



SERVICE OVERVIEW

LIGHTCRAFT

We make world-class e-commerce, digital marketing and content production a reality in regional Victoria.

About Us.

Providing comprehensive digital marketing solutions

We provide a comprehensive suite of digital solutions tailored to empower local businesses. From crafting high-performance websites and producing exceptional digital content to delivering advanced SEO strategies and creating stunning digital imagery, our services are designed to enhance your online presence and drive business growth.

- Deep understanding of regional and suburban business needs
- Comprehensive digital solutions under one roof
- Partnership approach puts your business needs first



Committed to Regional Business

At the heart of our service lies a deep understanding and commitment to the unique needs of regional and suburban businesses. We've got the regional experience to understand your needs and communicate clearly with regional audiences. We are perfectly positioned to establish the market for agricultural and primary production businesses, Australian Made products, advanced manufacturing businesses, and companies that emphasize precision, craftsmanship and quality.

We provide a comprehensive array of services to help you sell at the top end of your market. Our team takes the time to understand your products and services, refine your strategy and clearly communicate our plan.

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Digital Imaging

Comprehensive Photography, 3D Rendering and Video Production Services

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3D Rendering

Ultra-realistic renders from engineering models, technical drawings or real-life products

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Custom Website Design

A hybrid e-commerce service model, tailored to your business needs

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Search Engine Optimization

Discover FRACTAL™, our content-centric approach to improving search engine rankings

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Integration Solutions

Utilize data you didn't know you had, to achieve results you didn't know were possible





Define your work with high impact on-site images.

Take your business to the next level with crystal clear images, capturing your work at its best. With national coverage, construction induction certification and all relevant documentation and insurance, we're ready to take on construction and engineering projects safely.

Our on-site imaging team is equipped with industry leading gear and backed by extensive experience. The dramatic, head-turning style of our images makes a huge impact on brand perception, helping you to sell at the top of your market.

clockwise from top
aces machinery, bayswater vic
deeds brewing, glen iris vic
edgemill distillery, laverton vic



Digital Imaging

clarity and vision

Our comprehensive digital imaging services offer studio photography, on-site imaging, and high-quality video production.

- Pristine studio settings for e-commerce product photography
- Real-world context imaging for high-impact marketing visuals
- Medium format capture for clear, true-to-life images





Take your e-commerce game to the next level.

Known for exceptional e-commerce product photography, our team specializes in the most challenging forms of commercial photography.

With years of experience, our RMIT-trained photographers don't shy away from low-key images, highly reflective surfaces or intricate retouching jobs. These capabilities offer a competitive edge to our clients, particularly in the advanced manufacturing and engineering sector.

We offer complimentary pick-up and drop-off services throughout metropolitan Melbourne and a range of background options from standard shades of white, black and colour to natural forest settings and a one-of-a-kind burnished concrete slab, we are equipped to produce spectacular images that will define your brand.

clockwise from top

- quest engineering, pascoe vale vic
- gig gear, bayswater vic
- concept boiler systems, bayswater vic
- oceania precision, tamworth nsw



Vivid commercial interiors + large format products

When it comes to architectural, commercial or residential images, our team takes note of every detail. By using their personal experience in products, design and construction and integrating elements that seek out our client's desired response from their audience, we produce images that embody the sense of space and produce real-world results.

bushido studios / melton / vic



group technologies / pascoe vale / vic

Our images are known for vivid colours and the strikingly realistic perspectives, using our extensive knowledge of equipment to produce clear, high-resolution images. Using world-class medium-format allows us to render spaces with a clarity that's true to life.

With years of experience in commercial photography and retouching, we have the expertise to communicate value to your audience and add a new dimension of growth to your business.

With national travel capability and a network of 360 degree cycloramas across Australia, no commercial image is out of reach.

studio revolution / port melbourne / vic





maroondah hospital, ringwood vic

Commercial + Government

Government and commercial projects often serve as a reflection of community goals and aspirations. These projects, whether infrastructure or commercial developments, represent a shared vision. In capturing these spaces through photography, our goal is to communicate the subtle nuances that showcase the community's involvement and the project's impact.

