

— BUSINESS SERVICES BROCHURE

Empowering innovation through next-generation digital solutions.

AI · Web · E-commerce · Mobile · Design · Blockchain · Marketing · Content · Video



MEET YOUR CONTACT

Craig Stubbs

Hugh Janus Ltd trading as Hugh Janus AI

10

Specialist
service areas

50+

Individual
capabilities

1

Partner for your
entire digital journey

One partner. Every digital capability your business needs to grow.

At Hugh Janus AI Business Services & Web & E-commerce, we believe technology should work as hard as you do. Today's businesses face a fast-moving landscape: customers expect intelligent, seamless experiences; competitors move quickly; and the tools available — from artificial intelligence to decentralised ledgers — evolve every month.

We bring together the full spectrum of modern digital expertise under one roof. Our teams design, engineer and market solutions that span artificial intelligence, enterprise web platforms, high-converting e-commerce, native and cross-platform mobile apps, user experience design, blockchain, search and paid marketing, content and video.

Rather than juggling multiple agencies, you gain a single, accountable partner who understands how every piece connects — how your AI models feed your app, how your store design drives your SEO, how your content fuels your ad campaigns. The result is a joined-up digital presence that is greater than the sum of its parts.

“We turn static data, ideas and ambitions into proactive digital assets that deliver measurable business value.”

OUR MISSION

To empower organisations of every size with next-generation digital solutions that are secure, scalable and built to perform — and to be a trusted, long-term partner as they grow.

OUR PROMISE

Clean, maintainable engineering. Design grounded in real user behaviour. Marketing focused on outcomes, not vanity metrics. And clear communication at every step.

Ten disciplines. One integrated team.

Each service can be engaged on its own or combined into a complete programme. Over the following pages we explore every area in depth — what we deliver, the outcomes you can expect and what you receive.



01

AI Development

Intelligence, engineered for your business



02

Web Development

Robust platforms built to scale



03

E-commerce UI Design & Development

Storefronts that turn browsers into buyers



04

Mobile App Development

Engagement on every screen



05

UI/UX Design

Beautiful, usable, measurable



06

Blockchain Development

Trustless infrastructure for the Web3 economy



07

Digital Marketing & SEO

Be found by the customers who matter



08

Pay-Per-Click (PPC) Marketing

Instant visibility, measurable return



09

Content Marketing & Copywriting

Words that build authority and drive action



10

Video Editing

Stories that stop the scroll

The advantages of working with Hugh Janus AI.

01

Full-spectrum expertise

From neural networks to Reels editing, every discipline you need is available through one team — no hand-offs between disconnected agencies.

02

Clean, secure engineering

We follow clean-architecture principles and security-first practices so your platforms are safe, stable and easy to maintain for years.

03

Built to scale

Our solutions are designed for heavy traffic, growing data and expanding teams — ready for where your business is heading, not just where it is today.

04

User-centred by design

Every interface is grounded in behavioural insight and tested with real users, so your customers find what they need and act on it.

05

Outcome-focused marketing

We optimise for rankings, conversions and Return on Ad Spend — the numbers that move your bottom line, not vanity metrics.

06

Transparent partnership

Clear scopes, regular progress updates and plain-English reporting keep you informed and in control throughout every engagement.



AI Development

Intelligence, engineered for your business

Artificial intelligence is no longer a future bet — it is the engine behind faster decisions, leaner operations and smarter products. We design and build AI systems that automate complex cognitive work, surface insight hidden in your data and power a new generation of intelligent applications. Using modern deep-learning networks and scalable model architectures, we turn static organisational data into a proactive operational asset.

WHAT WE DELIVER

Machine Learning Development

Predictive modelling, forecasting and analytics built on custom neural networks and regression structures. We extract structural intelligence from large and complex data ecosystems so you can anticipate demand, risk and opportunity.

Computer Vision Development

Image recognition frameworks, dense object detection, spatial awareness systems and facial analysis architectures that process visual data accurately and in real time — from quality inspection to smart retail.

AI Chatbot Development

Context-aware conversational interfaces powered by natural language processing. Our assistants handle customer support and internal workflows with human-like fluency, around the clock.

AI for Mobile & Web Apps

Native integration of custom models, semantic processing, predictive search and recommendation engines inside responsive web and mobile products — making every interaction feel personal.

