

Managed Website Bundle - Your Questions Answered

Q. How do I order?

Visit our website and complete the Insight Website Bundle order details and we'll contact you straightaway: www.insightgroup.co.uk/bundleorder

Q. Can I pay monthly?

Yes, we have also introduced with this bundle a monthly payment scheme allowing you to pay for the complete bundle over 12 months. Please see our website to download the latest bundle pricelist: www.insightgroup.co.uk/bundlepricing

Q. What designs are included in the bundle?

We have put together three different designs which offer different layouts. Each design will be tailored by us with your logo. In addition the existing colour scheme of the website will be changed to exactly match your corporate colour schemes:



Q. What are the hidden costs?

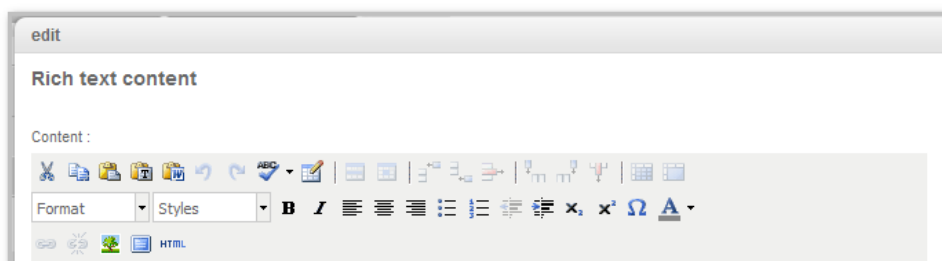
There aren't any! We operate a fully transparent pricing structure and what we show is exactly how much it costs. We publish our full price list to ensure that you know exactly what is included.

Q. I need a new web site right now – how long will it take?

Once you have completed our online form and we've got all the details from you, your web site can be up and running ready for you to edit within a week.

Q. I'm not technical; will I be able to use the application?

Yes. The CMS is designed to be used by non-technical people using a familiar browser based interface with features and functions that work in a similar way to applications like Outlook®, Google Docs®, Word® etc:



Q. I am technical; will I be able to get into the HTML code?

Of course. While we have designed the user interface for non-technical people, we understand that there are people that understand HTML and want to put their knowledge to work. All of the web pages that are generated are XHTML standard compliant and every page can be edited at code level using the HTML view/edit button. (see the tool bar above)

Q. I've already got a website. Is it easy to link to my new site?

Short answer is yes. We have been designing and developing web sites for over 15 years so we fully understand how web sites are hosted and how to switch over to a new site to make sure that it is up and running quickly. We'll work with you to make sure it is easy and painless and doesn't disrupt your business.

Q. Can we use the bundle to create a website that looks like our corporate website?

Yes. We have a corporate site design option which will provide a site that you manage but which looks exactly like your corporate parent site. Please see our upgrade price list for additional information. www.insightgroup.co.uk/bundlepricing

Q. Does the site display other company's adverts without my knowledge?

NO! We wanted to introduce an enterprise level CMS system that is fully under your control. No adverts – only the information that you want displayed is displayed.

Q. When and where can I update my web site content?

Literally anytime and anyplace that you can access the internet. The administrator control panel has been tested with both Internet Explorer (versions 6, 7 & 8) and Firefox (version 3) to provide cross platform (PC & Mac) access.

Q. What is a web Content Management System (CMS)?

A web CMS enables you to update and change the content of a web site without affecting the design and layout of the web pages. A web CMS lets you update without requiring any knowledge of web language (HTML) or programming required to manage sales lead forms.

Q. Which CMS is included in the bundle?

We have worked with the market leading Kameleon Web Content Management (KCMS) to give you an affordable solution. KCMS provides the features and functionality of enterprise level CMS systems at a 'real world' price. KCMS is designed to give you full control of your website with the ability to create and edit web pages and then maintain their content, how they appear on the website. It automatically manages menus and page displays.

Q. What if I want a design that isn't included in the bundle?

Insight is a web design agency with over 20 years experience so we can develop a new design that matches your existing corporate branding or is completely new. All our designs work seamlessly with the KCMS so you will get the same functionality as the design templates included in the bundle. Tailored designs are provided at extra cost and we will need to meet with you separately to provide a design quotation.

Q. Is it possible to add functionality to my new site?

Our website bundle is fully scalable and expandable to provide the expansion your business needs when you need it:

- ❖ If you need to use the site for creating lots of different sales forms or event registration forms then you can add the **FormsManager module**.
- ❖ If you need to sell products online, add our **e-Commerce module**
- ❖ If you want different people to manage the site then upgrade to our **enterprise management level CMS**

Upgrading is simple and all add-on features build on the existing bundle, please [download our Bundle Data Sheet](#) to see the upgrade options available or talk to an Insight account manager.

Q. How do forms work in the bundle?

The web bundle comes complete with a pre-configured form. The powerful forms module provides:

- ❖ Forms entry fields with input validation to ensure correct user entry
- ❖ On page message to replace completed form once the submit button has been clicked
- ❖ An automated email response to the form submitter to let them know that the form submission was successful
- ❖ An automated email to the form administrator to ensure that they know a website form has been completed
- ❖ An ongoing database of all people who have completed the form and the details they provided. The database is in spreadsheet ready format so that it can be used for print merge, integrated into a customer relationship application or added to an existing customer/prospect database.

Q. Can I create additional forms?

We can create additional forms for you at a nominal cost, or you can take full control of forms management by expanding your website with a fully functional FormsManager module. Please see our upgrade options for further details.

Q. Can I use my existing ISP to host the bundle?

The Insight Website Bundle is designed to run only on Kameleon ISP web servers. Your current web server can still be retained and current contents accessed using a different web address. We'll then make sure that your current public website address points at the Kameleon web servers.

Q. Will your bundle search features put my website at the top of Google searches?

The website bundle provides you with the ability to enter key information for the different search engines:

- HTML page title and URL – using meaningful English that search engines recognise &
- a page description and key words (Meta tags) for each page of the web site.

The top search engines in September 09 were Google 65%, Yahoo 16% and Bing 10% (Microsoft's MSN/Windows Live replacement). These search engines all work in different ways with the information that you provide in conjunction with the web page contents and using their own algorithms generate their search engine rankings. Google for example does not use Meta tags whereas Bing says that it uses them in conjunction with page content. Where you appear in their list is very much down to the specific calculations of each search engine.

What we have with KCMS is the flexibility for you to enter all the relevant information to cover the different search engine methodologies – and how they work will change, so you know you are 'future proofed' and can change your pages to work with the search engines.

We do work with specialist consultants that provide Search Engine Optimisation (SEO) and they can help you with the positioning of your web site in the search engines.

Q. Am I being charged for Google analytics?

No. Google Analytics is a free web service. We provide the ability for your site management console to easily link into Google Analytics so that you can view your site statistics. In addition

we integrate the necessary links into your website so that Google Analytics picks up statistics from your site.

Q. How does my web site go live so that everyone can see it on the internet?

Once you have finished building your site we will liaise with you to make your new site live so that you can start generating new sales leads.

Other questions?

If you have other questions on the Insight Website Bundle:

email bundles@insightgroup.co.uk or call 0845 643 6180.