



ma WebCenters™

# Marketing Manual

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# WELCOME!

The MA WebCenters™ solutions are powerful, innovative products that give you everything you need to develop a successful turnkey business earning thousands of dollars while providing small- to medium-sized businesses with a unique Web presence. You'll also earn hundreds more in recurring monthly BV - even if you have little or no experience with computers. Your WebCenter comes with all the tools, training and support necessary for you to build a strong foundation and thrive in your Web site business.

Businesses everywhere are endlessly seeking a way to increase revenue, decrease spending and promote their company. A presence on the Internet is the most effective method to reach those aspirations, and the best product available for these businesses is the MA WebCenters solutions. This manual will help you get your Web site business started off right. You will learn how to develop an objective for your business, where to find and how to approach prospects, and how to effectively use your WebCenter.

Whether you just want to sell a few sites or you are hoping to launch a new career as an independent entrepreneur, your WebCenter is a perfect fit. This manual and the many resources available to you provide a no-fail system that paves a pathway to success. If you have the drive, we will help you get there, so let's get started!

## DEVELOPING THE CORRECT ATTITUDE AND KNOWLEDGE

You may be an outstanding salesperson, but if your experience is in selling something other than Web sites, you may feel a bit uncomfortable or unprepared working with potential Web site customers. To minimize those concerns, this manual will help you become a little more familiar with the process of selling Web sites, and, more specifically, all the features and value that you'll be able to offer your clients.

But this manual is only part of what you will need to develop a strong foundation for your Web site business. In order to optimize your success, you need to develop confidence - both in yourself and your product. Remember that the only obstruction to anything you achieve is in your mind, and that you'll only build confidence through practice. Over a very short period of time, you can reprogram yourself to believe that you excel at anything you wish.

You can also feel confident that you are selling the best option for small- to medium-sized businesses in need of a Web presence. With the backing of our Sales Support and Customer Care staff and a myriad of features and benefits, you will be able to offer your clients something competitors just can't touch. You also have access to Web site User Guides and our WebCenter Training (WCT) classes with our Certified WebCenter Trainers (CWTs). CWTs are successful, experienced Web site salespeople who want to share what they've learned. The WCT classes integrate the material found through a number of WebCenter sources and also include the latest marketing techniques and technical information. You will find that the WCT classes give you a significant advantage in achieving success with your MA WebCenters business.

Rest assured that with your WebCenter, you have the ability to empower prospective clients with the best possible product available. Moreover, you can feel confident that you have a solid support system to help you approach prospects and set appointments. You supply the motivation; we'll help you with the rest.

## UNDERSTANDING THE EMERGING NATURE OF E-COMMERCE AND THE WEB SITE MARKET

The demand for quick and easy access to information is ever-growing. The days of single-income families are no more - both parents juggle work and family life, and often are busy when traditional brick-and-mortar stores are open for business.

Meanwhile, shoppers are turning to the Internet rather than phone directories for convenience, product reviews and up-to-the-minute information. A business owner simply cannot rely on an advertisement in a phone book - a Web presence is a necessity now. In fact, research repeatedly shows that consumers place less credibility in a business that doesn't have a Web site than one that does.

This is the kind of information you may share with your prospective customers to help them understand why they need a Web site. Every business is different, but each and every one is going to require the power of the Internet to stay competitive. When you ask your prospect questions about whether they have a site, if they have ever had a site, and what they'd like to get out of a Web site, you'll learn more about their specific needs. You will be able to set an appointment and show them the importance of e-commerce in today's tech-savvy world.

Business owners hoping to maintain a Web site can run into many obstacles. Often, Web site hosting companies pile on extra fees for developing additional pages, text and graphic options, e-commerce functionality and much more. Ultimately, the owner of a small- to medium-sized business could pay thousands of dollars for a Web site. But with your WebCenter solution, you can offer customers professional Web sites that are better-equipped at a price that is much more affordable for businesses. Your clients can even customize their own Web sites without the need to pay expensive maintenance fees. And because you set the prices for the sites, you earn a respectable profit, on-going hosting revenues and commissions for the sites through your UnFranchise® Business. It's truly a win-win transaction for you and your client.

## HOW TO SELL WEB SITES

All sales start with posture, confidence and attitude. Remember we are a partnership. Market America, MA WebCenters and YOU! Get in the habit of saying “We”. It’s you and MA WebCenters.

- We have been in business over 10 years
- We have tens of thousands of clients that we are working with
- We have hundreds of employees
- We do business globally in five different countries

Build confidence by practicing. Take a leap of faith, start practicing, you’ll build confidence in yourself and your abilities. Do talk to people. Do ask questions and get in conversations. Do book appointments with our WebCenter Product Specialists. Do be a success!

## THE THREE WEBCENTER SALES APPROACHES

First and foremost, you must find prospects in order to book appointments. Look around you and see who you know and where you go. Depending on your level of experience and the amount of time you plan to devote to your Web site business, you may use one of these three approaches:

- The Basic WebCenter Approach
- The WebCenter Networking Approach
- The WebCenter 3-foot Rule

Let’s look at how each of the three approaches work.

## THE BASIC WEBCENTER APPROACH

This approach is simple and convenient - perfect for those who are new to sales or just want to dabble with the program. Under this option, you just approach owners of the business you frequent every day. No additional time or effort is needed - you simply ask the business owner the following question:

*“How is your Web site doing?”*

The business owner will likely reply with one of the following statements:

- *“Great!”*
- *“Terrible!”*
- *“I don’t have one.”*

Here’s how to handle each response:

1. If the response is *“Great...”*

Set them aside as prospects for a few weeks when you follow up.

2. If the answer is *“Terrible...”*

Then you’ve found yourself a prospect! Your next course of action should be to get the business owner to open up. Ask why the Web site isn’t working well; find out what it’s not accomplishing for the business. Your goal at the moment is only to ask questions, so do not make any statements at this point. Just listen.

3. If the answer is *“I don’t have one...”*

Like the answer above, this also means you have found a prospect. And, like the scenario above, your goal should be to find out more information. Ask your prospect why they haven’t decided to get one yet. Find out what’s been preventing them from doing so. Keep listening and stashing the information in your brain.

Eventually, you will feel you have enough information to ask for an appointment (often after 5-10 questions). You want to use a statement that moves the appointment forward but does not oblige you to answer a lot of subsequent questions. Try saying the following:

*“You know, it’s not an area I specialize in, but the company I work for has an entire division that helps businesses with the same problems you mentioned. I would be happy to set up an appointment to have one of our Product Specialists take about 30 minutes to show you the technology and to see if it has value to you and your business. What usually works best for you - mornings or evenings?”*

This approach takes the pressure off you to answer any questions. You’ve already told them it’s not an area you specialize in. You’ve told them who can answer their questions. You’ve provided them the opportunity to solve the problems or the issues that they just voiced to you.

Solidify your appointment and go about your day!

## THE NETWORKING APPROACH

This approach is based on the idea that you can meet prospects through the people you already know. To get started through this strategy, make two lists:

- The first list should consist of people you know who are business owners or list businesses you often frequent where you are able to speak directly to the owner.
- On a separate list, think of all the people in your life who are able to introduce you to business owners you'd like to meet.

Prioritize the list - place those with whom you have stronger relationships at the top. Once you've established a good list of business owners, think of a good time to visit or interact with each of them. Visiting the business owner during busy working hours may not be a good time for them, so think of any other social settings where you may run into the owner, or come up with a time when they're less likely to be busy with customers. When you see them, get into a conversation with them, and at some point ask the simple question:

*“How’s your Web site doing these days?”*

Like the Basic WebCenter Approach, your answer will be met with either a positive response about their Web site; a negative response about their Web site; or simply that they don't have a Web site at all. If you receive a negative response or they tell you they do not have a Web site, ask the same questions suggested before. Why haven't they sought a presence on the Web? What would they change about their current site? Find out as much information as you can before you say:

*“I don't know if you realized this or not, but I specialize in helping businesses like yours leverage the Internet effectively to increase revenues (or to offer a higher level of customer service...whatever you feel their main problem may be). I'd be happy to sit down with you and get one of our Product Specialists to walk you through our technology to see if it's something that would have value to you and your business. What's the best time over the next week or two to set up an appointment?”*

At this point, the prospect will either agree to set up an appointment or decline by using an objection. (Addressing objections will be covered in a later section of this manual.)