AI for Automation

Intelligent robotic process automation (RPA) and neural workflows that securely streamline legacy administrative pipelines and remove repetitive, error-prone manual tasks.

OUTCOMES YOU CAN EXPECT

- ✓ Faster, data-backed decision making
- ✓ Reduced manual workload and operating cost
- ✓ Always-on customer engagement
- ✓ New intelligent product capabilities

WHAT YOU RECEIVE

- Discovery & data-readiness assessment
- Trained, validated models
- Integration APIs & dashboards
- Monitoring and retraining plan



Web Development

Robust platforms built to scale

Your website or web application is often the first — and most frequent — point of contact with your customers. We engineer custom web infrastructure around your security requirements, heavy multi-tenant traffic and seamless database scaling. Every platform follows clean-architecture principles, giving you safe, maintainable code with a long lifespan and optimised runtime performance.

WHAT WE DELIVER

CMS & Framework Development

Custom, highly secure content management systems built on modern object-oriented frameworks, putting your team in control of content.

WordPress & WooCommerce

Enterprise-grade WordPress builds, custom plugins and scalable, highly transactional store architectures.

PHP, CodeIgniter & Laravel

Backend engineering with strict MVC patterns, secure API routes, clean database abstraction and optimised queries.

.NET Development

High-security corporate backends, resilient microservice platforms and complex systems aligned to strict safety standards.

React.js & Node.js

Real-time, event-driven single-page applications with smooth interfaces and non-blocking backend runtimes.

SaaS Development

Scalable cloud software-as-a-service with multi-tenant isolation, subscription billing and secure role administration.

Webflow & Drupal

Visually refined front ends paired with modular, flexible open-source systems for modern multi-site estates.

API Development

Secure RESTful and GraphQL interfaces for fast, reliable cross-platform connectivity and data synchronisation.

OUTCOMES YOU CAN EXPECT

- ✓ Fast, secure and stable platforms
- ✓ Code that is easy to maintain and extend
- ✓ Room to grow with traffic and data
- ✓ Seamless integration with existing systems

WHAT YOU RECEIVE

Technical architecture & specification

Production-ready codebase

Automated testing & deployment

Documentation & handover

— SERVICE 03 OF 10



E-commerce UI Design & Development

Storefronts that turn browsers into buyers

Every click between discovery and checkout is a chance to win — or lose — a sale. We engineer online stores from the ground up to convert casual browsing traffic into predictable, high-value orders. Our focus is on removing friction across every micro-interaction, securing transactional endpoints and building automated, highly responsive catalogue systems that make selling at scale effortless.

WHAT WE DELIVER

Shopify & Magento Development

Fluid merchant architectures, cloud catalogue mapping, international checkouts and bespoke backend modules optimised for high-volume trading.

E-commerce UI Design

High-fidelity, frictionless cart layouts, transparent multi-stage checkout flows and dynamic category filters designed to minimise exit rates.

Landing Page Design

Focused, standalone promotional pages engineered for visual impact and conversion — built to maximise the return on every advertising pound.

THE CONVERSION JOURNEY WE DESIGN FOR

01

Discover — intuitive navigation & search

02

Evaluate — rich product pages & trust signals

03

Decide — clear pricing & persuasive calls to action

04

Purchase — fast, secure, low-friction checkout

05

Return — account features, email flows & loyalty

OUTCOMES YOU CAN EXPECT

- ✓ Higher conversion rates
- ✓ Lower cart abandonment
- ✓ Smooth international selling
- ✓ Catalogues that manage themselves

WHAT YOU RECEIVE

UX audit & conversion strategy

Store design system

Configured & extended platform

Payment, shipping & tax set-up

— SERVICE 04 OF 10



Mobile App Development

Engagement on every screen

Your customers live on their phones. We help you earn a permanent place on their home screen with robust native codebases and modern hybrid runtimes. Our production methodology delivers lightweight app packages, fluid animations, secure device authorisation and offline synchronisation — so your app performs brilliantly wherever your users are.

WHAT WE DELIVER

Android & iPhone Apps

Native development in Swift, Kotlin and Java that harnesses device hardware, background processing and core operating-system features.

