

## Australian innovation in action...



So powerful... turn ideas into reality in minutes.

Website Expressions Pty Ltd is a website development company which specialises in creating state-of-the-art, powerful e-business solutions for small to medium enterprises. Its innovative and easy-to-use products provide a cost-effective alternative to the more traditional website development methodologies.

Based in Lake Macquarie, just north of Sydney, Australia, it has recently released its very latest website creation and management product, the WEBSITE EXPRESSIONS® PACKAGE, which is unlike anything else on the market.

Currently focusing internationally, Website Expressions Pty Ltd is keen to partner with telecom, media, graphic design, web design and marketing companies in the greater China region who wish to utilise this product as a means to provide fully functional websites for its clients.

Website Expressions Pty Ltd has already assisted hundreds of businesses to achieve their online marketing potential, and continues to introduce features in response to customer needs and new web technologies.

## Product

A WEBSITE EXPRESSIONS® PACKAGE is the complete e-business solution – simple, powerful and flexible. End-users can quickly assemble a professional and interactive website without needing a web designer or software developer. They can easily create, restructure, edit and add functionality using a visually intuitive online interface. Alternatively, graphic designers can utilise the package to rapidly deploy interactive websites without having to write code or integrate complex scripts.

This product can be sold anywhere in the world where there is a need for high quality, fast-track web solutions, which otherwise would require far more expensive and time-consuming customised development.

## Features

- Online and fully-hosted
- Continually updated software features and functions
- More than a content management system (CMS), it is an e-business management system (EMS)
- Simple framework for flexible and rapid development by the end-user
- Content, style, structure and functionality can be instantly changed
- Includes multimedia, e-commerce, newsletters and databases
- Visual and easily selectable options – no programming required
- No need for a web designer or software developer

The WEBSITE EXPRESSIONS® PACKAGE provides a range of website solutions to suit both current and future needs. There is a choice of four options with features including unlimited content, e-commerce and password protection. With fast setup and a user-friendly interface, an aesthetically pleasing and fully functional website can be created in a matter of hours. Changes are made directly online without any programming or high-level technical skills being required. There is no software to install and there are no web pages to upload. It is so powerful that anyone can turn ideas into reality in minutes.

Visit [www.websiteexpressions.com](http://www.websiteexpressions.com) for more information.

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