The narrative is central in government and commercial photography. Each image goes beyond presenting a structure, subtly conveying the balance between civic intentions and their outcomes. Our photography captures this balance, presenting a clear and straightforward representation of how community values are integrated into these tangible projects. Through our imagery, we aim to provide a comprehensive view that resonates with both the community and project stakeholders.



clockwise ringwood north sc, ringwood justice center, eastland town centre





Specialist design + build imaging

We understand the unique approach taken of the design-build industry, reflecting the unique nature of every project in our work. By capturing the shared vision between builder and clients, our work reflects the outstanding results achieved during these projects.

We showcase not only the completed project, but also seek to engage the journey and commitment behind each build.

Bring to life the narratives that make your constructions more than just buildings, but the result of vision, passion and precision.



clockwise from top
ardor design build | gordon, vic
econstruct | kinglake west, vic
interior | ardor design build | raglan, vic
exterior | ardor design build | raglan, vic



Full ray tracing, unparalleled realism

When rendered images provide superior results, where photography isn't practical or where the product is still in development, our photo-realistic 3D rendering service is the ultimate solution. Our renders are known for realistic textures, materials, and lighting that simulates a real studio environment for maximum realism. Our rendering method is so advanced, it's often impossible to tell it from a photo.

Our process is flexible, too - allowing us to work from technical drawings, engineering models, or by analyzing existing products to create lifelike models. Renders are created with cutting edge AutoDesk software including 3DS MAX and Fusion360, We use the renowned Corona ray traced render engine using a purpose built render farm to generate a huge number of images rapidly, with options for post-render lighting control and pre-clipped, composite-ready output.



3D Renders

precise and secure service

Our comprehensive digital imaging services offer studio photography, on-site imaging, and high-quality video production.

- Secure, encrypted in-house computer systems
- Ready-made NDA contracts to protect your data
- Ultra realistic models, textures and lighting with full depth-of-field and animation capabilities



attract and convert more prospects

Custom Website Design

focused performance.

We specialize in creating high-performance websites with exceptional user experiences for e-commerce and service industry businesses.

- Hybrid model blending e-commerce and service industry features
- Objectives-driven design focused on customer profiles
- Content tailored for revenue improvement and satisfaction

LIGHTCRAFT

Transforming Perception With Hybrid E-Commerce + Service Design

We build on the latest website platforms, delivering high performance websites to both e-commerce and service industry businesses. Our unique hybrid model blends the same strategies we use to build expansive, easy to navigate online stores with service or lead generation pages, empowering your business with the best of both worlds while offering the flexibility of switching focus as you need.

We integrate **photography, video and content writing services** to deliver outstanding results with consistency of quality and brand throughout.

