

## axis® advantage modules

Below is just a small selection of **axis® advantage** modules you can pick and choose from to customise your CMS website:



### IMAGE & MEDIA MANAGEMENT

Store all of your web files in one place: images, video files, PDF's, Word docs, Excel spreadsheet. Access all your files from one central location.



### CATEGORIES AND SUB-CATEGORIES

Create categories & sub-categories. You can also choose your categories appearance and structure to give it a customised look.



### EASY PRODUCT MANAGEMENT

This includes: Web based product editing and multiple assignment of products, product variations and related products, SEO product attributes, breadcrumb trail for easy navigation, editing product listings, and control management of product layout.



### MEMBER LOG IN

This is a Login facility for members to access account information. Assign different access for each member, choose what pages they can see or can't see. This module comes with a full range of functionality; view members via the CMS control panel, send mail shots to your database or newsletters for monthly promotions.



### EVENTS MANAGER

This feature is a total event management solution. The module supports recurring events, venues data, RSVP and maps. With Events Manager you can plan and publish your tour, or let people reserve spaces for your exhibition or event. Events manager provides an RSS feed to keep your subscribers up to date about your upcoming events.



### FILE DOWNLOADS

Upload text files such as pdf or word documents ready to be downloaded by your customer base.



### GOOGLE ANALYTICS

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyse your traffic data in an entirely new way.



### VIDEO DISPLAY

Upload links from third party websites such as YouTube, or upload .wma, .avi or mpeg files and also select the custom size for display. The video can be shown as Windows Media, RealPlayer or QuickTime skins.



### BOOKING CALENDAR

Website visitors can make bookings for one to several days, and if necessary make an online payment. This feature is especially useful for the booking of apartments, hotel rooms, cars hire or restaurants.



### FORM BUILDER

Easily build complex forms without any HTML or coding. Pre-made contact forms for quick and easy set-up. Choose to put forms anywhere on your website, put multiple forms on a single page, set up personalized auto-responders. It all comes with built-in anti-spam and multi-language support.



### IMAGE GALLERIES

This facility allows you to upload as many images as you want to be displayed on your website. Create as many galleries as you want and display them on whatever page you want. Images will be displayed as a pop up, as a pre-fixed size, or you can set them to be automatically resized. You also choose the size of the thumbnails and you can give each image a description.



### MULTI-LINGUAL

Your website can be translated into several European languages by our translation modules. Choose from a large list of languages prior to your website being developed.



### SEARCH ENGINE OPTIMISATION

This feature enables the user to enter meta data: page descriptions, page keywords and page titles. The module also features many other SEO techniques for files, links and images. The Search Engine Optimisation module is a marketers dream.



### SOCIAL BOOKMARKING

This feature allows your visitors to share your website or products with their friends. Visitors can enter their email, username and password, and the system will automatically retrieve their entire contact list, sharing your website/product with up to 50 contacts. This is an excellent feature to promote your brand and products.

# axis® advantage

Take control of your website



Call **axisfirst** on **0800 668 1899** for more information.

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Bromsgrove  
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"axis<sup>®</sup> advantage lets me take control of my own website"

**BENEFITS OF CMS**

- Allows you independence from web designers having to update content on your website
- Update content at the exact time you want it updated
- Access your administration panel from anywhere in the world
- Pages are displayed in a standard format, giving you consistency of design throughout your site



EASY TO USE CMS WEBSITES TO GET YOUR PRODUCTS UPDATED ONLINE INSTANTLY

# axis<sup>®</sup> advantage

## CONTENT MANAGEMENT SYSTEMS FROM axisfirst

axis<sup>®</sup> advantage is the power house behind your website, and although it is stacked full of functionality, it still remains very simple and intuitive to use. One of the many benefits axis<sup>®</sup> advantage has is that you are not stuck with a template design; your website will be uniquely designed allowing it to stand out from the competition.

### ABOUT axis<sup>®</sup> advantage CMS

It is so easy to use that anyone with a very limited knowledge of email or word processing will be able to straight away create, edit, and publish new web content and pages. The obvious benefit of this is that you are taking the control of your website away from highly paid technicians, and allowing other members of staff to manage your website.



# flexibility to control your own website



### Content managed websites for all types of business

Whatever your business axis<sup>®</sup> advantage CMS website solutions are tailor-made to suit your business needs.

## CONTROL EACH FEATURE OF YOUR WEBSITE



### PAGE MANAGEMENT

You have control over: style and appearance, adding, editing and uploading pages, uploading text and PDF's. You can change the order of your pages, and access numerous features within the page.

### WEB STATISTICS MANAGEMENT

View reports of website traffic and create meaningful marketing analysis.

### NO SOFTWARE REQUIRED

Login from any PC worldwide and access your website via a browser. The alterations appear immediately.

### SEARCH ENGINE OPTIMISATION

Optimise Meta Keywords, Meta Descriptions and Meta Titles on each page. Review your web statistics and adjust Meta Data to improve your search engine rankings.

### SOCIAL MEDIA MARKETING

Promote your website, business, and services on social networking websites to generate more business i.e. Facebook and Twitter.

### DOCUMENT MANAGEMENT

Upload documents that can be downloaded from your site by your customers; Microsoft Excel, Microsoft Word and Adobe PDF are all supported formats.

### IMAGE MANAGEMENT

Upload, resize and convert images with a simple drag and drop interface.

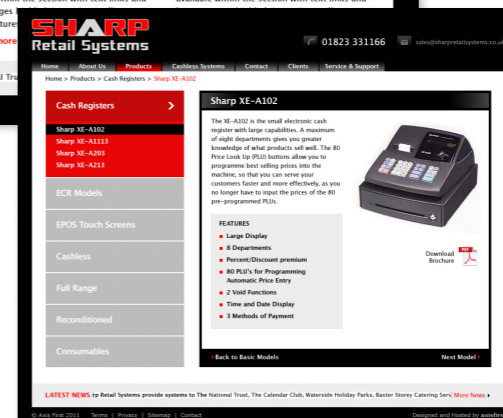
### PRODUCT CATALOGUE

Edit your product images, categories, sub-categories text and pricing.



### Versatile website solutions

Our websites enable you to update your services, products and latest news in an instant using our easy-to-use content management system.



### A TECHNICAL ADVANTAGE

- As the content of your website is separate from the site's design, you can easily give your site a new appearance without having to re-write all the content
- Have logins for customers so that content can be customised to their individual needs
- Quickly and easily implement site changes to meet new and evolving web standards

### A COST ADVANTAGE

- NO...**
- Out sourcing for website updates & quicker website development time
  - Software to purchase
  - Technical staff required to manage your website