

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, 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 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 unfortunately do not exist as the businesses of friends anymore, failing during bad economic times, or simply closed down business upon retirement, and in the unfortunate event of death. One or two businesses are still running on the MS Frontpage platform and we are trying hard to convince the owners 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 (a third in training), one expert traditional marketing & salesperson and one online salesperson, and 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. 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, as we were 99% online before 2020. The only thing we miss is the outings for coffee. However, this only applies to our marketing and 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 because interviews were done telephonically. All work is done via e-mail and WhatsApp text. Most of us shy away from Zoom and Teams meetings and most likely will decline invitations to those. This works for us because our clients are spread all over South Africa, from Louis Trichardt (Makhado) 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. As time progressed we found that some of our e-commerce 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. PAW still provides e-commerce solutions to its clients but those solutions are simple one-client, one-shop solutions with a fixed theme, as is clear in our prime example [Embo Handmade](#). SRO now focuses on clients of PAW with higher expectations for their e-commerce solutions which include owner-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 is different for clients of PAW and SRO.

There are some things we DO NOT DO. None of the below three services are our forte. 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. Over the last year 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.

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 how we can assist you.

Please feel free to contact us via [email](#) or [WhatsApp](#) should you have any questions.