Cross-Platform & Hybrid Apps

Cost-effective, unified architectures that deliver across platforms without duplicating source code — one investment, every device.

Progressive Web Apps (PWAs)

Lightning-fast web experiences that work offline, send push notifications and install to the home screen like a native app.

Flutter & React Native

Ultra-smooth interfaces built on shared engines, compiling into fast, polished apps for iOS and Android simultaneously.

SaaS App Development

Secure mobile touchpoints and dashboard portals connected to your cloud subscription platform for real-time oversight on the move.

OUTCOMES YOU CAN EXPECT

- ✓ Stronger, sustained customer engagement
- ✓ Faster time to market across platforms
- ✓ Reliable performance, online or offline
- ✓ Secure access to your services anywhere

WHAT YOU RECEIVE

Product roadmap & prototypes

iOS, Android or cross-platform builds

App store submission support

Analytics & ongoing maintenance



UI/UX Design

Beautiful, usable, measurable

Great design is where visual craft meets predictable usability. Our user-centric approach harmonises aesthetics with the way real people think and behave. Through structured wireframing, rigorous interactive user testing and robust design-language systems, we create digital and printed assets that look exceptional and perform even better.

WHAT WE DELIVER

Website & Mobile App Design

High-fidelity visual designs grounded in behavioural data analysis and mapped customer journeys.

Responsive Web Design

Layout grids that adapt flawlessly from large multi-screen displays down to compact mobile devices.

Figma Design

Comprehensive design systems, interactive click-through prototypes and production-ready developer handoff files.

Logo & Graphic Design

Sharp vector logos, modern iconography, cohesive brand guidelines and recognisable positioning graphics.

Banner & Brochure Design

High-impact layouts for digital campaign banners, social feeds and printed marketing collateral.

Illustration Art

Bespoke, stylised illustrations that set your brand apart from stock-dependent competitors.

OUTCOMES YOU CAN EXPECT

- ✓ A consistent, memorable brand
- ✓ Interfaces users understand instantly
- ✓ Faster, smoother development handoff
- ✓ Design decisions backed by evidence

WHAT YOU RECEIVE

Research & user journey maps

Wireframes & interactive prototypes

Design system & brand guidelines

Final artwork in all required formats



Blockchain Development

Trustless infrastructure for the Web3 economy

Blockchain enables transparent, tamper-proof transactions without relying on a central authority. We engineer secure, decentralised ledger solutions for the evolving Web3 economy. Every protocol we build is thoroughly stress-tested against structural vulnerabilities, malicious attack routes and sudden spikes in network transaction volume.

WHAT WE DELIVER

Crypto Wallet Development

Secure custodial or non-custodial storage with multi-signature validation, seed protection and dynamic gas calculation.

Tokenisation & ICO Development

Flexible token frameworks and secure crowd-sale contract architecture aligned with standard protocol layers.

NFT Development

Smart-contract logic and automated multi-chain minting pipelines for custom digital assets, programmatic royalties and marketplaces.

Smart Contract Development

Immutable, transparent, self-executing business logic written in Solidity or Rust and checked with strict validation tools.

Hybrid Blockchain Development

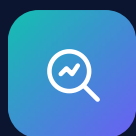
Custom blends of permissioned private networks and public ledger verification to meet demanding compliance needs.

OUTCOMES YOU CAN EXPECT

- ✓ Transparent, verifiable transactions
- ✓ Reduced reliance on intermediaries
- ✓ Security-first, stress-tested code
- ✓ New digital asset revenue models

WHAT YOU RECEIVE

- Solution & tokenomics design
- Audited smart contracts
- Wallet, dApp or marketplace build
- Deployment & network monitoring



Digital Marketing & SEO

Be found by the customers who matter

Visibility is everything online. We help you dominate competitive search spaces, attract high-intent inbound customers and build lasting digital authority. We ignore superficial vanity metrics and focus squarely on what grows your business: domain authority, search visibility and organic traffic that converts.

WHAT WE DELIVER

Search Engine Optimisation

Technical audits, semantic keyword architecture and crawl-path optimisation to grow natural search rankings.

Local SEO

Optimisation of local discovery channels, map-pack presence and citation networks to lead regional search results.

