ABOUT US

CREATING E-VALUE
FOR YOUR BUSINESS.

Web Philippines, Inc. is an Internet Business Solutions Provider that focuses on three (3) Strategic Areas: website assessment/planning, design & development, and management.

Our Company was founded in 1996, when the local Internet Industry was just making its presence and when technological advances on the World Wide Web was mostly outside of the country.

We aim to provide not only web sites that will cater to every segment of the community, but also various solutions and services that will help Filipinos harness the power of the Internet. Continued growth has given us the opportunity to upgrade our server infrastructure, expand our qualified knowledge team, and build strategic business relations with some of the most competent companies and organizations in the country.

We are a proud member of:

- Personnel Management Association of the Philippines (PMAP)
- Philippine Internet Commerce Society (PICS)
- Philippine Internet Marketing Professionals (PIMPS)
- Philippine Internet Service Organization (PISO)
- Philippine Marketing Association (PMA)
- Philippine Computer Society (PCS)

OUR VISION

To be the Industry leader committed to excellence by empowering our people and improving our processes to deliver the best value to our clients.

OUR MISSION

To create value:
- for our customers, by continuously improving our products and services;
- for our business partners, by sharing benefits and success;
- for our stakeholders, by giving significant returns on their investments;
- for our employees, by providing a culture where they canmaximize their potentials; and
- for our country, by promoting Filipino Excellence to the world.

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PEOPLE

OUR PEOPLE ARE OUR
BEST ASSETS.

Web Philippines, Inc.'s Core Values

-We respect every individual.
-We ensure personal growth.
-We believe in open communication.
-We practice teamwork.
-We pursue industry innovations.
-We promote quality and result-orientedness.
-We value client/customer responsiveness.
-We exude Professionalism and Excellence.

TECHNOLOGY

WE ASSURE A SEAMLESS UNION
OF BUSINESS AND TECHNOLOGY.

Applying Internet technologies to your business is not always easy. Translating Internet applications into productivity and profitability requires careful planning and dedicated implementation.

At Web Philippines, Inc., we help you take advantage of the technology. Our goal is not only to be at the forefront of rapidly changing technologies, but also to assist you on how to use these technological advancements to maximize sales, minimize costs, and communicate effectively with customers and partners.

METHODOLOGY

WE WILL BE WITH YOU
EVERY STEP OF THE WAY.

Our methodology starts with the understanding of your needs. We will work closely with you to conduct a thorough study of your company's strategic position, business requirements, and existing systems and capabilities to determine the ways in which Internet solutions can most improve your business.

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OUR SERVICES

EXPECT INNOVATION
IN EVERYTHING THAT WE DO.

With its Strategic Services Team, Web Philippines, Inc. offers the following:

WEBSITE DEVELOPMENT

Web Philippines, Inc.'s Website Development Service consists of the following phases:

Phase 1. Website Planning
Websites are like companies. Their success is not accidental. It is based on:
- careful preparation/planning that reflects thorough understanding of market needs as well as company's capabilities, and
- good website management that is guided by a sound business plan and ongoing site evaluation/justification.

Web Philippines, Inc.'s Website Planning encompasses the following:
- Definition of Business Objectives
- Assessment of Market Conditions
- Identification of Resources
- Plan of Action

For companies with existing websites, a **Website Assessment** can also be implemented. Web Philippines, Inc.'s Website Assessment encompasses the following criteria:
- structure and functionality
- visual design
- content
- interactivity and originality
- professionalism and effectiveness

Phase 2. Design & Development
At the heart of every website design and development is careful planning and conceptualization. The most difficult part, however, is ensuring that the website objectives will be clearly seen by the intended users. Because of this, every aspect of the site - structure, functionality, visual design, content, interactivity - should be carefully conceptualized, designed, and developed to reflect the website's purpose.

WEBSITE MANAGEMENT

Website launch is only the first step in the realization of the online business objectives. Once the site "goes live," the actual work of meeting the business objectives begins. Only effective ongoing management, administration, and measurement strategies will guarantee the success of the ongoing business strategy.

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Web Philippines, Inc.'s Website Management Service is grounded on three (3) core areas
- Marketing
- Sales/Operations
- Administration and Maintenance

OUR BRANDS

Trabaho.com, developed in August 1996, is the Premiere Filipino Job Hunting Website. Trabaho.com was developed with the vision of becoming the leading Filipino career resource by guiding people to make intelligent career choices and by helping companies get the best qualified people.

Kasal.com, developed in July 2000, is the Essential Filipino Wedding Guide. Kasal.com exists to help marriage-bound men and women through the sometimes challenging but always exciting process of planning a wedding and starting a new home. The site contains everything any couple planning to get married in the Philippines needs to know. It currently has comprehensive wedding-related service supplier directories, up-to-date articles and resources, and personalized wedding tools.

ANCILLARY SERVICES

To support Website Development and Management Services, Web Philippines, Inc. offers the following Ancillary Services:

Private Branded Application Services
Value-added services serve as unique features that will give the website an edge over its competitors. They help increase the revenue by improving workflow and give users more reason to return by providing interactivity.

Web Philippines, Inc.'s collection of remotely hosted applications include:

1. Image Bank
2. Procurement
3. E-Commerce Store Set-Up
4. Web Based Mail
5. Content Management System
6. Document Management System
7. Classifieds/Resume Management
8. Feedback Manager
9. Restricted Access System
10. Events Calendar
11. Chat Room Module
12. Poll/Survey Maker

Web Philippines, Inc.'s Private Branded Application Services completely customize the application interface by using the client site's look and feel to create a seamless flow.

