

Informational Site Package

Built on the premise of simplicity and scalability, the Informational Site is most useful for two types of businesses. The first are those who are unsure about the Internet. This is understandable, considering the constant hype and news reports that have the Internet well on its way to becoming a necessity of life in the not so distant future. The Informational Site is a perfect vehicle to become oriented with the language, styles, and technologies of the web. For a small investment, the Informational Site becomes an excellent advertising tool that begins to build your “web presence”. “Web presence” is an interesting term because it embodies in the virtual world the reputation for being an honest, fair, and reliable company that most business people strive for every day in the real world. The tools used to build this “web presence,” such as custom design, quality graphics, interactive forms and e-mail, are all contained in our Informational Site Package and it has the scalability to become an E-Commerce Site as your web presence begins to grow. The second type of business well suited to the Informational Site is the service-oriented business. Since they have no tangible products to sell, the Informational Site will become the backbone of a cost effective advertising campaign that will build the same “web presence” as above. No other media offers the flexibility to change content on demand and reach as many perspective clients with practically no waste of resources as the Internet.

User Defined Page 1:

This customizable page is “linked” from the home page so that more information can be added without increasing the load time or detracting from the design of the home page. In this example it is being used to describe your products, services, and pricing strategy.

Page 1:

- Products
- Services
- Prices

Home Page:

- About Us
- Specials/News
- Store Hours
- Location
- Links
- E-Mail
- Products/Services/Prices
- Directions

The “Home Page” contains all of the pertinent business information in a stylish, concise, easy to read manner. There is a “button” to send e-mail to the store and two “links” to the user defined pages.

User Defined Page 2:

This customizable page is “linked” from the home page so that more information can be added without increasing the load time or detracting from the design of the home page. In this example it is being used to give store location, generic driving directions, and a regional/detailed map.

Page 2:

- Location
- Detailed Map
- Regional Map
- Driving Directions