E-commerce SEO

Product-level structured formatting, crawl optimisation for deep categories and snippet modelling to win transactional buyers.

Enterprise SEO

Scalable frameworks for large corporate sites, automated pagination rules and highly competitive keyword spaces.

White Label SEO

Scalable fulfilment, reporting pipelines and technical delivery for agencies to offer under their own brand.

Link-Building Services

Systematic, outreach-driven editorial campaigns earning high-authority contextual backlinks that lift domain credibility.

OUTCOMES YOU CAN EXPECT

- ✓ Higher organic rankings & traffic
- ✓ More qualified inbound enquiries
- ✓ Stronger domain authority
- ✓ Transparent reporting on real results

WHAT YOU RECEIVE

Technical SEO audit

Keyword & content strategy

On-page and off-page optimisation

Regular performance reports



Pay-Per-Click (PPC) Marketing

Instant visibility, measurable return

When you need results now, paid media puts your brand in front of ready-to-buy audiences immediately. We help you gain instant search prominence, target granular buyer personas and significantly amplify your Return on Ad Spend (ROAS). Our programmatic strategies combine advanced tracking, rapid multivariate creative testing and continuous conversion-path optimisation.

WHAT WE DELIVER

Google Ads & Bing Ads

Intent-driven search campaigns, display remarketing loops and smart automated bidding strategies.

Social Media Advertising

Conversion campaigns across Meta (Facebook & Instagram), Threads and LinkedIn, calibrated to reach specific commercial audiences.

Video & E-commerce Ads

Video commercials for YouTube Ads and management of sponsored product listings within Amazon Ads.

Google Business Profile (GMB) Ads

Local, proximity-targeted placements across Google Maps and location-based search panels.

HOW WE MAXIMISE EVERY POUND OF AD SPEND

01

Audience research
& persona targeting

02

Conversion tracking
& attribution set-up

03

Creative A/B and
multivariate testing

04

Bid, budget &
placement
optimisation

05

Clear ROAS
reporting and
recommendations

OUTCOMES YOU CAN EXPECT

- ✓ Immediate, targeted visibility
- ✓ Improved Return on Ad Spend
- ✓ Lower cost per acquisition
- ✓ Full transparency on spend and results

WHAT YOU RECEIVE

Campaign strategy & account structure

Ad copy & creative variations

Tracking & analytics configuration

Ongoing optimisation & reporting



Content Marketing & Copywriting

Words that build authority and drive action

Great content earns attention, builds trust and moves people to act. We cultivate brand authority through meticulously researched copywriting that blends deep customer empathy with search-engine know-how — delivering narratives that engage, convert and retain your audience over time.

WHAT WE DELIVER

Email Marketing

Automated behavioural trigger flows, onboarding nurture sequences and conversion-focused newsletters.

Blog & Article Writing

Authoritative, deeply researched long-form content that ranks for informational searches and establishes thought leadership.

Web Copywriting

Core website messaging built around clear value propositions and the psychology of how customers decide.

Press Release Writing

Formal announcements, industry milestones and corporate updates structured for media syndication.

Online Reputation Management

Proactive brand monitoring and communication strategies that protect and elevate your sentiment online.

OUTCOMES YOU CAN EXPECT

- ✓ A clear, confident brand voice
- ✓ Content that ranks and converts
- ✓ Stronger customer relationships
- ✓ A protected online reputation

WHAT YOU RECEIVE

Content strategy & editorial calendar

Website, blog and email copy

Press materials

Reputation monitoring reports

— SERVICE 10 OF 10



Video Editing

Stories that stop the scroll

Video is the most engaging format on the internet — but only when it is crafted well. We deliver polished, cinematic post-production engineered to command attention on today's crowded platforms. We master visual pacing, sound design, typographic overlays and platform-specific formatting to create immersive multimedia that your audience will watch to the end.

WHAT WE DELIVER

Reels, Vlog & Podcast Editing

Fast-paced, high-retention editing structured to maximise engagement in portrait viewing feeds.

Social Media Video Editing

Custom formatting, colour grading and precise pacing for TikTok, YouTube Shorts and Meta feeds.

Product & Sports Video Editing

Dynamic, high-energy edits that showcase product features, finishes and fast-moving athletic action.

Travel & Event Video Editing

Atmospheric storytelling blended with custom soundtracks to capture your brand experiences and events.

