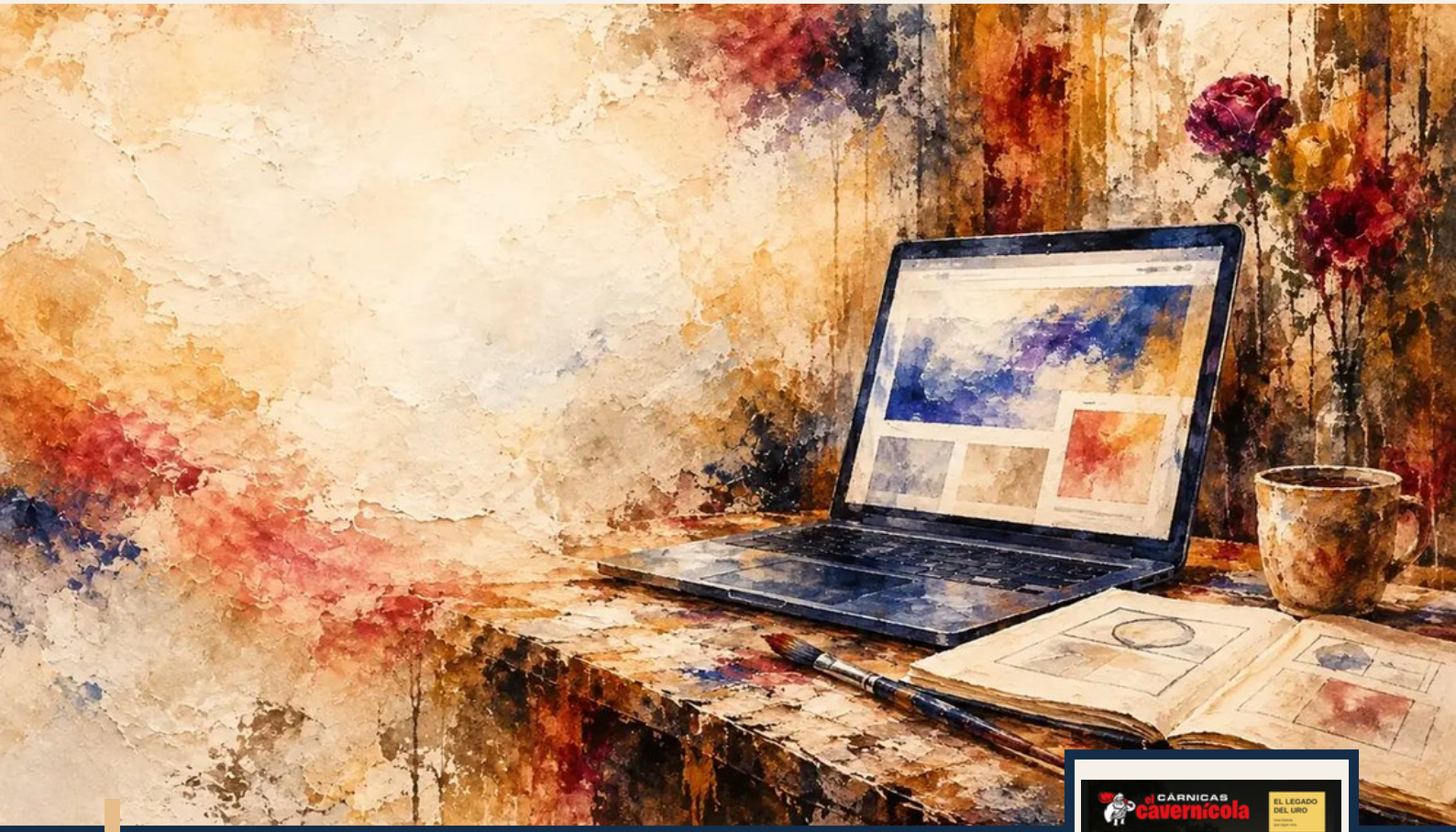
ProgramadorWeb.com



CASE STUDY · P. 20

El Cavernícola

From a 404 error to unprecedented sales growth



The Cornellà butcher's that turned its website into a shop window for the neighbourhood.



