Features & Benefits
Guide

Unlimited Support & Upgrades
First-class customer service shouldn't come at a price.

Unlike traditional Web design and hosting firms, we don't charge our clients additional fees for technical support. Instead, we give you unlimited access to our knowledgeable and courteous Customer Care representatives. These dedicated specialists work with you during every step of the site building and promotion process. No matter the question or concern, we're here to help!

Dedicated Specialists - Our Customer Care team is unlike any other ordinary tech support staff anywhere. When you contact Customer Care, you'll be connected with a team member who is specifically trained in the area of your concern. And we don't just stop at Web site assistance and email marketing support. Because we understand how vital a social media presence is to your business, our representatives will work with you to establish accounts on popular social networking sites like Facebook and Twitter. Our knowledgeable specialists are rigorously trained in all of the latest social media trends, and they're here to guide you through the social media marketing process, from set up to promotion.

Live Remote Access Support - This remarkable tool allows our Customer Care representatives to provide superior, interactive service by establishing a direct connection between your support specialist's computer and your own. You'll be able to watch them perform each step on your screen in real time!

Free Software Upgrades - Our team of software engineers is constantly adding new features to our proprietary solution. As our valued client, you'll always receive access to our newest tools – at no additional cost!

Multi-Lingual Support - With thousands of customers spanning the globe, we understand the importance of clear communication in any language. In addition to our outstanding English-speaking support team, we're also proud to provide a team of experienced technical support specialists who speak Mandarin, Cantonese and Spanish.

Email
Keep in touch with these powerful tools.

Contact Manager - Organize and manage contact information for all of your customers, suppliers, and business associates. Once you've established a customer database, you can create and launch targeted newsletters that announce new product releases, upcoming sales, or any other special events and promotions.

Email Accounts - Our solution's email account features come complete with everything you need to send professional emails, including:
Rich HTML text formatting & editing tools and a plain-text composition option
Built-in spelling checker
Account customization options
Address book, calendar and day planner
Search tool for browsing email
Spam Assassin filtering to minimize unsolicited email

Versatile Email Access - Talk about useful! Access your email accounts directly through popular email clients like Outlook, Thunderbird and Eudora. On the road and still need to be in touch? No problem, we've got you covered with support for your favorite smartphone or tablet. And with WebMail, you'll have more extensive email capabilities and easier access to your messages through any browser.
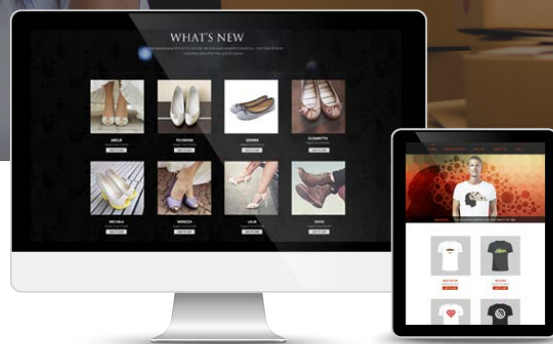
eCommerce

Establish a lucrative revenue channel with your online presence.

You can create a distinctive product catalog, complete with a virtual shopping cart, merchant account access, advanced pricing features, payment options, order processing tools and customized shipping, handling and tax rules. Display thousands of products with a full range of options, including multi-image support, product categories and descriptions, pan and zoom image features, customer-generated wish lists and review capabilities, price rules and discounts and even side-by-side product comparisons!

Multiple Billing Options - Process credit cards online in real time, and have orders automatically sent to you by email. Regardless of which payment and billing options you enable on your Web site, you can be confident that all of your transactions are safe and secure on our SSL-encrypted network.

Downloadable and Virtual Products - Even if you don't sell physical products, our Digital Marketing solution gives you the power to increase your business' profitability. You can use our revolutionary virtual product tools to sell downloadable products like MP3s or eBooks directly through your site!

Customization & Editing

It's your online storefront.

