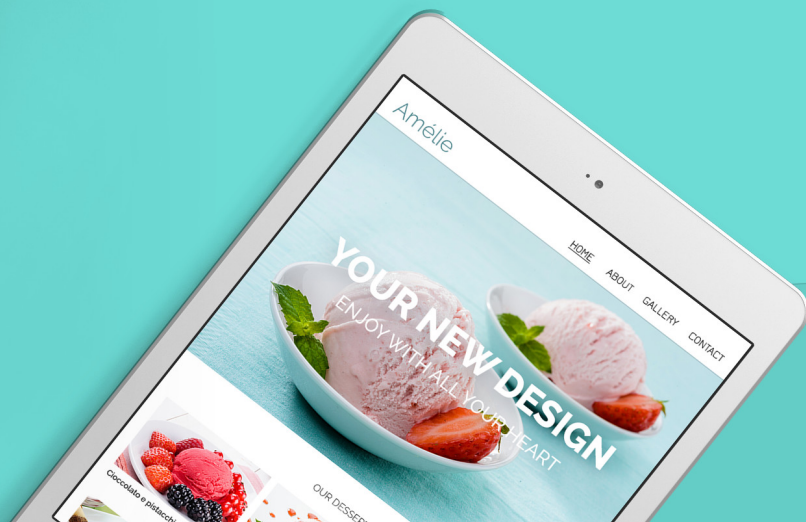
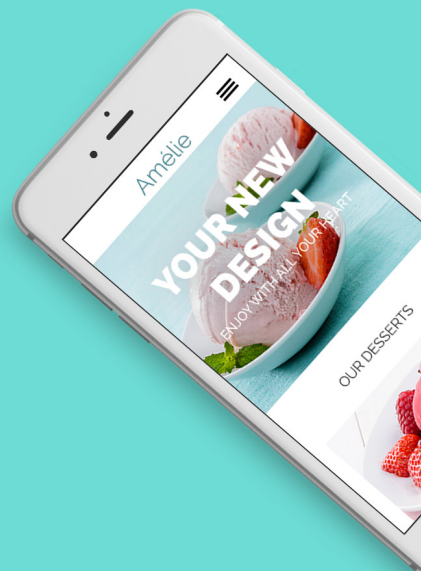


WEBSITE EXPRESSIONS®
empowering business

CREATE AN OUTSTANDING WEBSITE FOR EVERY VISITOR

www.websiteexpressions.com



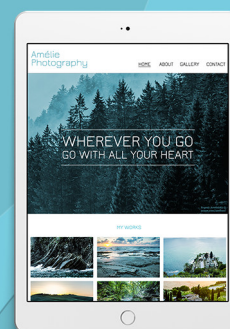
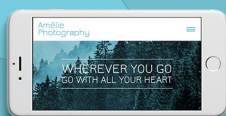
WEBSITE EXPRESSIONS®

Style for Business

A standard, successful website should comprise beautiful design, clearly written content and a well-thought-out conversion funnel. All of that is great, but who wants to just be 'standard,' when you can be so much more? To maximise your website's potential as a customer-conversion machine, you need to create a visitor experience that is highly engaging and speaks directly to your potential customers' needs.

WEBSITE EXPRESSIONS® Style for Business, our premium website product, enables you to achieve a professional, high-quality website that evokes emotion and improves customer interaction. Simply put, our designs and built-in functionality deliver real, measurable results.

