all the bases are covered. This unique approach begins with a detailed analysis of the client's requirements, in depth market research and conceptualising the user experience, an aspect of web development and design that has fast become an integral part of the process. From here, the design and development are brainstormed; utilising world-class interfaces and best practice development frameworks.

It doesn't end there though, once a site reaches this stage, the focus changes to make certain that that this now beautifully designed and functioning machine gets seen by the right people. Here, search engine optimisation and internet marketing take over. The entire process from conception to completion is an intricately spun web of technical skills, creative excellence, strategic thinking and harnessing the power of the web.

Recently, Lima Bean has worked on a number of top quality projects that encompass their e-commerce, CMS, mobile and internet marketing services. Take a look at some of their latest examples:

E-Commerce

• **Livingstone Supply Co:** Fully fledged e-commerce system with content management capabilities. http://www.livingstonessupplyco.co.za/

• **Capsule collections:** Online retailer. Full e-commerce, content management, gift certificates and wish list functionality. http://capsulecollections.co.za/

CMS

• **Babysense:** High traffic, very active and interactive with a fully integrated social media platform. Utilising Expression Engine allows administrators to easily manage the site. http://www.babysense.com/

• **Sportsmans Warehouse:** Full integration with their CRM and stock management systems and allows users to view up-to-date stock and store availability. http://www.sportsmanswarehouse.co.za

Mobile

• **Dirty Boots:** http://m.dirtyboots.co.za/ (redirecting from www.dirtyboots.co.za)

• **Top Dog:** http://mytopdog.mobi/ (redirecting from the e-commerce site www.mytopdog.co.za)

Internet Marketing

• **South Cape Coins:** Slick, search engine friendly, content rich and easy to update. Full 360° digital strategy implemented, including: Web design, SEO, social media management, online reputation management, WebPR, analytics, digital advertising (PPC), email marketing and reporting. http://www.southcapecoins.co.za/

• **Tswalu:** Full CMS capabilities with a strong focus on visuals. Internet marketing includes digital advertising (PPC), detailed analytics and reporting. http://www.tswalu.com/

Other recent Lima Bean clients include Woolworths, Virgin Atlantic, STBB, Old Mutual, Shell, Ogilvy, Nedbank and Artscape.

Do you like what you've seen? Let Lima Bean show you what they can do for your company website or internet marketing campaign. Contact Lima Bean or view more of Lima Bean's extensive portfolio. www.limabean.co.za

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- **Lima Bean launches the Yes Baby Daily wedding deal website and directory** 3 May 2013

Lima Bean

Lima Bean is a leading web development company founded in 2005, with a core focus on designing and building high quality content management systems (CMS) and enterprise e-commerce systems.
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