Our Web designers and marketing experts have spent countless hours researching the Web's most successful sites in order to develop effective, professional Web site layouts and designs. Our user-friendly platform makes it easy for you to choose from a myriad of options whenever you want to change the look and feel of your site.

Unlimited Site Modifications - You control every aspect of your Internet presence. There's no need to learn a complicated programming language or be dependent on expensive Web developers. Our software lets you modify all text, images, colors, backgrounds and components of your Web site as often as you like. Best of all, your changes appear online in real time. Your customers will never see an "under construction" banner.

Rich Text & WYSIWYG Editing Tools - With our Rich Text Editor, you can update, edit and add text to your site without losing your formatting. You can also easily change text size, color and font style. Our WYSIWYG Page Editor is a powerful interface tool that enables you to see what the published page will look like. It's all based on a simple point-and-click system. Just click on any section of the page to access menus for inserting, deleting, or editing text, images, or any other site component. And our site area override feature allows you to customize each page of your Web site in any way you desire.

Google Fonts Integration - Google Fonts are free, boast hundreds of choices, are very Web-friendly, and are easy to use. But perhaps most importantly, you can use Google Fonts to make your business Web site look totally unique!
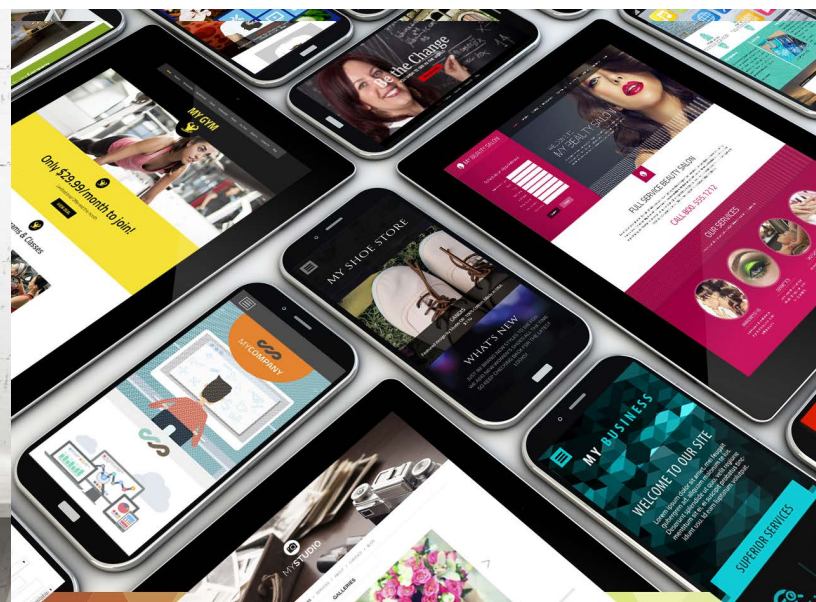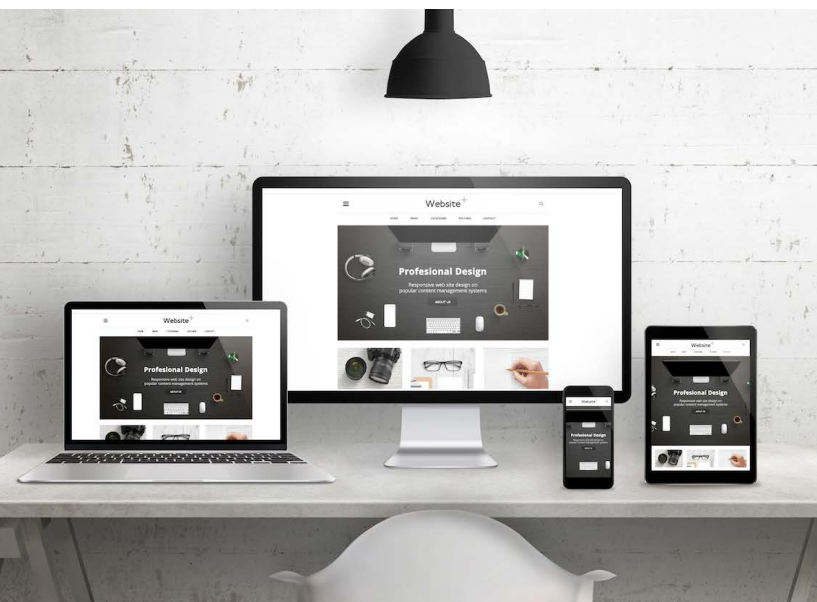
Responsive Web Sites
PC, laptop, tablet or smartphone