THE CAUSE AT THE HEART OF WHAT WE DO

Drac Artcai

Storybooks, toys and chess for children in hospital. Here's how you can help.

P. 18

Contents

Thirteen services to promote your business, sell more and improve the tools your team uses.

Present your business and sell

Web design and development 03
Explain what you do and make it easy to request a quote.

Bespoke ecommerce 04
Get complete orders, including for made-to-measure products.

Digital magazines and stationery 05
Give your team a catalogue they can send after a call.

Website compliance 06
Implement your legal adviser's instructions on your website.

Reach more customers

SEO · Search engine optimisation 07
Improve your visibility in search without paying for each click.

SEM · Paid search advertising 08
Advertise to people looking for your service and track enquiries.

GEO · Visibility in AI answers 09
Prepare your website for searches answered by AI.

Social media management 10
Show how you work and keep your presence active.

Promotional online game development 11
Give your audience a reason to visit and share your site.

Save time and improve your tools

Bespoke apps · Lower software subscriptions 12
Compare current subscriptions with the cost of your own tool.

API integrations 13
Move data between systems without copying it by hand.

Legacy software modernisation 14
Upgrade hard-to-maintain software in stages.

AI process automation 15
Classify, summarise or draft with human oversight.

About Programador Web

16 **Background**
17 **Environment**
18 **Drac Artcai**
20 **El Cavernícola**
23 **How we work**
24 **Contact**

WEB DESIGN AND DEVELOPMENT

A website that shows why customers choose you

Visitors should understand what you do, whether you can help and what to do next. We design that journey around your customers and the questions they ask before buying.



What it is

We build or redesign your website around your business. We decide which pages you need and how they fit together, with space for services, past work, areas you cover and common questions.

How we do it

We start with what you offer and how customers find you. We design for phones and computers, build the agreed forms and test the journey before launch.

A SMALL BUSINESS EXAMPLE

A renovation firm can show past work by project type and ask for the location and scope on its enquiry form. Customers know what to expect and the firm gets the details it needs to reply.

> WHAT YOUR BUSINESS GAINS
>
> *A clear introduction to your business and a simple route from first visit to enquiry.*

BESPOKE ECOMMERCE

An online shop that fits the way you sell

Some products take two clicks to buy. Others need measurements, finishes or a quote. Your shop can guide customers through the steps each order needs.



What it is

We design a catalogue and buying process around your products. Customers can choose options, send a request with specifications or buy and pay online, depending on the product.

How we do it

We look at how you receive, prepare and deliver orders. We agree what the shop needs to collect and, where needed, look at connecting it to stock, invoicing or shipping.

A SMALL BUSINESS EXAMPLE

An awning maker can show fabrics and finishes, ask for measurements and photos, and receive a request the team can quote for without several rounds of email.

