



MYCRAFT INTERNATIONAL

OUR SERVICES & PORTFOLIO

**Your Vision.
Expertly Crafted Online.**



Websites. Identity. Digital content.

Original demonstration projects.
Websites, brand design and digital marketing.

A thoughtful partner for your digital presence.

Website, brand and digital marketing services, with clear scope and editable deliverables.

ABOUT MYCRAFT

MyCraft International is a digital services agency focused on business websites, brand design and digital marketing. We create a coherent online presence that helps businesses communicate their value and connect with their audience.

Our work brings strategy, design, content and implementation together, from the first project brief to a consistent, practical digital experience.

Website development & redesign

Business websites, service pages and product catalogues, with responsive layouts and stronger on-page SEO.

Brand & creative design

Visual identity systems, scalable artwork, campaign graphics and reusable design assets.

SEO, campaigns & digital marketing

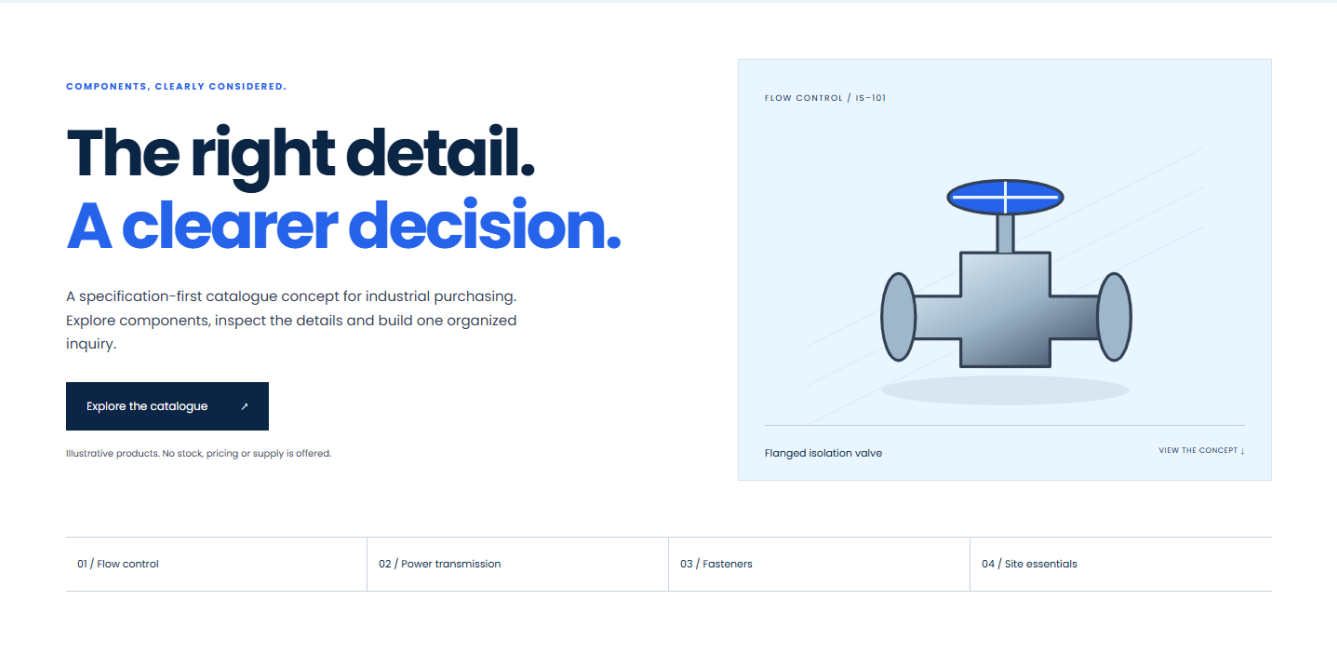
Growth-focused SEO strategy, technical audits, content optimisation, internal linking and campaign reporting, scoped to each project.

Explore our original demonstration projects, design collections and illustrative marketing reports.

Ironline Supply

An industrial supplier concept designed for clear product discovery and easier inquiry preparation.

INDEPENDENT CONCEPT PROJECT



PROJECT FOCUS

Present technical products clearly and help visitors compare options before making an inquiry.

WHAT WE CREATED

Eight illustrated sample products, search, category filters, sorting, detail views, quantities and an inquiry draft.

Independent demonstration project. Product specifications are sample data; the inquiry flow demonstrates the intended user experience.

Morrow Workspace Studio

A service-business concept with a purposeful story and a clear consultation journey.