Our Responsive Web Sites automatically adjust their usability and width no matter whether a visitor is using a PC, laptop, tablet, or smartphone. The result is that there is no longer a need to create separate sites for PCs, laptops, tablets, and smartphones. A single site can be created, enhanced and updated. Concerns about keeping PC and mobile sites updated and looking consistent are eliminated. Instead, you can spend your time focusing on your business. Search engine optimization concerns related to maintaining multiple Web sites for PCs and mobile devices are also eliminated. It's just one more way we'll help your business rank high on search results from Web sites like Google.

Our Responsive Web Sites look better and are more functional than ever. Many great-looking Responsive Web Site designs are available. Some are free, and others are available at a reasonable cost. And the eCommerce pages on our Responsive Web Sites are automatically responsive too!

Visibility & Metrics
Get noticed and measure your success.

It doesn't matter how impressive your Web site is if customers can't find it. Our site promotion capabilities help you gain exposure on the Web by guiding you through the optimization and search engine submission process.

Site Statistics - With our solution, it's easy to evaluate the effectiveness of your Web marketing efforts. Find out which search engines generate the most traffic to your site, which keywords result in the most hits, how many hits your site has received, which pages your visitors viewed and much more. In addition to our own statistics engine, if you require additional visibility into the efficacy of your Web site, you can place Google Analytics on your site as well.

Integrated Map and Driving Directions - Your customers can get directions to your physical location without the hassle of leaving your Web site.

Exclusive Partner Program - If you sell physical products (such as electronics or apparel), this program is designed to give you an edge over the competition. We will showcase your products on one of the leading shopping sites in the world, SHOP.COM. Customers on SHOP.COM will be able to find your products using SHOP.COM's search feature, and SHOP.COM will link directly to your Web site to allow customers to checkout! Best of all, it's completely free to enroll in the program. You only pay when you sell a product via SHOP.COM.

Domain Name Registration - Securing your domain name is one of the most important steps in setting up your Web site. With our domain name tool, the registration process is quick and easy. Check the availability of .com, .net and other domain names in one simple process...and if you have an existing domain name, we'll help you point it to your new site.

Tech Specs & Security
Peace of Mind...at No Additional Cost

Your Web site will be hosted at our ultra-secure server facility with tiered, high-performance Dell PowerEdge servers powered by Intel Xeon processing technology. Your Web site traffic will be load balanced across clustered and fault tolerant Dell servers, Cisco networking devices and Network Appliance storage systems.

Our servers are located in facilities that are protected from fires, floods, earthquakes, power outages, and other disasters – natural or otherwise. A few of the measures we take at our secure facility include:

- Remotely-monitored video surveillance 24 hours a day, 7 days a week.
- Hand-scanning authorization sensors using biometric recognition for clearance.
- Server racks reinforced against seismic anomalies and scientifically exact bracing that adjoins our server racks and the caging environment to a below-floor channel.
- Clean power conditioned by an Uninterruptible Power Supply (UPS). The UPS assures immunity from energy spikes and surges. Backup generators guarantee an alternate power source, providing hours of additional uptime in the event of a system failure.
- Multiple HVAC units supplement principal cooling systems for consistent temperature control and maximum airflow.
- A preferred alternative to conventional fire suppression methods, and intelligent early detection & backup fire suppression methods that prevent unnecessary equipment damage and incidental loss of uptime.
- On-premise security officers 24 hours a day, 7 days a week. Our alarms are also monitored 24/7 to ensure rapid incident resolution.
- Electronic motion sensors detect and react to movement around the perimeters of the data centers and within their interiors.