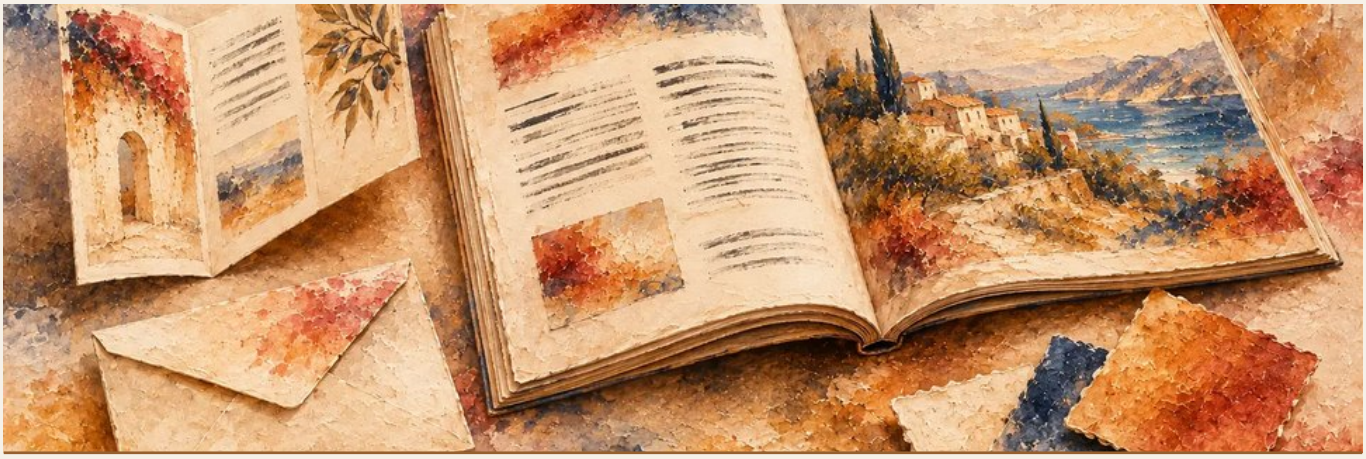
WHAT YOUR BUSINESS GAINS

Clearer orders from the outset and less time chasing missing information.

DIGITAL MAGAZINES AND STATIONERY

Present your business well on every page

After a call or visit, a good catalogue helps people remember your business and share your offer with the decision-maker. This document is an example.



What it is

We design digital magazines, product and service catalogues, posters, leaflets, and bi-fold and tri-fold brochures. We use your visual identity so each piece is recognisably yours.

How we do it

We organise the content with you, decide what deserves more space and lay out the pages. We deliver a file for email or print-ready artwork according to the agreed use.

A SMALL BUSINESS EXAMPLE

A distributor can email a catalogue with links to its ranges and bring a tri-fold brochure to a trade fair with the selection it wants to present in person.

> WHAT YOUR BUSINESS GAINS
>
> *Sales material that is easy to understand and share, and gives customers something to refer to after a conversation.*

WEBSITE COMPLIANCE

Put your legal adviser's guidance into practice

Your adviser gives you instructions on cookies, privacy or forms. The technical work makes the site behave as those instructions describe, including when someone changes their choice.



What it is

We implement the measures your adviser specifies. The work can cover cookie controls, links to legal notices, form changes and analytics settings.

How we do it

We check which tools are installed and what activates them. We apply the guidance, test the agreed user journeys and document changes so your adviser can review them.

A SMALL BUSINESS EXAMPLE

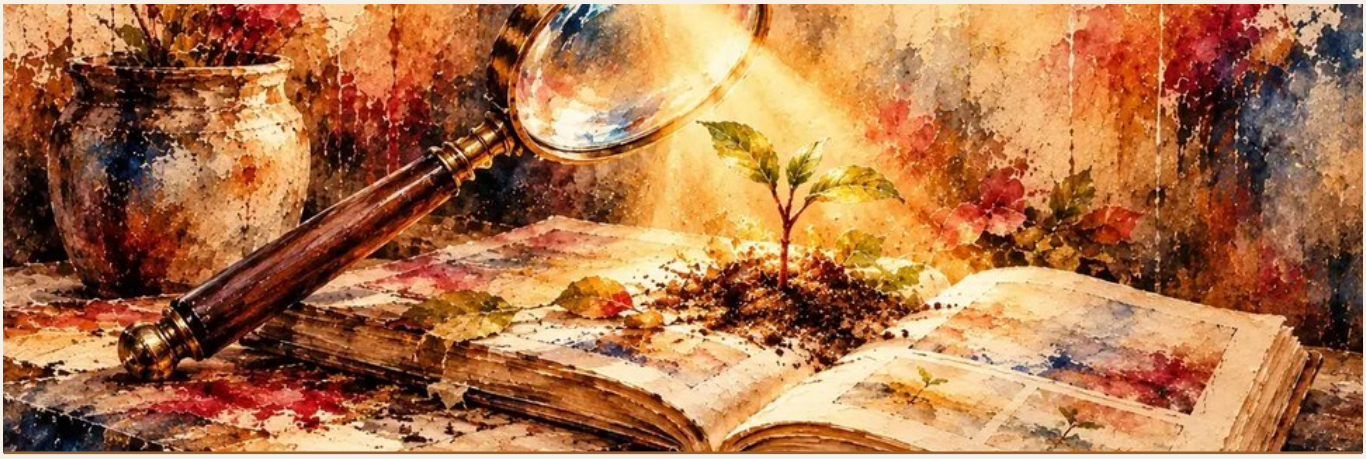
If your adviser says optional analytics must wait for consent, we check that they stay off when declined and respond when a visitor changes their choice.

