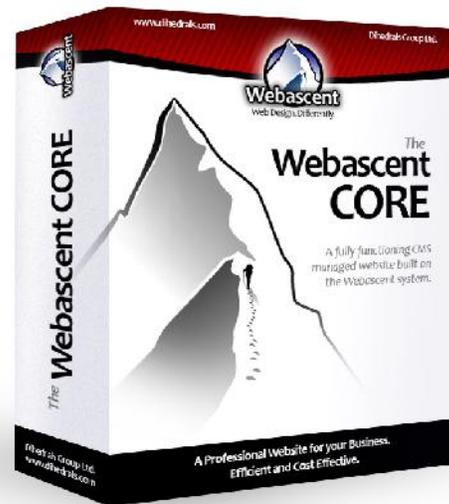


The Webascent CORE

The Webascent CORE Package provides you with a fully functioning, well designed and visually attractive website, including enough pages to meet most small business needs. It also provides a solid foundation from which to grow using our range of additional Webascent products and services.



The Webascent Toolbox Content Management System (CMS) is included in every Webascent site. The Toolbox gives you a simple way to keep the text and images on your site fresh, up-to-date and interesting for your customers and visitors.



The Webascent CORE features :

- Guidance through every aspect of planning your website; from its initial concept, through decisions about structure and design, to defining the content that will communicate your message to your visitors.
- A custom designed and built business website, that meets your requirements.
- A fully functioning, completed site installed on your own web hosting account (one year of hosting and a .com domain name is included in the CORE package price), under your control and belonging to you.
- 100% Swiss Made.

The Complete Webascent CORE package CHF 1'790.-

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What is Webascent?

If you are looking for a website that is simple yet elegant, that includes the ability to up-date your own web pages, and certainly cost effective, then take a look at Webascent. We build sites that look great, are cleanly designed, function well and offer excellent value for money. The Webascent CORE provides you with an expertly designed website, to which you can add extra functions and features as and when you need them. With Webascent you retain full ownership and control of your website and only pay for what you really need.

The lists that follow describe, in clear terms and without techno-babble, just what you receive when you buy a Webascent CORE website. Throughout the process we will guide you through the decisions that need to be made about fitting your site's aesthetics and functionality to the requirements of your business. We will design and build a website that will work for you.

But a website is never a finished project. As your business grows and develops, as you have new ideas or materials that will enhance your site, you need to be able to adapt. With the Webascent Toolbox CMS (Content Management System) you can add, change and edit the pictures and the text on your site — whenever you need to. Choose Webascent to have a site that you can manage personally, without having to rely completely on (often expensive, in terms of both money and time) external web professionals.

A further advantage to Webascent CORE is that it comes at a very cost-efficient price — and for many this will be enough. If you need 20,000 words written by a professional copy-writer or intricate custom graphics, you can add these to your Webascent CORE site at whatever stage works for you (either provided by us, or by any third party that you decide to work with).

Our confidence in our product has allowed us to design payment terms to minimise any risk for our customers. We believe in our work, and **only when** you have approved our proposals for the structure and design of your website do we ask for payment.

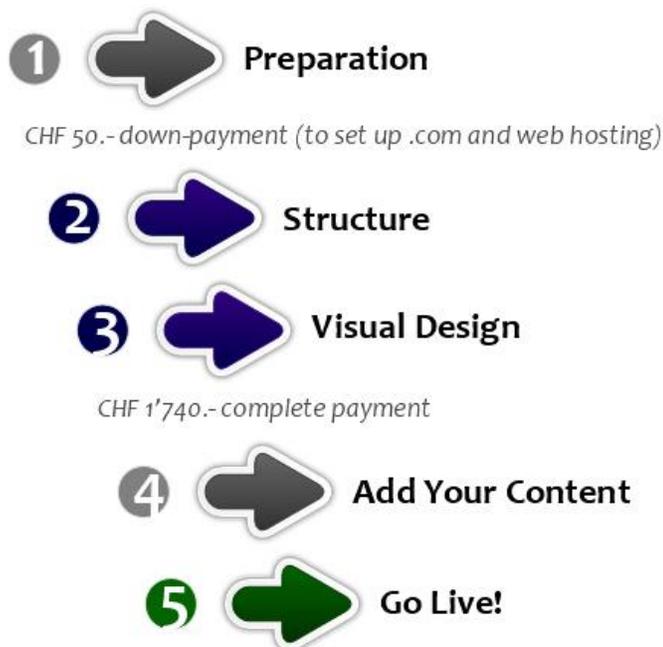
Your Website's Content

We have found that different people have different needs when it comes to putting content onto their website, so we have developed various options from which you can choose. This means that you won't end up paying for services you don't require.

