BLUEBERRY DESIGN

WEB DESIGN & DEVELOPMENT • IRELAND

Digital experiences that help businesses grow.

We design, build and manage websites and digital systems that help businesses attract customers, generate enquiries and work more efficiently.

- Website design
- WordPress
- E-commerce
- Custom development
- AI-powered solutions
- Hosting & support
- Digital marketing

blueberry.ie

BLUEBERRY DESIGN

ABOUT US

A practical digital partner

Blueberry Design is an Irish web design and development company based at The Mill in Drogheda. For more than 17 years, we have helped businesses turn ideas into effective websites, online shops and digital systems.

Built around your business

We take time to understand your goals and create a solution shaped around your requirements—not a one-size-fits-all template.

Design and technical expertise

Our team combines thoughtful design with practical development, from professional WordPress websites to tailored online systems and integrations.

Support beyond launch

We can host, maintain and improve your website after launch, helping you keep it secure, current and ready to support your business.

Straightforward communication

We explain options in plain English, give practical advice and adapt our approach to your needs, priorities and budget.

A team you can keep working with

From the first design conversation to ongoing updates and future improvements, we aim to make the process clear, collaborative and useful for your business.

BLUEBERRY DESIGN

WHY US

Why work with Blueberry?

Your website should be more than an online brochure. It should help people understand what you offer, build confidence in your business and take the next step.

01 **A professional first impression**

A clear, modern website helps communicate the quality of your business and makes it easier for potential customers to find the information they need.

02 **Designed to generate enquiries**

We plan page layouts, calls to action and user journeys around what you want visitors to do—whether that is call, enquire, book or buy.

03 **Flexible WordPress websites**

WordPress gives you a practical content management system, with room to expand pages, features and integrations as your business develops.

04 **One team for build and support**

With design, development, hosting and maintenance available from one provider, there is a clear point of contact for your website.

05 **A platform for marketing**

We can support your website with Google Ads, SEO foundations, analytics and performance improvements to help you understand and grow your online presence.

06 **Solutions that fit**

We work with businesses of different sizes and can recommend a phased approach where that makes the most sense for your priorities and budget.

OUR SERVICES • 01 OF 08

01

Website design & WordPress

Bespoke websites designed to represent your business, communicate your value and make it easy for customers to take action.

- New business websites, redesigns and website upgrades.
- Custom WordPress development and flexible content management.
- Responsive layouts for mobile, tablet and desktop.
- Content structures, enquiry forms and clear calls to action.
- Accessibility, performance and search-friendly foundations considered during the build.

HOW THIS HELPS YOUR BUSINESS

Get a website that looks professional, is straightforward to manage and can evolve as your business changes.

OUR SERVICES • 02 OF 08

02

E-commerce: WooCommerce & Shopify

Online shops built on WooCommerce or Shopify to make browsing, product selection and purchasing straightforward for your customers.

- WooCommerce and Shopify store design and development.
- Product catalogues, categories, variations and product search.
- Payment gateway and delivery configuration.
- Custom product features and business-specific workflows.
- Analytics and search optimisation foundations.

HOW THIS HELPS YOUR BUSINESS

Create a practical online sales channel with control over your products, content and customer experience.

OUR SERVICES • 03 OF 08

03

Custom development & integrations

When a standard website is not enough, we can build tailored tools and connect systems to support the way your business works.

- Custom forms, booking and enquiry workflows.
- API development and third-party integrations.
- CRM, POS and ERP integration projects where supported.
- Customer portals, membership areas and database-driven applications.
- Custom content management tools and business applications.

HOW THIS HELPS YOUR BUSINESS

Reduce repetitive tasks, improve the flow of information and give customers or staff a more useful online experience.

OUR SERVICES • 04 OF 08

04

AI-powered website solutions

We use AI-assisted tools alongside human design and development to help create and manage website content and digital experiences.

- AI-assisted content drafting and editing.
- Support for generating or improving images and website assets.
- AI-assisted development workflows where appropriate.
- WordPress-based content management and tailored functionality.
- Guidance on using AI tools as part of your website workflow.

HOW THIS HELPS YOUR BUSINESS

Use AI practically to support productivity while keeping human oversight, business goals and quality at the centre of the project.

OUR SERVICES • 05 OF 08

05

Website hosting, deployment & maintenance

A website needs care after launch—including sites built with AI tools. We provide hosting, deployment and maintenance to keep them available, secure and up to date.

- Managed website hosting, SSL certificates and secure configuration.
- Hosting and deployment for AI-built sites (Claude, ChatGPT and more).
- Domain, DNS, database and integration setup for AI-built projects.
- Backups, updates, security monitoring and performance optimisation.
- Ongoing technical support and website changes by arrangement.

HOW THIS HELPS YOUR BUSINESS

Have a clear route for website support, routine maintenance and future improvements without having to manage every technical detail yourself.

OUR SERVICES • 06 OF 08

06

Google Ads / PPC advertising

Targeted paid search campaigns that help put your business in front of people actively searching for your products or services.

- Campaign planning and keyword research.
- Search campaign setup and optimisation.
- Ad copy, conversion tracking and performance reviews.
- Budget and search-term monitoring.
- Reporting on key metrics and opportunities to improve.

HOW THIS HELPS YOUR BUSINESS

Build a measurable route to visibility and enquiries, with campaign decisions informed by performance data.

Advertising spend is separate from management fees.

OUR SERVICES • 07 OF 08

07

SEO, analytics & digital visibility

Help customers discover your business and understand how people use your website.

- On-page SEO foundations and metadata.
- Search-friendly site structure and content guidance.
- Google Analytics and Search Console setup where access is available.
- Performance and user-journey review.
- Recommendations to improve visibility and conversion opportunities.

HOW THIS HELPS YOUR BUSINESS

Make more informed decisions about your website and create a stronger foundation for long-term organic visibility.

OUR SERVICES • 08 OF 08

08

Mobile apps & Progressive Web Apps

For businesses that need more than a standard website, we can help plan and develop app-style digital experiences.

- Native iOS and Android app development projects.
- Progressive Web Apps using compatible web technologies.
- User experience and interface design.
- API-connected experiences and online workflows.
- Project planning based on your users and business requirements.

HOW THIS HELPS YOUR BUSINESS

Explore ways to make your services more accessible, useful and engaging across devices.

BLUEBERRY DESIGN

OUR WORK

Work shaped around real businesses

We have delivered websites and digital solutions across a range of sectors, from brochure websites and online shops to recruitment platforms and custom portals.

Osborne Recruitment

Website with a rebuilt job search and tracker integration.

Recruitment

Active Sportswear

Team-focused online shop with simplified bulk ordering.

E-commerce

CPD Safe

Secure CPD portal for health and social care professionals.

Portal

West Coast Camper Vans

Campervan rental website with search and online booking.

Booking

WHAT CLIENTS VALUE

Clients have highlighted our responsive service, practical advice, flexibility and willingness to understand their requirements.

Read more testimonials and case studies: **blueberry.ie/case-studies**

BLUEBERRY DESIGN

GET IN TOUCH

Have a project in mind?

Let's talk about what your business needs and how the right website or digital solution can help.

VISIT US

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