

ag.smartsite

YOUR B2B
WEBSITE SOLUTION

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what is ag.smartsite?

ag.smartsite allows you to take control of your online content, as well as being a tool to generate and nurture sales opportunities online.

- **An easy to use, web based application** - that allows you to update the content of your website from anywhere as long as you have internet access.
- **Designed for your brand** - Our in-house web and branding team will ensure that we successfully translate your brand to the web.

- **Website structure and page design** - We design page layouts and site structures that engage your visitors and keep them on your website longer, increase the chances of them taking an action and increase your opportunities to sell.
- **Regular performance reviews** - We want to make sure your website works hard and offers you maximum ROI.

We know how easy it is to forget about your website once it is up and running so we will make sure we monitor its performance on your behalf and regularly contact you with suggested improvements.

- **Training & support**
 - We provide full CMS training, an interactive session in which we show you how to use the system and answer any questions you may have.

...but I already have a site, why change it now?

To attract relevant visitors and convert them to prospects, latest generation B2B sites need to be an engaging, rich source of information - not just an online company brochure.

- **Does your site...**
 - support the way B2B buyers are seeking and sharing information today?
 - have the flexibility and agility to adapt to fast changing market trends?
- **Content is king** - does your site provide the framework that you need to present the content that your buyers are looking for ?
- **Yours is a high-tech company**
 - Does your site project an upto date image or look dated and behind the times?
- **The way B2B buyers use the web is changing fast** - B2B buyers increasingly prefer to consume information via video and blogs. They are looking for up-to-date information, that's easy to share and engage with.
- **Search engines are changing** - Take a look - Google increasingly ranks blogs and video content.
- **Social media trends** - Building online relationships outside your website is a must. But you need to take them home at some stage. Have you got the right tools to engage them once they are there?



55% of business buyers said they use social media as part of the technology buying process.

*ITSSMA, 2009

why ag.smartsite?

ag.smartsite combines the cost-effectiveness and rapid implementation of an off-the-shelf system with the tailored functionality and leading edge features to suit your company's marketing needs.

- **Extensive standard features -**
The standard package employs best practice to drive website traffic and conversions for B2B companies.
- **Regular version updates -**
We continually improve our CMS to integrate the latest thinking and technology for the B2B sector. This means you can easily upgrade your website as technology advances without having to start all over again.
- **Ongoing performance reviews -**
We understand that your website is just one of many elements in your effort to drive sales that is why we monitor your website and regularly suggest ways to improve its performance.

- **Don't just take our word for it...**



why partner with axongarside?

We are a specialist B2B marketing agency so we understand the sales and marketing challenges which face companies like yours.

- **We can see the big picture -**

We know how to integrate your website into a broader sales and marketing strategy.

- **Proven track record -**

We have been building bespoke websites for B2B companies for the last five years.

- **We know your market -**

We understand how B2B buyers use the web and therefore how best to build a website that creates relevant sales prospects.

"With a higher than average website conversion rate and a flood of new customers, we would like to commend Kim and her team for the successful design and implementation of our creative websites".

Louise Knowles

Marketing Manager,
SolutionsPT

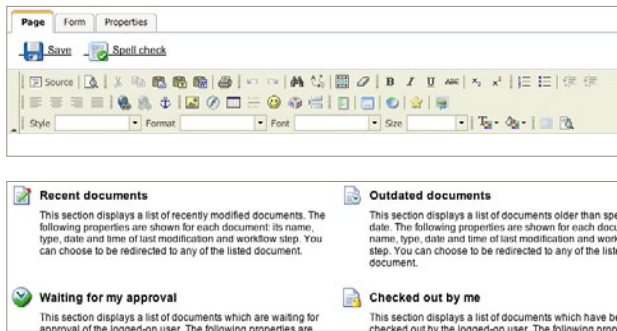
standard features

ag.smartsite**** provides you with an impressive list of 'best practice' standard features proven to maximise online lead generation.

simple interface

ag.smartsite allows you to update your website's content from wherever you are, through a simple and intuitive interface.

