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.

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.

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.

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.

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.

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- Copiers / Printers / Multi-Function
- Email Archiving
- Accounts & Business Software
- Cloud Computing
- Network Design & Architecture
- IT Support Services
- Voice & Data Cabling
- Hardware & Software Supply
- IT Security

Also from axisfirst

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

axisfirst Web Services

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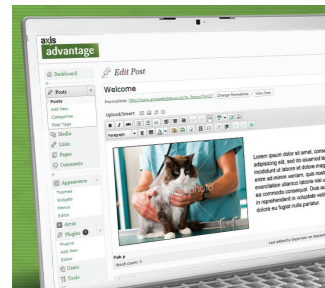
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Web Services

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

BENEFITS OF CMS

- **Provides you independence from web designers having to update content on your website**
- **Enables you to update your own content immediately as and when you want to do it**
- **Access your administration panel from anywhere with an internet connection**
- **Pages are displayed in a standard format, giving you consistency of design throughout your website**

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

axis® advantage

CONTENT MANAGEMENT WEBSITES from axisfirst

axis® advantage is ideally suited for veterinary practices as it allows you to easily display the information you want and make necessary changes to the content such as training courses, price lists, newsletters. Adding new text is just as simple as adding new images such as latest registrations or "patient of the month".

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 restricted to 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 and/or word processing will be able to create, edit and publish new web content and pages with ease. The obvious benefit is that you are taking control of your website away from highly paid technicians or designers and enabling your own staff to manage your website.

A professionally designed **axis® advantage CMS** website:

Branding with graphics, images and video to showcase your services

Multiple departmental information within one website structure

Emergency contacts and practice details

Promotional features

Associated company logo links

CONTROL EACH FEATURE OF YOUR WEBSITE

PAGE MANAGEMENT
You have control over style and appearance, adding, editing and uploading pages, uploading text and PDFs. You can change the order of the pages and access numerous features within the page.

PRICE LISTS
Edit your price list, images, categories and subcategories text and pricing.

WEB STATISTICS MANAGEMENT
View reports of website traffic and create meaningful marketing analysis.

SOCIAL MEDIA MARKETING
Promote your website, practice 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.
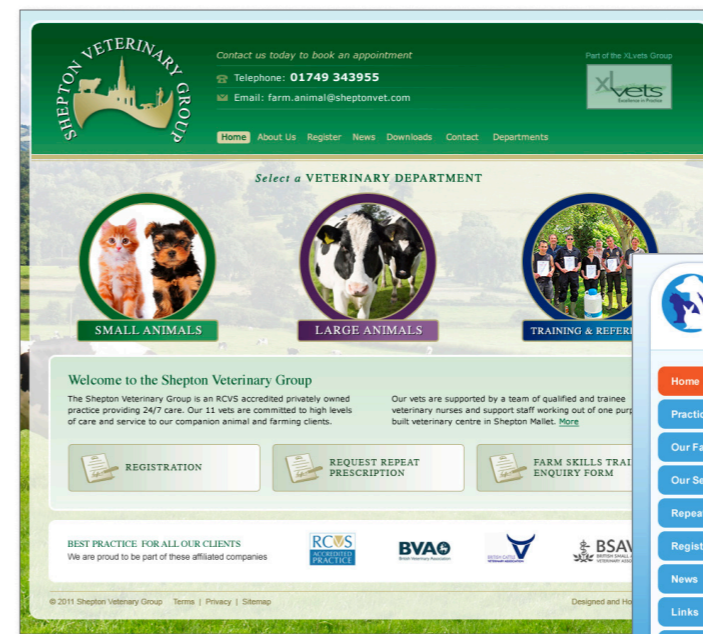
DOCUMENT MANAGEMENT
Upload documents that can be downloaded from your website by your customers. Microsoft documents such as Word and Excel or PDF documents are fully supported formats.

SEARCH ENGINE OPTIMISATION
Optimise meta keywords, meta descriptions and meta titles on each page. Review your website statistics and adjust your meta data to improve your ranking on the major search engines.

IMAGE MANAGEMENT
Upload, resize and convert images by a simple drag and drop interface.

Veterinary website solutions

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