Oceania Precision

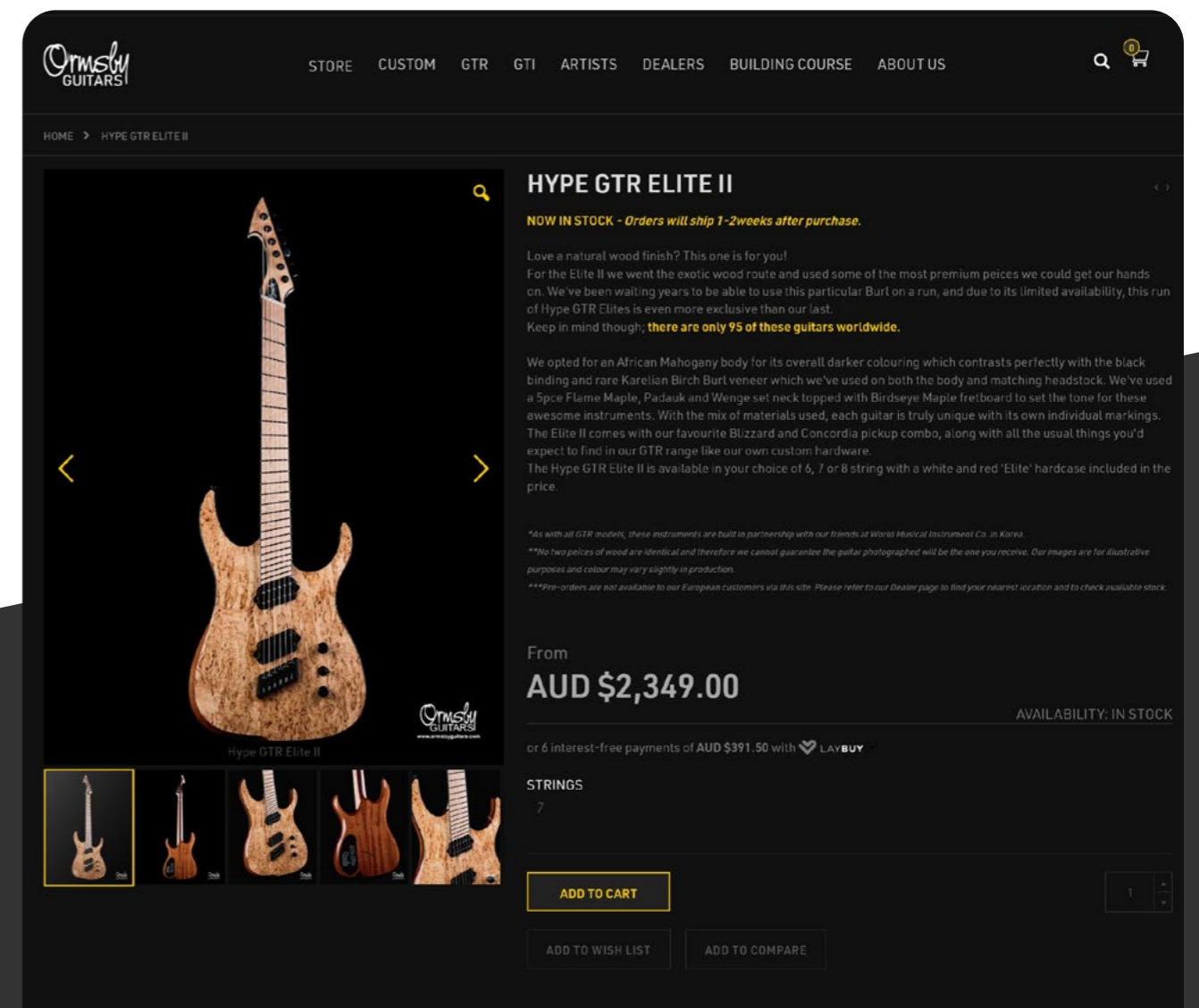
Manufacturer of high-precision firearms and components based in Tamworth, New South Wales.

Concept Boiler Systems

Manufacture and installation of industrial equipment based in Bayswater North, Victoria.

Ormsby Guitars

Manufacture and importer of specialized guitars based in Thornlie, Western Australia.



Scale Length Six string: 25.5 - 27.5", Seven string: 25.5 - 27.8", Eight string: 25.5" - 28.3"