> WHAT YOUR BUSINESS GAINS
>
> *A site that follows the agreed technical requirements. Your adviser provides the legal guidance.*

SEO · SEARCH ENGINE OPTIMISATION

Help people find you when they need your services

People looking for a supplier on Google often start with a service, product or location. SEO helps search engines find your pages and understand which searches they answer.



What it is

We check whether important pages can be found, load well and explain what you sell in their titles and content. We also look for duplicates and poor links that make pages harder to reach.

How we do it

We prioritise changes that make sense for your business, starting with pages that can bring enquiries. We track searches, clicks and form submissions to guide the next review.

A SMALL BUSINESS EXAMPLE

A heating and cooling company can give installation and maintenance separate pages. Each explains what is included, where the team works and how to book a visit.

> WHAT YOUR BUSINESS GAINS
>
> *More chances to be found in relevant searches. Rankings depend on the search engine and the competition.*

SEM · PAID SEARCH ADVERTISING

Invest in ads you can measure

Search ads can put a service in front of people already looking for it in your area and show you what it costs to generate an enquiry.



What it is

We plan and manage search campaigns. We define the goal, area, budget and searches you want to appear for, and filter out searches that do not fit your offer.

How we do it

We prepare ads and review the page they lead to. We agree what to measure, such as calls or forms, and use the data to adjust the campaign. Ad spend is set separately.

A SMALL BUSINESS EXAMPLE

An installer can advertise in the towns they cover and exclude searches for training or jobs. Tracking useful enquiries shows which ads merit more investment.

WHAT YOUR BUSINESS GAINS

> *Control over what you spend and better data for deciding which campaigns to keep, improve or pause.*

GEO · VISIBILITY IN AI ANSWERS

Help AI understand your business

More customers are asking search engines or AI assistants which business can solve a problem. GEO helps those tools access clear information about what you do.



What it is

We review how you describe your company, services and coverage, and what evidence supports your offer. We check whether the site agrees with your listings and other public profiles.

How we do it

We identify access barriers and unclear content, then prioritise clear service pages, common questions, verifiable examples and consistent company details.

A SMALL BUSINESS EXAMPLE

An industrial workshop can explain which materials it uses, what tolerances it works to and where it provides services. That makes its offer easier for buyers and search engines to understand.

WHAT YOUR BUSINESS GAINS

A clearer online presence and better chances of being found. Each platform chooses which sources it uses.

SOCIAL MEDIA MANAGEMENT

Show customers why they should choose you

Social media can show what a customer cannot see in a quote: how you work, how a finished project looks and which questions you answer before someone decides.



What it is

We plan content for the channels that make sense for you. We can plan, create and publish it, and agree how to respond to your community or manage campaigns.

How we do it

We choose topics and formats based on real customer questions. We set a schedule, agree reviews with you and check which posts bring visits, messages or enquiries.

A SMALL BUSINESS EXAMPLE

A joinery firm can share before-and-after photos, explain how to choose a finish and link to a quote form for anyone considering similar work.

> WHAT YOUR BUSINESS GAINS
>
> *A consistent presence that shows your work and starts conversations with people interested in your services.*

PROMOTIONAL ONLINE GAME DEVELOPMENT

Give people a reason to remember your brand

An online game can introduce people to a brand, product or place. We build browser games that fit your campaign and the audience you want to reach.



What it is

We design custom games, including quizzes, memory challenges and clue hunts. We can add a game to your website or publish it on a dedicated campaign page.

