

# Web Site Publishing

The Web Site Publishing product family will ease users through the process of designing and publishing an attractive and professional-looking Web site. Included are products that build Web site security, enable online purchases and credit card processing, ease the process of launching an e-business, as well as a service that facilitates registering the federal copyright protection on original works of authorship. The following overview will acquaint you with the available offerings in the Web Site Publishing product family.

The Web Site Publishing product family includes the following offerings:

- WebSite Tonight® custom Web design.
- Quick Broadcast Web log/podcast builder.
- Online Photo Filer online photo album.
- c-Site® federal copyright protection.
- SSL certificates.
- Quick Shopping Cart® online storefront building.
- Merchant accounts.

Figure 1 – WebSite Tonight landing page



## WebSite Tonight®

### Product Overview

WebSite Tonight® is a comprehensive Web site building tool that allows users on all levels to quickly design and publish robust, attractive Web sites. Even novice Web site owners can produce eye-pleasing Web content, thanks to WebSite Tonight's large selection of professionally-designed Web site templates. Free images, custom color sets, on-screen editing, hosting, email, and around-the-clock technical support all are included with every WebSite Tonight purchase.

### Customer Benefits

- Select from packages of 5-, 10-, or unlimited-page Web sites.
- Eliminates costly Web site design outsourcing.
- No formal design or technical background required.
- Features a powerful tool set, including professionally-designed templates.

### How it Works

WebSite Tonight eases the user through every step of the Web site design and publishing processes.

Figure 1 – WebSite Tonight contact information

**Contact Information** → Templates → Colors →

**Enter your contact information**

Specify a default contact Email address:

Enter your company or individual name: \*

Figure 2 – WebSite Tonight templates

Contact Information → **Templates** → Colors →

Categories:

**Technology 1**



**Preview**

**Technology 2**



**Preview**

Figure 3: WebSite Tonight site overview

Web Site Overview							
		Page/File Name	Size	56k	128k	Edit	Delete
		Page 1 (Home Page)	102 KB	19.6	8.6		
		Page2	74 KB	14.3	6.2		
		Page3	74 KB	14.3	6.3		
		Page 4	71 KB	13.6	6.0		

Figure 1 – Quick Blogcast product page



## Quick Blogcast

### Product Overview

A blog is an increasingly popular form of personal, frequently-updated online journal that allows users to easily distribute and collect information on the Web. Podcasts are also quickly gaining popularity as a way to broadcast an audio or video message across the Internet. The Quick Blogcast tool combines the best of both and allows the user to quickly build and publish a blogcast thus creating an instant outlet for his/her thoughts, comments, opinions, photos, etc. A blogcast is the ideal venue for conveying thoughts, sparking debate and exchanging ideas on such issues as politics, sports, arts and religion. The richly-featured Quick Blogcast provides all of the tools necessary to build the blogcast, distribute and manage content, track visitor feedback, and customize the site according to personal preferences.

### Customer Benefits

- Share thoughts, ideas, images – even audio and video content – with site visitors and subscribers.
- Customizable templates for different blogcast designs and layouts.
- RSS capabilities allow visitors to subscribe and automatically receive updates from blogcast.
- Up to 10GB disk space and 500 GB of monthly bandwidth.
- Combines the features of a blog and podcast in one application.

### How it Works

Quick Blogcast lets the user build a fully functional blogcast in a few quick steps.

Figure 1 – Quick Blogcast initial setup

**Create your blog in 5 easy steps**

- 1 Enter Author Information** - display name, user name and password
- 2 Enter Blog Information** - blog account name, title and URL
- 3 Choose a Template Design** - determine the layout of your blog page
- 4 Choose a Color Scheme** - match your corporate colors or your own preference
- 5 Customize Your Blog** - add images and personalize your blog

Figure 2 – Quick Blogcast data-entry interface

**Create New Blog**

Blog Title:  ?

Blog time zone:

Blog URL:

- Select from an available domain
- Enter a sub-domain to apply to an existing domain
- Enter a domain

www.

Figure 1 – Online Photo Filer product page



## Online Photo Filer

### Product Overview

With the popularity of digital photography on the rise, more and more Internet users are taking advantage of the opportunity to share their images with others. Online Photo Filer is an online photo gallery, allowing your customers to organize and share their photos with friends, family, colleagues, or clients. They can specify options such as the domain for the site, and the theme for the photo album. Multiple galleries, photo editing tools, image organization, and password protection are just some of the features available for use with Online Photo Filer.

### Customer Benefits

- Store and manage photos and images in one place.
- Improve photos with easy-to-use image editing features.
- Share photos with anyone, or keep sensitive photos and images private with password-protected galleries.
- Purchase high-quality prints and frames directly from the photo gallery.
- Choose from 70 themes for the gallery.

### How it Works

Online Photo Filer lets the user build a fully functional online photo gallery in a few quick steps.

Figure 1 – Online Photo Filer initial setup

[Account Info](#) >> [Domain Settings](#) >> [Theme](#) >> [Create Gallery](#)

### Account Information

Site title for the photo gallery:  \*

Email address:  \*

User name:  \*

Password:  \*

Confirm password:  \*

Figure 1 – c-Site product page



## c-Site®

### Product Overview

c-Site® is a Web-based service that provides a quick and simple way to protect original works of authorship – literary works, Web site content, music, choreography, source code, photographs, logos, etc. – with a federal copyright registration. c-Site facilitates the convoluted copyright application process by boiling it down to a series of clear, user-friendly data-entry steps that are easy to comprehend, navigate and complete. A c-Site Express Application streamlines the process even more by speeding up payment, expediting review and sending the application via Federal Express®.

