

Which website package will you choose?



A WEBSITE EXPRESSIONS® PACKAGE with our Edit Panel™ is the complete e-business solution. SIMPLE, POWERFUL and FLEXIBLE.

Achieve a professional and interactive website without needing a web designer or software developer. Create, restructure, edit, add functionality and analyse the effectiveness of your website.

Plus, as web technologies change you automatically receive new features through our ongoing research and development update system. You should never have to build another website again!

Nowadays, several WYSIWYG (What You See Is What You Get) website editing products are available for updating text and visual elements of web pages. They are seemingly low cost but because they focus on appearance, usually lack the flexibility with which to build and manage an interactive, database-driven website.

Using such alternative products may require a substantial amount of extra time, effort and cost to achieve the desired result, as there are often significant challenges in integrating additional modules or scripts. A programmer or specialist designer may need to be consulted in this case. If you prefer to focus on running and promoting your business rather than concerning yourself with technical complexities, you should avoid website products which require expert knowledge or force you to pay for assistance to add extra features or functionality.

All of our WEBSITE EXPRESSIONS® PACKAGES come standard with Edit Panel™, your "complete online marketing control centre", through which you can easily manage your website, add powerful new features and quickly modify content. Plus, free support is always available should you need to have someone "walk you through" the process.

There are many criteria for choosing a website solution. If you are serious about creating an online presence which enhances the way you do business you should select a product which gives you

- Flexibility
- Simplicity
- Ongoing Support
- Compliance to Standards
- Search Engine Optimisation
- Value for Money

A WEBSITE EXPRESSIONS® PACKAGE gives you all of these and is the right choice for most small to medium businesses.

For a free demonstration call us on (02) 4948 1555 or email sales@websiteexpressions.com. Visit our website at www.websiteexpressions.com for further information.

WEBSITE EXPRESSIONS®
empowering business

Why you should choose a WEBSITE EXPRESSIONS® PACKAGE

There are many criteria for choosing a website solution. However, if you are serious about creating an online presence which enhances the way you do business and provides a rich experience for your customers, you should select a product which gives you

- Flexibility
- Simplicity
- Ongoing Support
- Compliance to Standards
- Search Engine Optimisation
- Value for Money

The following table shows why a WEBSITE EXPRESSIONS® PACKAGE is the right choice for most small to medium businesses.

	WEBSITE EXPRESSIONS® PACKAGE	TEMPLATE / WYSIWYG EDITOR
Flexibility	Functionality By making simple selections, you can quickly add functionality to make your site more interactive, e.g. customised forms, opt-in newsletter subscription, popup image galleries, featured products, shopping cart, etc.	There is usually little or no in-built functionality, which to add may require installation of extra modules. This can be difficult unless you are technically competent, prepared to learn software and scripting, or pay a programmer for customisation.
	Layout You can move content around on the page or between pages, and visual elements are dynamically resized to fit the required spaces.	You may need to manually recreate or resize content for each page.
	Appearance You have broad control of the visual appearance and styling of the entire site without having to manually update each page separately.	You usually have control over very detailed visual elements which can make some changes quite complex.
	Images Images are resized automatically and optimised for the web according to a range of easily selectable options.	Image manipulation may be limited or you may require the use of a graphics package to prepare images before uploading.
	Multimedia You can add advanced multimedia such as slideshows, video, popup galleries, embedded sound, etc.	There is usually limited capability for multimedia.
	Information You can change the way data is presented, captured, stored and transferred, e.g. links to pdf documents, automatic transfer of submitted form data via email or to a database, etc.	There is usually little or no control over data.
	Changes You can make and preview changes without affecting your live site, then make them live or discard the changes if you wish.	Making changes may directly affect your live site.