How we do it

We agree on the goal, rules and visual identity, then build a playable version and test it on mobile and desktop. If you need it, we agree how to measure participation.

A SMALL BUSINESS EXAMPLE

We built a quiz about Cornellà de Llobregat for El Cavernícola. The game gave local people a reason to visit and share the butcher's website.

WHAT YOUR BUSINESS GAINS

> *A way to bring your brand closer to your audience and give people something they want to share.*

BESPOKE APPS · LOWER SOFTWARE SUBSCRIPTIONS

Build your own app when the numbers add up

If you pay for several tools every month and still finish work in spreadsheets, it’s worth checking subscription costs and the time spent on the steps those tools leave out.



What it is

We can build an app for quotes, job sheets, inventory or internal administration. The scope comes from what your team needs to do and which tasks are worth bringing together.

How we do it

We compare subscriptions and time spent now with development, migration, hosting and maintenance costs. If the case adds up, we agree a first version for the team to test on real work.

A SMALL BUSINESS EXAMPLE

A maintenance firm can keep call-outs, engineers’ job sheets and photos of each visit together. The office can see job status without looking in three apps.

WHAT YOUR BUSINESS GAINS

> *A tool that fits how you work, with scope to cut subscriptions and duplicated work where the analysis supports it.*

API INTEGRATIONS

Make your tools talk to each other

When someone copies each shop order into a management system, the business pays to handle the same data twice: once to capture it and again to retype it. An integration can remove that step.



What it is

We connect apps you already use. An API lets one program ask another for data or an action. It can pass orders, update stock or register customers.

How we do it

We check what the platforms allow and agree which system is the source for each piece of data. We test real cases, duplicates and connection failures, and agree what to do with incomplete data.

A SMALL BUSINESS EXAMPLE

Once a purchase is confirmed, the shop can send the order to your management software. If a required detail is missing, the connection alerts your team to check it.

> WHAT YOUR BUSINESS GAINS
>
> *Less manual copying, fewer transcription errors and a clearer record of what has been processed.*

LEGACY SOFTWARE MODERNISATION

Improve the software that already works for you

Many businesses rely on older software built around how they work. When updates or new features become difficult, modernising it in stages can be more practical than starting over.



What it is

We improve the code and structure of an existing application. We identify which parts to update and agree which business functions should continue to work as before.

How we do it

We review the system and pick a manageable first part. We test key workflows in a separate environment and agree the rollout before changing the software your team uses.

A SMALL BUSINESS EXAMPLE

A wholesaler can renew its quoting module first and check amounts, discounts and exports with test orders before moving on.

> WHAT YOUR BUSINESS GAINS
>
> *Software that is easier to maintain and improve, with changes your team can validate in stages.*

AI PROCESS AUTOMATION

Spend less time on repetitive work

Sorting requests, reading documents or drafting similar replies takes time every week. AI can prepare some of that work and leave decisions that require judgement to your team.



What it is

We design a workflow that can read, summarise, classify or draft. We use clear rules for predictable tasks and AI where it helps, such as interpreting free-form text.

How we do it

We choose one task, test representative examples and agree which data to use, what to check and who signs off. We compare time and corrections before expanding the workflow.

A SMALL BUSINESS EXAMPLE

A sales team can receive unstructured emails and get a draft with the key facts and missing questions. A person checks it before sending.

WHAT YOUR BUSINESS GAINS

Less time preparing repetitive work and more time for cases that need your team.

DEVELOPER, MENTOR AND FOUNDER

I'm Jordi Morillo Sells.

I started Programador Web to put the experience I gained in large companies and startups to work for small and medium-sized businesses in Spain.

01 **Large companies**

I've worked on projects for companies with established reputations in Spain and internationally.

02 **Barcelona startups**

I've worked for Barcelona startups in healthcare, home automation and industrial automation. Small teams taught me to set priorities and check early whether a solution helps with day-to-day work.

