



Web Design - CMS

quality
reliability
slick design
CMS
functionality

CMS Websites: Update your own Website Painlessly - By Yourself.



CONTENT MANAGEMENT SYSTEM FEATURES

- ACCESS IT FROM ANY COMPUTER
- ASSIGN SET ROLES TO OTHER STAFF
- USER-FRIENDLY TEMPLATE SYSTEM
- BUILT-IN IMAGE ADJUSTMENT
- SEARCH ENGINE OPTIMIZATION
- GRANULAR USER MANAGEMENT
- MULTIPLE CONTENT TYPES
- WYSIWYG EDITING
- BUILT-IN SEARCH FUNCTION
- TRACKING AND STATISTICS
- VERSION CONTROL AND REVERTING

WHAT IS A CMS?

A Content Management System (or CMS) is a computer application used to manage work flow needed to create, edit, review, index, publish and archive various kinds of digital media and electronic text. This is especially applicable to the design of websites, and allows an easy method for companies to maintain consistent styles, branding and formats throughout the different areas of their site. A CMS allows you to create information on a one-time basis, instead of having to recreate it over and

high quality web designs you can update yourself

over again. It is stored in a database and can be accessed through the CMS to then configure how and when you want to display the information. A CMS is a time-saving system that increases productivity and cuts down on labour costs. The ability to devote mere minutes rather than hours for website content and updating is a benefit to the efficiency of all modern businesses. Xtreme's specialised web Content Management System contains a variety of features which help to provide ease of access to users of all levels of technical aptitude.

Easy as 1,2,3.



SEARCH ENGINE OPTIMIZATION - BE FOUND IN GOOGLE, YAHOO AND MORE

Xtreme implements various methods and technologies to help ensure all of our created CMS websites are listed in Google, Yahoo and all other major search engines, displayed for all core keywords related specifically to your website and business. The CMS alone provides many advantages for SEO, including:

***Clean URLs:** The CMS will automatically give all newly created pages what is referred to as a "Clean URL." This is a web address for a page that contains words related to the page and no unnecessary characters or symbols that can confuse both customers and search engines.

***XML Site Maps:** This is a file hosted on your website that contains a full index of every page you have created. The CMS automatically creates this XML file and even submits it to Google, Yahoo, Windows Live and Ask.com every time you make a change to your website.

***Image ALT tags:** When adding images to pages you can easily specify a value for what is known as the "ALT tag." This is a description for each photo you add to the website which can provide extra website hits from users searching image data bases such as Google Images, etc.

***Preventing 404 Errors:** When attempting to visit a page on a website that doesn't exist, you will usually receive a generic white page with the error "404: Page not found" with no links back to the main site. The CMS will be

configured such that in the event a visitor visits a page that doesn't exist, they will be presented with an index page listing all available pages.

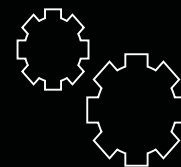
Our CMS is a comprehensive and future-proof solution to user-friendly website design and maintenance that can save your business both time and money.

A WIDE RANGE OF WEB SERVICES

Xtreme also provides the following web services:

- **eBrochures:** multi-page interactive brochures
- **Website Hosting:** excellent hosting packages to run your website quickly and reliably, 24/7, 365.
- **Domain Name Registration:** Get a custom, easy to access domain name of your choosing to ensure optimal traffic to your website.

... AND MUCH MORE!



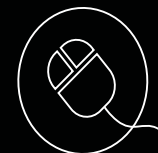
ON TIME, EVERY TIME

Xtreme prides itself on getting your website not only designed, but up and running at a far faster rate than other design companies. We ensure that your web development is not put on hold, as other companies often do. Our customers both past and present have always appreciated our efficiency and willingness to adapt to their requests. This is the Xtreme way.