The options range from using the Webascent Toolbox CMS to enter the site's text yourself to supplying materials to our copy-writers for them to write it for you. The first option is popular, and not simply for reasons of budget! You are the best person to communicate the sort of enthusiasm about your business that will be attractive to your site's visitors. The amount of work involved is not significantly different to communicating the information you need to our writers. Our Content Guidelines Document provides helpful advice on writing for your website. And, if you are less confident about the style or grammar of your writing you can take advantage of our editing service.

How Webascent Works

[NOTE: Think that once we've nailed the text on the website, that we should mirror it for the 5 steps below]



1. Preparation

We will send you our *Project Preparation Guidelines*. These ask a series of questions that are designed to help you think about what you need your site to do for you. The answers will provide us with the information we need to develop ideas about your future website.

At this point we will ask you for a CHF 50.00 (non-refundable) down-payment, that is used to set up an account in your name for Web Hosting and a .com (or .net, .org, .info, .biz, .eu or .name) Domain Name. This amount is deducted from the remaining Webascent CORE project price, which is paid at the end of Step 3. Visual Design.

2. Structure

This step is the foundation of your website and where you (with our help if required) should spend some time and thought on how your site should work for your visitors. Our *Project Structure* document helps explain how to organise your information into pages and find labels for the website's Menus. To help you visualise how it all works, we will create a simple "Sketched" on-line structure, of pages and menus, for you to explore.

You will also receive at this point information about preparing content for your website and the options available to you.

3. Visual Design

Here we take the information from the first two steps and create a custom Design Proposal for you, tailored to your specific needs.

Upon your approval of the Visual Design, we send you a request for payment of CHF 1740.- (*CHF 1790.- minus the CHF 50.- down payment from Step 1*). Once we have received this payment, we will begin construction of your new Webascent website.

4. Add Your Content

When the pages of the website have been built but before the site goes live, it is time for you to add your text and the images using the Webascent Toolbox CMS (Content Management System).

5. Go Live!

At the completion of the Website Beta period, you pay the remaining final 50%. Once you are completely satisfied that your website is ready for your viewing public, the website is moved by us to your server and you are on-line.

What is Included in the Webascent CORE?

Guidance Throughout the Process

When you start your Webascent project you are assigned a Guide who will be your point of contact. Your Guide acts as the liaison between your needs for your website and our expertise and experience.

Professional Design Work for your Website

The site we create for you will have a design that is professional and modern. Our designers will use the information you provide to match look of your site to the characteristics of your business. You will have the opportunity to approve our proposal before the final site is built.

If you need specific custom graphics or illustrations (for example, work on a new company logo), these fall outside of the Webascent CORE and will be charged for separately – we're happy to discuss any requirements you might have, just drop us a line.

The Webascent Toolbox CMS

CMS stands for *Content Management System*, and we've created a custom CMS, called the **Webascent Toolbox** that is included in all Webascent based websites. Our Toolbox is designed to offer you speed and simplicity when you need to add to or change text and images on your site's pages, without having to learn to use complex software.

Pre-built Building Blocks to use on your pages

The Toolbox provides you with pre-built and designed pieces to add to your pages. You can think of these as a set of building blocks.

There are simple blocks that we call **Elements**, which comprise a single item such as a paragraph of text or a bullet list. Elements make up the majority of content on most pages.

More complex pre-built blocks are called **Components**. A Component is constructed from a set of Elements. For example, when you want to add a Youtube.com video to your site, you'll use a Component. See our document **Webascent CORE Details : Building Blocks** for a list of Elements and Components available for use on your CORE website.

Website Installation

Once you've accepted the Structure (Step 2) and Visual Design (Step 3) and we've received full payment, your new site will be built, installed and tested on your web hosting account. Your new site will now be ready for you to add your content, but is protected from public view by a password, until you are ready.

What you Need to Provide

[NOTE: possible that we integrate all this into the 5 Steps above, like we've done on the website???

There are various pieces of information that we will need from you during the process of creating your new website. At the relevant stages we will be explaining what it is we need next, and sending tailored advice and supporting documents. However, to avoid delays in the website building process, it can be helpful for you to start to collate the information from the very beginning. And where you are unsure what it is you should provide, your Webascent Guide will be there to help.

1. **Domain Name**

Your choice of Domain Name for your project (this is your www.yoursite.com – we can advise on choosing a domain name if required).

