



PASSIONATE ABOUT WEBSITES (PTY) Ltd

About [Passionate about Websites \(PAW\)](#) and [sellrite.online \(SRO\)](#)

Our owners have more than thirty years of experience in website development. Our experience stretches from pure and good old HTML and CGI (when most people only connected to [BBSs](#) using analogue modems—before the internet was established in South Africa as we know it today) to MS Frontpage, WordPress, and a whole lot of other platforms in between. Most of those were for family and friends, some corporate intranets, and some for charities and churches. Since January 2019, we started taking on paying customers simply because hosting became more expensive, and we needed to cover those costs. This also resulted in our hobby growing into a proper business where we are today.

Today, we solely use Elementor on WordPress for websites, and we use WooCommerce for e-commerce-enabled sites. We specialise in e-commerce solutions for South Africans, with online payment solutions catering to South Africans, and shipping solutions for products using various options available in South Africa.



Some of our sites, unfortunately, do not exist anymore as the businesses of friends, failing during bad economic times, or simply closed businesses upon retirement, or in the unfortunate event of death. ALL our sites have now been migrated to WordPress. However, we recently adopted new technologies, and our websites make use of three different themes, with websites built on the two older themes gradually being rebuilt, either at a low priority and for free, or optionally as a paid website and with the same priority as a new website.

We are a registered South African company. All our staff members are freelancers and work remotely. We have four website developers, one expert traditional marketing & salesperson, one online salesperson, and two graphic designers, whom we outsource work to (clients pay for graphic design services). We collaborate with several social media managers and continuously refer our clients to them. Our support staff includes one administrative person who handles accounting and general admin, another administrative person taking care of domain administration and management of freelancer payslips and communications, as well as a professional accountant dealing with our final accounts, tax, and SARS issues.

In March 2020, we turned into a 100% online group. It was not difficult, as we were 99% online before 2020. The only thing we miss is the outings for coffee to meet up with clients. However, this only applies to our marketing and salespeople—the rest of our team prefers the online-only idea! Our members are mainly based in Gauteng, some in the Western Cape. Some of our major role-players have never met each other in person because interviews were done telephonically or via e-mail. All work is done via email and WhatsApp text. Most of us shy away from Zoom and Teams meetings, and most likely will decline invitations to any meetings, including online. This works for us and our clients who are spread all over South Africa, from Louis Trichardt (Makhado) to Cape Town, and we find text (email and WhatsApp text) an efficient form of communication.



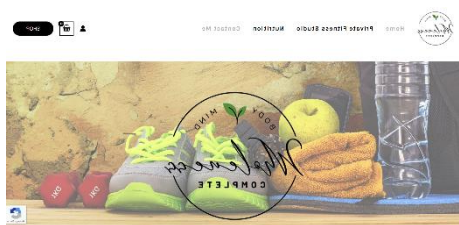
PASSIONATE ABOUT WEBSITES (PTY) Ltd

Most of our clients are South Africans. We are serving one client in Malawi, and we are ready to take on any foreign business if approached. With this in mind, we welcome clients from South Africa, Africa, and the rest of the world at [Heart WWW – We are Passionate about Websites!](#)



We believe in paying it forward. We require our web developers to do at least 10% to 20% of all their work with us pro bono to the benefit of charities and NPOs working towards the benefit of displaced and disabled children and adults, and selected churches.

We continue to grow and evolve. PAW is the holding company originally established to rapidly deliver websites to South Africans. The sole focus of PAW is to deliver **AFFORDABLE AND FUNCTIONING** websites to start-up businesses and small enterprises with a quick turnaround time. This means we must keep costs to a minimum by saving time. To save time, we use only one theme our developers are familiar with, and we only use free plugins - thus no need to charge for the time to research new themes or plugins or charge for plugins.



However, as time progressed, we found that some of our clients had envisioned more elaborate solutions for their visuals and e-commerce solutions, and the scale of those productions did not fit in with our pricing plans, the budgets of most clients, and time constraints. Hence, SRO was established to deal with these more sophisticated websites at a higher price. Examples of SRO clients include [Wholeness Complete - Creating a New YOU](#) and [Casa Caritas, Home of](#)

[Compassion - Online Charity Shop](#).

PAW still provides e-commerce solutions to its clients, but those solutions are simple one-client, one-shop solutions with a fixed theme, as our prime examples [Cai Designs - You dream it, I create it!](#) and [TNK Green - Think · Grow · Dwell](#). SRO now focuses on clients of PAW with higher expectations for their e-commerce solutions, which would include client-selected themes, marketplaces, chatbots, enhanced vouchers, subscriptions, composite products, enhanced WhatsApp with multiple contacts and scheduled business hours, bookings, etc. All these additional items add to costs, mainly licensing for the themes and software, and development time, and pricing is different for clients of PAW and SRO.



There are some things we DO NOT DO. None of the services below is our forte. We specialise in building websites. We know enough to also know that you will find someone better to do this for you.

1. We do not integrate WooCommerce shops with Facebook and Instagram shops anymore. Facebook has changed its requirements regarding this, and it has become very hard for non-specialists like us to do these integrations. Even though we successfully integrated these shops before, we now leave this to the specialists.
2. We do not do graphic design. We can do basic editing, but for more complicated work and designs, we will refer you to our graphics designers if you need to have any graphics work done, and you will need to supply us as we require specific graphics for logos, favicons, etc.



PASSIONATE ABOUT WEBSITES (PTY) Ltd

3. We do not do social media marketing. We know what Facebook and Instagram are, but we hire professionals to do our social media marketing.
4. We do not specialise in SEO. We understand the basics and even install tools on your website to assist us when we initially set up your site, and to assist you when you do your blogs and other content. We will refer you to specialists in this field should you be interested.
5. We do not integrate API functions, connect to supplier databases, or stock exchanges for currency and bullion-related exchange rates unless we have FULL CO-OPERATION (not only documents – they need to do the connection and any other required configurations and linking to your products – we will give them access to the site) with your service provider on this. The exception to this is CJs Drop Shipping, where we integrated two sites successfully for our clients in the drop shipping business.

What we do know is that we are excellent at setting up websites using our theme with subconscious funnelling. Pretty is not always better. **Our sites look different, but they are aimed at getting a response from your visitors.** We are great at setting up e-commerce solutions, have functioning online shops with the safest online payment integrations available in South Africa, and we know how to configure various shipping options to satisfy your online clients.



Our most recent clients are listed in the latest issue of the PAWZETTE at [PAWZETTE - Cross-Marketing Collective Brochure](#), scroll down to read the latest issue. You will find our completed projects at <https://passionateaboutwebsites.co.za/completed-projects/>, and projects currently under development (probably some of the more advanced work and most definitely projects running under the flag of sellrite.online) at <https://passionateaboutwebsites.co.za/projects-under-development/>. Please have a look at these sites to get an idea of what we can assist you with.

We would love to assist you in getting a website up at an affordable price. Please contact us via [email](#) or [WhatsApp](#) should you have any questions.

[Passionate about Websites](#) - webmaster@passionateaboutwebsites.co.za



~*~*~