03 **Building software development teams**

I specialise in building in-house software teams. I can recommend developers, help bring them on board and lead the project with a dedicated team if needed. I support the team on its first projects so it can choose technology that fits the business, avoid common mistakes and prepare to grow.

WHY I WORK WITH SMALL BUSINESSES

Artificial intelligence is changing how we work. I believe my best contribution is to help small businesses adapt and benefit from that change. If their teams, customers and communities benefit too, we'll have achieved something worthwhile.

HOW WE BUILD

Technology that makes good use of resources

At Programador Web, we're committed to reducing the environmental impact of our projects. That informs how we choose hosting, build pages and review their performance over time.



01 Hosting that fits the project

We prioritise providers that show evidence of using renewable energy and choose server resources to suit each project.

02 Lightweight websites and apps

We optimise images and code and let browsers reuse files they've already downloaded. This cuts data transfers and helps people on mobile devices or slower connections.

03 Reviewing performance over time

As a project grows, we review page weight and performance. A new section or tool can make a page load more data than it needs again.



The hosting for programador-web.com is listed as verified in the Green Web Foundation directory.

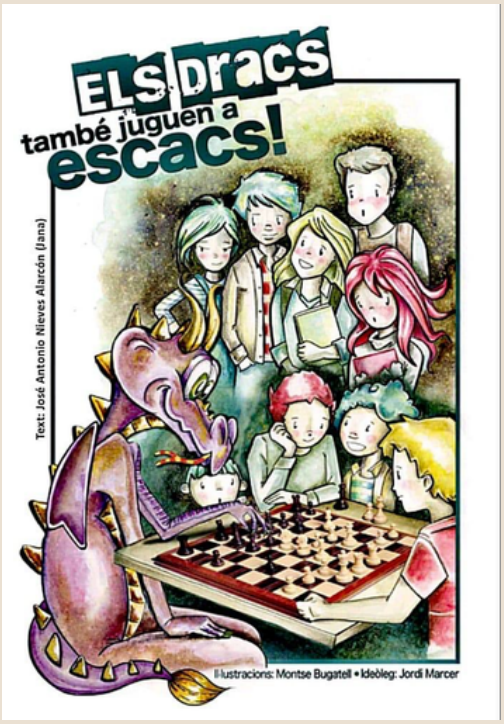
Source: thegreenwebfoundation.org

A PROJECT THAT BEGAN IN CATALONIA

Drac Artcai

Stories and chess for children in hospital





The dragon and a copy of Els dracs també juguen a escacs! · Drac Artcai archive

A book to keep

The dragon visits children in hospital and gives them a storybook. Through an adventure, they discover the chess pieces and the game at their own pace. They keep the book so they can carry on reading and playing.

From Catalonia to other regions

I started shaping the initiative with another person over twenty years ago. The project has visited hospitals including Vall d'Hebron, Sant Joan de Déu and Joan XXIII. I'd like us to reach hospitals in other parts of Spain too.

BOOKS AND TOYS FOR CHILDREN IN HOSPITAL

Charity tournaments help fund the storybooks we give out all year. Every December we collect donations and sponsorship to give toys to children in hospital as well.

More at dracartcai.com

Support and sponsorship · p. 19

SUPPORT DRAC ARTCAI

Your business can bring books and gifts to hospital

Drac Artcai is a non-profit project. With support from businesses, we give storybooks to children in hospital all year and toys every December.

HOW A CONTRIBUTION HELPS

01

Tournaments

Chess brings players, clubs and organisations together.

02

Books and toys

Contributions help us get the gifts ready.

03

Hospitals

The dragon delivers gifts to children in hospital.

The people who make it possible

The tournament circuit is backed by the Consell Esportiu del Tarragonès and the Catalan Chess Federation, alongside clubs, councils and businesses that support or sponsor the project.

Speak to me about getting involved

If your business wants to support or sponsor the project, email or call me. I'll put you in touch with the association to discuss which activity you can support and how to arrange it.