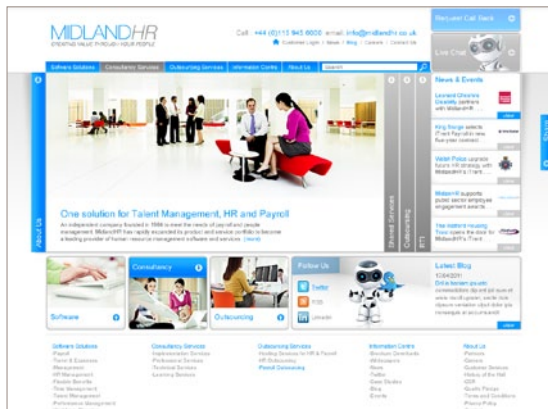
- **Rich text editor** - Familiar MS Word editing tool allows you to copy, paste and easily format text.
- **Add, delete and move pages** - The system automatically updates the navigation to reflect your changes.
- **Upload manager** - Allows you to upload images, documents, Flash, audio and movie files. The system will automatically optimise these for web use.
- **Page preview** - Allows you to preview your pages before you set them 'live.'
- **Cross browser platform** - Compatible with Firefox, Internet Explorer and Safari.



corporate websites

Your website is your company's face to the world so it must fully reflect your brand. But have you thought about how great design can also enhance usability and performance of your site?

- **Unique but familiar web page design** - With B2B users typically spending only about 40 seconds on a web page, it is vital that the page design helps the visitor to easily find the information that they are looking for. This requires page layouts that are familiar and share common features with other websites but designs that are memorable and fully reflect your own Brand.
- **Design** - is the key to converting people from web page hoppers to potential customers. If the information on your site has a clear hierarchy, attracts the eye to the most important elements, looks well-organised and is easy to navigate then you've got a well designed site. If not, you should be seriously considering how best to get your site ready for 2011.

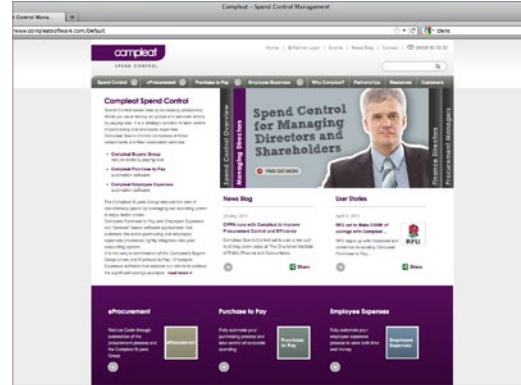
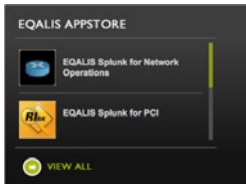


MidlandHR: HR & Payroll

some examples we are proud of...



Eqalis: Automation solutions

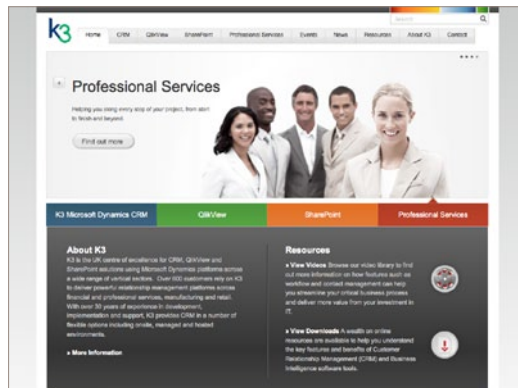


Compeat: Fictional Software





Maginus - My Genius: Retail Software



K3: CRM Software



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him! research & consulting is a research-based retail consultancy, with a focus on the retail sector. Using our expertise in retail, we help our clients to understand their customers better and to improve their performance. We have spoken to 10 million customers of 'the research of him!' in our numerous specialist customer insight tracking programmes to receive valuable customer insights for our clients. Our programmes are 'the common language' of their respective industries, providing unbiased independent customer feedback.

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How we do it

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Resources

CLERIC

Transport software for Local Government designed by award-winning software developers at CLERIC. CLERIC software manages transport services, including bus, coach, school, and community transport.

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Our customers are at the centre of everything we do - it's not just the software that we sell, it's the solutions we provide to our customers.