INDEPENDENT CONCEPT PROJECT

MORROW

Services

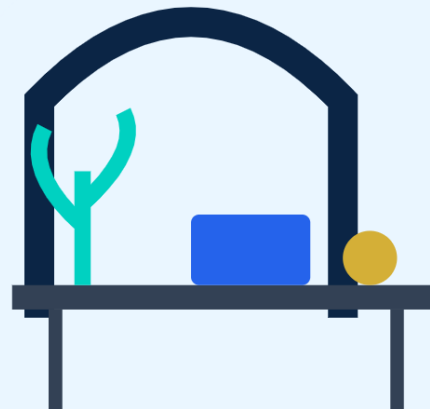
Consultation preview ↗

WORKSPACE STUDIO / FICTIONAL BUSINESS

Make room for what comes next.

Thoughtful workspace concepts for people with ideas to build. From a single desk to a small studio, start with a space that supports your purpose.

Shape your space ↗



PROJECT FOCUS

Make a workspace design service easy to understand and explore.

WHAT WE CREATED

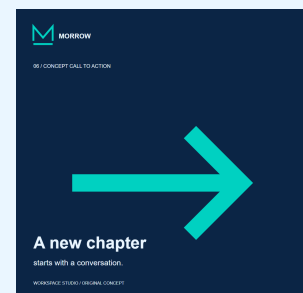
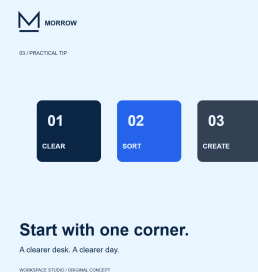
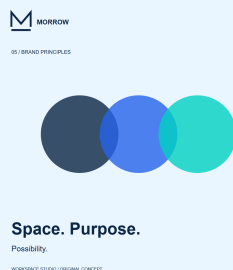
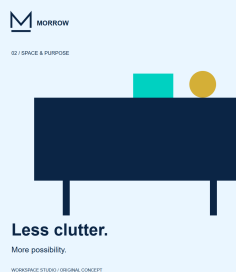
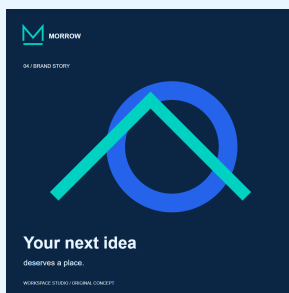
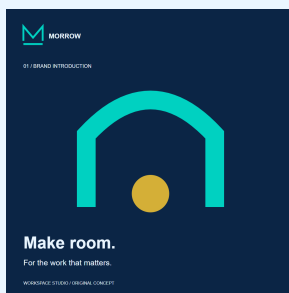
A complete landing page with original copy, illustration, service structure and a clear consultation flow.

Independent demonstration project for the fictional Morrow brand, combining service content, visual design and a consultation journey.

One idea. A coherent campaign.

Room for what comes next – a coordinated social content collection for the Morrow concept brand.

INDEPENDENT CONCEPT PROJECT



PROJECT FOCUS

Carry one brand idea across a coordinated social series.

WHAT WE CREATED

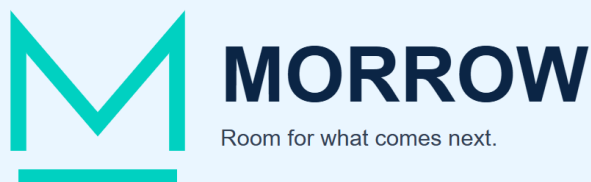
Six original square designs, captions, avatar and cover, plus a five-scene storyboard and silent 15-second motion sample.

Independent concept campaign with six coordinated designs, profile assets and a motion sample. The collection demonstrates creative execution, not measured campaign results.

A system beyond the logo.

Morrow – a fictional identity developed across useful brand applications.

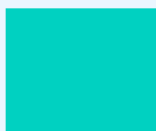
INDEPENDENT CONCEPT PROJECT



A modular identity. A human place.



MIDNIGHT



MINT



SIGNAL



AIR



BRASS

Aa / Poppins + Arial

SPACE / PURPOSE / POSSIBILITY

PROJECT FOCUS

Give a service concept a consistent visual language.