2. **Structure Ideas**

Your ideas about a structure for your site. This involves defining the pages that will comprise the website, your thoughts about the type of content that each page will contain, and the menu names that your visitors will click on to move between (navigate) its various pages.

3. **Basic Business Info**

A short description of your business and what you need your website to do for you.

4. **Example Websites**

A short list of existing example websites (1-4 is usually about the right number), and what you like/dislike about them in relation to your project.

5. **Custom Requirements**

Any custom requirements that should be incorporated into your site. These might be specific functions it needs to perform, or maybe complex customised graphics/illustrations for your content. Read through the detailed specification of what is included within the Webascent CORE and if there is something you want that falls out of its scope then let us know. We will be able to advise on what will best fulfil your requirements.

6. **Your Logo**

The company name or logo that will be displayed on the site. (If you don't have one, we will provide a simple "Logo-type" for your site as part of the CORE).

7. **Content**

Some ideas about your content. If you are adding the text yourself, it helps to start working on what you want to say as soon as possible. Even if you opt to pay us to copy-write the text that will be displayed on the site, we will need from you guidelines about what you will want to say and where.

Webascent CORE Details

1. Guidance Throughout the Process

- You have a personal *Webascent Guide* who acts as your contact point with Webascent
- Your guide combines our expertise in websites with an understanding of your individual project and its needs
- Will help define the concept that will provide your project's direction
- Will provide help with website organisation and structure, if required
- Will liaise with our developers and designers to come up with proposals to create the website that will fulfil your requirements
- You have access to our articles and tips about how to manage and get the best out of your website

2. Professional Design Work for your Website

- The design work on your site is carried out by our experienced in-house designers and html coders
- We know how to come up with a look that will reflect the characteristics of your business in addition to functioning well as a web page
- The flexibility in our system provides a vast range of options as to how your web pages will look
- Logo Work: if you already have a company logo to be incorporated onto your site you will need to provide us with suitable "camera ready" art-work. Please ask us for details.
- Logo Work: if you *do not* have a company logo, we can incorporate a logo-type made up of text (usually the name of your business) that integrates into the design for your site
- Logo Work: if you need extra work on the logo-type that we have suggested, or a new custom logo, our designers will work on it until you are happy (or for a pre-agreed length of time to fit your budget) at a cost of CHF 75.- per hour

3. The Webascent Toolbox CMS

- Our page editing tool that anyone with a knowledge of basic word-processing will find easy to learn
- Your site will have pre-defined areas called *Webascent EditBoxes* where you will be able to make changes to text and images
- Allows you to add and delete text from your website
- To up-load and keep a bank of images ready for use on your website
- To add to and delete images from your website's pages
- To re-arrange elements, images and blocks of text on the pages of your website
- Performs the day-to-day changes to your site that will keep it up-to-date and informative (helps keep it attractive to search engines as well)

4. Building Blocks

Building Blocks: *Elements*

<h1> Heading 1



A Heading 1 is the title for the first level into which the information on your page is divided.

Uses: When you have a number of main sections on your page.

<h2> Heading 2



Use a Heading 2 when you want to divide the information under Heading 1 into further sub-sections.

Uses: When the information under Heading 1 falls into multiple categories.

<h3> Heading 3



Use a Heading 3 when you want to divide the information under Heading 2 into further sub-sections.

Uses: When the information under Heading 2 falls into multiple categories.

<p> Paragraph



A paragraph refers to a chunk of text that is dealing with one point.

Uses: Write your text under your heading in a paragraph. When you move to the next point you want to make then start a new paragraph. When writing for a web page, it is often a good idea to use more short, choppy paragraphs than when writing for other traditionally printed media.

** Bullet List**



A list of characteristics of something you want to describe without adding weight to the order in which it is presented.

Uses: A bulleted list is useful for making significant aspects of a product or service stand out on your page.

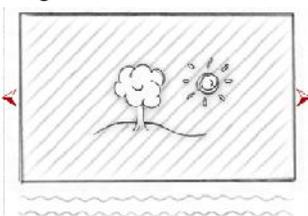
** Numbered List**



A list of characteristics of something you want to describe where the order has significance.

Building Blocks: *Components*

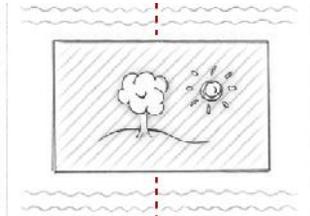
Image ~ Full Width



An image that takes up the complete width of the EditBox in which it is placed.

