

Why You Should Hire Me

As a web design/graphic design agency hiring a capable web developer is very important in order to help you grow and better service your current and future clients.

Consistently delivering on projects and meeting/exceeding customer expectations will allow for your business to grow substantially as a result of repeat business and referrals made by happy clients who have recommended you as an agency who can deliver results.

So why hire me you ask, how can Abdi Gulaid help me deliver **consistent results**, **meet/exceed expectations**, and **grow** my business as a by-product?

You will find all of my qualities and attributes detailed below in order to help you accurately assess how I can help your business deliver **consistent results**, **meet/exceed expectations**, and **grow and prosper** in an increasingly competitive global marketplace.

Experienced →

I've spent **5+ years** hand coding **secure, scalable, cross-browser compatible** websites that conform to the strictest web standards. Solutions I've delivered range from (but are not limited to) simple online websites to highly complex ecommerce solutions that have included the development of bespoke CO2 calculators to calculate carbon footprints across different continents.

My web development process is carried out in a **holistic manner** in order to ensure that your website works efficiently and securely. Search engine optimisation is important and I undertake on-page optimisation for selected keyword(s) as part of every web development process.

I have the **experience and expertise** to integrate open-source software, build bespoke CMS solutions by hand or any other solution for that matter. You can rest assured knowing that I can **deliver** exactly what you want if it's technically possible.

Why is this important?

Businesses both large and small actively seek out companies/individuals who they think can deliver or even exceed on their expectations, they understand the importance experience plays when prospecting and you'll find that they often ask for examples of your work or your qualifications in order to gauge how qualified you are for the job.

Hiring me will reassure any potential clients who are seeking a web development/graphic design agency that has experienced staff who can deliver results.

High quality results ⇒

I take pride in consistently delivering **high quality results** on all given projects, developing for the web has its own unique challenges and is unlike any other platform in terms of how uncontrollable certain aspects can be.

I approach things from **every angle** in order to deliver the **best results** for you and your client(s) during the development process, listed below are some of the many angles I cover when developing:

- Preventing against security vulnerabilities
- SEO
- Accessibility
- Cross-browser compatibility
- Performance
- Cost reduction

Delivering **high quality** services/solutions is absolutely crucial to the long term viability of any business, and my business is in **helping you** deliver high quality results for your client(s).

Why is this important?

Delivering work of high quality will not only keep clients coming back for your services, but will also foster a relationship in which those same clients refer your business to other businesses/people who are seeking the services your business offers. This exponential growth in business is only possible when the delivery of quality work is consistently maintained.

My primary objective in servicing your business and clients is in consistently delivering high quality results, your success is my success and I can only grow by helping you and your business succeed.

Broad skill-set ⇒

I'm **passionate** about what I do; my passion for the web has helped me keep on top of all of the latest trends and languages. I'm **skilled** in all of the major web languages, and this allows for me to develop the **best solution** for any project/problem by selecting a programming/scripting language that is the best fit for resolving that given problem.

I'm skilled in the following web languages:

- AJAX
- CSS
- FLASH
- Databases: MySQL, SQL, Oracle, PostgreSQL
- JavaScript
- ASP.NET
- PHP
- XML
- XHTML
- JSP

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...Why is this important?

Diversifying the skills and services you offer will allow for you to **service** a greater number of varying client requirements, resulting in **increased profits**.

Each project may require the implementation of a combination of unrelated technologies which you may not be able to service due to a skill(s) shortage, turning business away because of this is hugely frustrating for any web development/graphic design business that wants to grow. Some businesses will go to great lengths, time, and expense to curtail this by attempting to recruit individuals who can fulfil these requirements - many will even pay recruitment agencies large sums of money in order to find these individuals.

My **broad skill-set** will allow for you to service a greater number of client requirements, thus **increasing profits** and the long term viability of your business.

Timely delivery ⇒

Delivering assignments/projects on time is **critical** for any business that wants to establish a **good reputation**.

It's **my duty** as your freelance web developer to **accurately** assess the assignment/project in order to define a **realistic timeframe** for which I can complete the assignment/project. I will take the testing process into account as part of an overall time-frame that is realistic and achievable in order to reduce the possibility of overrunning on the project. This approach will **enhance your reputation** in the long term.