Dual-Layer Firewall Protection - Our network is protected by a dual-layer firewall security system using Cisco ASA firewalls, thus making it virtually impossible for hackers or unauthorized users to compromise the integrity of your Web site.

Unlimited Site Traffic - Many providers set limits on the number of hits your site is able to receive. We don't penalize our clients for becoming successful. You can be confident that your site will handle increased traffic at no added cost.

Unlimited Storage Space - Each of our sites boasts unlimited disk space for your Web pages, files and images. As your business grows on the Web, rest assured that your site will be able to grow with you.

Customer-Generated Content & Interaction

Engage your audience.

Email Campaigns - Use our great-looking Email Templates, available in different styles for seasonal newsletters, business announcements, special events and promotions, birthdays, and many popular holidays, to interact with the right customers at the right times. You can leverage these Email Templates to easily create and administer your own custom marketing campaigns targeting the specific groups of recipients that you choose.
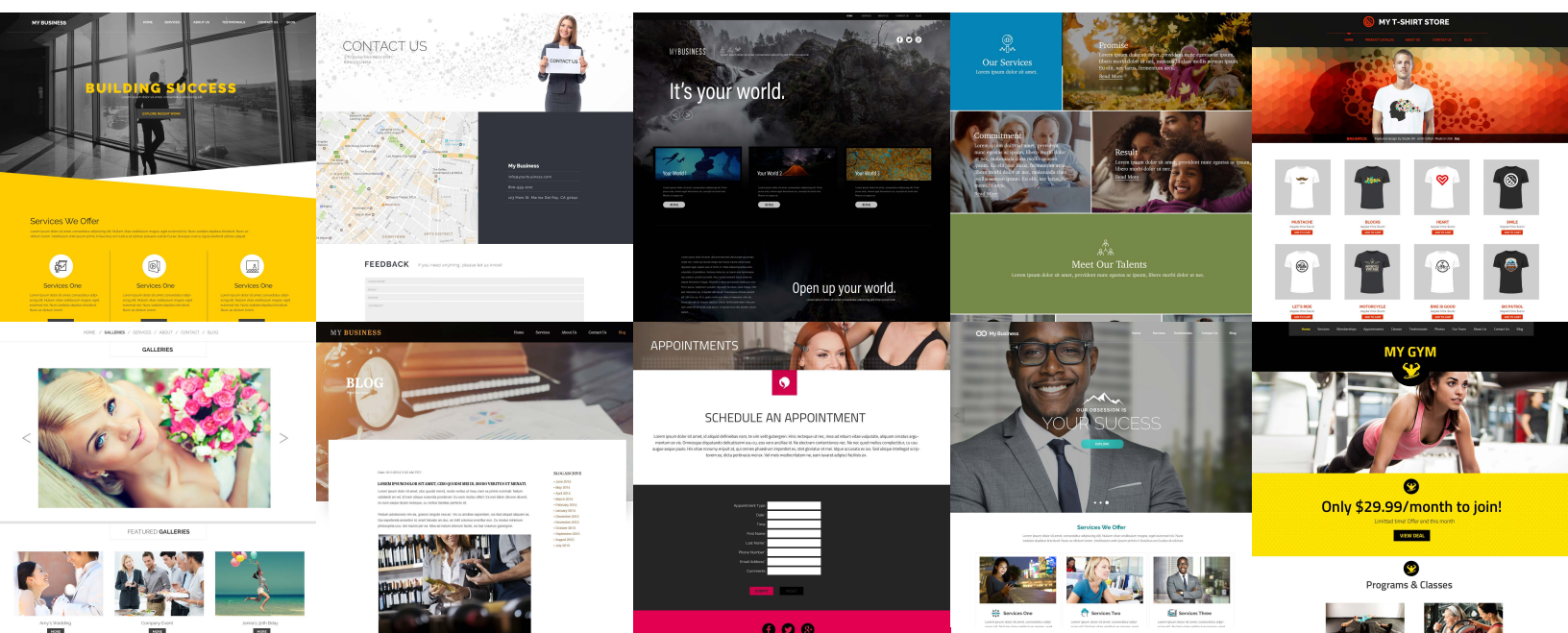
Blogs - Use our simple, straightforward tools to seamlessly integrate content from your Blogger or WordPress accounts into your Web site. You can keep customers and site visitors in the loop about industry news, upcoming store events or any other updates that your audience will appreciate.

