

**tectera**  
The Digital Innovation Agency



**WE  
INSPIRE  
YOU TO GROW**

“SELECTING THE RIGHT TEAM  
IS KEY TO BUILD YOUR  
**DREAM WEBSITE**”

## WHO WE ARE

Since Tectera's inception in 2013, it has been chasing the engraved vision of skyrocketing your business success through strategic enterprise web and mobile solutions that are uniquely based on your business needs.

We have delivered unparalleled customized solutions to our clients which now support as significant growth enablers in their business success. We leverage on our expertise to build great brands and success stories. All our efforts are delivered to you in an affordable and timely manner through our product developments.



**200+**  
PROJECTS



**7+**  
YEAR'S  
EXPERIENCE



**10+**  
AWARDS



**25+**  
EMPLOYEES

## TECTERA CORE VALUES

Tectera believes in four core pillars that drives its growth to reach valuable milestones. This reflects in everything we do, from hiring our co-workers to everyday work culture.



CUSTOMERS



PEER



FAMILY & SELF



SOCIETY

## WHAT WE DO



**WEBSITE DEVELOPMENT**



**MOBILE APP DEVELOPMENT**



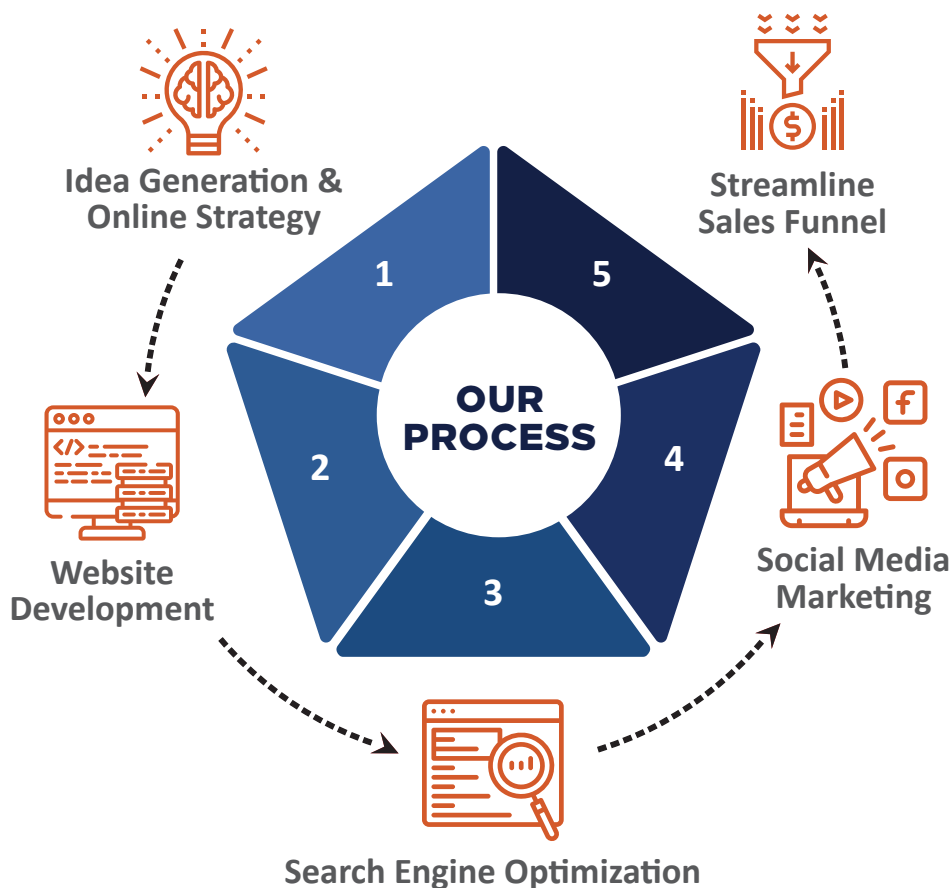
**WEB APP DEVELOPMENT**



**SEARCH ENGINE OPTIMIZATION**



**SOCIAL MEDIA MARKETING**



## WHY WE ARE SPECIAL

### Flexibility

We are easy to work with and find ways to fulfill your creative needs.



### Quality

We are professionals in designing, lead generation, sales increase and brand differentiating.



### Convenient

We support companies to generate ideas.



### Efficiency

We ensure that our work will generate revenue for our clients.



### Accuracy

Our team understands timely business needs.



### On-Time

We deliver projects on time and are responsive when you need us.



**WE ARE A BESPOKE DIGITAL TEAM FOCUSED ON DEVELOPING STRONG BRANDS ONLINE**





## WEBSITE DEVELOPMENT

Your website acts as the most crucial advocate to your online brand presence. It is the first glimpse into your business by your potential customer. The retention rate of both prospective and loyal customers will drop if your website is boring and slow. We at Tectera, the leading web design company, have made the math to emphasize that your website design is an important pillar that will resonate with your engaging audience within seconds.