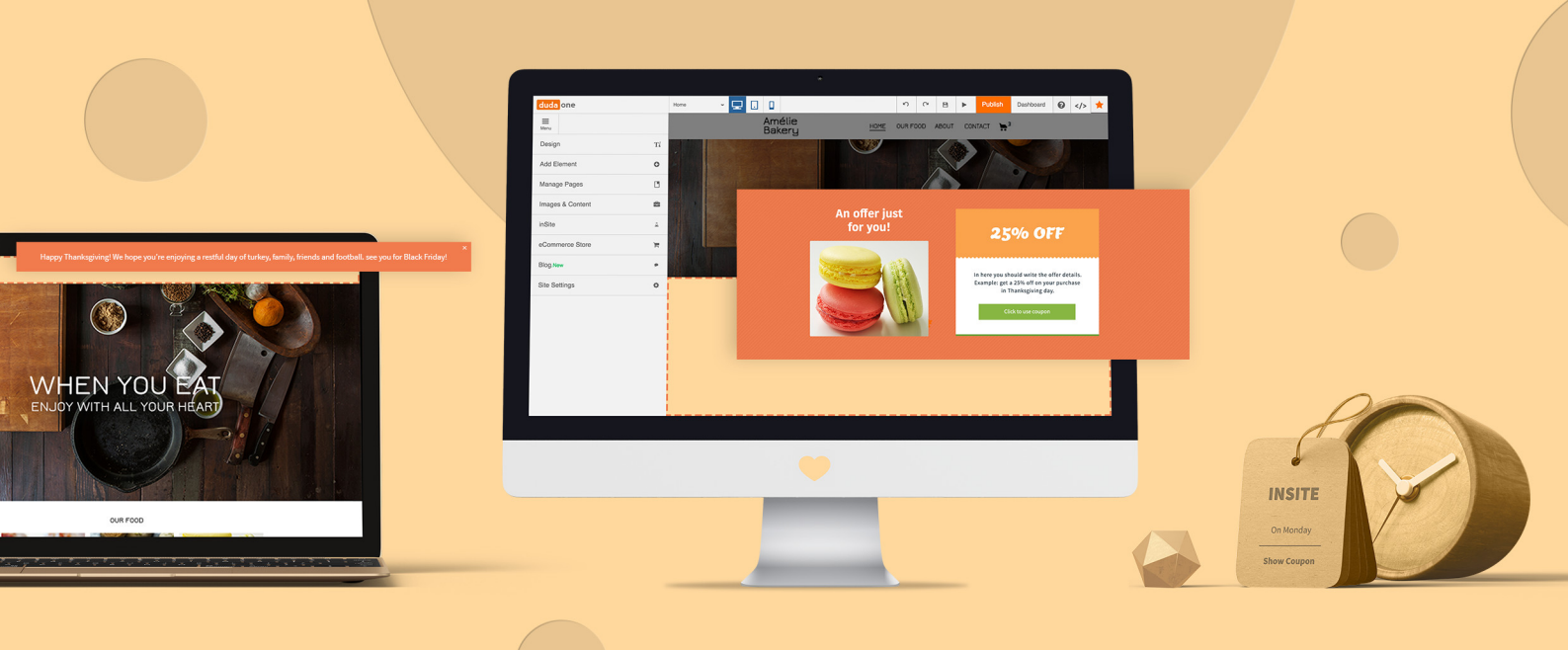
Our state-of-the-art features are proven to increase search engine ranking, boost sales, and deliver a better overall experience across every device type.



One Website That Works on Desktop, Tablet and Mobile

Traditional desktop-only sites simply won't cut it anymore. Studies have found that over 50 percent of digital media time is spent on mobile devices, with tablets accounting for around 10 percent. With less than 50 percent of time left over for desktop devices, it becomes clear that websites should be built mobile-friendly, tablet-friendly, and desktop-friendly. That is the reason we employ what is called responsive web design.

Traditionally, responsive design means stretching and shrinking your site to fit different screen sizes. However, we take it a step further by allowing different features for different devices as well. For example, a Click-to-Call button will appear on a mobile device, but not a tablet or desktop. The experience and the needs of a visitor can greatly differ between a mobile and desktop device, so now you can ensure that your content **and** design consistently reflect that.



Website Personalisation

Normally, the web is a uniform experience—every visitor gets the same experience on a website as the next visitor. But over the past few years, large enterprises like Amazon have used a strategy of website personalisation to boost their conversion rate. This is because creating a one-to-one visitor experience speaks directly to a potential customer and their needs.

However, we this technology should not just be reserved for companies with vast budgets and endless resources. We are now able to offer this kind advanced customer-conversion technology to small business owners like you.