TESTED FOR OPTIMUM COMPATABILITY

All of our websites are tested thoroughly in the latest browsers such as Firefox, Safari, Chrome, Internet Explorer and Opera. We are also currently still supporting legacy browsers such as Internet Explorer 6. We ensure your website is viewable by anyone, any where, at any time.



SMALL OFFICE OR BIG BUSINESS

The scalability of our CMS systems allow for your website to be tailored around your individual needs. From large companies to small home businesses, we ensure that everybody is able to obtain a functional and well-presented website - a must in today's business climate.



The Top 10 Reasons Why Every Business Must Have a Website.

DOES MY BUSINESS REQUIRE A WEBSITE?

The most common excuses people give for not having a website are statements like “My business is very small”, “I have only myself and another employee”, or “I don’t have any products or services that I can sell online”. This all comes down to the basic question: “Does my business require a website?” The answer is YES. You DO need a website. Big companies require big websites that they may pay hundreds of thousands of dollars for, or small businesses may need a site that costs far, far less. Regardless: a website is NOT a luxury item; it is a necessity for businesses of all sizes. Why?

10 REASONS FOR NEEDING A BUSINESS WEBSITE

1. ESTABLISH YOUR INTERNET PRESENCE
2. TO ADVERTISE YOUR BUSINESS
3. TO SAVE ON ADVERTISING COSTS
4. THE PRINT YELLOW PAGES IS DEAD
5. TO MAKE CHANGES QUICKLY
6. TO ENHANCE YOUR CUSTOMER SERVICE
7. TO HARNESS YOUR LOCAL MARKET
8. TO DRAW IN YOUR SPECIFIC MARKET
9. TO STAY COMPETITIVE
10. ABILITY TO SELL ONLINE

“over 60% of businesses have their own website”

- Larry Page, CEO, **Google**

1. ESTABLISH YOUR INTERNET PRESENCE

Millions have household access to the Internet, making it the first method most customers use to search for businesses.

2. TO ADVERTISE YOUR BUSINESS

Your business is like an online brochure; the difference from a traditional print brochure is your potential and existing customers can access it any time, any where.

3. TO SAVE ON ADVERTISING COSTS

Having a well-designed business site is far more economical than placing ads on billboards, direct mail, newspapers etc. The only major cost involved with a website is development, which is one-time only.

4. THE PRINT YELLOW PAGES IS DEAD

CENSIS have announced that this year’s yellow pages will be the last of their long line of print versions.

Without an online presence, you will become doubly hard to find after this.

5. TO MAKE CHANGES QUICKLY

Unlike with print advertising, changes can be made and mistakes corrected almost instantaneously, at little to no cost. Post updates, specials, promotions, and more as they occur.

6. ENHANCE YOUR CUSTOMER SERVICE

Great for potential customers who lead busy lifestyles; all it takes is a few mouse clicks and they can access your store hours, products, pricing, contact info, etc.

7. TO HARNESS YOUR LOCAL MARKET

Don’t let large companies steal all the business in your area; your website leads to awareness that you exist and can provide the same or better service than your large competitors - locally.

8. TO DRAW IN YOUR SPECIFIC MARKET

Search Engine results will produce leads from customers who are looking specifically for what you provide or sell - meaning they already have a direct interest in doing business with you.

9. TO STAY COMPETITIVE

According to Google CEO Larry Page, at least 60% of companies worldwide now have a web presence. Your competitors may already be in that sixty percent, taking business that could be rightfully yours.

10. TO SELL ONLINE

With the huge increase in online shopping, having a website opens opportunities for whole new avenues of gaining sales by utilising online billing and distribution.



WEB HOSTING AND COLOCATION SERVICES - WHY DO I NEED LOCAL WEB HOSTING?

Xtreme, under subsidiary company Internet Hosting Australia (IHA), offers excellent web hosting packages designed to provide maximum quality hosting at reasonable prices. However, a commonly asked question among customers is "Why do I need my web page hosted by Xtreme?" There are numerous benefits to having your website locally hosted with us:

***High quality bandwidth** from 3 different carriers, ensuring both you and your customers receive a fast and reliable connection to your website at all times.

