

Web Manager

Simplifying Website Management

Stay in control of your website with e-Kit **Web Manager** packages

Web Manager packages are the latest generation of website solutions. As Content Management Systems(CMS), they enable businesses to easily manage, edit and maintain professional websites themselves, without the need for technical web knowledge. You no longer have to rely on others to make updates to your website. . .

- **Reduce the costs** of website purchase, ownership and maintenance
- **Find new customers** and engage existing ones with fresh web content
- **Generate more enquiries** and sales through your optimised website

Your **Web Manager** systems and their costs



Web Manager 'Small Business' includes the comprehensive e-Kit CMS. This package is ideal for small businesses and start-ups that would like more control over their web-page content and would prefer a more professional website. Features include basic Search Engine Optimisation, image gallery management and professional editing tools.

Web Manager Small business starts at **£195** per year + one off set-up fee of only **£195**



Web Manager 'Business' includes the comprehensive e-Kit CMS with extra tools for advanced Search Engine optimisation and visitor analysis. This package is ideal for businesses and start-ups that would like full control over their web pages, multimedia content and email server. This package helps businesses use their website as a serious online marketing tool.

Web Manager business starts at **£295** per year + one off set-up fee of only **£295**



Web Manager 'Enterprise' is a fully featured package that is designed to meet the demands of established organisations and businesses that require a professional, scalable solution for their website & web management. Complete with features and resources for managing Search Engine optimisation, page templates, product galleries and mail systems.

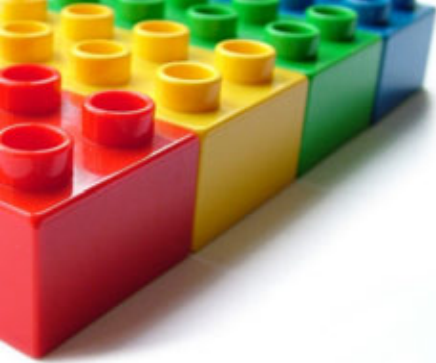
Web Manager Enterprise starts at **£395** per year + one off set-up fee of only **£395**

No hidden fees: All Packages and Prices above are for ready-to-use systems and includes all your domain registration and web hosting fees. Please visit our website www.e-Kit.co.uk to see full details about our Web Manager package comparisons and how to get your own!

all prices are subject to VAT at 17.5%

PLEASE NOTE: Web Manager packages are, by themselves, complete website solutions to get your business up and running on-line. They are handed over to you ready for you to login and start creating your pages and inputting your text, images and other content. If you are requiring us to build all your pages' content for you and complete your website, then there are a number of additional professional services we offer including editing, publishing, copy writing and on-line marketing. Many businesses will need a range of additional services in order for their website to meet their business requirements. A summary of these extra services follows on page 3.

For details on Web Manager packages and our professional web services, please visit www.e-Kit.co.uk
If you would prefer to discuss options or arrange a meeting please contact us



Web Manager

Features of your Web Manager System

Features of Web Manager packages



All websites that are built and maintained using **Web Manager** packages have a carefully designed, standards compliant template. This gives a clear image of professionalism for your business for all visitors to your website.

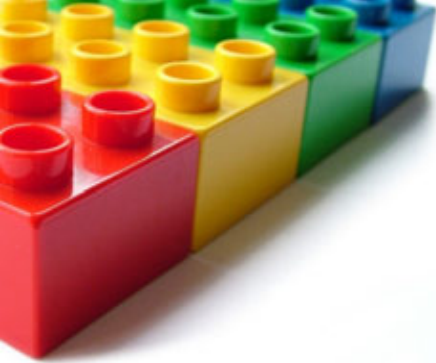


The **Web Manager** administration section of your website is clear and simple to use, and enables you to manage your website pages, content texts, images, search engine optimisation, product galleries, menus, email and more.

A list of features of **Web Manager** packages follow. Please note that entry level packages will not have all these features.

- A choice of professional, W3C standards compliant web templates
- Add/remove/edit pages, content, texts, images, flash, video and other file types
- Higher Google placements through Web Manager's in-built optimisation techniques
- Clear user documentation and helpful support
- Edit and update web pages at any time, anywhere – no software to install
- 24/7 monitored web and email server that is backed up regularly
- Domains legally registered to you or your business
- Professional web page editing – WYSIWYG(simple) and HTML(more advanced)
- Manage product galleries, their images and product details
- Advanced Search Engine Optimisation tools and documentation
- Your website submitted to Google and other search engines
- Fast turnaround time from your initial enquiry to being live
- Email control panel for managing addresses and forwarders

Please see <http://www.e-Kit.co.uk> for more information and details for each individual web manager package



Web Manager

Professional Web Services to **customise**
enhance and **promote** your **Web Manager** website

Content design and building

Web Manager packages have been developed to allow you to create, add, remove and make changes to web content and web pages. Your company may not have the time and resources available to put together your web content, or maybe you would prefer a professional designer and copywriter to produce your content. Whatever your reason, we can provide content building services to suit your business website.

We charge by the hour or day for planning and building web content and individual pages. Until an amount of research and analysis has been completed, it is not always clear how many pages or how much content you are going to need in your website! Our team will need to have access a combination of key skills when building and completing your website content, such as:

- **Visual design and layout**
- **Photography / illustration and sourcing or creation of images**
- **Information architecture, data organisation and presentation**
- **Copy writing and structured, targeted writing for the web**
- **Business analysis – Understanding audiences, customers, markets and competitors.**
- **Search Engine Marketing (SEM), keyphrase research and Search Engine Optimisation (SEO)**

Graphic Design, Template Design / Re-design

Whatever the size and nature of your organisation, your website 'look and feel' will be hugely important. Designing a professional visual template for your business website may only involve some simple editing of an existing Web Manager template.