Body Mahogany with a premium Karelian Birch Burl veneer

Neck Type Set Neck

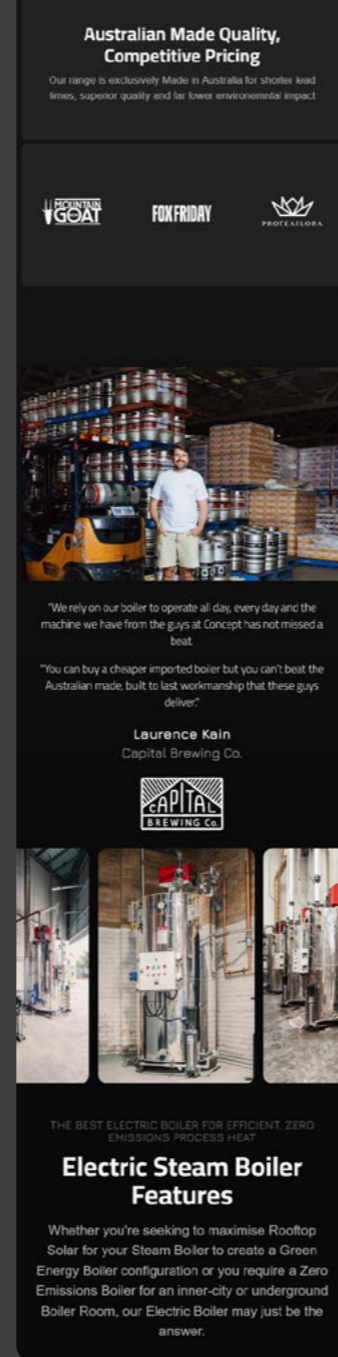
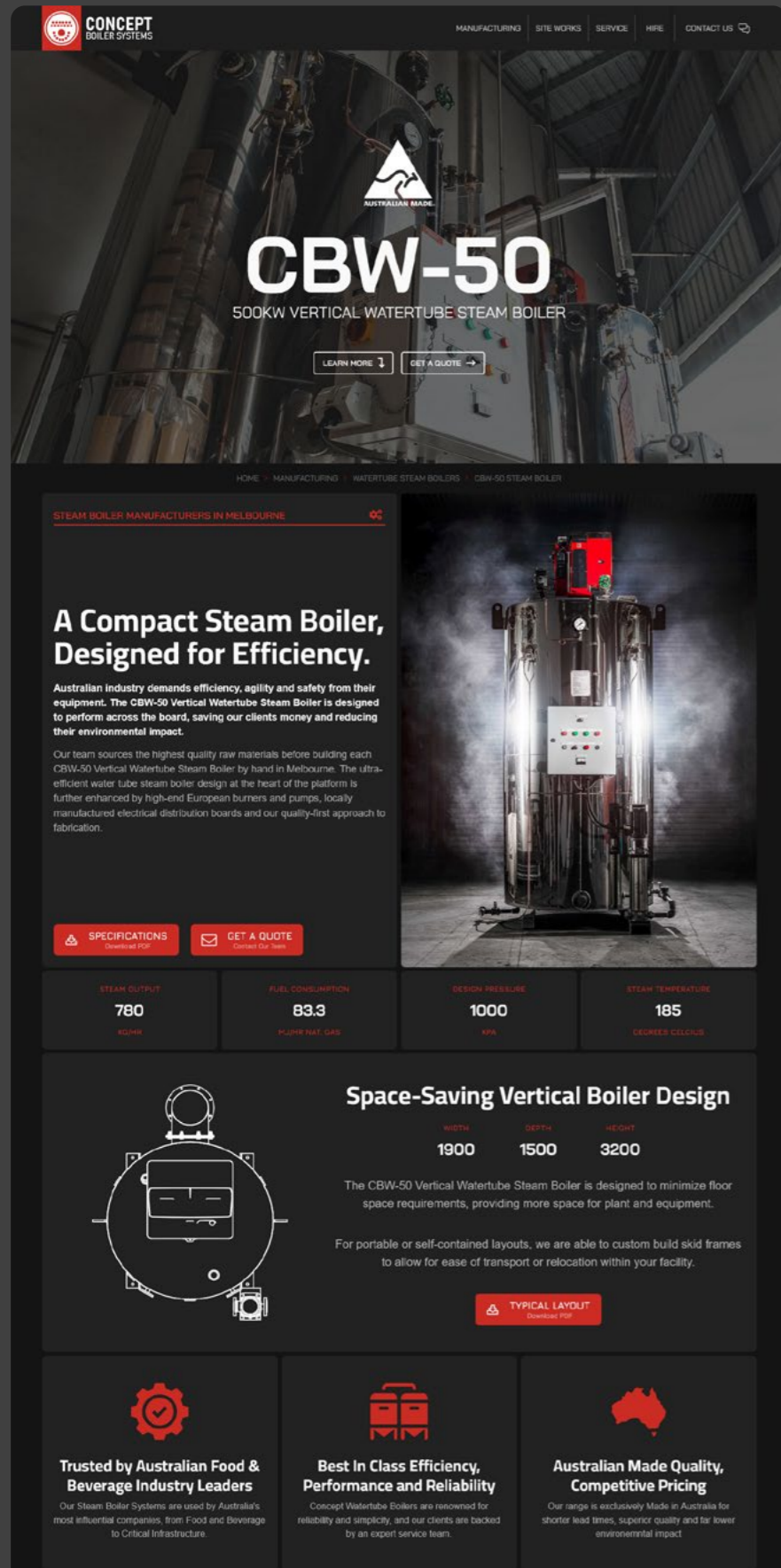
Neck 5pc 1-piece of Flame Maple / Darkwood / Wenge / Darkwood / Flame Maple