PLATFORM-READY FROM DAY ONE

01

Vertical 9:16 for Reels, TikTok & Shorts

02

Square and 4:5 for social feeds

03

Widescreen 16:9 for YouTube & web

04

Captions & subtitles for sound-off viewing

05

Thumbnails and branded intros/outros

OUTCOMES YOU CAN EXPECT

- ✓ Higher watch time and retention
- ✓ A consistent, professional look
- ✓ More shares and engagement
- ✓ Content repurposed across every channel

WHAT YOU RECEIVE

Edited master files

Platform-specific cut-downs

Colour grade & sound mix

Captions and motion graphics

A proven process from first conversation to lasting results.

Whether you engage us for a single landing page or a full AI-powered platform, every project follows the same disciplined, transparent approach.

1

Discover

We listen first. Through workshops and research we learn your goals, audience, constraints and existing systems, and define what success looks like.

2

Strategise

We shape a clear plan: scope, architecture, channels, timeline and budget — with priorities agreed so the highest-value work comes first.

3

Design

Wireframes, prototypes and design systems bring ideas to life early, so you can see, test and refine before a line of production code is written.

4

Build

Our engineers develop in focused iterations using clean, secure, well-documented code, with regular demos so you always see progress.

5

Test & Launch

Rigorous quality assurance, performance and security testing, followed by a carefully managed launch and knowledge handover.

6

Grow & Optimise

After launch we monitor, measure and improve — refining models, campaigns, content and features as your business evolves.

Better together: services combined around your goals.

Launch a new online store

E-commerce UI Design · Shopify/Magento · SEO · PPC · Product Video

A complete path from first design to first sale — a conversion-optimised store, found in search and promoted to the right buyers.

Automate & modernise operations

AI for Automation · Machine Learning · API Development · .NET/Laravel

Replace manual processes with intelligent workflows connected securely to the systems you already run.

Build a digital product

UI/UX · Figma · React/Node · Flutter/React Native · SaaS

Go from idea to a polished web and mobile SaaS product with a design system that scales with your roadmap.

Grow brand authority

Content & Copywriting · Enterprise/Local SEO · Social Ads · Video Editing

A joined-up content engine that ranks, engages and converts across search, social and email.

— WAYS TO WORK WITH US

Project-based

A fixed scope delivered to an agreed timeline — ideal for websites, apps, stores and defined builds.

Ongoing retainer

A dedicated monthly allocation for SEO, PPC, content, video and continuous improvement.

Dedicated team

An extended team of specialists embedded in your roadmap for larger or long-running programmes.

White label

Our fulfilment delivered under your agency's brand, with reporting ready for your clients.

Answers to common questions.

Can I engage you for just one service?

Absolutely. Every service is available on its own. Many clients start with a single project — a website, an app or an SEO campaign — and expand once they see the results.

Which technologies do you use?

We select the right tool for each job — including Python-based AI frameworks, PHP/Laravel, .NET, React, Node.js, Flutter, React Native, Swift, Kotlin, Shopify, Magento, WordPress, Webflow, Drupal, Solidity and Rust.

How do you keep us informed?

You'll have a clear point of contact, regular progress updates and demos during builds, and plain-English performance reports for marketing work.

Do you work with small businesses as well as large organisations?

Yes. Our solutions scale from focused projects for growing businesses through to enterprise-grade platforms with heavy traffic and strict compliance needs.

Will I own the work you create?

We agree ownership and licensing clearly at the start of every engagement, so you know exactly what you will receive at handover.

Do you provide support after launch?

Yes. We offer ongoing maintenance, monitoring and optimisation so your platforms, models and campaigns keep improving over time.



Hugh Janus AI

HUGH JANUS LTD · TRADING AS HUGH JANUS AI

— LET'S BUILD WHAT'S NEXT

Ready to transform your business?

Tell us about your goals and we'll recommend the right combination of services, a clear plan and a transparent proposal — with no obligation.

WEB

www.hughjanusentertainment.com

EMAIL

craig@hughjanusentertainment.com

PHONE

+44 (0)1282 618 233

ADDRESS

**272 Wheatley Lane Rd, Fence,
Burnley, Lancashire BB12 9QD**