

thesaltedfish.com Profile

thesaltedfish.com provides services that enable businesses and organizations to create, host, maintain and promote their websites. By focusing on providing only internet related services we've built up expertise in many of the technologies used on the web and in helping clients to identify and reach their target audience.

We've completed over 60 web projects ranging from simple brochure websites, to more advanced database driven applications. The products we promote or use are chosen with the needs of Cambodian businesses and organizations in mind and draw strongly on open source applications for which there is no license fee.

We have supplied technical expertise to other design and IT businesses including Graphic Roots, Bates and Yejj, helping them to provide advanced technical services to their customers

thesaltedfish.com started creating websites in 2003.

Key Professional Competences

Custom Web Development

We have developed advanced expertise in the use of xhtml, css, php, javascript, the MySQL database system, and flash, and create websites that conform to best practice coding standards. This enables us to take on complex technical projects and to bring to life on the web ideas developed by other designers.

Example projects:

Photographers Online Image Bank: <http://www.visions-of-indochina.net> - working on behalf of the design agency Graphic Roots we created the image database, search capabilities and the user account features for this site.

International Courier Airway Bill Processing: - we created a secure system that enables an international courier business to make incoming air shipment data available to the Cambodia Customs department. (Details withheld in keeping with the conditions of a confidentiality agreement.)

Content Management Systems

A content management system enables non-technical staff to update a website by providing easy to use tools for editing text, adding images, including downloadable documents, etc.

We have worked with 3 content management systems but recommend the Joomla! 1.5 CMS.

Example projects:

First Investment Specialized Bank: www.fibank.com.kh – custom design and site production in English and Khmer.

Save the Children Cambodia: www.savethechildrencambodia.org – custom design and site production in line with the organisation's international branding; staff training in administering a site with the Joomla! CMS.

Magento E-commerce Online Store Application

Magento enables provides business owners with a tool to create an advanced online store, or group of stores. Recently released, Magento is widely seen as the most advanced opensource e-commerce application currently available.

Example projects :

Nikaya Handcrafted: www.nikayahandcrafted.com Siem Reap based craft producer with a distribution point in California.

Design

Whilst our primary focus is technical, we can also produce great designs. We believe that design is not just a plan for decoration, but should serve the client's communication objectives and ensure good website usability .

Example projects:

Bodhi Tree Hotel Group: www.bodhitree.com – custom design site including flash animation and integration with their online booking system

Knyay Restaurant: www.knyay.com – custom design site capturing the ambiance and energy of restaurant.

Search Engines & Site Promotion

Driving traffic to a website is an essential part of a site's success.

We follow coding practices that help our client's site achieve high search engine visibility. And we register our client's sites with the major search engines.

It is not possible to guarantee a first page listing in the search results for any search engine. So for those sites that need to be on the first page of results we can set-up and manage search engine advertising campaigns, such as a Google Adword campaign

Example projects:

Bodhi Tree Hotel Group – organic listing – top 10 in Google for the phrase “guesthouse in Phnom Penh”

Deva Raja Villas Boutique Hotel – Google Adwords Campaigns – Cambodia focused and international focused search engine adverts for a hotel in Sihanoukville

Hosting

We provide a secure, reliable hosting service providing technical support and receipt of payment in Cambodia, using a datacenter in the Virginia, USA. We currently manage around 40 domains.

Team Introduction

Michael King

Michael is a British national who has been based in Phnom Penh since early 1995, and the founder of thesaltedfish.com.

He provides technical and creative oversight to all thesaltedfish.com projects and has expertise in xhtml, css, javascript, php, MySQL db system, flash, and in configuring and customizing the Joomla! CMS and the Magento e-commerce applications.

Chin Sareth

Sareth is a 2009 Computer Science graduate from the NUM . He and has worked with thesaltedfish.com since 2005. He has expertise in xhtml, css, flash and has experience in Joomla! administration. Sareth also manages customer hosting accounts and domain configuration.

Vanney Vannith

Vannith joined thesaltedfish.com in early 2008. He has expertise in PHP, xhtml, css, javascript, MySQL db system and in configuring and customizing the Joomla! CMS.

Office

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thesaltedfish.com is a registered business of B A Development Ltd, which incorporated in Phnom Penh in 1997.