Concept Boiler Systems

We embedded in the Concept business for six weeks, capturing dozens of photographs on site and in their manufacturing facility while gathering all the information we'd need to build a high-performance website.

The results speak for themselves, with a halving of their average search position, doubling of search impressions and substantial impact on lead generation, including converting a tier 1 prospect within a week of launch.

- Deeply nested SEO content showcases our AI technologies
- Integrated headless CMS for complete no-cost lead management
- Same-day indexing with immediate impact on search rankings



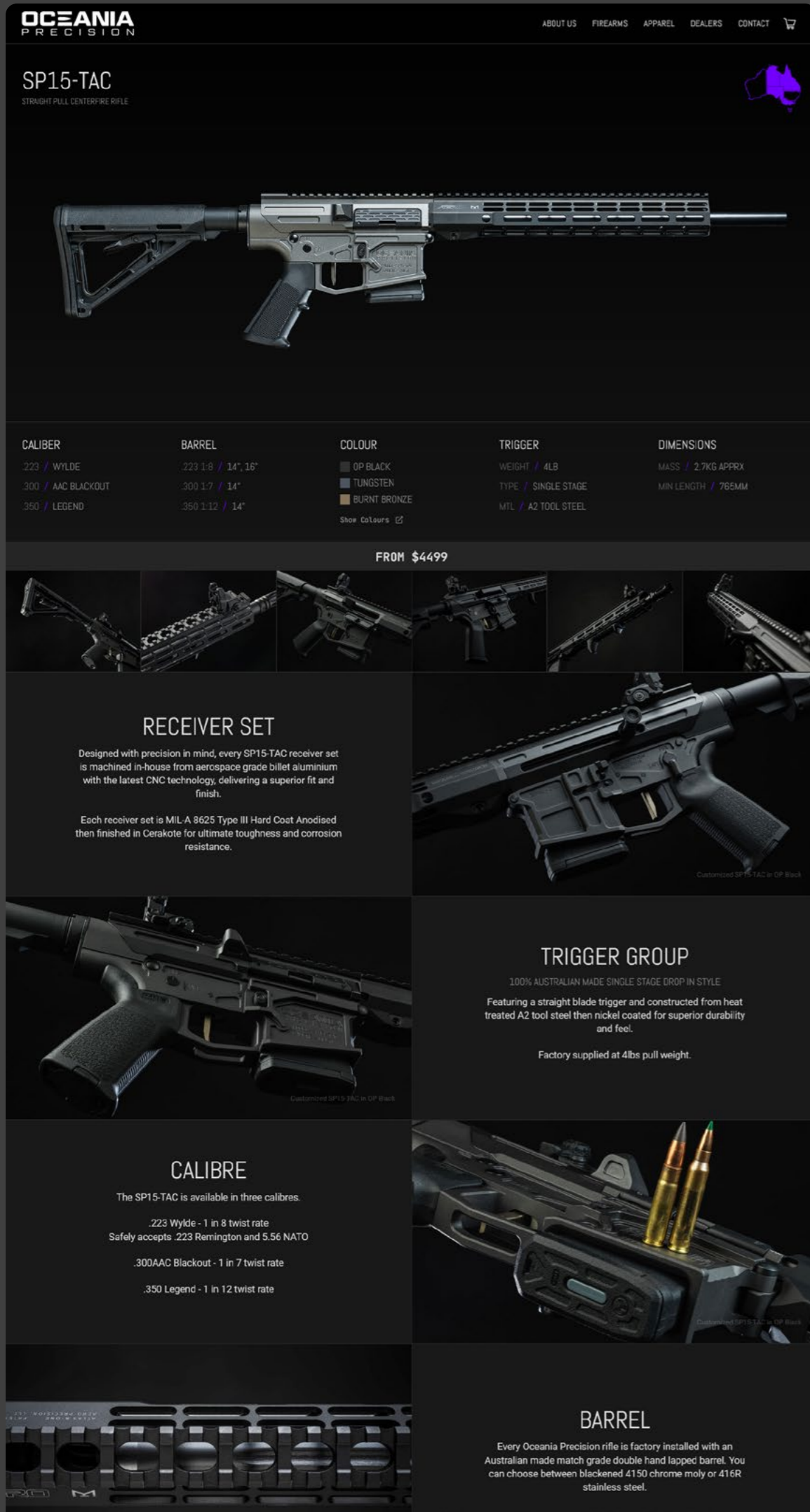