As for those on your list who you don't know well or haven't spoken with in some time, strike a stronger relationship with them. Go out for coffee or lunch and propose that you two help one another to meet important contacts. Try this approach:

*“I know you know a lot of people that would be great for me to meet, and I'm sure I know a good number of folks you might be interested in meeting as well. Would you be up for exploring how we could help each other out?”*

Find ways to help each other outside of a business setting. A referral to a good dentist or a mechanic might be just what your friend needs. These small favors can help to build a solid relationship, and a strong relationship with someone who is a center of influence can be one of the most beneficial marketing tools in your arsenal. Build a relationship with them - NETWORK!

## THE WEBCENTER 3-FOOT RULE

You learned from the first two approaches that they are in your daily life and your circle of friends, but the 3-Foot Rule takes that idea one step further: Prospects are all around you.

As you grow more comfortable speaking with people about their business, you'll find it's easy to speak to complete strangers - even those who were not referred to you - about your MA WebCenter solution. So, if anyone comes within three-feet of you, simply initiate a conversation about their business' Web site, or find out if they know any business owners who would be interested in an all-inclusive Web presence.

Remember, this rule applies over the phone, at Chamber of Commerce meetings or in general networking situations as well!

Eventually, you will be able to walk into areas prevalent with small- to medium sized businesses and begin asking questions. Find out when the business was established, what attracted the owners to that location and finally, find out if they leverage the Internet to optimize their business.

As with the previous approaches, when you feel you have gained as much information as you require, ask the prospect about an appointment, and when you set an appointment, make sure all of the Decision Makers will be present.

## SOME NOTES ABOUT SOLIDIFYING THE APPOINTMENT

When tying up the loose ends of the appointment, ask some finalizing questions. Double-check to make sure the scheduled time is acceptable by saying:

*"I don't want to waste your time and you don't want to waste mine. I just want to make sure that this time works for you and there's little chance we'll be interrupted. Is this going to be a good time for you?"*

Another important thing to do is make sure you are speaking to the **Decision Makers** -- the people who make changes within the businesses and who have the power to purchase. Often sales are lost when all the right people are not consulted, so ask the following question:

*"Obviously you're not ready to make any decisions just yet, but if you were going to decide to purchase our solution, who else would be involved in that decision?"*

Explain that it is important for everyone to see exactly what the Product Specialist is presenting, since it would be difficult to explain any technical concepts to someone who missed the call and did not fully experience the walkthrough. Re-confirm the appointment and mark it in your calendar.

## ADDRESSING QUESTIONS AND OBJECTIONS

Your prospect may not schedule the appointment immediately after you ask for it. As you may expect, he or she will have questions or concerns about your business, and you need to prepare to address those concerns. Remember, questions and objections provide you with a chance to explain to your prospect why your solution is ideal, so do not feel intimidated when these issues arise. If you feel confident in the script, the product and-most importantly-yourself, you will be able to navigate through objections with ease and move forward to the appointment.

Here's how to handle these objections:

- **Prospect:** *"My friend/family member is creating a site for me."*

**You:** *Perfect, they will love this! Our technology helps Web Designers in several ways, which also saves business owners a lot of time, money and frustration. Here's what I'll do: I'll have my corporate office put together an entire Web package for your company to review at no cost or obligation, and then I will have a Product Specialist show you what we are doing to help companies just like yours. When are you least busy - mornings or afternoons?*

- **Prospect:** *"How much is it?"*

**You:** *It really depends on your needs. It wouldn't be fair of me to give you a price without knowing exactly what your company's needs are.*

- **Prospect:** *"Can you give me an approximate cost?"*

**You:** *Depending on your particular needs. Let me do this, I'll have my corporate office put together an entire Web Package for your company to review at no cost or obligation, and then have a Product Specialist show you what we are doing to help companies just like yours. When are you least busy - mornings or afternoons?*

- **Prospect:** *"Could you send me something?"*

**You:** *I can do one better than that! I will have my corporate office put together an entire Web Package for your company to review at no cost or obligation; and then have a Product Specialist show you what we are doing to help companies just like yours.*

- **Prospect:** *"I really don't see the need..."*

**You:** *If we could show you a way to improve your business in some way, shape or form, when could you give us 20-30 minutes of your time? Many of our clients initially felt the same way until we were able to show them the difference.*

**Or:** *It sounds like you have considered a site, but you are not sure how it would benefit your company. So here's what I'd be willing to do for you: I'll have my corporate office put together an entire Web package for your company to review at no cost or obligation; and then I will have a Product Specialist show you what we are doing to help companies just like yours. When are you least busy - in the mornings or afternoons?*

If the prospect continues to ask questions or pose objections, continue to move the appointment forward with a statement like the following:

*You know, that's a great question, but it's hard to go through the details right here and now. With my Product Specialist on the phone, we'll get all your questions answered and we'll have the technology there to show exactly how it all works. When are you least busy - mornings or afternoons?*

Remember, you aren't trying to "sell" them anything. You simply want to share some information with them on what your company can do for businesses like theirs to help them be more successful online.

## USING THE SALES CALENDAR

The interactive Sales Support Calendar is one of the most essential pieces of the MA WebCenters solution. It allows you to schedule an appointment with one of our qualified Web site sales experts. At the time of the appointment we will contact you first, then conference your prospect in on a three-way call. We will then complete a thorough and informative Web site demonstration. We'll do everything from build value in the product to ask for the money and close the sale. We'll do it all, and best of all it's a **FREE** service to you! You can also keep track of all your personal appointments in the Sales Calendar without them conflicting with your sales appointments.

The Sales Calendar can be accessed through the following steps:

1. Go to the home page of your WebCenter.
2. Log in to the administration section of your WebCenter by typing in your user name and password and clicking on the "Sign in" button.
3. Click "Schedule Sales Appointment". A screen will prompt you to set your calendar time zone preferences, if it hasn't been set before. Then click the "Save" button.
4. Click "Home" in the blue navigation bar. Then click "Schedule Sales Appointment" and follow the Appointment Wizard steps to set a appointment with Sales Support.

**The Appointment Wizard:** You can create a demo site in nine easy steps!

**Step 1 -** Click "Home" in the blue navigation bar. Then click "Schedule Sales Appointment". Before you can schedule any appointments you must set your time zone preferences.

**Step 2 -** Enter your contact phone number for the appointment. Then click the "Next" button. Select the radio button to use either an existing lead already stored in your calendar or to create a new lead. Then click the "Next" button. Enter your prospect's information. *It is important that this information be correct. Your prospect will see this information displayed on the demo Web site.* Then click the "Next" button.

**Step 3 -** If you need to get more than one person on the phone with you and the prospect. This screen will let you add additional attendees. You can enter the names and phone numbers of up to two additional attendees for the appointment.

Step 4 - Select the radio button to use an existing site that you've already created or to build a new site. Then click the "Next" button. To build a new site, simply select an industry and a layout that best fits your prospect's business, then select the color scheme you like best and click the "Continue" button. This will create the demo Web site for you.

Step 5 - Select your Web site setup cost and financing option. Then click the "Next" button.

Step 6 - Select an available date and time for your Sales Appointment. Then click the "Next" button.

Step 7 - Review the message, verify the contact information for your prospect and yourself, and select an Appointment Confirmation. Then click the "Next" button.

Step 8 - In the "Comments" section, fill out any relevant information, such as any hot buttons you've learned about the prospect. The more information you can provide the Product Specialist, the more value then he or she can build into the appointment. You should enter all information critical to success of the Web site sale. Then click the "Next" button.

Step 9 - Agree to the Sales Support Program terms of service by clicking boxes to show that you understand and agree the items listed. Review the browser compatibility message. Then click the "Finish" button.

**PLEASE NOTE:** The Sales Calendar is to be used for **INITIAL** walkthrough appointments only; there's no need to schedule follow-up appointments in the Sales Calendar. The Product Specialist will take care of executing follow-up appointments. Remember that we are here to help. If you need any assistance scheduling your appointment or with the Sales Calendar, please contact Customer Care/Sales Support by calling (866) 287-8121 or click on the Live Chat Support tab for help or click the "? [Help for this page](#)" button to launch the Sales Calendar help system. You can also log on to MAWC411.com for informative e-learning modules and articles about the Sales Calendar, setting appointments and more.

In the Sales Calendar, you can now complete many different tasks. Here are some of the great features and tools included in the Sales Calendar.