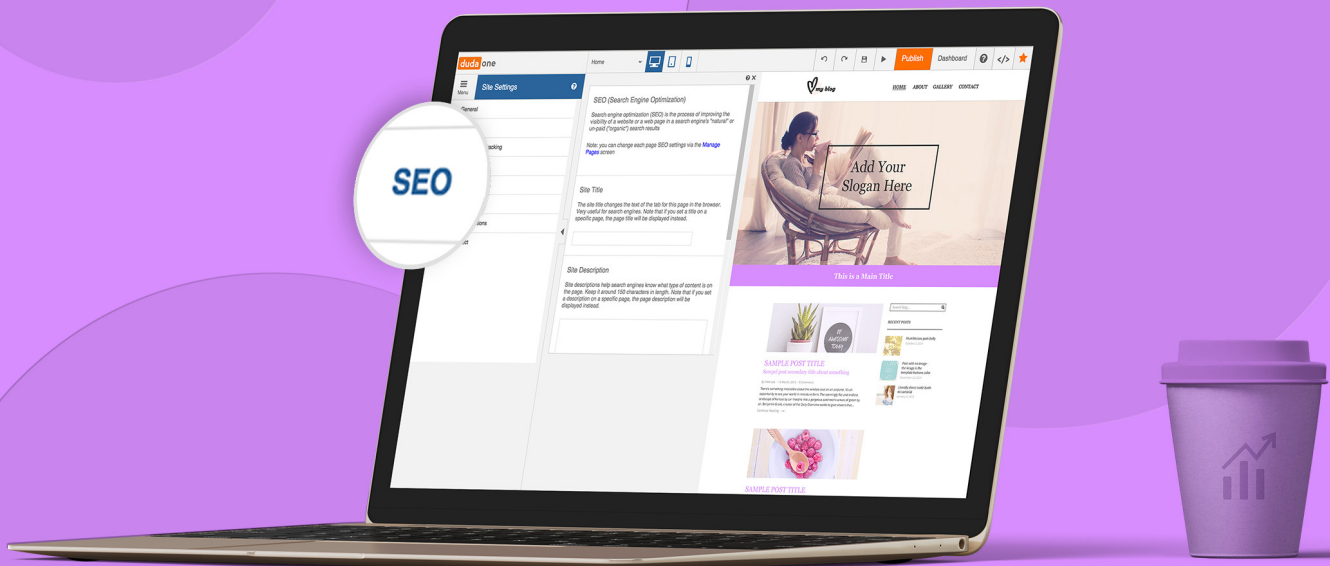
Stats on Website Personalisation

There are a few statistics that show how much web personalisation can help the success of your website.

- Nearly 75 percent of online consumers get frustrated with websites when the content that is displayed, such as offers or promotions, has nothing to do with their interests.
- In-house marketers who personalise their customers' web experiences see an average of 19 percent uplift in sales.

With WEBSITE EXPRESSIONS® Style for Business, you can create a dynamic website that changes to adapt its content based on visitor behavior such as visit history, proximity to your business, time of day/week/month, device type, etc. In other words, it delivers a tailored experience with business-driving features that increase conversions.

Website personalisation truly is the next great frontier in web design.



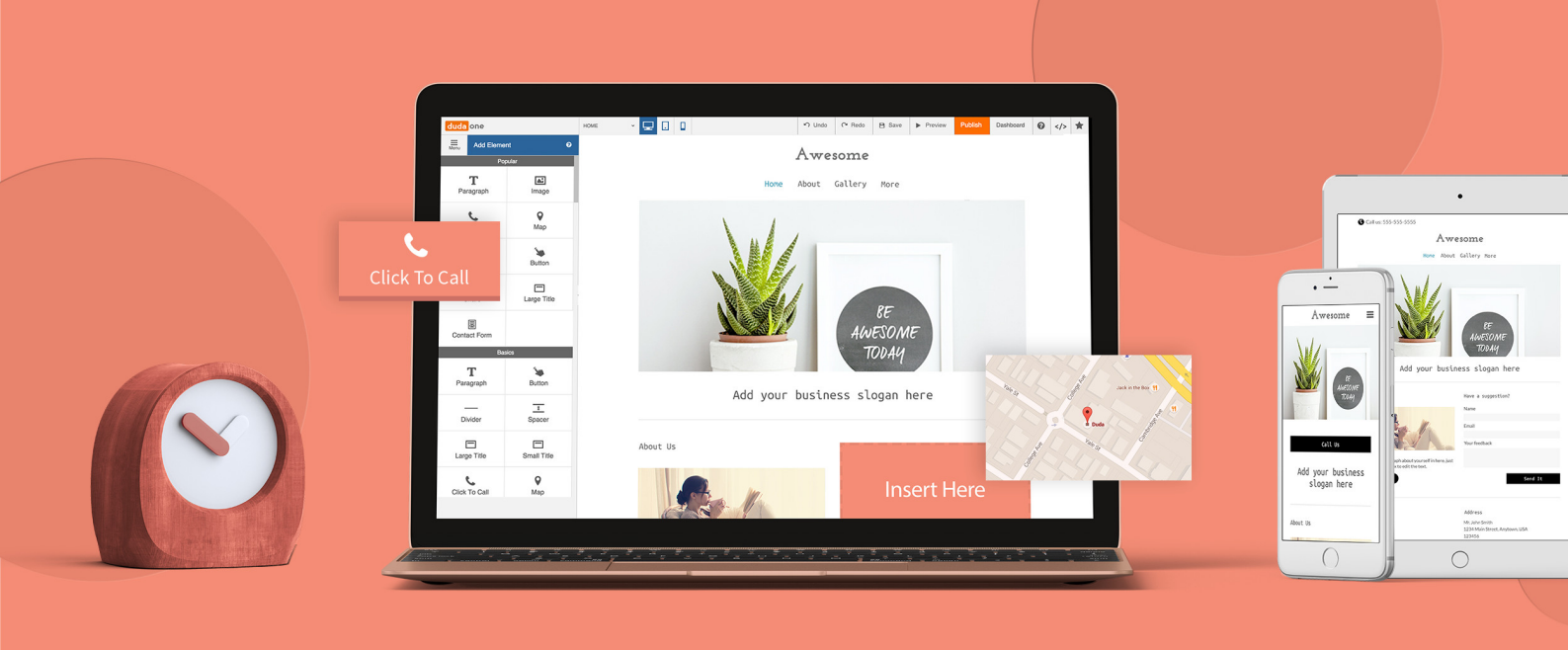
Better Search Engine Optimisation (SEO)