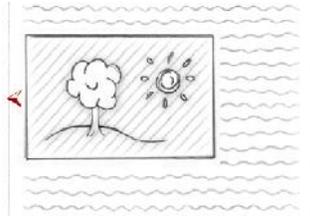
Uses: This will be an image that you want to make a feature of on your page, possibly at the top of your page's content area, together with a Heading 1 element and an introductory Paragraph of text.

Image ~ Centered



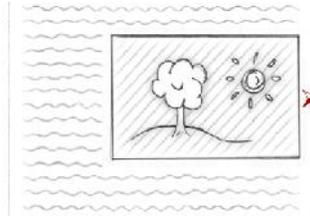
This is an image that is positioned in the centre of the Edit Box. It can be of variable widths.

Image ~ Float Left



This is an image that “Floats” to the left of the Edit Box, allowing any surrounding text to flow around it
Uses: Great for adding a smaller image to compliment what the text in a Paragraph is presenting. Can often provide a pleasing break for your visitor's eye, when reading pages that contain a lot of text.

Image ~ Float Right



This is an image that “Floats” to the right of the Edit Box, allowing any surrounding text to flow around it

vSpacer 10



A 'vertical spacer' for making a gap or a space between elements on your page. This group of vSpacers are of various sizes measured in pixels. They can be used singly or in combination to make a range of sizes of space.

Uses: When you want to insert space between two images, before moving onto another section of your text or possibly after all your content, at the bottom of your page.

vSpacer 25



A 25 pixel vSpacer

vSpacer 50



A 50 pixel vSpacer.

Uses: Often used at the end of your page's main content area, to provide a nice visual break between the page's content and the footer area (footer menus, copyright text, etc).

HTML Code



A tool for embedding a pre-built piece of html code. It is fundamentally a window cut into your page, allowing the easy insertion of pieces of functionality from any number of today's Web 2.0 style sites (that you trust!), such as YouTube.com or Vimeo.com (video) and an almost infinite number of widgets, such as web-cams or your local area's weather.

5. Using the Toolbox CMS

- You have a full support period of up to two weeks when we will help you master use of the Webascent Toolbox CMS

6. Installation

- When the final payment has been received, we will install your new website on your web hosting.

Webascent CORE Features & Options

Personal Guidance	Knowledgeable help finding the optimal solution for your website needs, including Search Engine issues. No geeky double-speak.
No financial risk	Apart from a down-payment of CHF 50.- to cover your first year of web hosting and a .com domain name, we don't ask for payment until both the site's final structure and design have been accepted. If you're not happy with our work, then you pay nothing more – the domain name and web hosting are in your name and belong (and are controlled!) by you.
Includes the Webascent Toolbox CMS	The Webascent Toolbox CMS makes it quick and easy to edit text <i>Elements</i> and pre- designed <i>Components</i> . The Toolbox is included on each page of your site.
Toolbox Updates	Updates for your version of the Toolbox CMS system.
Supports SSL Security	For customers requiring the highest levels of security, the Toolbox CMS supports the use of SSL (https). <i>Please note that SSL requires the purchase and installation of an SSL Certificate with the company that provides your web hosting, currently this costs CHF 30.- for set-up and an additional CHF 4.- per month for your web hosting package.</i>
Pre-designed, ready to use Components	A basic set of Webascent Components that have been designed specifically for your website's layout.
HTML Code Component	Allows you to easily add external functionality to your site's pages, such as an embedded video clip from YouTube.com or Vimeo.com
Custom Site Design	Each website we create is tailored to your individual requirements.
Custom Logo-type	If you don't have a Company Logo to integrate into your new Webascent site, we will create a simple, but effective Logo-type (a logo created from text), that matches both your site's design and your business concept.
Rapid Project Completion	Your Webascent CORE website can usually be completed by us within 4-8 working days. <i>Please note that the actual length of time required depends greatly on both your needs and ability to supply us with the necessary information. Additional custom requirements, beyond the Webascent CORE will also require longer to be completed.</i>
W3C Standards based	High-quality, hand-coded web pages that adhere to the World Wide Web Consortium's standards for HTML & CSS – ensuring that your website will work properly today and in the future.
Complete Ownership, with no Lock-in	You own the completed site, located on your web server and using your domain name(s) – everything is owned and controlled by you. Feel free to have other web developers do customization work for you. (We just retain the rights to the Webascent Toolbox CMS and resale of our custom designs).
Multi-lingual support	Webascent supports multi-lingual websites including accented and speciality text characters (text must be supplied/translated by you).
Two week period of full support	Two weeks of full support to learn the Webascent Toolbox CMS
User Forums, Articles & How-to's	Online information, to help you get the most out of your Webascent website.