Appointment & Reservation Scheduling Forms - We didn't forget about the service industries. With our Digital Marketing solution, businesses like restaurants and salons can enable customers to schedule reservations or appointments directly through their site. It doesn't get easier or more convenient!

Photo Galleries - No matter what industry you're in, a Web site that features rich images will appeal to visitors and enhance your business' credibility. Our photo gallery tools allow you to create a comprehensive image portfolio. Whether your gallery showcases completed projects or provides a virtual tour of your brick-and-mortar location, you'll love how effortlessly you can add, edit, and publish a collection of photos.

Embedded Videos - Customers place tremendous value in online videos. From video testimonials to product tutorials, there are endless uses for this unique feature. That's why we developed our exclusive Video Widget, which enables you to upload and post videos to your site in minutes! And if you want to have the social sharing capabilities and broad access of a YouTube or Vimeo hosted video, not to worry. We have tools that will allow you to embed those videos on your site as well.

Social Media Widgets - No matter how big or small your business is, a presence on social media sites is crucial. Our Digital Marketing solution facilitates the easy integration of your Facebook, Twitter, Google+, Instagram, Pinterest and Plurk accounts into your company's Web site. You can link to your social media pages or even embed a Twitter feed on your site. It's a fun and easy way to increase your business' marketability on the world's most popular social media sites.

Digital Marketing Products

Enhance your business' Web presence.

Professional Design Services - Our clients have a variety of options for getting their Web site designed. The layout of the Web site along with your site's content are critical to help you establish an effective Internet presence. All of our design packages are designed inside the editable Web site platform so you have the flexibility to maintain your content or add more pages in the future.

Professional SEO Services - Search Engine Optimization, commonly referred to as SEO, ensures your business ranks high on search engines like Google and Yahoo when a consumer is looking for a specific product or service. We'll call you to discuss your desired goals related to your Web site, the geographic areas you wish to reach, and the demographics of your desired customer. Our specialists take it from there. We conduct SEO tasks related to site keywords, page titles, headings, page descriptions, and many more ways to make you stand out from the crowd.

Professional Google Advertising Services - Search engine giant Google offers its paid AdWords service to businesses who wish to enhance their Internet marketing efforts. Our SEO specialists will guide you through the AdWords process, taking care of subjects like account creation, campaigns, budgets, networks, mobile device targeting, geographical targeting and much more.

Professional Facebook Advertising Services - Billions of people are on Facebook, so you can be sure that we'll find you an audience. We'll discuss with you your target market demographics, the geographic areas you wish to reach, and all other vital details to get your campaign kicked off. Expect a monthly consultation and report detailing exactly where your hard earned marketing dollars are going.

Professional Social Media Management - Web sites like Facebook, Twitter, Instagram, Pinterest, and many more to come are becoming incredibly important communication channels for consumers making buying decisions. We offer a smooth, results-driven package in which our specialists will create profiles on the social media sites of your choice, post written and image-driven content each week, and respond to comments or questions that might arise on these highly viewed services.

Professional Reputation Management - Our online reputation management services include a monthly scan of the online world for negative reviews, and clear reporting of activity on consumer review sites that could affect your revenue, profits and foot traffic. Once the situation is assessed, our reputation management specialists can initiate suppression campaigns, launch targeted SEO campaigns, and take advantage of social media sites like Facebook and Twitter to enhance the reputation of a business.

HOURS?

Sun-Thurs Hours 11AM-9PM
Fri-Sat Hours 11AM-1AM
M-F Happy Hour 4PM-6PM

Text **SPECIALS** to learn about
Happy Hour Specials

Morse Connect

New texting service that lets your customers text you.