No matter how big or small your website is, SEO is one of the most powerful tools available. Search engine optimisation relates to how well your site does in search rankings on sites like Google and Bing. The higher your site climbs in rankings, the more likely it will gain new traffic, visits and customers.

Knowing this, we employ the best SEO practices to help generate maximum traffic. The structure of your site is optimised to be the most Google- and Bing-friendly it can be.

This is where responsive design comes into play. Even though your site will display differently on each device, there is just one URL, e.g. www.examplesite.com, which makes it easier for these search giants to find relevant information on your site to boost your rankings. This is especially important for mobile search traffic.

Currently, mobile devices are winning the battle for supremacy in local search, and these searchers are looking to take action. Studies show that over 75 percent of consumers conduct local searches on search engines and nearly all are on smartphones. Furthermore, over 50 percent will visit a store within a day.



Business-Driving Features

Building a beautiful website is only half the battle—you also need a website that can perform. Here is a list of the many features in your WEBSITE EXPRESSIONS® Style for Business website that will help to increase conversion.

Site Widgets

Click-to-Call

Enables customers to call a business in one click from a mobile device.

Maps

Integrated with Google Maps, provides step-by-step directions to a bricks-and-mortar location.

Multi-Location

For businesses across a region, provides a map for site visitors detailing each store location.

Online Scheduling

Available through vCita, enables customers to schedule appointments on desktop, tablet and mobile.

Coupons

Put coupons into the hands of customers by dragging and dropping them onto a site. Control the level of discount, duration of coupon, etc.

Restaurant Menu

The content from a menu of an existing restaurant website will be automatically imported when using this widget and laid out in a beautiful new format.

Business Hours

A crucial part of any website, this widget can be filled out manually or automatically imported from a website.

Contact Form

Drag and drop a Contact Form into a site to give customers an alternative way of reaching out.

Custom HTML

Add your own HTML/CSS/JavaScript to the page directly. Great for third-party integrations or adding custom code.

Click-to-Email

Provide visitors with the ability to directly email the small business that owns the website.

List

Create a list of anything from products to staff members using this widget.

Yelp Reviews

Displays your best reviews directly on a site to build a business' credibility with potential customers.

Image Slider

Give visitors a swipe-able image slider to view multiple images without taking up too much space on the site.

Photo Gallery

Include a photo gallery on any page. Provides a shadow box effect to focus the viewer on the image.

File Upload

Upload PDFs, spreadsheets and more.

Social Icons

Links to your social media pages are neatly arranged and can be dropped anywhere on a website.

YouTube Video

Embed any YouTube video by dragging this widget into place.

Twitter Feed

Keep visitors up to date by displaying a live Twitter feed.

Facebook Comments

Allows visitors to comment on a linked Facebook page without leaving the site.

Facebook Album

Add a photo gallery of images from your Facebook business page.

Facebook Like

Enables visitors to like a business' Facebook page without leaving the site.

Share

Visitors can share the site on their social media networks simply by clicking on this icon.

WordPress Feed

Incorporate blog posts from WordPress directly on your site.

Superior Speed

High-speed website performance is not a luxury for a great website—it is a requirement. Not only do people expect a page to load quickly, but Google has indicated that PageSpeed is a direct factor for SEO. Neither your customers nor Google has a second to spare waiting for a page to load, so PageSpeed is one of our top priorities.

In fact, high-speed performance of your website is now built-in. Here are a few ways we achieve the speeds demanded by both Google, Bing and your visitors:

1. **Optimised Images** – Our images go through a process that generates several images in different sizes (to be delivered as needed to the device your visitor is using) and compresses them without losing quality.
2. **Server Response Time** – All of the websites built on our WEBSITE EXPRESSIONS® Style for Business platform will display for your customers very quickly. We write our code and design our infrastructure specifically to this end.
3. **Global CDN** – To double-up on speed, we use a global CDN (content delivery network) so, no matter where someone is trying to view your site from, the site load-time for them is just a few seconds.
4. **Constant Testing** – Routine testing ensures that your site speeds continue to meet our standards.

