



# Custom Website Design & *Development.*

Modern websites built for usability,  
performance, and a professional online  
presence.

A STUDIO CAPABILITY BROCHURE

EIGHT CHAPTERS · 01 → 08

PRINTED IN A4 PORTRAIT

## ABOUT OUR WEBSITE SERVICES

## 02

# Websites designed and developed for *how your business communicates.*

TJ Software Solutions designs and develops professional websites tailored to the needs of businesses and brands — from a focused single-page presence to a complete multi-page company website.

Every project is approached as a piece of communication first and a technical build second. We work closely with each client to understand what the website needs to express, who it needs to speak to, and what action it should support — before any pixels are pushed.

The result is a website that does more than look modern: it supports clear communication, reinforces credibility, and gives a business a serious foundation to grow on.

## WHAT EVERY TJ WEBSITE IS BUILT AROUND

01

**Modern design**

A current, considered visual language that reflects the brand without leaning on tired tropes.

02

**User experience**

Structure, hierarchy and flow that help visitors find what they came for — quickly.

03

**Mobile responsiveness**

Layouts that hold their composure from a phone screen to a wide desktop monitor.

04

**Performance**

Pages built lean, so they load quickly and feel responsive on real connections.

05

**Scalability**

A structure that lets the site grow with the business — new pages, sections and services.

06

**Professional presentation**

Polished, consistent typography and layout that signal a serious operation.

# 03

## TYPES OF WEBSITES WE BUILD

# A website for *every kind* of business.

<p>001 ●</p> <h3>Corporate websites</h3> <p>Composed, content-rich sites that present an established company with the authority and clarity it deserves.</p>	<p>002 ●</p> <h3>Business websites</h3> <p>Versatile sites for SMBs — structured to introduce, persuade, and route prospects toward an enquiry.</p>	<p>003 ●</p> <h3>Portfolio websites</h3> <p>Quietly-designed surfaces that put the work first — for studios, consultants and independent professionals.</p>
<p>004 ●</p> <h3>Informational websites</h3> <p>Reference-style sites organised around clear navigation, depth of content, and easy long-form reading.</p>	<p>005 ●</p> <h3>Landing pages</h3> <p>Sharp, single-purpose pages designed to support a campaign, launch or specific call to action.</p>	<p>006 ●</p> <h3>E-commerce websites</h3> <p>Considered storefronts with structured product pages, smooth checkout, and presentation that earns trust.</p>
<p>007 ●</p> <h3>Booking websites</h3> <p>Service-led sites with clear availability, reservations and booking flows built directly into the page.</p>	<p>008 ●</p> <h3>Service-based sites</h3> <p>Websites for service businesses — offerings explained plainly, with strong routes to enquiry and contact.</p>	<p>009 ●</p> <h3>Multi-page company sites</h3> <p>Full company websites with about, services, work, news and contact — built as a coherent whole.</p>

## OUR WEBSITE DESIGN APPROACH

## 04

# A clear path from *first conversation* to launched website.

## WORKFLOW

01 · Discover

## Discover

We start with conversation. Goals, audience, content, references and constraints — everything that should shape the site.

02 · Design

## Design

Layout, typography and visual direction — explored as design options, then refined into a final, considered system.

03 · Develop

## Develop

Clean, modern code — built page by page, mobile and desktop in parallel, with performance kept front of mind.

04 · Launch

## Launch

Final checks, domain setup, deployment and hand-over — carried out carefully, never rushed.

05 · Support

## Support

Ongoing updates and adjustments as the business evolves — a website that doesn't go quiet after launch.

## EVERY WEBSITE IS DESIGNED AROUND

We treat each site as an extension of the brand it represents. Decisions are made deliberately, in service of how the business needs to be read.

- Brand identity — tone, palette, type
- User experience — flow and clarity
- Mobile usability — touch-first thinking
- Performance — lean code, fast pages
- Professional presentation — in every detail
- Scalable structure — room to grow

# 05

## DESIGN & DEVELOPMENT PRINCIPLES

# The standards *behind* *every page* we build.

001

### Modern UI/UX design

Considered interfaces with clear hierarchy, generous spacing, and a current visual sensibility — never decorated for its own sake.

002

### Mobile responsiveness

Layouts engineered for the phone first, then unfolded thoughtfully into tablet and desktop compositions.

003

### Fast-loading pages

Optimised images, lean markup and no bloated frameworks — so the site feels immediate on real connections.

004

### SEO-friendly structure

Semantic HTML, considered metadata and clean URL structure — foundations search engines (and humans) understand.

005

### Clean visual hierarchy

Type, scale and rhythm tuned so the eye moves naturally from headline to detail without being shouted at.

006

### Professional branding

Brand voice and identity carried through every screen — logo, colour, typography and tone applied with discipline.

007

### Consistent layouts

A reusable system of components and templates that keeps every page feeling part of the same publication.

008

### Scalable structure

Built so new pages, sections and services can be added later without compromising the design language.

## 06

## WHY BUSINESSES WORK WITH US

# A careful studio for the websites *businesses rely on.*

*i.***Custom-designed websites**

No off-the-shelf templates. Every website is designed for the business it represents, from grid to type to tone.

*ii.***Professional business presentation**

The site behaves like a serious document — composed, consistent, and confidence-inspiring throughout.

*iii.***Modern design standards**

A current visual and technical sensibility — informed by where good web design is, not where it was five years ago.

*iv.***Structured development process**

A clear, predictable workflow from kickoff to launch — so clients know what is happening, and when.