WordPress
technology



Responsive
design

63
Pages
in google index



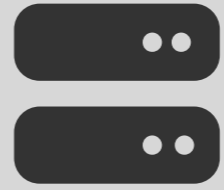
Oceania Precision

Even after developing a functionally and aesthetically superior rifle for the Australian firearms market, Oceania Precision were a relatively unknown manufacturer.

A striking website design, packed with high impact imagery was all it took to position Oceania as the market leader, with order volumes increasing rapidly and demand for the rifles exceeding supply.

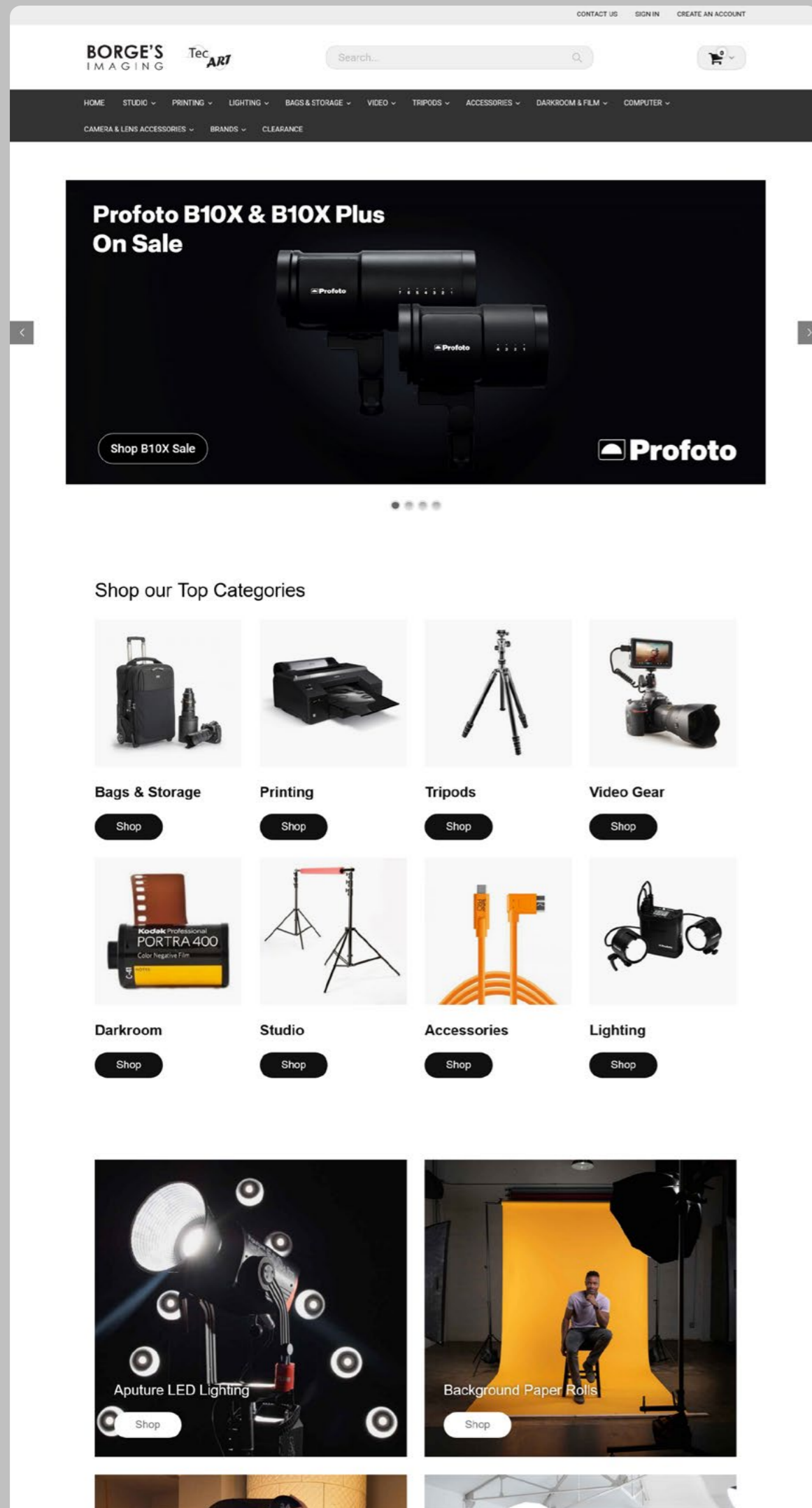
Demonstrating our dedication to the task at hand, our team acquired the necessary licenses and took delivery of a rifle to complete the project.