***The ultimate in physical server care;** all servers are regularly maintained and efficiently cooled in a totally dust-free environment for the prevention of equipment degradation, overheating or wear and tear.

***Being 100% Australian owned and operated,** Xtreme ensures that we can provide both localised performance and customer service (no outsourcing to cut corners like many other companies)

***Separate bandwidth** allocated solely for hosting; prevents any outside usage of data lines and keeps performance blazing fast

***A variety of personally-tailored plans that guarantees you pay only for what you need** and scales with your requirements

***Automatic backup power generator** that distributes power even in the rare case when utility power fails

***Consolidation of services means you only ever need to contact one number for all of your technical issues - ours.**



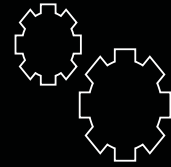
MOBILE WEBSITES

iPhones. Blackberries. Mobile phones. The number of people who are accessing websites from these and other mobile devices has increased dramatically in past years. In keeping with these developments, Xtreme offers completely customised sites specifically targeted at mobile phone users. Reasons for having a mobile side include:

- **Great for travelling customers** on the road to help find your business, with **full integration with Google maps**.
- Lack of clutter leads to a website that is **easily readable on all mobile devices**
- **Ultra-fast loading times** due to maximum white space and no unnecessary images
- **Quick access to your company's contact details** and ability to dial straight from the website
- **Additional site hits** due to a second domain and site which can also be listed in search engines alongside your company's main website



Mobile websites are the wave of the future and are of a huge benefit to businesses in multiple industries as they provide travelers or travelling clients with an extremely easy way to view and visit your business locale while on the road, greatly increasing the likelihood they do business with YOU rather than one of their competitors.



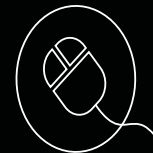
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Why Pay More for a CMS Website?

AS SIMPLE AS 1, 2, 3, PUBLISH! - A GUIDE TO UPDATING A CMS BASED WEBSITE

Many customers want to know why there are extra associated costs with integrating a Content Management System into their website, not realising the ease of page updating. To demonstrate, we have a step by step outline of the simplicity and speed of the process shown below.

Step 1: Choose the Page for Editing

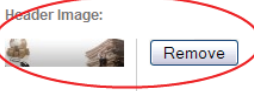
Update options

Publish Update

<input type="checkbox"/>	Title	Type	Author	Status	Operations
<input type="checkbox"/>	Xtreme Racing Simulators - Buying	Page	matt	published	edit
<input type="checkbox"/>	Xtreme Racing Simulators - Renting	Page	matt	published	edit
<input type="checkbox"/>	Content Management Systems (CMS)	Page	matt	published	edit
<input type="checkbox"/>	Holiday Season Trading Hours	News Item	matt	published	edit
<input type="checkbox"/>	Xtreme Racing Simulators	Page	matt	published	edit
<input type="checkbox"/>	Xtreme IT	Page	admin	published	edit
<input type="checkbox"/>	Xtreme Racing Simulators - Not just Child's Play updated	News Item	matt	published	edit
<input type="checkbox"/>	About Us	Page	admin	published	edit


The list of pages is sorted by date they were most recently updated.

Step 2: Enter Text, Change Fonts/Formatting, Add Pictures; as Easy as Microsoft Word!

Header Image:  → Change your Header Image to whatever you wish!

Editing options like in Microsoft Word; easy to use and completely customisable

Upload an image to be used in the pages header. This will be placed just below the navigation bar. Image Dimensions should be width of 980px and a height of 240px. If the image is larger than this, it will be scaled and cropped to the correct size.

Body:  Show summary in full view

Simply enter Your Text Here

Update your own Website painlessly - by Yourself

Xtreme provides a Web Content Management system for customers who wish to create their own websites quickly, efficiently and with a minimum of hassle.