Mission critical solutions

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search engine friendly platform

Your website needs to rank well in search engine listings to attract relevant prospects. Many of the most important factors influencing your page rank are determined by the way your site is built.

- **Automatic Search Engine Optimisation (SEO)** - axongarside.cms allows Google to easily read the content of your pages. This is the foundation of successful Search Engine Optimisation.
Features include:
 - Automatic generated site map
 - Search engine friendly URLs
 - Search engine friendly content tagging
- **Manual optimisation tools** - axongarside.cms allows you to enter page descriptions, keywords and meta tags. This enables you to optimise individual pages to match your business proposition and drive relevant traffic to your website.

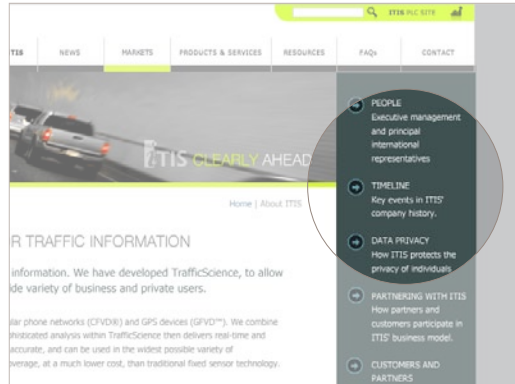
93% of users only view the first few entries on a search engine results page.

*Prioritizing Web Usability,
Jakob Nielsen et al, 2006

dynamic 'call to action (C2A)' tool

Our C2A tool lets you allocate relevant resources to individual web pages. This reduces your 'bounce rate', keeps visitors on site longer and increases the likelihood of them taking an action.

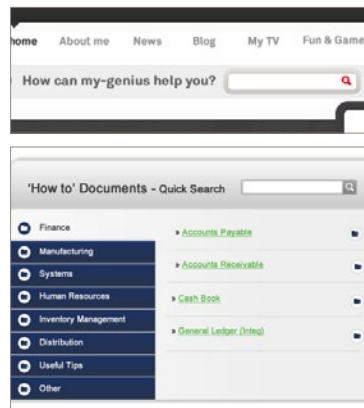
- **Relevant C2As Placement** - Whitepapers, case studies, videos, call-back requests, webinars; you choose what and where.
- **Optional data capture** - You can choose if visitors need to submit details prior to accessing content.



internal search function

Search is an essential feature of any website and allows visitors to quickly find relevant information, which increases your conversion rate.

- **Comprehensive search -**
Our site search technology comprehensively searches your website content, including meta data, PDFs and other document formats that aren't covered with standard 'find' features. This substantially increases the quality of search results.
- **Gain valuable insight -**
All visitor searches are recorded. This provides you with valuable information about the type of content your visitors are looking for and allows you to continuously improve your content and website structure.



**“Users spend
around 45 seconds
on a web page”**

**Nielsen, 2006*

blog & RSS tool

Blogs are “search engine glue” and allow you to showcase your expertise whilst offering visitors a means to engage with you and share your content with colleagues / other decision makers.

- **Differentiate your business**

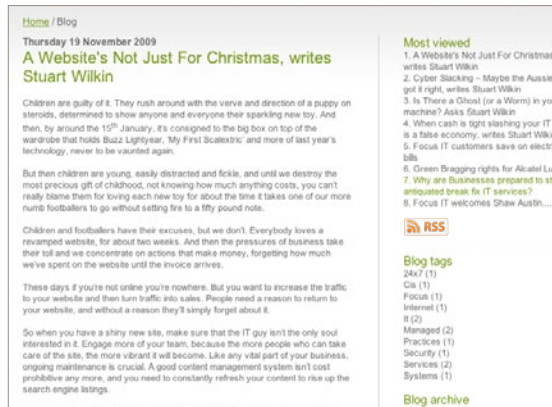
Blogs allow you to add that personal touch, give your business personality and showcase your know-how.

- **Blogs are different from other web pages because they**

- Are more flexible
- Allow you to respond quickly to changing trends
- Encourage visitors to get involved with you.