Time to let them text your business, with Morse Connect! Morse Connect is Business Landline and Toll-Free Texting. For the little guy. For the big guy. For all businesses. We all know, time equals money. And with Morse Connect, you'll save your customers time (goodbye annoying phone tree) and save your business time as well. For you, more time to do/make/create what you do, and the same for your customers. And perhaps the greatest part of Morse Connect? Business texting helps you connect with your customers 100% of the time. Win. Win.

Landline Texting - We'll text-enable your existing, trusty business landline AND we'll text-enable your toll-free number too.

Toll-Free Texting - We text-enable your existing toll-free number for full texting capabilities. Need a toll-free? We've got your back.

Personal Responses - Just like regular texting, you and your employees can respond on your own. Keeps that intimate customer connection intact.

Unlimited Responses - Fully customized. If you can think it, you can set it up. Create as many Auto Responses to typical and all potential questions. Smart.

Simple Dashboard - Access your dashboard across all devices; mobile, tablet, computer. See data. Tweak and Manage everything.

Mass Texting - Send out mass texts to all or a subset of your contacts for text marketing campaigns.

Campaign Management - The deluxe, whiteglove onboarding and monthly campaign management package puts you in the back of the limo and we do all the driving. This is the best for when you want to talk and we do all the work.

Digital Marketing Solution
Feature List

Proprietary Platform & Site Administration
- WYSIWYG Page Editor
- Drag and Drop Interface
- Unlimited Site Modifications
- Edit Site on your iPad, iPhone or other Touchscreen Device
- Google Fonts Integration for Unique Site Look
- Google Site Map
- Unlimited Web Storage Space
- Domain Registration and Management Tools
- File Manager with Mass Upload
- Load Files from Web Addresses (URLs)
- Password Protect Files and Directories
- Code Widget

Responsive Web Sites
- Scalable Sites Automatically Adjust to PCs, Tablets and Smartphones
- Update Single Site – Changes Look Great on All Devices
- Variety of Slick Responsive Designs
- eCommerce Pages are Responsive Too

SEO & Performance Metrics
- Unlimited Traffic
- SEO Tools
- Site Promotion Tool
- Web Site Traffic Statistics
- Google Analytics Support

Social Media Marketing
- Social Media Widgets for:
    - Facebook
    - Twitter
    - Google+
    - Instagram
    - Pinterest
    - Plurk
- Integration with Blogger and WordPress Blogs

Customer Relationship Management
- Import/Export Contacts
- Email Newsletter Campaign Tools
- Unlimited Number of 1 GB Mailboxes per Domain
- Access Email via:
    - Popular Email Clients like Outlook, Thunderbird and Eudora
    - Webmail Interface
    - Your Favorite Mobile Device

Rich Media
- Ultra-fast Streaming Videos
- Elegant Photo Galleries
- Image Editing Tools (Crop, Resize & Rotate)
- Google Maps with Door-to-Door Driving Directions
- Weather Widget
- Rich Text Editor
- Resource-based Appointment and Reservation Scheduling Forms

Product Catalog Management
- eCommerce Dashboard
- Import/Export Products
- Product Inventory Management
- Invoice and Packing Slip Tool
- Product Tags
- Multiple Billing Options

Enhanced Customer Experience
- Pan and Zoom Product Images
- Wish Lists
- Compare Products
- Customer Reviews
- Easy Re-order Feature
- Configurable Products
- Virtual Products/Downloadable Products – MP3s, eBooks, PDFs
- Customer and Shopping Cart Discount Options

Extraordinary Support
- Dedicated, Professional and Friendly Technical Support Staff
- 24/7 Phone Support (Excluding Major Holidays)
- Chat Support with Screen Sharing and Remote Assistance
- Email Support
- Contextual Help Guide with Step-by-Step Directions
- Hover Help
- Professional Design Services
- Professional SEO Services
- Professional SEM Services
- Professional SMM Services
- Professional Reputation Management Services