What is a CMS?

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How does a CMS work?

A CMS allows you to create information on a one-time basis, instead of having to recreate it over and over again. It is stored in a database and can be accessed through the CMS to then configure how and when you want to display the information. A CMS is a time-saving system that increases productivity and cuts down on labour costs. The ability to devote mere minutes rather than hours for website and content updating is a benefit to the efficiency of all modern businesses.

Why use a CMS?

There are a number of reasons to use a CMS rather than implement updates manually:

[Switch to plain text editor](#)
- ▶ [Input format](#)

The graphical user interface makes editing a breeze.

Step 3: Preview a Draft or Publish the Page

Publishing options

Published → Choose whether you want to publish the page or simply preview it by clicking Save

Promoted to front page

Sticky at top of lists

Save **Delete**

Un-checking the "Publish" box will save the page as a Draft, which you can preview and edit before finalising it for your site

Step 4: Publish your Page, and you're Done!

Content Management Systems (CMS)

View **Edit** **Revisions** → The page is now published. You can easily edit the page by clicking the buttons or reverting to any past revisions.

Simply enter Your Text Here

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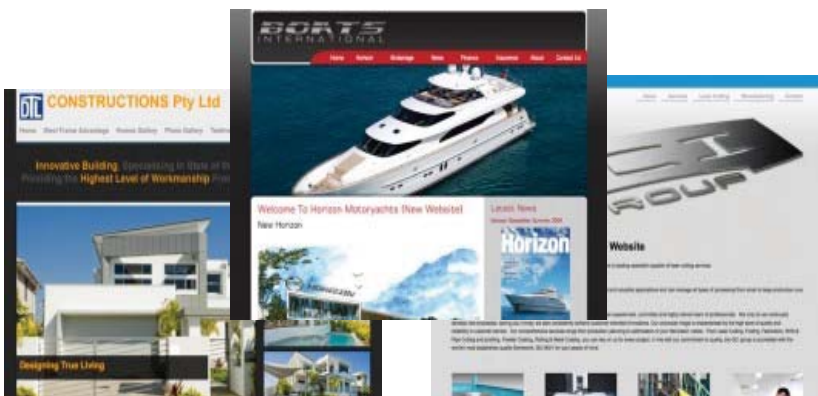
The revisions tab allows for you to revert to previous versions if you make a mistake or prefer a prior layout.

DIRECT COMPARISON OF CMS VS. STATIC WEBSITE CAPABILITIES

CAN I...	STATIC SITE	CMS SITE
Add or Delete a Page?	✗	✓
Add New Content?	✗	✓
Add to or Change my Menus?	✗	✓
Change the Font Colour/Size?	✗	✓
Restrict Access to Certain Pages to Certain Users?	✗	✓
Add/Delete/Resize Images or Logos?	✗	✓
Conduct a Visitor Survey?	✗	✓
Add News on Special Promotions or Sales?	✗	✓

CMS WEBSITES - SAVE ON TIME AND LABOUR COSTS

The above process shows the ease by which CMS sites can be updated - removing the need for contracting web designers to perform minor updates each and every time, which can quickly escalate into the hundreds of dollars. CMS systems cut out the middle man and give you full control over your site, allowing it to change and grow as you wish it.



XTREME:
IP SURVEILLANCE
VOIP
WEB HOSTING
WEB DESIGN
SERVER COLOCATION

Xtreme is an Internet Technology Company specialising in Voice over IP, IP Surveillance, Web Design, Wireless Hotspots, Web Hosting, Dedicated servers and more. We are experts in wireless networking and offer sales and installation of the latest high-performance wireless gear from around the world.

We operate fully automated Wireless Internet Hotspots around Australia and work together with Hotels, Motels, Apartment Buildings, Airports, Cafes and Marinas, and are listed as a Preferred Supplier of IT services to the Accommodation Manager's Industry and have serviced hundreds of tourism and guest-based businesses Australia wide.



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