WHAT WE CREATED

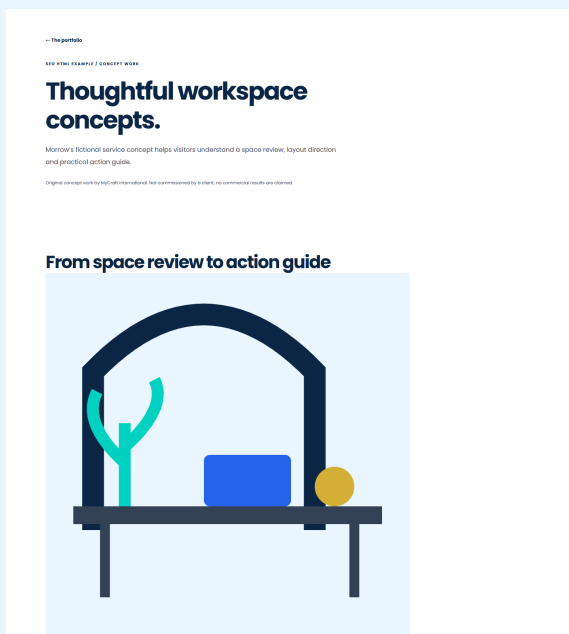
Original logo family, reverse and icon editions, colour and typography guidance, pattern and stationery designs.

Independent brand concept with a consistent visual system across logo, typography, colour and graphic applications.

A clearer search foundation.

A demonstration of clearer page structure, useful content and improved on-page elements.

INDEPENDENT CONCEPT PROJECT



CODE, STRUCTURE AND CLARITY

Clear page information, a focused content structure and useful descriptions support a more understandable website.

PROJECT FOCUS

Improve page clarity and search relevance through considered content structure and on-page optimisation.

WHAT WE CREATED

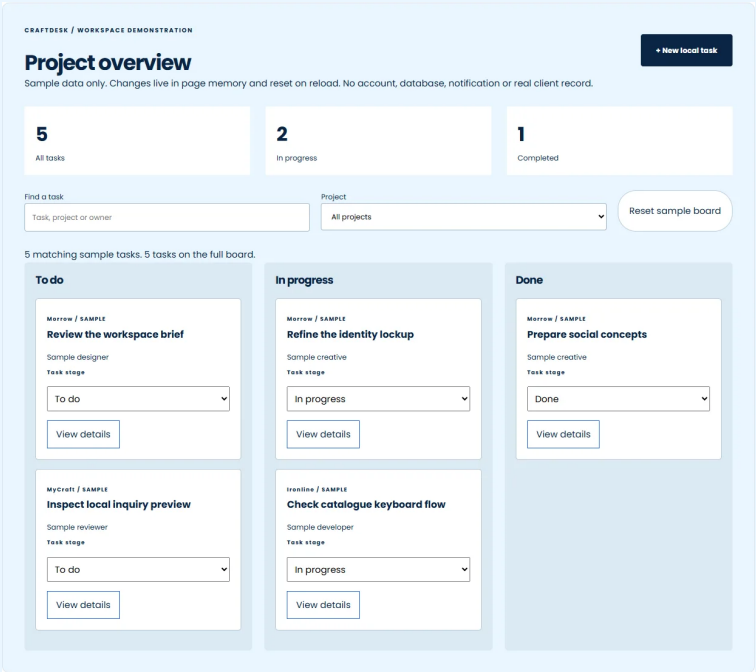
An on-page audit, before-and-after examples, refined metadata and improved content structure.

Independent SEO demonstration showing implementation improvements. Search rankings and traffic outcomes are not measured in this concept project.

CraftDesk

A sample project board that turns scattered tasks into a clearer next step.

INDEPENDENT CONCEPT PROJECT



PROJECT FOCUS

Explore a simple workflow for organising project tasks.

WHAT WE CREATED

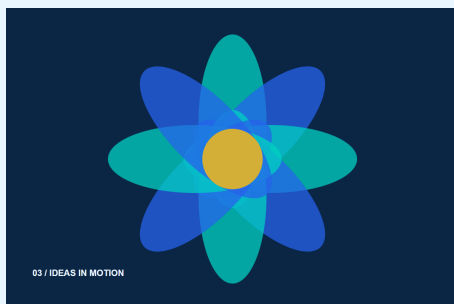
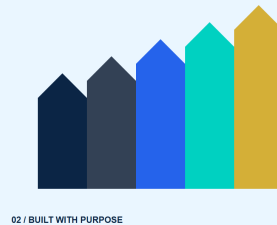
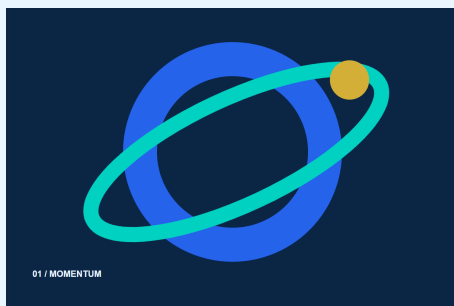
Search and project filters, task creation, detail dialogs, stage changes, derived counts and reset.