As the leading web design company, our dedicated team achieves customer satisfaction through quality model website designing which utilizes the best web development languages. And we deliver our work on time. Our team also makes sure to check with the customer requirements throughout the project development. We are open-minded, we listen and we know how to negotiate with you to achieve the best results you need.

**“CONVERT YOUR DREAM WEBSITE INTO REALITY WITH US, AS WE ARE GENUINELY INTERESTED IN GROWING YOUR BUSINESS.”**



WORDPRESS



70% of the companies globally losing sales due to boring websites



Slow websites lead to \$2.6 billion loss of revenue every year



In average, users spend only 10 seconds on a main web page to make the decision if they should purchase or not.



[www.multilac.com](http://www.multilac.com)



[www.macktiles.com](http://www.macktiles.com)



[www.dihandesilva.com](http://www.dihandesilva.com)



[www.earthscapesl.com](http://www.earthscapesl.com)



## E-COMMERCE WEBSITE DEVELOPMENT

WOO COMMERCE Magento opencart

Whether it be your company's maiden website or one that is being revamped for a boosted online presence, our tailored approach will suit and address your business needs because we know the importance of maintaining a robust business website that serves as a pillar for your success. As the leading e-commerce web development company, we are in the market to create profit generating businesses and excellent online brands.

We love challenges! The more challenging your specifications are, the more we push ourselves to mix the science of design and a pinch of our magic to craft an amazing user experience for you.



Your online store is open 24 X 7 X 365. So, let's make money while you are relaxing.



It is expected that mobile-commerce will take a 72.9% market share of eCommerce by 2021.



About 25% of the estimated 7.7 billion world population is shopping online.



By the year 2040, as much as 95% of shopping will be facilitated by eCommerce.

## PAYMENT GATEWAY PARTNERS



**Sampath Bank**  
WE PRESENT YOUR FUTURE



**Nations  
Trust Bank**

**PayHere**

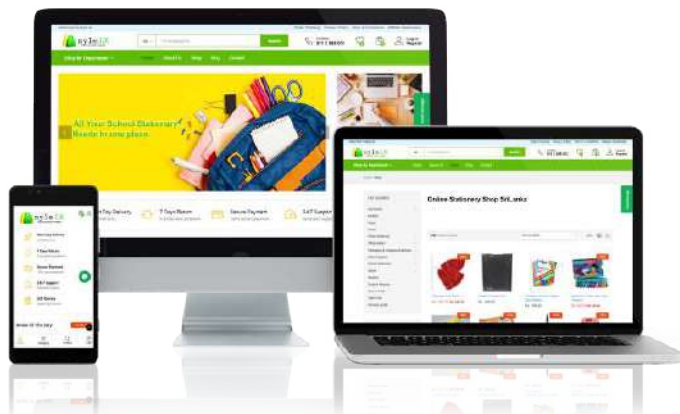
**DirectPay**



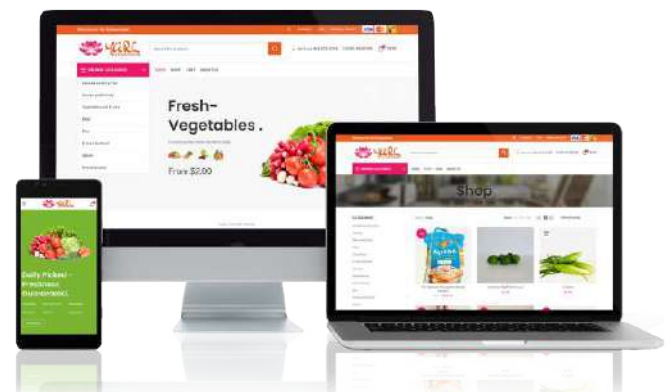
[www.maxvasi.com](http://www.maxvasi.com)



[www.maspro.lk](http://www.maspro.lk)



[www.nyle.lk](http://www.nyle.lk)



[www.ykmart.ca](http://www.ykmart.ca)



## SOFTWARE DEVELOPMENT

ANGULARJS  
by Google

React

Tectera's efforts meet benchmark standards between proper conceptualization of your product, its development and our delivery. As a leading software company, we meet the critical combination of robust architecture design, appropriate technology, high quality work and cost optimization.

Our well-defined workflow helps in taking your product to the market with the highest operational efficiency and creativity in a short period of time, as it is important to stay ahead of the competition. The team at Tectera specializes not only in software development but also in web application development as well as mobile-app development.

