

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.

axisfirst
Web Services

www.axisfirst.co.uk/web

pub & restaurant website solutions

from **axis® advantage**



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

axisfirst
Web Services

HEAD OFFICE

Systems Axis Limited
Axis House
53/55 St. Mary Street
Bridgwater
Somerset
TA6 3EQ

REGIONAL OFFICE

Systems Axis Limited
4 Alfred Court
Saxon Business Park
Stoke Prior
Bromsgrove
B60 4AD

01278 421020
sales@axisfirst.co.uk
01278 451198
www.axisfirst.co.uk



"axis® advantage lets me take control of my own website"

axis® advantage

CONTENT MANAGEMENT WEBSITES FROM axisfirst

axis® advantage is ideally suited for the Licensed and Restaurant trade, as it allows you to easily display all the information you want to change on a regular basis such as Menus, Special Dishes, Themed Nights, Special Offers, Guest Beers etc. Just as simple as adding new text is adding new images; a must for displaying those mouth watering dishes.



axis® 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® 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.

flexibility to control your own website

About axis® 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.

A professionally designed axis® advantage CMS website:

Branding with graphics, images and video to showcase your services

Testimonials and social networking for customer feedback and updates

Promotional features to highlight themed events and seasonal special offers

Booking online with secure instant automated booking functionality



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

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.

PRODUCT CATALOGUE

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

WEB STATISTICS MANAGEMENT

View reports of website traffic and create meaningful marketing analysis.

SOCIAL MEDIA MARKETING

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

NO SOFTWARE REQUIRED

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

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.

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.

IMAGE MANAGEMENT

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

PROMOTING YOUR BUSINESS ONLINE