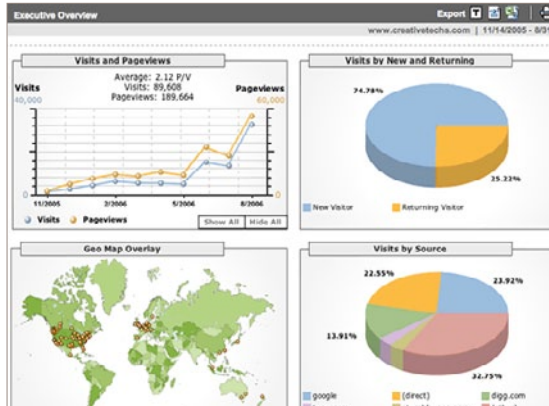
- **Our features include**

- RSS feeds
- Automatically aggregate news feeds from any RSS compliant news source.
- Tags and tag clouds help readers to find related posts and boosts your blog’s search engine optimisation
- Automatic monthly and yearly archives offer users an alternative way of searching through blogs.



integrated web analytics

Statistics are great, understanding what they mean is better. We'll be on hand to help you use your Analytics to continually improve the performance of your site.



video

Online video can be used at every stage of the product lifecycle to acquire, engage and convert site visitors

- **As the costs of video production plummet and traditional resources like white papers start to look increasingly stale, streamed video is now an essential part of the B2B online marketers' toolkit**
 - Customers who watch videos are 85% more likely to convert (DM News)
 - Best of all they'll share the content with other colleagues
 - Video is the perfect 'word of mouse' tool
- **Video ia a great SEO tool**
 - Publish your video wherever you can;
 - Promote through social media and
 - Link back to your site.



Videos are 53% more likely than text pages to appear on the first page of search results.

• Forrester Research, 2009

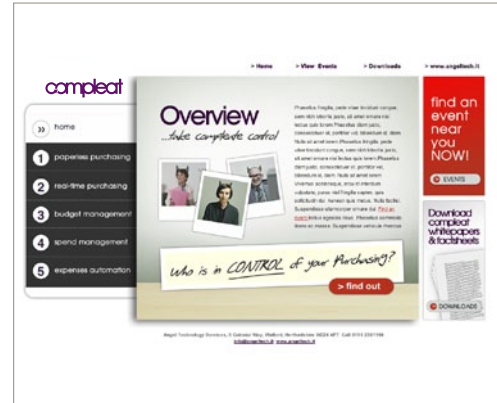
microsites & bespoke applications

Generate new landing pages for targeted campaigns or sales pitches

- **Dynamically generate new landing pages** - Essential for targeted campaigns or sales pitches.
- **Monitor and evaluate** - Integrated analytics tool allows you to track responses.
- **Manage your online marketing campaigns** - Enhance your sales process.



corporate site



microsite

some examples we are proud of...



K3: The Factory Viral Video Campaign



F5: Recruitment Referral Campaign



F5: EMEA Channel Marketing Portal



F5: Partner Conference 2011



optional modules

a range of optional features which can help your business achieve its online goals.

live visitor identification, tracking & chat

Chatting has been proven to increase conversions and customer satisfaction levels. It allows you to:

1. Pin-point a visitor's exact requirements and respond to them in real time

2. Add personality to your online brand


• Track visitors and detect prospects in real time -

This module gives you a real time view of your website visitor activity. View specific data about the visitor, such as location, organisation and previous visits.

• Engage with users through 'live chat' - This optional feature can be used to help visitors quickly find the information they are looking for. Engaging with them in this way could be the beginning of a prosperous relationship...

• Optional CRM integration

- You can integrate this module with your existing CRM system. This allows you to match website visitor activity with existing CRM data.



The screenshot shows a window titled 'Current Visitors 6' with a table of visitor information. A context menu is open over the selected row (Key 115).