	WEBSITE EXPRESSIONS® PACKAGE	TEMPLATE / WYSIWYG EDITOR
Simplicity	Tools You work with simple, powerful tools so you don't need to be concerned with detail, nor have to pay or rely on a web designer or software developer to create a visually appealing, fully functional and interactive website.	You use low-level tools which may require expertise and creative skill to achieve a professional layout. You may even need to understand HTML, CSS and JavaScript.
	Content You can simply focus on adding your content and not have to worry about detailed layout and styling issues, which are automatically handled for you consistently across the entire site.	You generally have to focus on layout and styling to ensure a consistent look, which means adding your content may be more difficult or time-consuming.
	Expertise You do not need formal qualifications, creative expertise or high-level technical skills to achieve a professional result.	You usually need at least some creative flair to achieve a professional result. Also, having access to HTML markup (as in some cases) requires technical knowledge, and if not used correctly can result in the page or the site being corrupted and not displaying or functioning properly.
Ongoing Support	Help You continue to get free unlimited telephone and email support whenever you require personal assistance (during business hours).	There is usually no personal support provided.
	Future Our product is updated continually to incorporate the latest advances in web technology, and to meet the collective needs of our client base as their requirements change over time.	As your business needs change, you may be forced to pay for updates, additional modules or even build a completely new website.
Compliance to Standards	Compliance Edit Panel™ creates compliant web pages using HTML 4, an SGML (Standard Generalized Markup Language) application conforming to International Standard ISO 8879, and Cascading Style Sheets (CSS) for layout and valid semantic markup which is understood by all browsers, mobile phones, screen readers and more.	May produce superfluous code and generate large files resulting in web pages taking longer to download. Content may overlap, fit incorrectly, or be spaced inappropriately on the page with some browsers.
	Compatibility All pages are written for cross-browser compatibility, and include a Strict Document Type Declaration (DTD) which ensures that browsers use their strictest, most standards compliant modes when rendering pages.	May not use a DTD resulting in the page being rendered in "quirks mode" as the browser attempts to emulate the standards.

	WEBSITE EXPRESSIONS® PACKAGE	TEMPLATE / WYSIWYG EDITOR
Search Engine Optimisation	Positioning Edit Panel™ enables you to more easily optimise your website for better search engine positioning.	Without technical knowledge, web pages may be difficult to optimise for search engines.
	Techniques Edit Panel™ gives you access to enter keyword phrases in the Title tag of each page, automatically inserts heading text in H1, H2, and H3 tags, allows you to customise Alt tags, Keywords and Description tags, doesn't use special symbols such as "?" in the urls, doesn't use frames, and has a well constructed menu system on each page.	Code may be marked up in such a way that search engines cannot identify headings from other text, nor index effectively using other tags.
	Separation Use of CSS separates the presentation from the content, which is preferred by search engines.	Without CSS, indexing of your site may be less effective.
Value for Money	Bookmarks Moving or recreating pages will not invalidate external bookmarks. This means that search engine entries will remain valid.	Creating a new page or renaming it may break external bookmarks.
	Control Edit Panel™ gives you full control of your online marketing in one simple integrated system.	Usually there is the need to involve specialists or use other software tools to achieve the same result.
	Adaptability You get generous web space and bandwidth allocation, you won't pay for ongoing updates or restructuring, and your website can easily be adapted to changing needs as your business grows.	Web space, monthly bandwidth, features and functions may be insufficient for all but a basic configuration, with expensive upgrade costs being incurred as your site grows.
	Inclusions WEBSITE EXPRESSIONS® PACKAGES include free basic configuration*, online access to Edit Panel™, personal support, ongoing updates, premium business hosting, domain registration and more. There are no hidden costs!	Additional costs may be involved for updating your website, paying a web designer or software developer, purchasing modules, time taken to learn how to use complex development tools, etc.
	*refer websiteexpressions.com for details	
For a free demonstration call us on (02) 4948 1555 or email sales@websiteexpressions.com. Visit our website at www.websiteexpressions.com for further information.		
WEBSITE EXPRESSIONS® empowering business		