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Content Development

The Web demands a different type of writing. It demands content that will halt impatient users and make them read what is written.

Web Philippines Inc.'s Content Development Service is comprised of:

1. Preparation
2. Research (optional)
3. Writing/Rewriting
4. Proofreading
5. Editing

Domain Name Registration

In a place where ideas travel almost without time or geographical limitations – a domain name serves as the permanent address of a business on the Internet. A new identifier, it gets an Internet user to a website and hints at what content will be found there. A good domain name can effectively communicate the overview of a business, products, or services.

Web Philippines, Inc.'s Domain Name Registration Service helps companies secure their own address on the Internet.

Hosting

On the World Wide Web, performance drives customer retention and revenue. It matters where the website is hosted.

Web Philippines, Inc.'s Hosting Service gives websites an edge by hosting them in servers that deliver information to visitors 24 hours a day, 7 days a week. Its load balancing feature will distribute the Internet traffic onto a cluster of back-end web servers, ensuring higher availability of the websites.

Traffic Report Generation and Analysis

There are three (3) critical dimensions of website management: monitoring and diagnostics, analysis of content usability and measurement of the end user experience. From testing changes and resolving bottlenecks to understanding how visitors use the website, the client must have the confidence that the website is performing at its peak.

Web Philippines, Inc.'s Traffic Report Generation and Analysis Service provides traffic statistics and analyzes the reports to help clients determine the effectiveness of the website's content and gain understanding of its demographic.

Search Engine Optimization and Link Building Strategy

Submitting to search engines is one of the most effective avenues to build website awareness. Successful websites are those who recognize and understand that it is more strategic to link up with the best, most focused, niche, and content appropriate directories and search engines.

Web Philippines, Inc.'s Search Engine Optimization and Link Building Strategy Service helps websites attain a Top 30 Ranking in 20 Search Engines and Directories. Also, the Service helps clients build inbound links from carefully selected venues throughout the Internet.

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Event Registration System

Web Philippines, Inc. offers online and on-site registration system for corporate fairs and events.

The online registration system includes:
1. Online registration system (application and database)
2. Online announcement and promotion
3. Online post-event service to attendees and exhibitors
   a. Online acknowledgment letter
   b. Online feedback form

The onsite computerized registration system includes:
1. Software
2. Hardware
3. Technical Support
4. Value Added Service – Summary Report of Attendees

OUR CLIENTS

LET OUR CLIENTS
SPEAK FOR US….

Brand Management:

Here are a few of the companies posting at Trabaho.com:

Accenture (formerly Andersen Consulting)	Microsoft Great Plains Business Solutions
DB Soft Philippines, Inc.	Mobil Philippines
DHL Aviation Phils.	Motorola Communications, Phils., Inc.
Fujitsu Ten Software Philippines, Inc.	Nexus Technologies, Inc.
Global Sources	ON Semiconductors
Intel Technology Phils., Inc.	Sykes Asia
James Martin + Co.	Strategiweb
John Clements IT Consulting Group	Tmx Phils
Jollibee Foods, Corp.	Trend Micro
Makati Business Club	Unisys Phils

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Here are a few of the companies advertising at Kasal.com:

Automatic Appliances	Island Photo, Inc.
Citimex, Inc.	Kodak Philippines
Crabtree and Evelyn	Lakbay.net
Eleksis	Philam Plans
Filipinas Heritage	Philippine Airlines
Goodwill Bookstore	PowerMac
House of Imperials	The Leather Collection
Interior Design Options	

E-Business Consulting:

Ayala Corporation
AC Nielsen Philippines
Citisecurities, Inc.
Guam-Philippines Cable Company
H & C Japan
Merck Sharp & Dohme Philippines
Sterling Paper Group of Companies

Website Assessment/E-Business Plan:

Asiabuild Exchange
Bakery Exchange, Inc.
Catholic Bishops Conference of the Philippines
Goodwill Bookstore
Hypertech
JF Rubber Phils, Inc.
Miroku Images
Neofilipino
The Leather Collection
United Lighting Systems

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Website Design and Development:

Asia Build Exchange
Asiatrust Bank
Bakery Exchange, Inc.
Bank Marketing Association of the Philippines (BMAP)
Canon Marketing Philippines
Catholic Bishops Conference of the Philippines
Cebu Furniture Industries Foundation (CFIF)
COMDDAP Expo Event 2002
Corporate Planning Society of the Philippines (CPSP)
Destiny Link
Eleksis Marketing Corporation
Fiera de Manila
Financial Execs. Institute of the Philippines (FINEX)
Give A Life Foundation
Goodwill Bookstore
Graphic Expo
Hypertech Corporation
Integrated Computer System (ICS)
Islacom Communications
JF Rubber Philippines
Johnson & Johnson (Intranet Site)

Kasal.com
Makati Business Club (MBC)
Magazines, Inc.
Martindale Technologies, Inc.
Miroku Images
Motivation Asia
National Movement for Free Election (NAMFREL)
Open Works
OPM Hits
Paper Connections, Pte. Ltd.
Philam Care
Philam Life
Philam Plans
Philippine Academy of Opthalmology
Philippine Dermatological Society
Poblador Adaza & Bucoy Law Offices
Technology and Livelihood Resource Center (TLRC)
The Leather Collection
The Mansion Group
Trabaho.com
U1825 Magazine
Value Vision
Web Philippines, Inc.

W **e** **B**

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