



## ePet Site - Software Features



We programmed a website software system that any person can use to maintain their complete website.

The entire sites webpage's, information and reports are available through a backend gateway that is **accessible from any web browser**. This streamlines the process for adding new webpage's and updating/modifying current webpage's.

The option to upgrade to a shopping cart system is always available.

### **Feature list:**

- a. **Unlimited Webpage's** – Through our backend administration system, your employees can update webpage's, service, and news pages, with an easy to use WYSIWYG (what you see is what you get) editor.
  - Site updates are quickly and easily preformed without any programming experience!
  - Unlimited Pages can be entered into the website: make pages for care sheets, newsletters, and service specials.
  - Accessible from any computer with an internet connection.
- b. **Search Engine Optimization** - this module creates a directory of your sites pages, and utilizes special re-redirect scripts so search engines can better index your site.
  - Ensures your entire site is indexed within the top search engines.
  - Creates higher placement of your webpage's in search engine results (due to programmatic styles.)
  - Increases web site assimilation into search engines by 400% (as witnessed in previous projects.)
  - Increases unique hits by 70% (as witnessed in previous projects.)
- c. **Featured, New & Hot Pages** – allows a backend administrator to select webpage's for feature on the homepage. A custom built script will automatically list newly added webpage's on the homepage.
  - Creates fresh content on the homepage.
  - Adds visibility and more exposure to new webpage's.
- d. **Affiliate System** - Lets you create accounts that are for advertising your webpage's through different sites. You can track click-through's to the site via these affiliate links.(i.e. Partnering & advertising with related sites.)
  - Increases exposure by giving partner sites affiliate links to your pages.
  - Track the results of link exchanges and advertising campaigns.
- e. **Site Statistics** - A graphical statistic chart for page views on webpage's.
  - You will be able to increase revenue by knowing which webpage's are viewed. This trend analysis is crucial to fine tuning the prices based on site statistics.
  - Easy access to the site hot spots and slow spots.
  - Learn where the customers are going on your site.
- f. **Related Pages** - much like Amazon.com, related pages help to group similar webpage's for easier navigating.
  - Great for explaining complete packages.
  - Creates more enquires by associating several similar webpage's.
  - Adds exposure to less viewed pages by displaying them with higher viewed pages.
- g. **Opt in Newsletter** - Using technology that verifies the customers request for a newsletter, the software creates a legitimate list of users to send out monthly coupons, sales and industry specific information to every month.
  - Creates a marketing database that will lure customers back to the site.
  - Keeps customer updated on the progress of the site.
  - Email is the second most productive means of internet advertising.
- h. **Image Automation** - automatically thumbnails your pictures to provide the user with an option to view a larger image.
  - Saves time by cutting the procedure of cropping and resizing every photo into one easy step.



- Gives the customer the option to see a larger picture if needed.
- Makes adding pictures to your webpage's easy and fast.

i. **Image Watermarking** – automatically places your logo on each uploaded image so they cannot be stolen and reused on competitor sites.

- Ensures copyright infringement is eliminated.
- Helps create brand identity.
- Protects website images.