



webtreepro

INNOVATIVE DESIGN

Combines state-of-the-art content management with instant updating to tens, hundreds or even thousands of sites.

BRAND PROTECTION

Your brand's look, feel and messaging standards are preserved across your entire ecosystem of sites, while enabling local contribution within those standards.

COST EFFECTIVE

Enterprise grade capability at a price that other CMS systems can't begin to approach.

REVENUE POSITIVE

Re-sell your content-laden site program to dealers, franchisees or even private labelers. Sell advertising with the ability to guarantee placement on all your organizations sites.

RESOURCE LEAN

Free your communications team to communicate while freeing IT resources for critical objectives

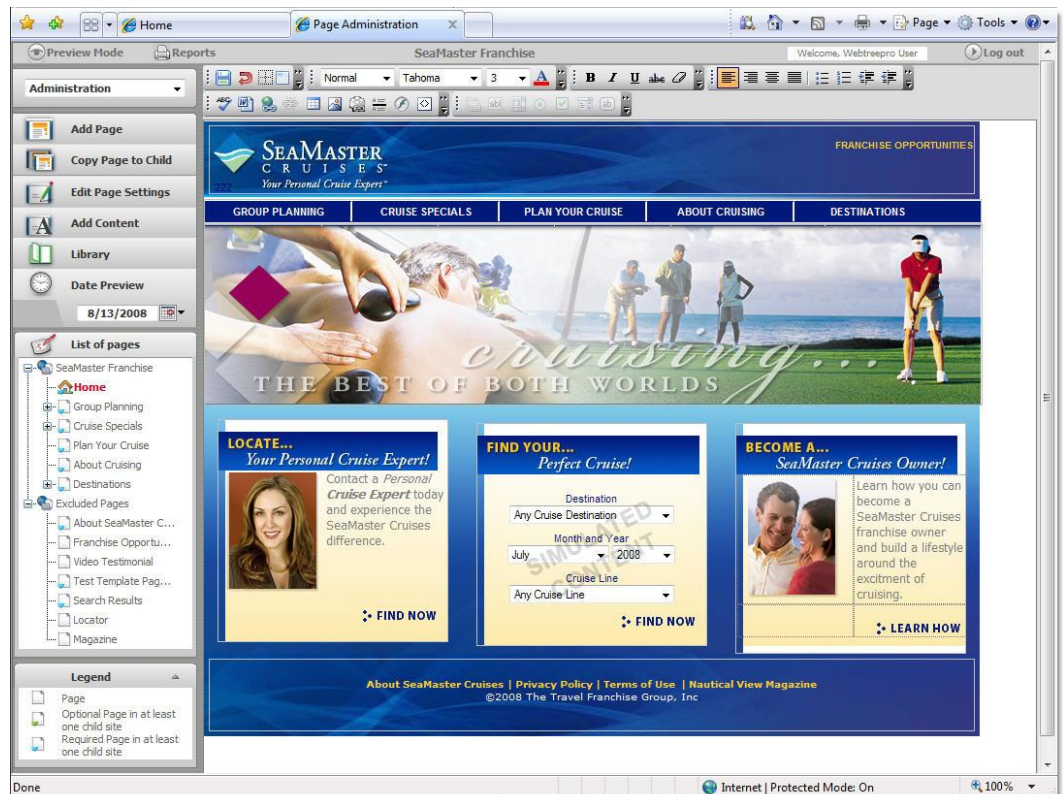


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Make the Web work for *you*:

Website Agility within Reach!



Webtreepro was born out of a necessity for dealerships, franchises and other businesses to manage their entire family sites by efficiently serving both global and local content. It had to be flexible and powerful enough to support Web 2.0 initiatives like cutting edge design, interactivity and SEO, but simple enough that business users could take advantage of that power without relying on technical resources. It also had to be fully-web based and hosted in order to make it truly "add-water-and-stir" simple to implement. And finally, it had to be priced within reach of virtually any organization.

If your business' web presence would benefit from any or all of these attributes, then it has to be webtreepro.



Feature Set

Change the way you manage your sites and content using webtreepro's arsenal of capabilities. Whether you have an existing site program and design, or want to start from scratch we'll build your workspace quickly so you can get all your sites up and running smoothly in no time at all.

Sites Management

SEO-friendly URLs	Instant child site creation	Create admin, edit or view only Groups
Custom URLs	Look and Feel consistency	Privilege control
Supports full- and sub-domain URLs	Multiple page layout options	Privilege groups
Automate page publish and expire	Instantly delete or disable child sites	Section and page level privileges
Push pages to child sites	Exclude pages from menus	Secure user login
Dynamic menu creation	Group sites by region, category, etc.	Quickly re-order or move pages
Flexible navigation	Allows HTM or ASPX page suffixes	Test center quick view
New sites inherit existing content	Create Intranet or Extranet sites	Fast landing page creation

Content Management

Push content to child sites	Pre-built content widgets:	Table Insert and Editor
Automate article publish and expire	• Link lists	Lock Global Content
Page, section and site-wide propagation	• Section lists	Allow Localized Edits to Global Content
Privileged content access	• Breadcrumbs	Auto replacement of global content
Meta description and keywords	• Store locator	Downloadable files like PDFs, etc.
Custom meta tags	• Form builder	Content library for images, flash, files
Library for content archive/re-use/share	• Login box	Click to move content on page
Split (A/B page) testing module	• Framed content	Future date preview of scheduled content

Editing

"Surf, Edit and Save" inline editing	Familiar editing controls	Instant save and publish
Automated Linking	Pre-defined paragraph styles	Paste HTML snippets
Paste from Word clean-up	Keystroke shortcuts	Autoformat email links

Media and Imagery

Add images and flash with ease	Inline image size manipulation	Add borders and padding to images
Flexible text wrapping around imagery	Alt-Text for images	Add links to images

Performance and Reporting

Pick your period for "Activity Between"	Parent site reporting	Chart and numerical representation
Summary and detailed views	Individual child site reporting	Unique visitors, hits, page-views, etc.
Export as PDF or Excel	Consolidated (all site) reporting	Page dwell time
Split (A/B) page test reports		

Forms and Data Collection

Flexible form builder tool	Submissions encrypted via SSL	Submissions emailed, saved or both
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Infrastructure and Security

No version or upgrade license fees	Form submission via SSL	Load balanced and mirrored
No software to install or maintain	Secure Member login	Hosted in Level III secure environment
End-user cross-browser compatible	Requires IE for admin/editing access	Integration available



* Optional services are priced separately and all quotes will be firm, fixed and warranted—no surprises!