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Advanced IT Corp.

09 20 2007

Star Global Newsletter
September 2007

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Greetings,

Star Global created this monthly e-mail newsletter, filled with information about web based tools and technology to help you optimize and empower your business online.

This newsletter issue will discuss how Web sites have changed over the last decade, and how you can use your web site to automate office tasks that are mundane and repetitive.

READ ON AND LEARN WITH US!

Why? ...Because Your Competition Does.

My meeting with a Freelancer

I had a meeting yesterday with a "freelance" designer. We discussed this freelancer's troubles in finding business, and their concern that people weren't taking them seriously in the field of Web development. I could understand their plight. Many years ago, during a Web development meeting, I was faced with the opportunity to respond to the words, "Well, it's not that important for us to put a lot of time and money into it". Followed up with the eyeball-crossing sentence, "Our 12 year old daughter is learning how to make Web sites at school, perhaps we'll just get her to make it for us."

Now, for all we know, this 12 year old was a maverick at programming and design. But this newsletter issue is not about who can do it, what they can do, the end result, or for how much.

My meeting with this freelancer reminded me how the Web has taken on such a different shape over the last 16 years. When Star Global started out 10 years ago, "norms" hadn't been created yet. People didn't understand what a web site could do for their business. **Heck, back then - E-Bay was a 5 page brochure web site!**

The Web Today and Tomorrow

Where has the Web been, and where is it going? Over the last 10-12 years, many Web companies dropped out of the race because they couldn't keep up with the breakneck speed of learning new technology every 2.3 months. Today, some people are just getting into this industry and are full of enthusiasm and vision. And many of those 12 year olds are now 22 year old web programming geniuses.

Some stats:
- World Wide Web was invented in 1989, and released to the Internet at large in 1991
- World Wide Web is 16 years old
- 29.7 billion Pages on the World Wide Web as of February 2007.
- Canadian sales 36 billion dollars in online sales recorded in 2005
- The percentage of private firms that had a Web site in 2005 edged up to 38% from 37% in 2004
- In 2005, 81% of private Canadian firms used a high-speed link to the Internet, compared to 2001, when less than one-half of private firms using the Internet had a broadband connection

Source: http://news.netcraft.com/ - July 06, 2007

The Last Decade

Web Developers today are not creating flat and static web pages anymore. In 2007, a web development company has to be experienced with design and software engineering.

For example: Hotmail, Ebay, BlogTv, Facebook, De.licio.us, Constant Contact, MySpace, Amazon.com.

- These web sites are not actually considered to be web pages because software runs them.
- These web sites have logic and functions in order to operate.

Clients today want a smarter, better, more functional, and good-looking web sites. They want to create custom online software, have it integrated into their web site, and market it as a brand. Our clients are more aware than ever, that a good web site can revolutionize their business. After 16 years since its inception, the World Wide Web has finally created some norms that we can accept and understand.

Leveraging Star Global's expertise has enabled our clients to:

- Shorten sale cycles
- Expand into new markets
- Increase sales revenues
- Improve customer support
- Generate brand awareness
- Significantly reduce print costs

Did you say, "THE LAST DECADE!"

At the end of my conversation with this freelancer, I realized what 10 years in business had done to set Star Global apart from other companies.

- Able to provide creative design, software engineering, Web hosting, domain name registration, and online marketing solutions - all in-house,
- We use only standards based scripts, programming, and development tools used by a larger development community, so that succession planning and support is available,
- Because we've been around "so long", we know about the old Web technology and new Web technology,
- We can tell you the cost of creating new technology vs. upgrading your old technology,
- We can take on legacy projects from other Web developers who have "disappeared".

Star Global has served over 600 clients for more than 9 years and has proven itself as a skilled and stable technology partner, with a goal to exceed our clients' expectations. Star Global specializes in developing and re-structuring web sites for businesses.

Please give us a call if you need any help interpreting your web needs.

Sincerely,

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