- **Calendar View** - Change your calendar view to see what appointment slots may be available. Choose from day, week, month or even event list view to get an overview of exactly what is available.
- **Create Event** - Add Personal and professional events, appointments and meetings. Keeps track of all your prospective customers. All of your scheduled appointments will be listed here in the Calendar.
- **Appointment Wizard** - We've combined all of the tools necessary to schedule a sales appointment through one convenient, user-friendly interface. In just 9 simple steps, you'll be able to create a lead, build a site, schedule an appointment time and set pricing.
- **General Settings** - Allows you to set basic display options for you Calendar.
- **Activation Hotline** - Is your prospect ready to purchase NOW? Call the Activation Hotline at (888) 343-2889 (Monday - Friday, 8 a.m. - 5 p.m.) to purchase and activate your client's new Web site instantly. Just call us with your customer's credit card information ready and we will activate the site immediately.

# SALES SUPPORT

## THE ROLE OF SALES SUPPORT

Your WebCenter Solution provides you with the opportunity to be backed by a group of experienced, knowledgeable salespeople. Our Product Specialists are driven to close deals with prospective customers, and their first priority is to ensure they finalize the sale. The Product Specialists are familiar with the Web site market as well as the features and benefits of the Web sites created by WebCenter. If you have already found leads, qualified your prospects, built a demo site and set an appointment, this final step should be a breeze.

When you rely on Product Specialists to perform the walkthrough, it should be with the intention of learning how to sell Web sites from trained, qualified Web site salespeople. Thus, your goal should be to learn as much as you can about responding to customer's objections, presenting the demo effectively and asking for payment at the end of the call. Eventually, you will find you can make your own closing calls and perform the walkthroughs without using Sales Support.

Using Product Specialists assumes that you agree to a more rigid schedule, potentially lower selling prices and other guidelines that you must agree to in the Sales Calendar before you are allowed to schedule online appointments. The specialists will try to sell the site at the price you request (the recommended default price is \$1,299), but their first priority is to make the sale, and if it appears they will lose the sale if they do not lower the price, they will lower the price.

## THE SALES SUPPORT CALL

Remember: Before the walkthrough, be sure to confirm the appointment one more time with your prospect about 24 hours in advance.

Within five minutes of the time of the appointment, the Product Specialist will call you to confirm the details about your customer (this is when any information you noted in the Sales Calendar comes in handy). When the Product Specialist calls you, update them with any additional information you may have learned about the prospect. After all of the information is confirmed and any extra questions are answered, the Product Specialist will connect to the prospect on a three-way call.

When the customer answers the call, you only need to introduce the Product Specialist and then listen quietly to the rest of the call. It is important that you do not interrupt the Product Specialist while he or she performs the walkthrough - doing so could mean lowering the price or even losing the sale. Bear in mind the Product Specialists are highly-trained, skilled experts at selling Web sites; there is much to learn from their experience, so simply sit back, watch and listen.

In the case that your prospect does not purchase the Web site on the first call, your sales support representative will follow up with your customer for you.

## THE FOLLOW-UP PROCESS

After a successful Web site walkthrough that results in a sale, there is still some unfinished business that must be addressed. The customer has made a financial commitment to you by making payment on their Web site. Thus, you must follow up with your customer to ensure they are satisfied and to deliver on any promises you have made. First, take a few moments to meet with your customer (in person or by phone) so they can sign the WebCenter paperwork and necessary authorization forms to acknowledge receipt of their Web site.

Also, if you agreed to help the client(s) complete their Web site after the sale, you will need to work with them as you help guide them in a transition to working regularly with Customer Care - WebCenter's free technical support team that can be accessed via telephone or live Internet chat.

Specify a finite amount of time that you will help the customer complete the Web site, and remember it is strongly recommended that you refrain from performing extra work on Web sites after the sale on a fee-basis. This is for your benefit; each additional customer you work on the site for will absorb your time and energy. It is better to ensure that your clients are comfortable using Customer Care while maintaining their own Web sites, thus allowing you to work with new customers and develop an on-going income as a WebCenter Owner.

Develop a referral system by offering your customer incentives to send leads your way. For instance, offer a free month of site hosting if the referral results in the sale of an additional Web site, in which case you would simply pay \$50 of the referral sale's profit to your original customer who provided the referral.

## WHY DOES EVERY BUSINESS NEED A WEB SITE?

Your prospects may wonder how a Web site will benefit their businesses, so it's important that you familiarize yourself with the many advantages to a Web presence. If you can help your prospects understand all the ways a Web site will make their business more competitive and efficient, the site will sell itself. Here are some of the general benefits you can share with your prospect when they ask that important question.

### Increase Revenue

- A Web site can open up a virtual storefront that creates an additional sales channel.
- Introduce new products to the market faster.
- You can compete with big corporations based on service, price and quality.
- Capture the impulsive buyer.
- Optimize existing advertising - adding your Web site name to ads and business cards directs customers to your dynamic, informative site.
- Expose your business to new markets you may not otherwise reach.
- Establish credibility with potential customers - studies indicate people are less likely to trust a business without a Web site.
- Reach their market. Customers use the Internet to find information much more frequently than traditional means like Yellow Pages or print advertising.

### Decrease Expenses

- Create an additional, inexpensive form of advertising that costs less than mail-outs, phone book ads, etc.
- Automate the sales process.
- Eliminate costs typically associated with expanding sales-employees, rent, utilities, insurance, etc.
- Drop-ship products to reduce inventory levels.
- Reduce dependency/money spent on traditional advertising media.
- Update documents and manuals online in one centralized location.
- Replace mass mail marketing campaigns with targeted e-mail campaigns.
- Make your online marketing efforts highly targeted and efficient using the Contact Manager and statistical tracking tools.
- Display your entire inventory without increasing warehousing costs.

### Improve Customer Service

- Provide fast, personalized service to customers.
- Provide answers to frequently asked questions 24 hours a day.
- Offer special packages or deals through your Web site.
- Display testimonials from satisfied customers.
- Send customers exclusive online coupons or discounts.
- Facilitate proactive communication between you and your customers.
- Respond to customers' changing demands faster.

**Site Promotion - We Help Drive Traffic to Your Web sites**

- Customers can use top search engines such as Google, Excite, Infoseek and Lycos to find your Web site using keywords or your domain name.
- Anyone can build a site, anyone can host your site, but if no one can find your site, then generating a new business is almost impossible.
- Automatic upgrades are included in our easy-to-use software. Unlike other site promotion options, this means business owners won't have to pay excessive monthly fees per search engine submission and they won't have to learn to use additional software.
- For optimal Web traffic, you need to resubmit your keywords and domain name to search engines about every 6 to 8 weeks. Ideally, you should have the top search engines built into your site so all you have to do is hit "submit" and your information is submitted and refreshed without paying someone each month to do it for you.
- Offers the potential to reach millions of customers without having to pay for Web promotion through conventional methods of advertising such as Yellow Page ads or commercials.

# ABOUT THE FEATURES AND BENEFITS GUIDE

This document outlines some of the most popular tools and capabilities of the Web sites built through an MA WebCenters. Specific tools are more likely to be used by certain businesses, and that is why it's important for you to find out what your prospects' "hot buttons" are when you initially approach them. Discuss the benefits of these tools with your prospects, and leave a Features and Benefits Guide with them after you set up the appointment. The Features and Benefits section is included on page 32. You can also find and print out the most recent version of the guide in your WebCenter by clicking on "WebCenter" in the blue navigation bar. A drop down window will appear. Click "Sales Documents" (6th one from the top). A new drop down window will open. Click "Web Site Features and Benefits Guide" to download the Adobe Acrobat Portable Document Format (PDF) file.

## 4.0 FEATURES AND BENEFITS GUIDE

### WHY ARE OUR WEB SITES BETTER?

#### WE CAN GET YOUR BUSINESS ONLINE, FAST

Most Web developers keep you waiting for weeks before you can even look at your new site, but with our powerful Web site construction technology, we can have your new, feature-rich site up and running in no time! You'll have access to all of the cutting-edge tools in our dynamic software so that you can make an informed decision about establishing your online presence.

#### PROFESSIONAL LAYOUT AND DESIGN

Our Web designers and marketing experts have spent countless hours researching successful sites on the Internet in order to develop the most effective, professional Web site layouts and designs possible. If you ever want to change the look or feel of your site, you can quickly and easily make changes to your site. Our team of technical support professionals will even help.