*v.***Long-term scalability**

A website built to grow with the business — new pages, services and sections introduced without redesign.

*vi.***Ongoing support & updates**

A continuing relationship — refinements, content changes and improvements long after the site is live.

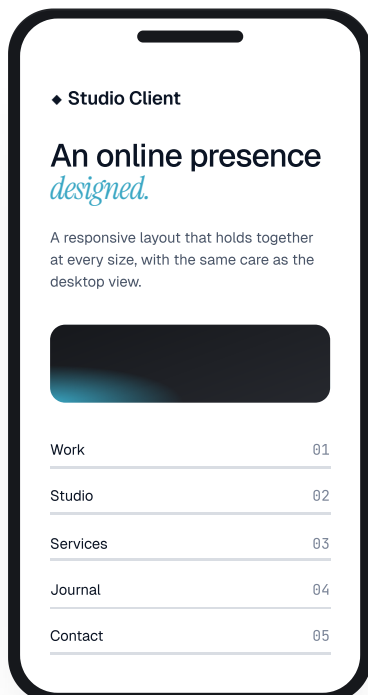
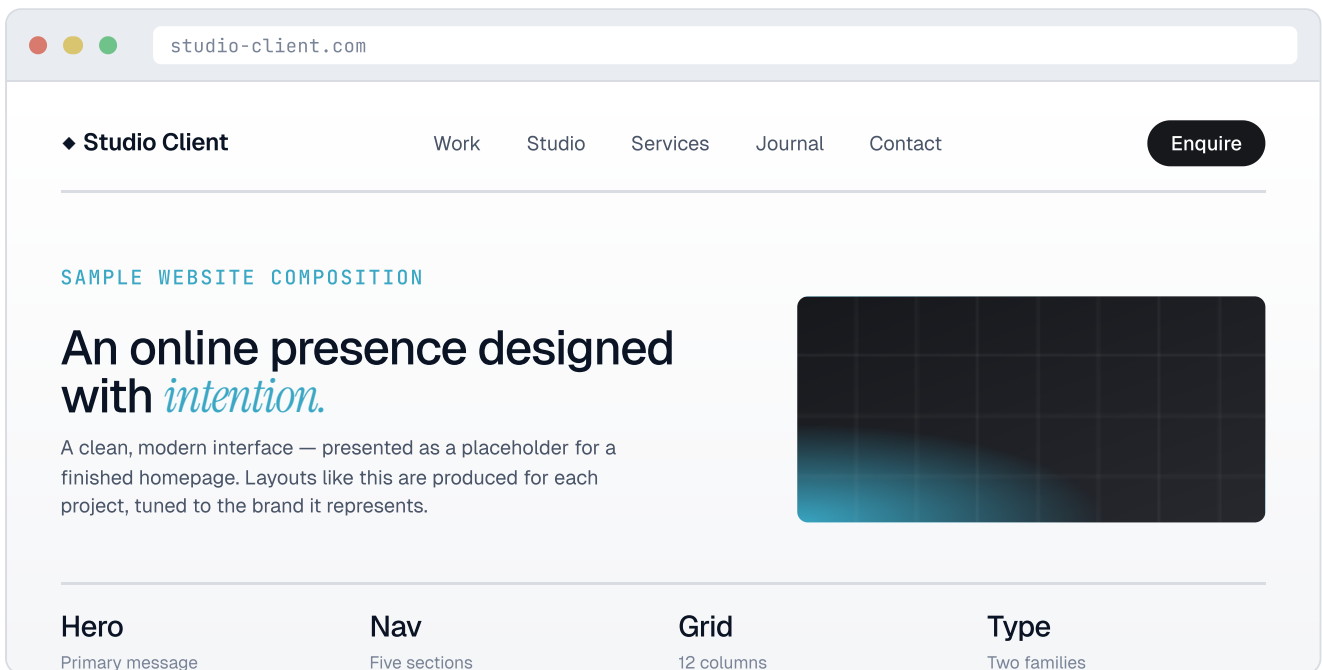
*“ We build websites that we’d be proud putting our own name beside. ”*

TJ SOFTWARE SOLUTIONS

## WEBSITE EXPERIENCE &amp; PRESENTATION

## 07

# The website as a *first impression*, considered to the pixel.



## WHAT THIS IS MEANT TO SHOW

- 01 A professional online presence — composed, considered, and quietly confident.
- 02 Clear communication — structure and hierarchy that lead the visitor without pressure.
- 03 Strong first impressions — type and layout treated with the care of print design.
- 04 User-friendly experiences — navigation that behaves predictably across every device.
- 05 Clean modern interfaces — current, restrained, and easy to live with over time.

BEGIN A CONVERSATION

# *Let's build* your online presence.

If you're considering a new website — or refreshing an existing one — we'd be glad to discuss it. A first conversation is always free, and never high-pressure.

01

## Request a consultation

A short call to understand your business, goals and timing.

02

## Discuss your project

Walk through scope, structure and presentation in detail.

03

## Build your presence

Begin design, development and launch — with a clear plan.

### GENERAL

[info@tjsoftwaresolutions.co.za](mailto:info@tjsoftwaresolutions.co.za)

New project enquiries, capability questions, and general correspondence.

### SUPPORT

[support@tjsoftwaresolutions.co.za](mailto:support@tjsoftwaresolutions.co.za)

[a](#)

For existing clients — site updates, edits and ongoing technical support.

### WEBSITE

[tjsoftwaresolutions.co.za](https://tjsoftwaresolutions.co.za)

Visit us online for project examples and to begin a conversation about your website.