**Prototyping****Product Development****Product Testing****Product Support**

**"THERE ARE SEVERAL SOFTWARE COMPANIES AROUND THE WORLD OFFERING SOFTWARE DEVELOPMENT SERVICES, BUT OUR SERVICE HELPS YOU **GENERATE BETTER RESULTS.**"**



**SOFTWARE DEVELOPMENT IS A COLLECTION OF SEVERAL ACTIVITIES THAT INCLUDES PLANNING, UI DESIGNING, PROGRAMMING, TESTING AND MORE.**





## SEARCH ENGINE OPTIMIZATION

**Studies** show that organic traffic from Google and other search engines convert more interested customers to your brand than any other paid online marketing strategy such as keyword manipulation.

If you are not ranked as a top Google search option for your customer, your business will go unnoticed in spite of the maturity level of your business. Leveraging on keywords that your customers are searching for is where your first penny of investment should be made because this is what drives targeted quality traffic to your brand.

- ★ Your customers are searching for you on Google. Are you coming on the first search page?
- ★ If your website is not there on 1st page, you are losing sales
- ★ Top Position gets more traffic  
1st Position - 42%  
2nd Position - 11%  
3rd Position - 8%
- ★ 70% of marketers see SEO as more effective than PPC.
- ★ For every \$1 that a business spends on Google Search and Ads, it makes \$8 in profit.
- ★ SEO drives 1000%+ more traffic than organic social media



Keyword  
Research



Competitive  
Intelligence



Website Audit &  
Optimization



Content Development &  
Promotion with High  
Quality Link Building



Website  
Analysis



Google  
Analytics  
Certified Partner



Google AdWords  
Certified Professional

**“AS A LEADING DIGITAL MARKETERS, WE WILL FOCUS MORE ON CONVERSION AND HELP YOU TO INCREASE YOUR BRAND AS A TRUSTED AND REPUTED BRAND.”**

### KEYWORD “WEDDING CAKE BOXES” POSITION - TOP 3

[www.sahanimichelle.com](http://www.sahanimichelle.com) › [index.php](#) › [cake-boxes](#) ▼

**Wedding Cake Boxes in Sri Lanka - Cake Box Designs ...** ✓

Items 1 - 15 of 28 — Beautiful cut work designed cake boxes. Lace and ribbon incorporated designs and many more to choose from.

### KEYWORD “WEDDING HALLS IN MATARA” POSITION - TOP 3

[www.solismatara.lk](http://www.solismatara.lk) ▼

**Solis Hotel Matara: Matara Wedding and Reception hall** ✓

Wedding hall in Matara with reception hall and banquet facilities including a restaurant for dinning and bar. Ideal for Weddings and parties around Matara.



## SOCIAL MEDIA MARKETING

**Now** is the right time to break barriers and step up to take your business beyond physical limits. Reach a larger audience by optimizing on the latest trends and platforms available using social media marketing. Our content will be tailor-made not only to your business but also to your customer as well as the mode of channel that they are on. Social Media Marketing is essential to highlight your brand among the competition.



Nearly 50% of the world's population uses social media. That's over 3.5 billion users worldwide.



90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users.



73% of marketers believe that social media marketing has been "highly effective" for their business.



Social networks are the biggest source of inspiration for consumer purchases with 37% of consumers finding purchase inspiration through the channel.

### WHY SOCIAL MEDIA?

- ★ Increase brand awareness
- ★ Humanize your brand
- ★ Cost-effective
- ★ Increase website traffic
- ★ Generate leads
- ★ Boost sales
- ★ Partner with influencers
- ★ Promote content
- ★ Audience engagement
- ★ Targeted advertisement
- ★ Reporting and analytics



Social Media  
Audit & Strategy



Content  
Development &  
Promotion



Multi Channel  
Integration



Social  
Advertising



Social Listening &  
Monitoring



Analytics &  
Reporting





## OUR CUSTOMERS



## TESTIMONIALS

"Our engagement with Tectera started revamp of our company website, which had some very specific requirements pertaining to design and functionality. Really appreciate the engagement of the team at Tectera. They always listened to our requirements and acted accordingly. Great work team!"



RIYAD - MULTILAC



"I am glad for having chosen Tectera as our Digital Partner. Ours were some very tricky requirements which most of the vendors frowned upon on first encounter. Tectera on the other hand, had a very supportive and engaging approach which helped me to trust them. Great going guys!"



NISHAN - SHINRAI LANKA



"Been working with the team of Tectera for almost 5+ Years. Been always very professional and great attention to detail. Available all the time to support quickly. Not forgetting the on-time client servicing. Highly recommended"



DIHAN - FOOD PHOTOGRAPHER



"Tectera has helped us to understand our web needs and they were able to provide them as well. Tectera won our web development tender due to their accuracy and willingness to work with us. The very important part is they paid the needed attention to deadlines. It was pleasure work with Tectera"



THUSITHA - HANGOVER HOSTELS





# tectera

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[www.twitter.com/tectera1](https://www.twitter.com/tectera1)



[www.linkedin.com/company/tectera/](https://www.linkedin.com/company/tectera/)