#### 10 GIGABYTES OF STORAGE SPACE

Each one of our Web sites boasts a massive 10GB of disk space - more than enough space to hold thousands of images and volumes of text. Most Web sites only use 20-30MB of space, so chances are you'll only use a small fraction of the storage space you have. But as your business grows and becomes more successful, you can be confident that your Web site will be able to adapt to meet your changing needs.

## **UNLIMITED SITE MODIFICATIONS**

With our Web site management platform, you control every aspect of your online presence - without learning a programming language or relying on an expensive Web professional. Our user-friendly software gives you the power to easily modify all of the text, images, colors, backgrounds, and components on your Web site as often as you want.

## **NO LENGTHY CONTRACT COMMITMENT**

Unlike other solutions that make you commit to a lengthy Web site contract (with steep cancellation penalties), we give you the freedom to cancel at any time without any hidden fees. We're so confident that you'll be impressed with our Web site management platform and our excellent customer service that we are willing to earn your business month after month.

## **AUTOMATIC SOFTWARE UPGRADES**

Our team of software developers is constantly adding new tools and features to our unique Web site building platform! As one of our Web site customers, you will always be one of the first on the Internet to access these powerful, cutting-edge tools at no additional cost.

## **WHAT OTHER FEATURES DO WE HAVE?**

### **E-MAIL ACCOUNTS**

- Rich HTML text formatting and editing tools
- Plain text composition option
- Built-in spell check feature
- Account customization tools
- Address book, calendar, and day planner
- Search tool for browsing through e-mail
- Spam Assassin filtering to minimize unsolicited e-mail

### **POP3 E-MAIL ACCESS**

Talk about useful! Access your e-mail accounts directly through such favored POP3 e-mail clients as Outlook, Thunderbird and Eudora. With this tool you will have more extensive e-mail capabilities, as well as easier access to your messages.

### **WEBMAIL E-MAIL ACCESS**

The sleek, user-friendly interface features many extra tools that you will not find with most standard e-mail accounts.

## **DOMAIN NAME REGISTRATION**

Securing your domain name is one of the most important steps in setting up your online business, and with our domain name tool, the registration process is quick and easy. Our system allows you to check on the availability of multiple .com, .net and other domain names at the same time, and if you already have an existing domain name, you can transfer it to point to your site.

## **SITE PROMOTION TOOL**

No matter how impressive your Web site is, it's not doing you any good if customers can't find you online. With the Site Promotion Tool, we'll help you increase your visibility on the World Wide Web by guiding you through the entire optimization and submission process—from choosing page keywords and descriptions, to submitting your site to several of the major search engines. We also provide you with tips on optimizing your site to improve your chances of ranking well with search engines.

## **CONTACT MANAGEMENT TOOL**

This useful feature allows you to organize and manage contact information for all of your customers, suppliers, and business associates. Once you have built up your customer database, you will be able to create and send e-mail newsletters announcing new product releases, upcoming sales, or any other special events and promotions.

## **WEB SITE USAGE STATISTICS**

As a business owner, it is important to evaluate how well your sales and marketing promotions are working, and we understand that your online business is no different. Inside the administrative section of your Web site, you'll be able to access a variety of statistical tracking reports, such as: which search engines are generating the most traffic for your site, which keywords are resulting in the greatest number of hits, how many hits your site has received, where most of your hits are coming from, and which pages visitors looked at while on your site. Without usage data like this, you'll have a difficult time making informed decisions about the effectiveness of your online sales and marketing efforts.

## **INTEGRATED MAP AND DRIVING DIRECTIONS**

Whenever a new local customer finds your business online, one of the first things they'll want to know is "Where are you located?" Now your customers will be able to use the integrated map feature on your Web site to view a map displaying your exact location, or if they're unfamiliar with the area, your customers can enter their address and receive detailed instructions that will guide them right to your business.

## WHAT ABOUT E-COMMERCE?

### E-COMMERCE TOOLS

Your new Web site provides you with access to all of the components necessary to help you start making money online: merchant account access, a fully customizable product catalog, a virtual shopping cart, advanced pricing features, shipping, handling and tax rules, payment options, and order processing features.

### CUSTOMIZABLE PRODUCT CATALOG

Every site includes tools that give you the ability to create an extensive online catalog capable of displaying thousands products. More than just a listing of products, your online catalog offers a wide range of extra features: multi-image support, product categories and descriptions, price rules and discounts, tax rules and more.

### MULTIPLE BILLING OPTIONS

Our versatile e-commerce system is designed to give you a variety of options for processing online orders. You can process credit cards online in real time, and have orders automatically sent to you by e-mail. Regardless of which payment and billing options you enable on your Web site, you can be confident that all of your transactions are safe and secure on our SSL-encrypted network.

## WHAT TYPE OF EDITING TOOLS DO WE HAVE?

### RICH TEXT EDITOR

Easily update, edit and add text to your Web site without losing your formatting. You can also easily change text size, color and font style.

### WYSIWYG WEB SITE EDITING TOOLS

The WYSIWYG Editor is a powerful interface tool that allows you to edit your Web site on screen in a view that closely resembles what the published page will look like on the site. The WYSIWYG Editor uses a simple point-and-click system: click on any section of the Web page to access menus for inserting, deleting, or editing text, images, or any other component on your site.

## WHAT ABOUT HOSTING AND SUPPORT?

### ULTRA-SECURE SERVER FACILITY

Your Web site will be hosted on our tiered, high-performance Dell PowerEdge servers powered by Intel Xeon processing technology. Our servers are located at special, secure facilities that protect them from fires, floods, earthquakes, power outages, and any other types of disasters. The secure facility boasts the following:

- Remotely-monitored video surveillance safeguards our data center and its perimeter 24 hours a day, seven days a week.
- Hand scanning sensors authorize our data center's clearance by means of biometric recognition.
- Our server racks are reinforced against seismic anomalies with scientifically exact bracing that adjoins both the server racks and the caging environment to a below-floor channel.
- Our data center runs on clean power conditioned by an Uninterruptible Power Supply (UPS). The UPS provides immunity to energy spikes and surges experienced by the public sector. Backup generators guarantee an alternate power source, providing indefinite hours of additional uptime in the event of a system failure.
- Multiple HVAC units supplement principal cooling systems for consistent temperature control and maximum airflow.
- A preferred alternative to conventional fire suppression methods, together with intelligent early detection and backup suppression methods, prevents unnecessary equipment damage and incidental loss of uptime.
- Internet operations are simultaneously monitored 24 x 7.
- Our data centers security monitoring and incident management are controlled by on-premises security officers 24 x 7.
- Alarms are monitored 24 x 7 for rapid incident resolution.
- Electronic motion sensors detect and react to movement around the perimeter of the data centers and within its interior.

### DUAL-LAYER FIREWALL PROTECTION

Our network is protected by a dual-layer firewall security system utilizing Cisco PIX Firewalls, making it virtually impossible for hackers or unauthorized users to compromise the integrity of your Web site.

### UNLIMITED TRAFFIC

As your online business grows and becomes more successful, your Web site needs to be able to handle the increased traffic—without increasing your monthly hosting costs. Many hosting providers set limits on the number of hits your site is able to receive, but with our hosting service, you can be confident that your site can handle all of the increased traffic, no matter how popular your Web site becomes!

## **LIVE TECHNICAL SUPPORT**

If you ever have any questions about using any of the tools or features in your new Web site, our professional, courteous Customer Care representatives will be ready and waiting to assist you! Contact us as often as you want—it's all part of the value-added service included with your monthly hosting/service fee.

## **LIVE REMOTE ACCESS SUPPORT**

This amazing tool gives our Customer Care representatives the ability to remotely share your mouse and keyboard for quick and easy service. The Remote Access feature creates a direct link between your computer and a Customer Care representative's computer in our support center so that you can watch them perform each step on your screen in real time. Even though our Customer Care reps will be able to control your computer from a remote location, you will always have the power to override the rep and resume control of your computer at any time simply by moving your mouse or pausing the session.

# INDUSTRY-SPECIFIC BENEFITS

Every industry is different - in fact, every individual business is different. It should come as no surprise then that every business you approach is going to have a unique set of needs that can be fulfilled with a Web site. The following section details some of the ways specific industries can leverage the Internet with the help of you and your WebCenter Solution.