Why is this important?

Completing your projects on time is just as important as remaining on budget; your reputation can be seriously damaged if this important point is not adhered to and controlled throughout a project's lifecycle.

Reduced costs - increased profits ⇒

Hiring a fulltime web developer can be **very expensive** and can seriously hit your bottom line. I can **reduce your costs** substantially and increase the **quality** of your output at the same time by fixing the cost of every project/assignment.

The fixed assignment cost won't increase in the unlikely event of it overrunning, and I'm only paid for work completed. Just some of the important cost savings that will **increase your profitability** are listed below:

- Flexible- long term, short term, temporary, or permanent commitment
- Low overhead costs when compared to employing staff
- Reduced employer expenses- no health insurance, worker's comp, or other perks associated with permanent employees
- Prepared- Have my own hardware and software to complete the job
- Skills updated by paying for my own training costs

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...Why is this important?

As a growing web design/graphic design business you are mindful of the costs that are associated with hiring an experienced and skilled web developer. It's a catch twenty-two situation in which you either run the risks and costs that are associated with hiring staff in order to service your clients or run the risk of turning down business that will increase your profits. Your staff costs can quickly add up, on top of paying for salaries you are forced to pay for all the other associated costs, these costs can include but are not limited to:

- Increased rent and utility costs to accommodate staff desk space.
- All the other back-end supporting functions such as HR and Payroll.
- Healthcare coverage.
- Paying for staff holidays, sicknesses and absences.
- Staff training and development costs.

This goes without mentioning the time it will take to resolve all the problems that come with having to look after, and motivate your staff when the chips are down.

First class support ⇒

All of my work undergoes a **thorough testing process** in order to make sure every possible bug/fault is fixed before the project is handed back to the client. I take pride in **delivering flawless solutions**, and provide **unlimited support** at no additional cost to the client in the unlikely event in which bugs are found after the solution is signed off as complete.

I stand by the quality of my work, and you can rest assured knowing that you have **my unlimited support** in the unlikely event in which things go wrong.

Why is this important?

The web is a complex platform that has some unique challenges that can sometimes be out of your control, you develop a web solution and sign it off with confidence after it undergoes a thorough testing procedure, your client unexpectedly rings you up after the 'go live date' complaining of bugs affecting the site as a result of browsing the website via a newly introduced web browser for example.

Offering to support your client in the above situation is a great way of showing how much you care and will only strengthen your reputation in the long run.

Always available ⇒

Being available to answer your questions or to service you and your clients is important, I'm **hyper-connected** to all alerts/messages you send, and I receive all of your messages instantly on my Blackberry as soon as you send them so that I can **respond back in minutes**. This is unlike some other service providers/freelancers who take hours or even days to respond to your important questions.

As your freelance web developer I can be called upon on **short notice** to service your clients or to cover staff holidays/absences.

I've made contacting me as easy and convenient as possible, you can contact me via the following methods:

- Fax
- Mobile
- Skype
- MSN Messenger
- Post
- Contact Form
- Email

Why is this important?

Availability of staff plays a crucial role in your ability to service more customer requests. Capacity issues can be a problem for any growing business and the hiring process doesn't lend itself to helping you in this regard.

My adaptive working style will be of great benefit to your business, and will allow for you to deliver a better customer experience.

Confidentiality ⇒

The confidentiality of your clients and business must be **respected** at all times by staff and any other person/business who you transact with.

You can **rest assured** knowing that **I will protect the confidentiality of your business** during my dealings with you. I will never use your projects as part of my portfolio without your explicit consent, nor will I ever disclose that you're using my services or that I'm servicing your clients. Your use of my freelancing services will never be disclosed to any third party or individual without your explicit consent.

Why is this important?

Client and project confidentiality will be an area which must be adhered to by any business, and I'm sure you'd agree that a freelance web developer should play by these same principles as he/she services your clients. Business transactions entail the exchange of sensitive/private information that must be protected, and it's important for any business to play by these principles.

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