- High impact low-key studio photography by licensed photographers
- Carefully structured backend makes updates easier than ever
- Built-in e-commerce component for pre-order and apparel sales


WordPress
 technology


Responsive
 design

21
Pages
 in google index

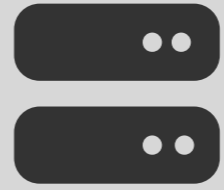


Borge's Imaging

Having previously developed an extensive e-commerce capability while working in the store, our founder returned to develop a comprehensive Magento2 store five years later, resulting in a significant improvement to search rankings in categories such as fine art paper and studio equipment.

After retiring from the industry, Borge Andersen sold the business to TecArt Solutions, who continues to operate the Borge's name and website explicitly to maintain the excellent SEO position held by a wide range of products and categories.

- Hundreds of products with first-page ranks on Google
- Lighting-fast Algolia integrated search engine
- Attribute-based filtering and sorting for key product lines

 Magento2 technology	152 Keywords in the top 3 hits	3.4k Products in google index
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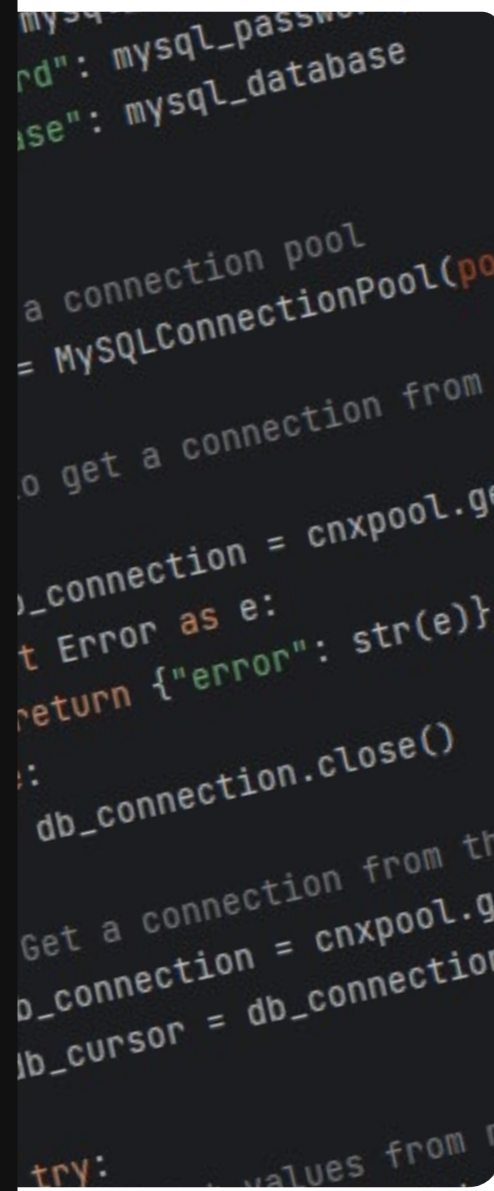
get more free google & bing clicks

SEO & Content Writing

accurate, seo ready content

Maximize your online visibility with sustainable SEO and revolutionary AI-driven content generation.