## Accounting

- Tax services
- Online forms
- Testimonials
- Accountant experience
- Accounting classes
- List resources
- News

## Actors

- Upcoming performances
- Portfolio
- Bio
- Experience
- Video clips

## Acupuncture

- Services
- Appointment scheduling
- Testimonials
- Conditions treated
- Frequently Asked Questions (FAQs)

## Advertising

- Display marketing/advertising perspectives
- Company campaigns,
- Business services
- Provide clients with rates/pricing
- Display portfolio of work
- Client constant contact

## Advertising Agencies

- Ad portfolio
- Types of advertising
- Online requests
- Online ordering
- Client list

## Agricultural Agencies and Services

- Quality of products
- History
- Protected client pages

## Air Cleaning and Purifying Equipment

- Product information
- Comparison stats on quality of air
- Location information

## Air Conditioning Contractors and Systems

- Product information
- Service request forms
- Testimonials

## Air Conditioning Products and Services

- Product information
- Service request forms
- Testimonials

## Aircraft Equipment

- Product information
- Client information • Experience
- Testimonials

## Aircraft Sales

- Product information on available aircrafts
- Rentals
- New
- Location information

## Alarm Systems and Services

- Personal security options
- Business security solutions
- Access to surveillance technology
- List home automation services
- Provide hardware/accessories

**Alternative Energy Systems**

- Product information
- Comparisons on differences of energy systems
- Testimonials
- Frequently Asked Questions (FAQs)

**Amusement and Recreational**

- Display admission pricing
- Group sales and seasonal promotions
- Show dates and events
- Display trip tips
- Online brochures
- Provide driving directions

**Animal Services and Supplies**

- Animal information
- Adoption services
- Shopping cart
- Frequently Asked Questions (FAQs)
- Breeding information

**Antiques**

- Display gallery of items
- Incorporate collectibles section
- Display coins and currency
- Make available estate item offerings
- Keep constant contact with art collectors
- Bulk e-mail art dealers of new items

**Apartment Building Operators**

- Display company profile
- Provide industry information
- Give business resource services
- Business management resources
- Quick access to company profiles

**Appliance Services and Equipment**

- Product information
- Photo gallery
- Credit options
- Location map
- Service request forms

**Architects**

- Display online design studio
- Make design gallery accessible
- Detail residential building design
- Give public building specs
- Provide commercial building design

**Architect Services and Supplies**

- Photo gallery
- Protected pages
- History/experience
- Recent projects
- Client lists

**Art Dealers/Galleries**

- Display artist galleries
- Create artists' commissions section
- Provide current exhibitions
- List all old and new inventory
- Maintain and manage client e-mail list
- Selling art online

**Artists**

- Display portfolio of artwork
- Selling art online
- Show other artists' artwork
- Build an e-mail contact base

**Arts and Crafts**

- Selling arts and crafts of all types online
- Display portfolio of artwork
- Show other artists' artwork
- Build an e-mail contact base

**Assisted Living**

- Photo gallery
- Protected pages
- History/experience
- Information request forms

**Associations**

- Information page
- Chat rooms
- Protected pages
- Online forms

**Astronomy**

- Information page
- Chat rooms
- Protected pages
- Online forms

**Attorneys**

- Fields of practice
- Legal links
- Appointment forms
- Bios

**Attorneys - Law Firm**

- Make forms and documents accessible online
- Create a client resource center
- Have a practice area
- History/experience of attorneys
- Create online contact lists

**Auto Body**

- Feature and display parts
- Provide online forms and docs
- Expedite orders and processes
- Streamline process
- Provide details and rates

**Auto Detail**

- Services
- Photo gallery
- Before and after pictures
- Appointment forms

**Auto Glass Replacement Shop**

- Services
- Photo gallery
- Before and after pictures
- Appointment forms

**Auto Inspection**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Auto Insurance**

- Provide collision repair details
- Make forms and documents accessible online
- Expedite orders and processes
- Streamline process and procedures
- Provide business resource services

**Auto Repair**

- Services
- Photo gallery
- Before and after pictures
- Insurance links

**Auto Supplies**

- Products page
- Online shopping catalog
- Frequently Asked Questions (FAQs)
- Products rating page

**Automotive**

- Services
- Sales
- Products page
- Testimonials
- Frequently Asked Questions (FAQs)

**Baby Supplies and Services**

- Sell products online
- Provide locations
- Show all types of fun activities
- Provide safety tips • Promote site regularly
- Give related resources

**Bakers Retail**

- Offer a delivery guide
- Provide a dining guide
- Provide entire menu options
- Display birthday cakes
- Show party menu options

**Bakers Wholesale**

- Store locator
- Log-in page
- Services
- Photo gallery
- Testimonials

**Baking Supplies and Manufacturers**

- Products page
- List of manufacturers
- Shopping cart
- Testimonials

**Banks and Banking Services**

- Hours of operation
- Account log-ins
- Services
- Bill pay

**Barber Shop**

- Display haircut styles
- Get online appointments
- Selling hair products
- Offer online coupons/promotions
- Provide online directions to locations

**Bars and Pubs**

- Feature events
  - Provide list of menu and entertainment
  - Display map and directions to locations
- Provide membership services

**Bathroom Fixtures and Supplies**

- Products page
- Testimonials
- Photo gallery
- Services
- Shopping cart

**Beachwear**

- Products page
- Shopping cart
- Location map
- Testimonials

**Beauty Salon**

- Maps
- Services
- Appointments
- Hours of operation
- Products page

**Bed and Breakfast**

- Display a gallery of photos of facility and area
- Provide listings of surrounding entertainment
- Display promotional dates and events
- Provide turn-by-turn driving directions
- Display pricing and promo packages

**Beverage Equipment and Distributors**

- Products page
- Shopping cart
- Distributors link
- Testimonials

**Billing Services**

- Online payments
- Location map
- Testimonials
- Frequently Asked Questions (FAQs)

**Boat Dealers**

- Photo gallery
- Frequently Asked Questions (FAQs)
- Testimonials
- Products page
- Location map

**Bookstores**

- Shopping cart
- New releases
- Bios
- Products page

**Brick and Stone Wholesalers**

- Products page
- Services
- Photo gallery
- Estimates
- Scheduling

**Bridal Salons**

- Provide accessories
- Display brides maids section
- Events coordinators section

**Building Contractors**

- Services page
- Frequently Asked Questions (FAQs)
- Testimonials

**Building Maintenance Services**

- Services
- Frequently Asked Questions (FAQs)
- Location map

**Building Materials and Services**

- Services
- Frequently Asked Questions (FAQs)
- Products page
- Shopping cart

**Business and Trade Organizations**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Business Consulting**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Business Forms and Systems**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Business Outsourcing Services**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Business Services**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Cabinetmakers Equipment and Supplies**

- Display types of wood sources
- Show different wood finishing
- Create a showroom of products
- Have an online brochure
- Give online bids and proposals

**Camps and Campgrounds**

- Locations
- Maps
- List of activities
- Fees
- Photo gallery

**Candy and Confectionery Sales and Supplies**

- Products page
- Shopping cart
- Nutrition facts
- Testimonials
- Location map

**Car Dealership**

- New cars
- Used cars
- Photo gallery
- Payment calculator
- Insurance links

**Car Wash**

- Hours of operation
- Maps
- Products page
- Fees
- Testimonials
- Specials

**Carpentry Services**

- Services
- Frequently Asked Questions (FAQs)
- Products page
- Testimonials

**Carpet and Upholstery Cleaners**

- Services
- Frequently Asked Questions (FAQs)
- Products page
- Testimonials
- Scheduling
- Photo gallery
- Before and after pictures

**Carpet Cleaning**

- Services
- Frequently Asked Questions (FAQs)
- Products page
- Testimonials
- Scheduling
- Photo gallery
- Before and after pictures

**Carpet Sales and Service**

- Services
- Frequently Asked Questions (FAQs)
- Products page
- Testimonials
- Scheduling
- Photo gallery
- Before and after pictures

**Caterers**

- Services
- Menus
- Photo gallery
- Scheduling
- Frequently Asked Questions (FAQs)
- Testimonials

**Catering Services and Supplies**

- Services
- Menus
- Photo gallery
- Scheduling
- Frequently Asked Questions (FAQs)
- Testimonials
- Products page