TAX TREATMENT OF CONTRIBUTIONS

VAT treatment and any Spanish personal or corporation tax relief depend on the type of contribution, the recipient and the applicable requirements. Confirm the arrangement and paperwork with the association and your adviser before formalising it.

Sponsorship enquiries · jmdesarrollo82@gmail.com

Sources: dracartcai.com/escacs-solidaris/ · Spanish Law 49/2002 (BOE)

THE STARTING POINT

El Cavernícola

From a broken link to a local shop window

El Cavernícola was already serving customers on Carrer de Joaquim Rubió i Ors in Cornellà de Llobregat. Anyone who found the butcher's on Google Maps saw a link to a website that had stopped working long before. Their search ended there, with no way to see what the shop sold.



El Cavernícola's online shop homepage

The first solution

We refreshed the butcher's visual identity and built an online shop to make it easier to find. Customers could browse products, order online and collect in store.

How customers used it

Online purchases were few at first. We found that many local customers preferred to browse products on the website and then buy at the counter. The shop came to work mainly as a catalogue.

THE FIRST-YEAR RESULT

The butcher's reports that local sales rose and turnover grew considerably in the first year.

WHAT MAKES THE PRODUCT SPECIAL

El origen del sabor

A magazine that explains what makes the product special.

We highlighted Bos Taurus Primigenius, which El Cavernícola distributes exclusively in Catalonia. The magazine tells the story of the product and its ties to Sayago. The closing catalogue lists cuts, sizes and prices to help readers decide what to order.



Cover of the documentary-style magazine



A page from the catalogue

A way to share their story

The magazine gives El Cavernícola a way to share its story with customers and reach more readers. It explains where its beef comes from, the work behind it and what makes it distinctive.

SEO, GEO and three languages

We worked on visibility in search engines (SEO) and AI-generated answers (GEO). We worked on the website and magazine in Spanish, Catalan and English.

elcavernicola.com

REACHING MORE LOCAL PEOPLE

The Cornellà quiz

A quiz that helped people in town discover the butcher's.

We added a quiz about Cornellà de Llobregat to the website. Its history, neighbourhoods and festivals gave local people a reason to visit and share the page even when they had no shopping to do that day.



Illustration from the Cornellà de Llobregat quiz

Greater local visibility

The butcher's says the quiz greatly extended the site's reach and made El Cavernícola better known in Cornellà.

The business is settling into its growth

The butcher's has asked us to pause new initiatives so the team can handle its current workload at its own pace.

WHY THE PROJECT WORKED

The broken link gave way to an online catalogue that supports counter sales. The quiz helps people in Cornellà discover the butcher's, and the magazine gives the business a way to explain what makes its beef special.

How we work

Hourly rate

We'll negotiate and agree the hourly rate when we sign the contract.

1. Confidentiality from the outset

Before sharing project information, we sign a non-disclosure agreement (NDA). This protects the information both parties share in discussions and throughout the engagement.

2. Scope agreed in writing

When you decide to proceed, we sign a service agreement and define the tasks and priorities together. We agree any changes to the scope before carrying them out.

3. Time records and monthly invoicing

We record the time spent on each task in a service sheet. Your company agrees to review it and has 48 hours from receipt to approve it or raise any discrepancies. If no concerns are raised within that period, the sheet is deemed approved. At the end of the month, we invoice the hours worked and approved.

4. Exclusivity regarding competitors

At signing, we agree in writing which sector, product or service the exclusivity covers. During the engagement, we commit to declining clients who compete directly with your company within that agreed scope.

WHAT THIS APPROACH OFFERS

Billing for time actually worked aligns spending with the tasks we agree. For many projects, this can reduce the total cost compared with a fixed-price quote.

THE NEXT STEP

Tell me what you want to improve in your business.

You might find it hard to explain what you sell, have a team doing too much repetitive work or want to reach more customers. Let’s start there.

01 **We talk**

Tell me how you work and what you want to change.

02 **We find a starting point**

If your challenge is winning customers, you can request a free initial market review.

03 **I propose a plan**

If there’s a project that fits, we agree what to do, the priorities and the budget.

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