WORLD WIDE WEB
COMMUNICATIONS

Zipedit

Content Management System
Tools for Controlling Your Website

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What is ZipEdit™?

Every day we receive dozens of emails from clients who want us to make changes to their website. "Can you add this message on the site today?" or "I want to post a coupon to download" or "I need to add a couple of lines of text with a picture." All of the requests are simple for us to make, but they do require some time and planning. So we make the changes as quickly as possible, charge our clients a few dollars, and everyone is happy. It works.

Many clients store up a whole bunch of little changes and send them all at once, sometimes with one that is extremely time sensitive. In the short term, they save some money by having us do all the changes at one time; however, the problem is that the content in their websites is sometimes embarrassingly outdated. Not a good situation!

Once we realized what was going on, we decided to develop a software application that we could give to our clients so that they could keep their sites up-to-date themselves - make changes as often as they want, whenever they want easily and inexpensively. Without being too dramatic, we believe that ZipEdit™ liberates your website.

Power to the People!

The concept of ZipEdit™ is simple: if you can type, you can control the content of your website. ZipEdit™ is a tool for managing content, articles, photo galleries, events and more. You can change as much of the content as often as you want whenever you want.

To see a video demonstration of ZipEdit™, please visit http://www.zipedit.com. If you would like to receive a proposal for integrating ZipEdit™ into your existing website, please call or email us at your convenience.

> We shopped around for a CMS. We almost bought something that was nearly 10x the cost of ZipEdit. We're so glad we found ZipEdit. It was so inexpensive, and it gives us nearly all the functionality as the more expensive products. With ZipEdit, too, you don't have to download any software. We actually started using it the day it was set up on our site.
>
> *– Jim D., Phoenix, AZ*

ZipEdit™ Content Administration

Imagine being able to edit your website as often as you want from anywhere in the world… whether you're in the office, at home, or in another country! With ZipEdit™ you are in charge of your website's content 24/7.

ZipEdit™ is a simple and convenient way to edit the content in your website. You do not need to learn HTML or any web design software. If you have ever used a word processing program, such as MS Word, you can be editing your website in minutes.

The unique advantage of ZipEdit™ is that we set it up on your website for you; there is no software to purchase or download.

With ZipEdit™ you can edit the pictures, text and links on your website while protecting the rich framework of navigation menus, programming and design elements - and it saves the changes in real-time. It also creates a backup copy, so if you make a mistake you can "rollback" to any previously saved version of the content.

> **We have 3 people in the office who can use ZipEdit. Really, anyone who can type can use it. Josh put it in our site, and we were making changes within 15 minutes. It's a wonderful tool. We love it.**
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> *– Janet B., Montgomery County, PA*

Features:

- Full WYSIWYG (*what you see is what you get*) Online Editor
- Standard Editing Functions
- Image Browser, Image Upload, and Image Management
- Table Editor, Link Manager, File Manager
- CSS (to maintain consistent design elements)

Pricing:

The one-time cost to set up ZipEdit™ depends on the size and complexity of the site, but the average cost is $500 for a website with up to 10 pages. Custom quotes are available for larger sites. Monthly licensing (which includes technical support and free maintenance upgrades) starts at $15.

Supported Web Browsers for Administration

- Windows: Internet Explorer 6.0 or later, Mozilla Firefox 1.0 or later
- Macintosh: (OS X 10.3.x or later recommended) Mozilla Firefox 1.0 or later

ZipEdit™ Article Manager

The ZipEdit™ Article Manager stores a database of articles that have the following information in the system:

- Category
- Page Title
- Page Thumbnail Image
- Posting Date
- Expiration Date
- Keywords
- Brief Description
- Page Content (WYSIWYG)
- Linked Document (Adobe PDF, MS-Word, etc.)
- Linked URL

Articles can be assigned to multiple categories and marked as *featured* to appear on the homepage of your site. You can specify the order of the featured articles too. The ZipEdit™ Article Manager also has its own search functionality. Editing the articles uses the same powerful tools found in ZipEdit™ for a full WYSIWYG experience from a supported browser.

The ZipEdit™ Article Manager also features RSS feeds of content, globally and by category, allowing visitors to subscribe to the content of your website.

ZipEdit™ Gallery Manager

The ZipEdit™ Gallery Manager stores a database of photo galleries. Each gallery can contain an unlimited number of photographs. The tool automatically creates thumbnail images and the properly sized version for the website. Gallery content includes the following information:

- Category
- Gallery Title
- Gallery Thumbnail Image
- Brief Description
- Photo Title and Caption

Each photo in the gallery can have a user-defined title and a brief text description that will appear with the photo. Galleries can be assigned to multiple categories.

ZipEdit™ FAQ Manager

The ZipEdit™ FAQ Manager stores a database of Frequently Asked Questions, typically for a Customer Support area of your website. Frequently Asked Questions content includes the following information:

- Category
- Question Title
- Keywords (metadata)
- Brief Description (metadata)
- Page Content (WYSIWYG)
- Linked Document (Adobe PDF, MS-Word, etc.)
- Linked URL

> We've been using ZipEdit for nearly 2 months now, and not only is it easy to use, but it has saved us nearly $250 a month that we would normally pay our web designer for site edits. We recently started using some of the other components - the ZipEdit Calendar and FAQ. These are just as easy to use and just as valuable.
>
> *– Winston T., East Orange, NJ*

The FAQ Manager allows questions to be assigned to multiple categories and includes its own search functionality. Editing the FAQ uses the same powerful tools found in ZipEdit™ for a full WYSIWYG experience from a supported browser.

ZipEdit™ Calendar Manager

The ZipEdit™ Calendar Manager stores a database of events, typically for an event calendar in your website. Calendar content can include the following information:

- Category
- Event Title
- Event Date/Time
- Keywords (metadata)
- Brief Description (metadata)
- Page Content (WYSIWYG)
- Linked Document (Adobe PDF, MS-Word, etc.)
- Linked URL

Editing the events uses the same powerful tools found in ZipEdit™ for a full WYSIWYG experience from a supported browser. The ZipEdit™ Calendar Manager also features RSS feeds of the calendar content, globally and by category, allowing visitors to subscribe to the content of your website.

Online Registration Option

For any event in the database you can have online event registration. The registration can also be integrated with your payment processing system.

Pricing Information

These are average prices and can vary depending on the size and complexity of the website.

Description	One-Time Cost	Subscription Fees
ZipEdit™ Content Administration	$500	$15/month
ZipEdit™ Article Manager	$1,200	$10/month
ZipEdit™ Gallery Manager	$800	$10/month
ZipEdit™ FAQ Manager	$800	$10/month
ZipEdit™ Calendar Manager	$1,200	$10/month
ZipEdit™ Calendar Manager with Online Registration	$2,400	$15/month

Setting Up ZipEdit™ on your Website

The one-time cost to set up the basic ZipEdit™ Content Tool depends on the size and complexity of the site, but the average cost is $500 for a website with up to 10 pages. Custom quotes are available for larger sites. Monthly licensing starts at $15.

All components are hosted services provided by World Wide Web Communications, Inc. The monthly licensing fee for the components includes phone and email technical support, component maintenance updates, and feature upgrades. Component subscriptions require a 12-month commitment.