**Ceiling and Skylight Services**

- Services
- Photo gallery
- Shopping cart
- Products page

**Charter Boat - Fishing**

- Photo gallery
- Frequently Asked Questions (FAQs)
- Testimonials
- Products page

**Charter Boat - Party**

- Photo gallery
- Frequently Asked Questions (FAQs)
- Testimonials
- Products page

**Chauffeur and Limousine Services**

- Photo gallery
- Frequently Asked Questions (FAQs)
- Testimonials
- Products page
- Services

**Check Cashing Services**

- Services
- Fees
- Maps
- Hours of operations

**Chemical Products and Services**

- Services
- Frequently Asked Questions (FAQs)
- Products page

**Child Care and Services**

- Photo gallery
- Testimonials
- Hours of operation
- Monthly calendar
- Teacher info

**Children's Clothing Stores**

- Products page
- Sales items
- Sizing chart
- Shopping cart
- Testimonials

**Chiropractic**

- Scheduling
- Services
- Fees
- Insurance information
- Frequently Asked Questions (FAQs)
- Testimonials

**Church Supplies and Manufacturers**

- Products page
- Photo gallery
- Manufacturers links
- Shopping cart

**Churches**

- Mass schedules
- Leaders info
- Donations page
- Photo gallery
- Monthly calendar

**Civic and Social Associations**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Cleaners**

- Services
- Scheduling
- Photo gallery
- Testimonials
- Frequently Asked Questions (FAQs)
- Fees

**Cleaning Services**

- Services
- Scheduling
- Photo gallery
- Testimonials
- Frequently Asked Questions (FAQs)
- Fees

**Cleaning Supplies and Products**

- Services
- Scheduling
- Photo gallery
- Testimonials
- Frequently Asked Questions (FAQs)
- Products page

**Clothing Materials and Supplies**

- Shopping cart
- Products page
- Photo gallery

**Clothing Sales**

- Shopping cart
- Maps
- Products page
- Testimonials

**Coffee and Tea Sales and Supplies**

- Products page
- Testimonials
- Shopping cart
- Testimonials
- Sale items

**Collectibles**

- Products page
- Shopping cart
- Photo gallery
- Location maps

**Collection Agencies and Services**

- Services
- Frequently Asked Questions (FAQs)
- Online payments

**Commercial Land Sales**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Communications Equipment and Services**

- Services
- Products page
- Frequently Asked Questions (FAQs)
- Testimonials

**Computer Equipment and Supplies**

- Products page
- Shopping cart
- Online help guide

**Computer Programming**

- Services
- Products page
- Online help guide

**Computer Sales and Repair**

- Services
- Products page
- Frequently Asked Questions (FAQs)
- Scheduling

**Computer Services**

- Services
- Help guide

**Computer Store**

- Products page
- Photo gallery
- Shopping cart
- Frequently Asked Questions (FAQs)
- Testimonials

**Concrete Services**

- Services
- Appointment scheduling
- Frequently Asked Questions (FAQs)
- Testimonials

**Construction**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials
- License information

**Construction Services and Supplies**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials
- License info
- Products page
- Shopping cart

**Consultants**

- Services
- Frequently Asked Questions (FAQs)
- Fees
- Testimonials

**Consulting**

- Services
- Frequently Asked Questions (FAQs)
- Fees
- Testimonials

**Contractors**

- Services
- Testimonials
- Licensing info

**Copying and Duplicating Machines**

- Services
- Frequently Asked Questions (FAQs)
- Fees

**Cosmetics Sales and Supplies**

- Products page
- Shopping cart
- Photo gallery
- Testimonials
- Frequently Asked Questions (FAQs)

**Costume Supplies**

- Products page
- Photo gallery
- Shopping cart
- Location map

**Courier and Delivery Services**

- Services
- Fees
- Frequently Asked Questions (FAQs)
- Testimonials

**Credit and Debit Services**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Dairy Product Stores**

- Products page
- Shopping cart
- Frequently Asked Questions (FAQs)
- Testimonials
- Location map

**Dance Studio**

- Services
- Fees
- Monthly calendar
- Photo gallery
- Testimonials

**Decorating Services and Supplies**

- Services
- Photo gallery
- Testimonials
- Fees
- Appointment scheduling

**Delivery Services**

- Services
- Fees
- Frequently Asked Questions (FAQs)
- Testimonials

**Dental Equipment and Supplies**

- Services
- Products page
- Photo gallery
- Shopping cart
- Testimonials

**Dental Laboratories**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Dental Services**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials
- Scheduling

**DJ Services**

- Services
- Music list
- Testimonials
- Music samples
- Testimonials

**Doctors**

- Secure login page
- Bios
- Scheduling page
- Testimonials

**Dog Breeders**

- Photo gallery
- Testimonials
- Frequently Asked Questions (FAQs)
- Fees

**Door Company**

- Products page
- Shopping cart
- Photo gallery
- Testimonials

**Driving Services**

- Services
- Fees
- Frequently Asked Questions (FAQs)
- Testimonials

**Dry Cleaners**

- Location map
- Hours of operations
- Testimonials
- Coupons

**Drywall Contractors**

- Services
- License information
- Frequently Asked Questions (FAQs)
- Testimonials

**Education Services and Supplies**

- Products page
- Frequently Asked Questions (FAQs)
- Testimonials
- Shopping cart

**Electrical Services and Equipment**

- Products page
- Frequently Asked Questions (FAQs)
- Testimonials

**Electronics**

- Shopping cart
- Photo gallery
- Frequently Asked Questions (FAQs)
- Recalls

**Embroidery**

- Services
- Products page
- Shopping cart
- Photo gallery

**Florist**

- Photo gallery
- Appointment scheduling
- Specials
- Products page
- Shopping cart

**Footwear**

- Products page
- Shopping cart
- Specials
- Testimonials

**Furniture Manufacturing and Supplies**

- Products page
- Shopping cart
- Testimonials
- Photo gallery

**Gift Shops**

- Shopping cart
- Products page
- Specials
- Location map
- Photo gallery

**Glass Manufacturing and Products**

- Products page
- Shopping cart
- Location maps
- Insurance info **Gymnastics**
- Location map
- Gym schedules
- Fees
- Testimonials
- Photo gallery

**Handy Man**

- Hours of operation
- Location map
- Services
- Licensing information

**Home Builder**

- Services
- Testimonials
- Photo gallery
- Licensing information

**Household Appliances**

- Products page
- Photo gallery
- Specials
- Shopping cart
- Testimonials

**Insurance Services**

- Services
- Hours of operation
- Location map
- Estimation calculator

**Interior Decorators Design and Consultants**

- Photo gallery
- Scheduling
- Testimonials
- Frequently Asked Questions (FAQs)