If you want to produce something new and original, or if you don't already have a strong brand and styling, then it might be necessary to go back to the drawing board and design a brand new visual web template. It may be the case that you need to create a new image for your company, which we would love to do also! We would like to help you stand out from the crowd.

Online Marketing & Search Engine Optimisation (SEO)

If your company is serious about marketing, then it needs to be equally serious about online marketing. Researching and identifying the 'key phrases' that your potential customers are actually using should be the first major step. The second step is to optimise your pages and their content for your chosen key phrase(s).

Web Manager Small Business edition has the foundations of SEO built in to it, so that you automatically produce Search Engine friendly web pages. Web Manager Enterprise has this with the addition of customising key-phrase lists and page descriptions. Don't underestimate the importance of your initial key phrase research.

Optimisation lays the foundation for great Search Engine results, but to realise the full potential of your optimisation efforts, you will need to plan and follow an on-going Link Strategy (building links from other websites to your own). e-Kit can help you plan and implement your strategy, enabling your pages stay as high as possible in search engines.

The other side of the Search Engine Marketing coin is the Pay-Per-Click and paid advertising. This also involves keyphrase research, but involves designing 'Landing' pages for those specifically worded adverts.



Web Manager Services

Professional Web Services to **customise, enhance and promote** your Web Manager website

On-line Trading Solutions

Statistics from every direction show the rapid rate at which e-commerce is growing both in the UK and across the globe. Individuals and business are more frequently turning to the Internet first for their purchases. If you are not currently trading online, and wish to make the step then we can help integrate an online shopping and/or payment system into your website.

If your website needs to facilitate online purchases, your customers need the assurance that they can pay securely. If the purchase process is kept simple, visitors will have a good buying experience with your site and they will be back!

Application Design, Custom CMS and Data Solutions

We develop bespoke database applications to simplify management of data and information on your website and increase accessibility and usability for your website visitors. Examples of this data (and subsequently web content) might be: products, resources, bookings, people, publications, events, images or other media.

Most business website requirements can be met by a range of ready made software in the public domain. These 'off-the-shelf' web applications will vary in quality, price and functionality. Examples include: image gallery systems, product catalogues, discussion forums, document management, shopping carts, industry specific contact management systems, search facilities and membership registration services. Please contact us to discuss your requirements or ideas.

All our servers are hosted in a secure data centre using modern server hardware and Cisco networking technology. For critical websites and applications, your systems can be run concurrently on multiple servers to prevent costly down-time. Our hosting systems are flexible and scalable.

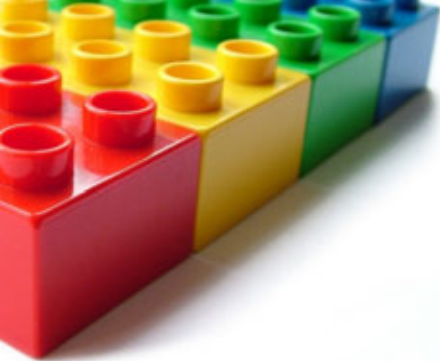
e-Kit servers are easily set up and upgraded in the event of significant increase in visitors and/or web traffic. For Full details on Web Manager packages and our professional web services, please visit www.e-Kit.co.uk

Custom Image production, Photography, Illustration, Video and Audio

Most of our customers opt for some degree of visual customisation of their Web Manager system. This can vary from a simple template tweaking to a complete business re-branding. We also have experience managing projects involving:



- **Illustration**
- **Photography**
- **3D modelling**
- **Colour design**
- **Document & layout design**
- **Custom typography**
- **Traditional and digital / flash animation**
- **Audio and video production**
- **Data presentation**



Web Manager

Some of our Web Manager customers

Some of our Web Manager Customers

Yellowblox, a fast-growing company based in London, provides electronic workflow solutions to the insurance and re-insurance industry. Their site is built upon Web manager Enterprise, and used additional services (SEO and graphic design) to customise their website and make it fit for the business purpose.



Elaine Pantling - Laurielorry is a theatre company that takes 'everydayness' and transforms it into a profound and extraordinary performed situation. LaurieLorry.co.uk was built with, and is now managed using, Web Manager 'Small Business' edition. Elaine and used our graphic designers for all her visual designs.



Leicester Green Party Leicester Green Party needed a site to help promote green politics and policies in Leicester help the committee manage their publications and find new members.



NATED exists to promote and develop opportunities for deaf learners in further, higher and continuing education and training. It aims to enable these learners to access their chosen learning programmes and achieve their desired outcome. Nated use Web Manager Business.



Local Level is a UK based, independent consultancy offering expertise in aspects of neighbourhood life. Built on Web Manager business, Local Level provides research, advice, information, and event design for policy makers, managers of local services, practitioners and community groups.



CoCo Interiors, as professional interior stylists, will transform your home and business interior with their unique range of specialist interior styling services. They required a visually striking design with a site optimised and fully accessible to search engines. CoCo Interiors uses a highly customised version of Web Manager Enterprise edition.



Lighthouse Languages is a friendly Spanish language school in the coastal town of Chipiona, south Spain. Their courses are for all ages and levels and combine classes with cultural visits. The Lighthouse Languages website runs on a customised Web Manager Enterprise.



Finola Delamere is a professional studio potter living in Leicestershire. She runs workshops from her studio and sells her own work. She needed a professional website to publicise her workshops and exhibit work online.



For details on Web Manager packages and our professional web services, please visit www.e-Kit.co.uk
If you would prefer to discuss options or arrange a meeting please contact us

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E: inbox@e-Kit.co.uk

W: www.e-Kit.co.uk