Independent interactive demonstration using sample tasks. A production system would be scoped separately around storage, access and team requirements.

Form. Motion. Possibility.

Original vector illustrations and an AI-assisted dimensional artwork.

INDEPENDENT CONCEPT PROJECT



PROJECT FOCUS

Explore distinctive visual assets for digital presentation.

WHAT WE CREATED

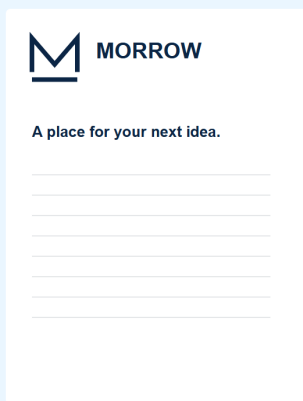
Three scalable illustrations and a generated glass-ribbon sculpture, with editable vectors and recorded source provenance.

Original vector illustrations and an AI-assisted concept artwork, with editable sources and recorded provenance.

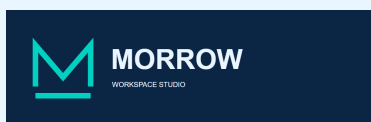
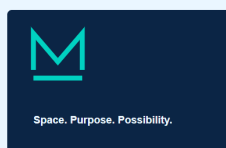
Brand design across every detail.

Morrow: coordinated identity applications and editable graphic assets.

INDEPENDENT CONCEPT PROJECT



STATIONERY SYSTEM / FICTIONAL BRAND



PROJECT FOCUS

Carry a recognisable identity across everyday business materials.

WHAT WE CREATED

Stationery compositions, repeat pattern and primary/reverse lockups, retained as editable design assets.

Independent Morrow brand concept. Stationery layouts, patterns and logo applications are presented as digital design work.

On-page SEO improvements.

A clear before-and-after view of the completed on-page improvements.

INDEPENDENT SEO DEMONSTRATION

ON-PAGE IMPROVEMENTS / DEMONSTRATION PROJECT

Clearer structure. Better page information.

A comparison of the completed demonstration pages.

BEFORE

Before optimisation

Meta description

Absent

Primary H1 headings

2 headings

Images without alt text

1 image

AFTER

After optimisation

Meta description

Present

Primary H1 headings

1 clear primary heading

Images without alt text

0 images

No live indexing, traffic or ranking improvement has been measured.

PROJECT FOCUS

Improve the page structure and the information available to visitors and search engines.

WHAT WE CREATED

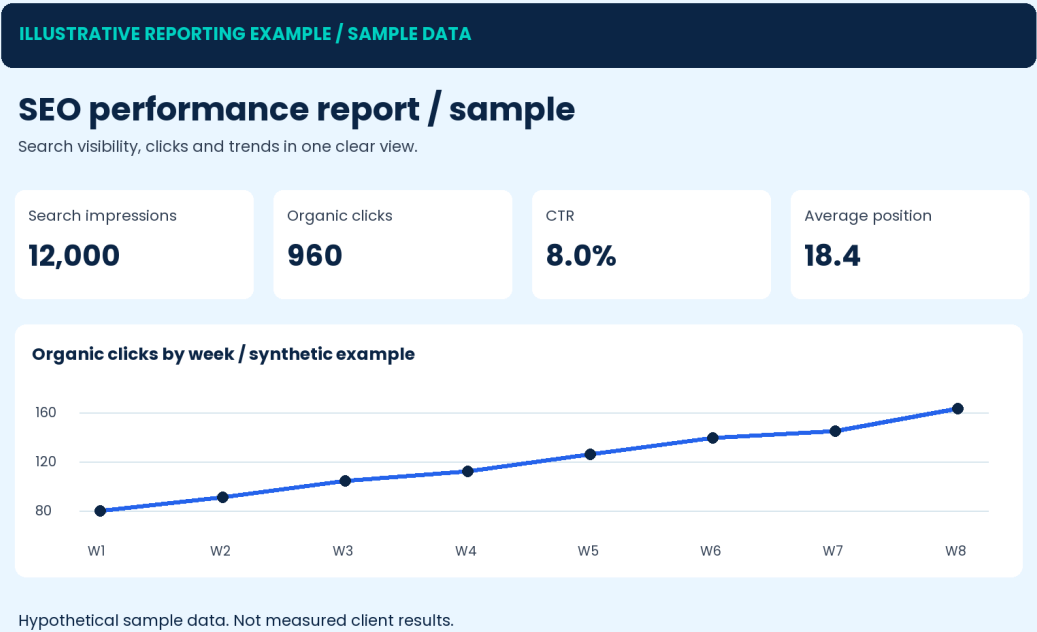
A descriptive meta summary, a clear primary heading and meaningful image descriptions.

