

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

Our owners have more than twenty years of experience in setting up websites. Our experience stretches from pure and good old HTML and CGI, (when most people only connected to BBS's using modems - before the internet was established in South Africa as we know it today), to MS Frontpage, to WordPress and a whole lot of other platforms in between. Most of those were for family and friends, some corporate intranets, 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 WordPress for websites, and Woocommerce for e-commerce enabled sites. We specialise in e-commerce solutions for South Africans, with online payment solutions catering for South Africans and shipping solutions for products using various options available in South Africa.

Some of our sites do not exist anymore as the businesses of friends, unfortunately, failed during bad economic times, or simply closed down business upon retirement, and in the unfortunate event of death. Of the MS Frontpage sites one or two are still running and we are trying hard to convince the owners of those to convert to WordPress.

We are a registered South African company. All our staff members are freelancers and work remotely. We have two website developers (two more in training), one expert traditional marketing & salesperson and one online salesperson, one graphic designer whom we outsource work to (clients pay for these services). We collaborate with two social media managers and continuously refer our clients to one of them and our support staff includes one administrative person who handles accounting and general admin, 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 for us as we were 99% online before 2020. The only thing we miss is the outings for coffee. However, this only applies to our marketing & sales people - the rest of our team prefer the online-only idea! Our members are mainly based in Gauteng. Some of our major role-players have never met each other in person – most interviews were done over phone calls. All work is done via e-mail and WhatsApp text. This works for us and our clients spread all over South Africa, from Louis Trichardt to Cape Town.

Currently, all our clients are South Africans. However, with the type of work we do and the fact that we can accept foreign payment via [payfast.co.za](#) we are ready to take on any foreign business if approached. We have worked on sponsored, non-South African hosted sites before.

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 also work with [Information SA](#) which is a small team of entrepreneurs dedicated to finding sponsors to create an internet presence for the typical “street corner vendor with a carton cardboard sign”, assisting those with a sponsored subdomain website and e-mail address.

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 have to 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 do research on 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 [Kers Scented Candle](#) and [Books & Stuff](#).

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 [Embo Handmade](#) and [TNK Green](#). SRO now focuses on clients of PAW with higher expectations for their e-commerce solutions which would include client selected theme, 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 are different for clients of PAW and SRO.

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

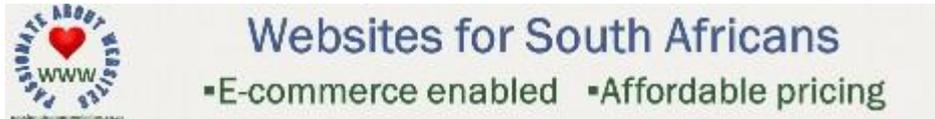
1. We do not integrate Woocommerce shops with Facebook and Instagram shops anymore. Facebook has changed their requirements regarding this and it has become very hard for non-specialists like us to do these integrations. Even though we successfully integrated these shops before, we now leave this to the specialists.
2. We do not do graphic design. We will refer you to our graphics designer if need to have any graphics word done – and you will need to as we require specific graphics for logos, favicons, etc.
3. We do not do social media marketing. We know what Facebook and Instagram is 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. We will refer you to specialists in this field should you be interested.
5. We do not integrate API functions.

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 e-commerce solutions, have functioning online shops with the safest online payment integration available in South Africa, and we do know how to configure various shipping options to satisfy your online clients.

Our most recent clients are listed 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 affordable pricing. Please contact us via [email](#) or [WhatsApp](#) should you have any questions.

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



AgriStays | AskRoline | Bara Boy Productions | Bathing Butterflies |
Besembek et alia Travel Blog | Books & Stuff | Casa Caritas Online Charity Shop |
Creative Treatz | Dr Philp Nolte Writing Services | E-Bahiti Game Lodge | ECO LINKT |
Embo Handmade | Houtenrus Farm Accommodation | Information SA | Insight Solar |
Inyathi Feeds | Japie Trollip Personal | Jojo's Bakes | Kers Scented Candle | Look Up Pro |
Mailbox4Me | Margie Burger Food Styling | Mum Unplugged | Motivation SA |
MyGraskop.Com | NB Design & Print | NG Kerk Soutpansberg - Louis Trichardt |
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Rebel Metal Engineering | Ru's Kitchen | sellrite.online | Sher's Tasty Biscuits |
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TNK Green | Toys and Gadgets | Tripple J Repairs | Tshilidzi "The Coach" Radali |
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