- Strategies ensuring top rankings in Google & Bing
- Custom-built generative AI for high-quality, SEO-ready content
- Expertise in aligning content with business goals



LIGHTCRAFT

Increase Rankings in Google & Bing

There's no shortage of businesses selling Search Engine Optimization, but getting clear information isn't so easy.

We know that when it comes to Google, content is king. Because our websites are built with a laser-focus on user experience and customer satisfaction, we deliver the outstanding content you need to deliver truly sustainable search engine performance.

When you build your site with Lightcraft, all the fundamental technical pieces already in place, there's no additional SEO required.



Fractal™ CGS Content System

At the heart of our product lies Fractal, our very own Content Generation System (CGS) that delivers a quality and volume of content that has to be seen to be believed.

We start by profiling and structuring your business, products and services, using our expert knowledge in Generative AI to develop a suite of custom prompts to power your own custom AI Content Generation system. Once you're set up, we can generate a staggering volume of detailed, SEO-ready content at speed with factual and contextual precision like you've never seen, and integrate it directly to your website with ease.

WordPress, WooCommerce

direct API integration
to pages, posts and products

GPT 4 32k

language model
powered by OpenAI

Integration Solutions

Streamline your business operations with our tailored POS, CRM, and CMS integration solutions and precise data extraction services.

Technology is moving quickly, with more products and services available than ever. Business software solutions often come with an eye-watering price tag, but often fail to deliver the benefits they advertise. We work with our clients to write requirements documents, review technology proposals, check over vendor scopes and identify risks before it's too late.

By working with us, you'll reduce the risk of paying for features that aren't suited to you and get a honest independent appraisal of the scope, proposal and delivery plan you're signing up to. We guarantee conflict-of-interest free advice and always go above and beyond to keep vendors honest and accountable.

- Advice on technology proposals, free from conflicts of interest
- Expertise in transitioning from legacy systems
- Efficiency-focused automation for sales and compliance

Magento Data Extraction Experts

With a decade of experience working with Magento E-Commerce stores to build, develop and optimize their operations, we've got the skills to extract, manipulate and prepare your data when the time comes to transition to new technologies.

Contact us to discuss your options. With over sixty stores successfully migrated to new, more effective platforms, we have the technical know-how and customer relationship management skills to make your upgrade a success.

Streamlined, efficient data handling

Efficiency is key in business operations, and our diverse experience across operational, digital, and sales domains allows us to identify and implement effective automations.

By analyzing your business processes and identifying areas for improvement, we help convert more sales and ensure compliance. Our solutions include turning email inquiries into advanced workflows, automating repetitive document production, and creating purpose-built integrations for faster product uploads and more effective order processing.

Headless CMS

We use the next-gen Directus CMS, a fully featured open-source platform with a developer friendly API and extensive documentation. It's easy to launch, maintain and update, making light work of structuring and accessing your data.

POS & ERP

We have extensive experience managing complex ERP and POS integrations. After successfully implementing dozens of e-commerce integrations with Pronto, Readysell, CIN7 and more, we're equipped with the experience you need for a reliable implementation.

Accounting

Reduce time spent reconciling, matching and entering data with a direct integration between your ERP, e-commerce platform or quoting software. We're experienced in Xero and Quickbooks integrations, and we're able to link with almost any software feed.

construction
manufacturing
agricultural
commercial
retail / b2b
e-commerce

email

admin@lightcraft.com.au

phone

0400 532 018

post

PO Box 8
1/14 Whittlesea-Kinglake Road
Kinglake VIC 3763

lightcraft.com.au

Lightcraft Group Pty Ltd
ABN 0400 532 018