**Irrigation Services**

- Services
- Contact page
- Frequently Asked Questions (FAQs)
- About us page

**Jewelry Sales and Service**

- Products page
- Shopping cart
- Photo gallery
- Location map

**Kitchen Remodeling**

- Products page
- Services
- Testimonials
- Location map

**Landscaping**

- Services
- Fees
- Licensing information
- Photo gallery

**Liquor Stores**

- Products page
- About us
- Contact us
- Location map

**Locksmith**

- Services
- Contact us
- About us
- Testimonials

**Maid Services**

- About us
- Services
- Fees
- Specials
- Testimonials
- Photo gallery

**Marriage and Family Counselors**

- Scheduling calendar
- Services
- Contact us
- Location map
- Testimonials

**Massage**

- Services
- Fees
- Testimonials
- Contact us

**Non-Profit Organizations**

- Services
- Advertisements
- Support funds
- Testimonials

**Office Supplies and Equipment**

- Services
- Products page
- Shopping cart
- Testimonials

**Optometrists**

- Services
- Scheduling
- Products page
- Testimonials
- Contact us

**Ornamental Iron Fabricators**

- Services
- Contact us
- Location maps
- Advertising

**Paint and Painting Services**

- Services
- Products page
- Photo gallery
- Testimonials

**Paint / Wallpaper Services and Supplies**

- Services
- Products page
- Photo gallery
- Testimonials

**Paint Equipment and Manufacturers**

- Services
- Products page
- Photo gallery
- Testimonials

**Painters**

- Services
- Products page
- Photo gallery
- Testimonials

**Party Supplies and Services**

- Services
- Products page
- Photo gallery
- Testimonials

**Paving**

- Services
- Products page
- Photo gallery
- Testimonials

**Pawn Shop**

- Services
- Location map
- Testimonials

**Performing Artist**

- Photo gallery
- Video clips
- Bios

**Perfume and Cologne Sales**

- Products page
- Photo gallery
- Shopping cart

**Personal Trainer**

- Testimonials
- Photo gallery
- Scheduling
- Nutrition information

**Pest Control Services**

- Scheduling
- Services
- Fees

**Pest Control Supplies and Equipment**

- Scheduling
- Services
- Fees
- Products page
- Shopping cart

**Pet Supplies**

- Products page
- Shopping cart
- Testimonials
- Recalls

**Radio Broadcasting**

- Contact us
- About us
- Contests
- Music lists

**Recreation Programs**

- Services
- Monthly calendar
- Contact us
- Activities

**Roofing and Siding**

- Services
- Licensing information
- Contact us
- Testimonials

**Shoe Stores**

- Sizing chart
- Products page
- Contact us
- Location map
- Sales

**Stationary Stores**

- Products page
- Shopping cart
- Location map
- Contact us

**Swimming Pool Parts and Supplies**

- Products page
- Shopping cart
- Testimonials
- Contact us

**Travel Agencies**

- Photo gallery
- Scheduling
- Testimonials

**Travel and Tourism**

- Photo gallery
- Scheduling
- Testimonials

**Tree Services**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials

**Truck Driving and Equipment**

- Services
- Fees
- Products page

**Truck Repair**

- Services
- Fees
- Product page
- Photo gallery

**Trucking - Long Haul**

- Services
- Shipping fees
- Truck sizes
- Testimonials

**Typewriting Products and Services**

- Services
- Products page
- Shopping cart
- Testimonials

**Upholsterers and Supplies**

- Services
- Products page
- Photo gallery
- Testimonials
- Frequently Asked Questions (FAQs)

**Upholstery and Drapery Services**

- Services
- Products page
- Photo gallery
- Testimonials
- Frequently Asked Questions (FAQs)

**Used Automotive Parts**

- Products page
- Testimonials
- Frequently Asked Questions (FAQs)
- Services

**Used Car Dealership**

- Insurance links
- Photo gallery
- Testimonials
- Payment calculator
- Frequently Asked Questions (FAQs)

**Vacuum Cleaners and Supplies**

- Products page
- Services
- Testimonials
- Photo gallery

**Vending Machines and Supplies**

- Services
- Fees
- Products page

**Veterinarians**

- Location map
- Services
- Fees
- Photo gallery
- Frequently Asked Questions (FAQs)

**Veterinarians - Labs and Equipment**

- Location map
- Services
- Fees
- Photo gallery
- Frequently Asked Questions (FAQs)

**Video Equipment**

- Products page
- Services
- Shopping cart

**Video Production and Distributing**

- Products page
- Shopping cart
- Services
- Testimonials
- Frequently Asked Questions (FAQs)

**Vitamins and Supplements**

- Shopping cart
- Photo gallery
- Testimonials
- Health class schedules

**Warehousing and Storage Equipment**

- Products page
- Services
- Frequently Asked Questions (FAQs)
- Photo gallery

**Warehousing and Storage Services**

- Services
- Location Map
- Specials
- Frequently Asked Questions (FAQs)

**Waste Disposal Equipment and Services**

- Services
- Testimonials
- Products page
- Shopping cart

**Watches and Clocks**

- Products page
- Shopping cart
- Testimonials 50
- Location map

**Water Purification Services and Supplies**

- Services
- Photo gallery
- Products page
- Frequently Asked Questions (FAQs)
- Testimonials

**Waterproofing Contractors**

- Services
- Testimonials
- Scheduling

**Weather Services and Reporting**

- Services
- List current weather

**Web site Hosting**

- Services
- Testimonials
- Photo gallery
- Fees

**Wedding**

- Photo gallery
- Testimonials
- Wedding site links
- Services

**Wedding Supplies and Services**

- Photo gallery
- Testimonials
- Wedding site links
- Services

**Welding Repair Services**

- Services
- Frequently Asked Questions (FAQs)
- Products page
- Testimonials

**Welding Services and Equipment**

- Services
- Frequently Asked Questions (FAQs)
- Products page
- Testimonials

**Wholesale Distributors**

- Services
- Location map
- Distributor links

**Window and Glass Services**

- Services
- Photo gallery
- Before and after pictures
- Appointment forms

**Wineries and Services**

- Services
- Testimonials
- Photo gallery

**Winery**

- Tasting schedules
- Services
- Locations
- Photo gallery

**Wire Products - Manufacturing and Equipment**

- Services
- Frequently Asked Questions (FAQs)
- Testimonials
- Products page

**X-Ray Laboratories and Equipment**

- Services
- Products page
- Frequently Asked Questions (FAQs)

**Youth Sports**

- Park maps
- Sports schedule
- Frequently Asked Questions (FAQs)
- Fees

## EXERCISE:

Consider the industries and business types that you want to make your focus for Web site sales. List the Web site features that your prospective customers would find useful in serving their customers and attracting new ones.

Industry/Business Type: \_\_\_\_\_

Features:

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Industry/Business Type: \_\_\_\_\_

Features:

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Industry/Business Type: \_\_\_\_\_

Features:

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# ABOUT THE DESIGN CENTER

The Design Center is a team of experts who will develop your clients' Web sites if they opt for assistance. This enables you to continue prospecting and setting appointments and also eases the concerns of customers who may be apprehensive about creating a Web site themselves. At the back of this manual you can find additional information about the Design Center process and pricing for different packages.

## THE DESIGN CENTER GUIDE

This document will serve as a guideline for you. It provides an overview of the type of information you will need to enter into the Design Center Wizard in order to complete your design project, and what to expect during each step of the process.

Within the Design Center Wizard, you will be asked a series of questions that will help us determine how to proceed with your site's design. Please fill in as much information as you can to help ensure that our designers create a Web site that matches your vision.

First, let's review the design process flow, so you'll know what to expect:

**Step 1:** The client visits the Design Center within Web Site Administration and submits design requirements via the Design Center Wizard.

**Step 2:** A Design Center Project Manager will confirm that the client has completed the Design Center Wizard and then contact the client for a consultation. The Project Manager will go over the package purchased and explain the information we will need to complete the package. The Project Manager will request the client to download, sign and fax in the Design Agreement(s).

**Note:** We cannot begin the design package until we receive the signed agreement and the client has completed the Design Center Wizard with all of their design requirements.

**Step 3:** Conceptual Design Phase - An email is sent to the client alerting them there is a conceptual design to approve. Client must then sign into the Design Center within their Web Site Administration to review the concept. The conceptual design will be in the form of a static .jpg image.

**Step 4:** The client visits the Design Center in their Web Site Admin and either approves or rejects the conceptual design. Our designers are unable to make revisions until the design is either approved or rejected.

(Step 4 continues on the next page)

- a. To approve the conceptual design, the client must select the design they are approving and click Approve to move on to the final design phase.
- b. If the client rejects the conceptual design, the process goes back to Step 3.

**Step 5: Final Design Phase** - The conceptual design is integrated into the Web site and submitted to the client (via email notification) for approval. The client visits Design Center in their Web Site Admin and either approves or rejects the final design. Our designers are unable to make revisions until the final design is either approved or rejected.

- a. To approve the final design, the client must click Approve. Please note that the client's actual site will not be updated with the new look until the Project Manager copies the files from the clone site over to the actual site. If the final design is approved after normal business hours, the changes will not take place until the following business day.
- b. If the client rejects final design, the process goes back to beginning of Step 5.

**Note:** Two revisions are permitted in this part of the process.

**Note:** Depending on the amount of direction provided, our designers will submit one or more conceptual design images for your approval. The conceptual design is meant to show you what your home page will look like, from an overall structure stand point. The rest of the Web site's pages will follow the same structural format, but will contain the specific content you provide through Design Center Wizard built in during the final design phase. When reviewing the conceptual design, please keep in mind that it is just a static image. The full working design with all of your available content will be presented once we have the layout integrated into our editing software. All work on your final design is done on a cloned version of the actual Web site, so your actual site remains "open for business" during the final design phase.

To ensure that we can quickly complete a design to meet your needs, please review the following checklist before submitting your design requirements.