Key	No	Visit	DNS	On Page
106	1		host217-44-91-200.range1.V3.htm	
113	1		Toronto-HSE-ppp0650015..chatclient.exe	
114	1		ua194-7-199-150.unknown:Default.htm	
115	1		62.97.78.70	http://www.falcom...
116	2		host81-13	
117	1		telecom-2	

- Open Referrer
- Open Current Page
- View Visit Details
- View Previous Visits
- View Downloaded Files

secure login module

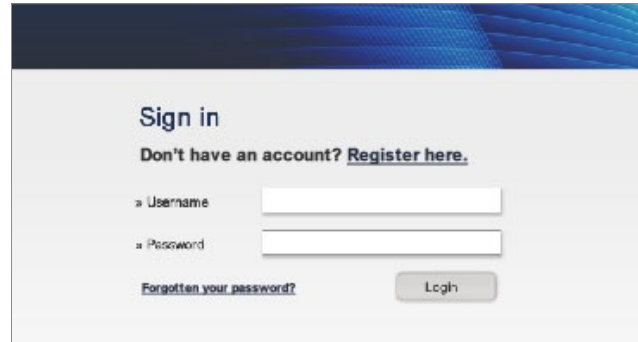
ag.smartsite allows you to restrict access to certain areas of your website or add a separate staff, customer or partner portal.

- **Personalised experience -**

Our secure login module allows you to personalise a visitors website experience. You can chose to display any visitor related data; names, account details, relevant news & events, etc.

- **Improve relationships and**

reduce costs - Customers, staff and partners value portals. They are an extension of your “service & support” proposition and reduce the level of personal support required.



The image shows a screenshot of a web application's login interface. At the top, there is a dark blue header with a subtle grid pattern. Below the header, the main content area is light gray. The text "Sign in" is displayed in a bold, dark blue font. Underneath, there is a link: "Don't have an account? [Register here.](#)". The form contains two input fields: "Username" and "Password", each with a small blue icon to its left. Below the "Password" field, there is a link: "[Forgotten your password?](#)". To the right of this link is a gray "Login" button.

event module

This module allows you to administer your complete pre- & post-event requirements online, driving event participation and repeat bookings. Some of the features include:

1. Online registrations -

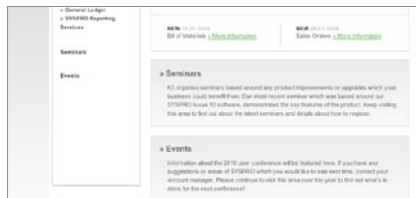
Participants can register online and receive an automatic booking confirmation. axongarside.cms captures all the booking details for you to download and provides you with an option to receive a booking notification via email.

• Event resource section -

Allows attendees to download event related files.

• Feedback & discussion forum -

A simple forum feature provides attendees with an area in which they can post feedback or discuss certain topics covered by the event. You can use this information to improve events, demonstrate that you value attendees' opinions and extend the life of the event.



Event Start Date	Dec	3	2009
Event End Date	Dec	3	2009
Show Form?	Yes		
Event Email	(Where applications should be sent to. U		
	info@solutionspt.com		
Thumb	Choose File	no file selected	

advanced search module

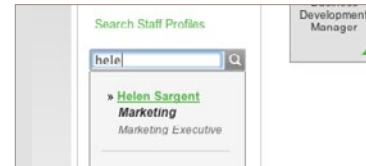
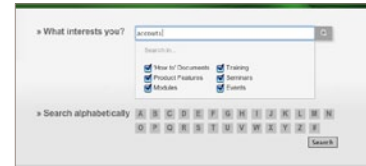
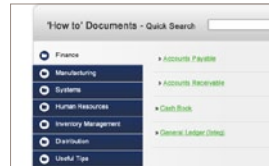
If you have an array of resources within different file formats, this search function will substantially enhance the usability of your website, which drives conversions.

- **Search filters -**

You can decide which search filters you want to apply. For example, you can allow visitors to enter a search term and then specify file type, category, functional area, etc

- **Suggestive search -**

The system can suggest search terms when visitors start entering them, improving the speed of searches and the quality of search results.



what to do next?

Call us on 01663 766565
or email web@axongarside.com
to arrange a free consultation.

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No.1 Buxton Road West, Disley,
Cheshire SK12 2AE, England
t: +44 (0)1663 766565
e: info@axongarside.com

axongarside.com
facebook.com/axongarside
twitter.com/axongarside