



ONLINE MEDIA & APPLICATIONS FEATURES

ECOMMERCE SHOPPING



BLOG & NEWS SYNDICATION



CONTENT MANAGEMENT



FLASH VIDEO & ANIMATION



PODCAST & AUDIO



ONLINE APPLICATION FEATURES:

- **Ecommerce Shopping**
This online application allows customers to make secure internet purchase transactions. Customers browse through sale items and place them in a shopping cart for purchase. Upon 'checkout' the shopping cart calculates a total for the order including any taxes or postage and handling costs. A more convenient way to shop!
- **Web Log ('Blog')**
A blog is an application where entries are made in journal style and displayed with the latest entry first. You can use blogs to provide commentary or news on a particular subject. It is distributed via a Real Simple Syndication ('RSS') feed for a more convenient way to access your favourite content.
- **Content Management Systems ('CMS')**
CMS is used for managing a website's content by an user-friendly application that allows you to edit information either online or offline. A flexible way for non-technical people to manage their websites.

• **Submit Query Forms**

These forms come with mandatory fields to collect filtered information for more qualified sales leads and also includes a privacy policy page for users.

• **Secure Access Areas**

This functionality allows users to access exclusive content when they join your website. You can use the membership database for direct marketing campaigns and cross promotions.

231178™ DESIGN WEBSITES DELIVER:

- **USERS**
User-friendly accessibility combined with engaging visual presentation for a convenient and enjoyable online experience.
- **WEBMASTERS**
A powerful platform to obtain sales leads and measure return on investment ('ROI') from integrated marketing campaigns.

ONLINE MEDIA FEATURES:

- **GIF Animation**
Basic form of communication with a series of images animated to add a little movement to your website.
- **Flash Animation**
Enhanced form of communication with a mixture of moving images, audio sounds and user interactivity for a more enriched online experience.
- **Flash Video**
Enhanced form of communication through the delivery of video over the internet via Flash Player.
- **Streaming Video**
Enhanced form of communication through the delivery of streaming video over the internet via other applications such as Windows Media Player or Quicktime.
- **Podcasting**
Audio commentary or news from your website on particular subjects.