Important Note: If you answer “No” to any of the following questions, please take the time to gather the data we will need to complete your project in a timely fashion. The more information you provide and the greater details, the sooner we will be able to complete your project. We recommend that you do not begin the process until you are certain you have all of the materials we will need. The Project Manager will go over this checklist with you at the time of the consultation.

Do you have a General Appearance and Layout for your site in mind?

Yes - I have a plan for how I would like my site to look

No - I do not have a plan for how I would like my site to look

Is there a specific Color Scheme you would like your site to use?

Yes - I would like my site to use a specific Color scheme

No - I have not decided on a specific Color scheme

Do you have any Logo/Backgrounds/Fonts you would like to include on your site, ready to enter or upload?

Yes - I have specific Logo/Backgrounds/Fonts ready to enter/upload

No - I do not have specific Logo/Backgrounds/Fonts ready to enter/upload

Do you have guidelines on how your Header and Footer should look?

Yes - I have a few ideas for the look of my Header and Footer

No - I have not decided upon a look for my Header and Footer

Do you have a plan for how your site's Menu should look and function?

Yes - I would like my site's Menu to look and/or function a certain way

No - I have not decided on a specific look or behavior for my site's Menu

Do you have a plan for one or more specific Pages you would like included on your site?

Yes - I have a plan in mind for one or more specific Pages

No - I do not have a plan for any specific Pages

Do you have specific Text Content and Image you would like to include on your site, ready to enter or upload?

Yes - I have specific Text Content and Images ready to enter/upload

No - I do not have specific Text Content and Images ready to enter/upload

Do you have a list of Products to be included in your Catalog?

Yes - I have some specific products that I would like to be included in my Catalog

No - I do not have a list of products prepared for inclusion in my Catalog

After you have completed the Design Center Checklist and have everything ready for your design project, the next step is to submit your design requirements via the Design Center Wizard.

The Design Center Wizard will guide you through the process of providing requirements and preferences for your Web site's design. The Wizard is designed to make the process of customizing your Web site quick and simple.

If you need details about any of the Wizard's instructions, be sure review the "Question Mark Help" available next to each command. Take your time as you decide which layout, colors and information your Web site will feature. Your Web site is an online storefront, so make sure your selections fully represent your business and its mission.

## Design Center Wizard - Layout/Appearances

In this step you will be asked to select a Site Layout based on a variety of graphical choices, and then select your desired Site Appearance Options.

The main components that make up a Site Layout are the following: Header, Footer, Site Menu and Content Area. The Header appears at the top of the page, the Footer appears at the bottom of the page, the Site Menu section contains the links for the Web site, and the Content Area holds the important images and text that your visitors will see when they access your site. We will ask for specific details for these various sections throughout the Design Center Wizard.

The Site Appearance Options will determine the colors, font and text size that comprise your Web site's overall appearance. You will be asked to specify the following options. Please note that within the Design Center Wizard, you can click the Question Mark to the right of each option to learn more details about it.

## Design Center Wizard - Color Scheme

These colors will be used to create an overall "look" for your site. When selecting a color scheme, think about which colors best represent the atmosphere, tone and attitude of your business. If you'd like to enter notes about your selection, or you'd prefer to use a different color scheme that is not pictured in the Wizard, you can enter this information in the optional Color Scheme Notes area at the bottom of this step.

## Design Center Wizard - Custom Options

If you have existing Background Images, Logos and/or Fonts you want to use in your new design, you can upload these files in this step. If you have any special instructions for the Design Center designers, you can enter these guidelines in the Other Guidelines section within this step.

## Design Center Wizard - Custom Logo

If your package includes a Custom Logo, this step will collect the necessary information to create your Custom Logo.

To help the designers create a Logo that matches your business, you will be asked to enter guidelines and/or upload documents containing your preferences for a logo. Your logo is an icon that functions as a graphic representation of your business. If you are unsure about how you'd like your logo to look, you can simply describe the tone and atmosphere of your business, any fonts you commonly use at your company, and indicate if your business uses a specific color scheme. These details will help us create a logo that suits your company.

## Design Center Wizard - Header (or Flash Header)

This step will collect the necessary information to create your site's Header (or Flash Header). The Header is the top section of each page, and it often includes material like your company's name and logo, contact information, and the motto or slogan of your business. A Flash Header typically includes the same information, but it also contains animated images and/or text.

If your package includes a Flash Header, you can specify the necessary information and materials in this step. If you have a Web site in mind with a Flash Header you would like to emulate for your site, please provide the URL. For copyright and intellectual property infringement reasons, our designers cannot copy the exact appearance and behavior of the Flash Header, but they can emulate elements of it. Please enter as much information as you can to help ensure our designers create a Flash Header that matches your vision.

## Design Center Wizard - Footer

This step will collect the necessary information to create your site's Footer. The Footer is the bottom section of each page, and it often includes text links to other pages (duplicating the main navigation menu of your site), your company name, contact information (address, phone, fax, etc.), copyright information, and a disclaimer or terms of service link.

## Design Center Wizard - Site Menu

The Site Menu is the set of links that enable site visitors to navigate to each page of your Web site. This step asks you to assign a name for each page on your site, and indicate the order in which you would like each page to appear on your Site Menu.

You will also be asked to provide guidelines for the way you'd like your Site Menu to look, such as specifying whether you'd like a static menu or a drop-down menu. You can also upload any images you would like incorporated into your Site Menu.

## Design Center Wizard - Page Details

During this step you will be asked to provide details about the appearance and contents of each page of your Web site. For each page, the following information is requested:

- Guidelines about how you would like the page to look. Example guidelines include number of columns on the page, image location(s) on the page, and special page components like a map or feedback form.
- The specific text content you want to appear on the page (entered or uploaded into the Wizard).
- All image files you want to include on the page (uploaded into the Wizard).

## Design Center Wizard - Product Catalog

If your package includes a Product Catalog, this step requests that you provide guidelines for the way you'd like your Product Catalog page to look. Keep in mind that the Header, Footer and the background will be the same for the Product Catalog page as for your other pages.

We also ask you to upload as much information as possible about the products you would like to include in your Catalog. If possible, we request that you enter or upload following information for each product: product name, category (or categories) the product belongs to, product image file name, sku code, short description, longer description, price, quantity in stock, Weight, size, color, style, etc.

If you already have your products organized in a spreadsheet or other document, please upload it during this step. If desired, you can download and use our Product Import Template (available within this step) to organize and upload your product information. You also need to upload any image files you'd like to use to represent your products in the Catalog.

This concludes the Design Center Overview. When you are ready to begin the process of submitting your design requirements, sign into your Web Site Administration and navigate to Web Site > Design Center.

If you have any questions, please feel free to contact the Design Center Team at:  
Phone: 1.800.711.9145  
Email: [designcenter@mawebcenters.com](mailto:designcenter@mawebcenters.com)

# PARTNER PROGRAM

Let Market America drive revenue to your Web site owner's business!

Market America has two amazing programs that will position your Web site owner's business at the forefront of a world of shoppers that are looking for quality products.

Market America is a \$350 million Internet marketing business with more than 160,000 Customer Managers and over 3,000,000 registered preferred customers who frequently shop for products and services on our web portals. Exposure to such a vast consumer base will have a positive effect on your Web site owner's sales, revenue and profitability.

If your client sells products on line nationwide they can become a Market America Affiliate Partner.

Market America will put their logo and link to their Web site on Customer Manager web portals. This will give over 3,000,000 registered preferred shoppers immediate access to their products.

When a customer sees their logo on one of these web portals they will be able to click on your client's link and shop directly at their Web site.

Another alternative is joining the maMerchant program.

Customers purchase your client's products from a Market America Web Portal and check out using our convenient Universal Shopping Cart process. Your clients are then notified when an order is placed; all they need to do is ship the products to the customer.

It's that simple!

We provide easy-to-use tools to help them manage their account, integrate their product catalog and manage their orders and payments received.

Both these programs are free to join and are an easy way to drive traffic to your client's Web site. To qualify, your Web site owner must be able to answer yes to the following questions:

- Is your business an e-commerce business selling products?
- Is your business able to ship or provide those products to all of the USA, all of Canada, or both?
- Is your Web site being provided by, or will it be provided by MA WebCenters?

Then your Web site owner may be a candidate for the Partner Store program. The first step toward expanding your Web site owner's business with a partnership with Market America is to fill out the Partner Program form by clicking of the link from your WebCenter and filling out the form online.