This concept demonstrates implemented page improvements. It does not represent measured rankings or traffic results.

SEO reporting example.

A concise view of search visibility, clicks and weekly performance trends.

ILLUSTRATIVE REPORTING EXAMPLE / SAMPLE DATA



PROJECT FOCUS

Make search performance easier to understand and use in ongoing decisions.

WHAT WE CREATED

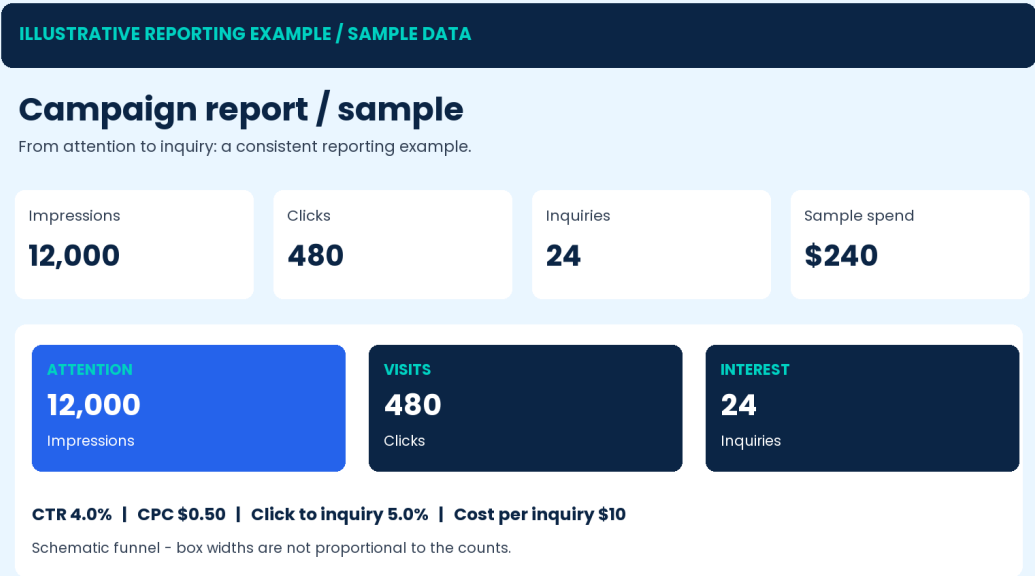
Search impressions, organic clicks, click-through rate and average position, plus a weekly trend from retained sample data.

Illustrative report using hypothetical data. The figures are examples, not achieved client results or forecasts.

Campaign reporting example.

A clear overview of campaign reach, response and cost per inquiry.

ILLUSTRATIVE REPORTING EXAMPLE / SAMPLE DATA



Hypothetical USD figures. Inquiries are not sales; no revenue or ROI is claimed.

PROJECT FOCUS

Understand the journey from campaign visibility to website visits and inquiries.

WHAT WE CREATED

A sample impression-to-inquiry journey, click-through rate, cost per click and cost per inquiry. All figures are hypothetical.

Illustrative report using hypothetical figures. It demonstrates a reporting format, not a live campaign or achieved client results.

Let's build your next digital project.

A clear process from your business goals to finished digital deliverables.

01 / Define

Understand the audience, goal, content and required functions. Agree the scope and acceptance criteria.

02 / Design

Develop the structure, copy and visual direction. Review actual work and refine the agreed details.

03 / Build & check

Build the approved design and check responsive layouts, navigation and the agreed functionality.

04 / Handoff

Deliver the agreed files, launch guidance and a clear plan for any ongoing support.

CONNECT WITH MYCRAFT

Facebook / MyCraftInternational

Instagram / MyCraftInternational

www.mycraftinternational.com

Tell us the project type, desired outcome, pages or deliverables, and timing. Scope, pricing and availability are confirmed separately.