### Customer Benefits

- Eliminates the need for an attorney to secure copyright registration of original works.
- Replaces confusing government paperwork with simple step-by-step instructions.
- Protects original works from infringement, theft and plagiarism.
- Express Application circumvents bureaucratic red tape to ensure that an application takes the quickest route through the approval process.

### How it Works

c-Site facilitates the complex and time-consuming copyright application process.

Figure 1 – Secure Certificates landing page



## SSL Certificates

### Product Overview

As Internet business continues its rapid growth, fear of inadequate security causes online retailers and services to lose out on business as potential customers worry that sensitive data will be abused or compromised. For e-businesses, the key is to build trust by effectively protecting sensitive information from intrusion and tampering. Built around stringent authentication procedures, our SSL Web server certificates enable your customers to effectively protect Internet transactions with up to 256-bit encryption.

### Customer Benefits

- Helps combat data theft during Internet transactions.
- Instills shopper confidence that a Web site is secure and sensitive information is kept safe.
- Provides a symbol of trust that savvy online shoppers expect to see prior to initiating online transactions.
- Affordably priced.
- SSL Certificate warranty protection is provided.
- Based on virtually unbreakable 128-bit and high-grade 256-bit encryption.
- 99% browser recognition.
- 24 x 7 live customer support.

## How it Works

SSL Certificates are available in three variations: Turbo SSL™, High-Assurance SSL, and Extended Validation SSL, which rely on different authentication procedures and can be processed and issued in minutes (Turbo) and a few hours (High-Assurance and Extended Validation), respectively. Wildcard certificates are available for Turbo and High-Assurance SSL Certificates, and allow users to secure all sub-domains of the domain the certificate is applied to.

Figure 1 – SSL-secured Web site – Internet Explorer



Figure 2 – SSL-secured Web site – Mozilla Firefox



Figure 3 – SSL-secured Web site – Internet Explorer



Figure 1 – Quick Shopping Cart landing page



## Quick Shopping Cart®

### Product Overview

Quick Shopping Cart® lets your customers claim their share of the booming e-commerce industry by allowing them to build attractive and versatile online storefronts in a few quick steps. The program includes Web hosting and comes with a variety of advanced features that allow users to set up and run a successful e-commerce business; including built-in payment options for cash, credit card and PayPal®; and integrated shipping services using UPS® and the U.S. Postal Service®. Quick Shopping Cart even allows users to set up eBay® auctions and submit products to the Google®-operated Froogle™ shopping search engine.

### Customer Benefits

- Allows customers to build advanced online storefronts in a few quick steps.
- Supports multiple online payment options.
- Enables users to showcase products on eBay and Froogle.
- Seamless synchronization of order data between your customer's online store and QuickBooks (Deluxe and Premium Plans only).

### How it Works

The Quick Shopping Cart wizard lets users build an online storefront in a few easy steps. The interface is built around a selection of customizable, professionally-designed templates that allow the user to create the exact e-store design and functionality he/she desires.

Figure 1 – Quick Shopping Catalog Manager

Tasks	Categories & Products	Type
+ Add Category	Test	Category
✓ Edit Category	Residential	Category
+ Add Product	Commercial	Category
↶ Import Products	Industrial	Category
↷ Export Products		

Figure 2 – Quick Shopping shipping options

**Determine Shipping Options**

**United States Postal Service** **EDIT** **DISABLE**

Provide shipping options from the United States Postal Service. Rates are determined by weight and are calculated in real-time, based on the most current shipping rate tables published by the USPS. The minimum weight is 0.01 pounds (lbs.). If the weight is less than the minimum, then the shipping charge is calculated using the minimum. Shipping charges are calculated per item, not per order.

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**UPS** **ENABLE**

Offer United Parcel Service (UPS) shipping services to your customers. You can use an existing account, create a new account, or proceed without opening an account. This program integrates with the UPS OnLine® Tools service offered by UPS. Rates are determined by weight, with a minimum weight of 0.1 pounds (lbs.) If the weight is less than the minimum, then the shipping charge is calculated using the minimum weight. Shipping charges are calculated per item, not per order.

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**Custom** **ENABLE**

Provide flat-rate or weight-based shipping charges. You can charge your customers a flat rate for all shipping or charge a weight-based fee. This option lets you collect fees for shipping costs without having to specify a particular shipping service.

Figure 1 – Merchant account landing page



## Merchant Accounts

### Product Overview

A merchant account makes e-business simple. A convenient tool for any e-business owner, a merchant account allows an e-commerce Web site to process credit card payments. Card authorization and processing are handled seamlessly and automatically during purchase. Statements are generated monthly. Our merchant accounts are appropriate for US-based e-commerce operations. Note that you must provide your business' tax ID info in order to offer merchant accounts to your customers.

### Customer Benefits

- Reduces risk and hassle of credit card processing by automating transactions.
- Allows Web sites to offer customers the most convenient online payment option – credit cards.
- Automatically generates credit card statements on a monthly basis.

### How it Works

- Merchant account setup is quick and easy.