

Introduction to Online Business



LOTZA design



Introduction to **Online Business**

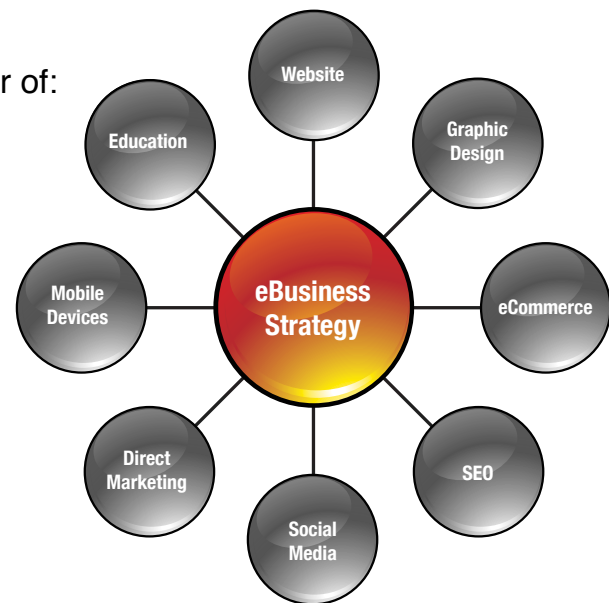
Websites+

The LotzaDesign Online Business Engine takes websites to the next level. Utilising multiple technologies in one product, we're offering you an all-in-one cloud-based business solution that allows you to interact and track your customers like never before.

An Easy Choice

The Lotza Design solution harnesses the power of:

- Captivating Web Design
- Content Management System
- Newsletters
- Customer Relationship Management
- Online Forms, Photo Galleries & Web apps
- Blogs & News Feeds
- Social Media Integration
- SEO Capabilities
- Built in Analytics and Reports
- eCommerce Solutions
- Training, Support & Knowledgebase Help



Results

Created using powerful Adobe 'Business Catalyst' technology, you can be sure your Online Business uses cutting-edge software totally focussed on delivering your business strong results.

 Created with
ADOBE TECHNOLOGY

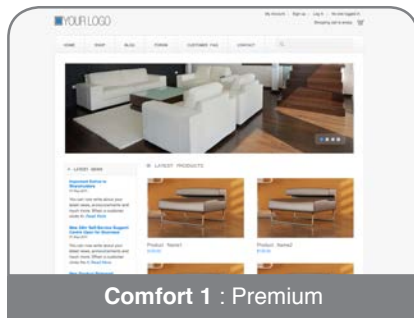
Start your eBusiness
in 5 easy Steps



Step 1: Choose a Design

Template Power

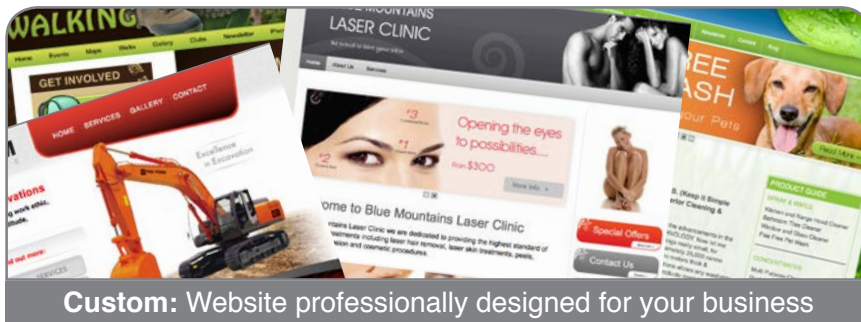
Decide on your website layout from some of our many Template options. Templates can be modified to suit your business, or used straight out of the box. Choosing a premade template is a great way to stay on budget. Choose below or view more online.



OR...

Custom Design

Lotza Design can custom design and tailor your site from the ground up. Ideal for a unique look and feel to suit your business or group.



Step 2: Pages & Content

Importance of content

Customers are looking for sites with relevant content within your business area. Decide what your business needs to communicate your message to customers effectively, whether it just be a small introduction to your business, through to detailed information and downloads about specific products and services.

Below is a list of common pages you may need for your site. Choose which apply to your business, then decide on approximately how many pages you will need.

- Home/Welcome
- Services List
- Services Detail
- About Us
- Meet the Team
- Products List
- Product Detail
- Photo Gallery
- News
- Blog
- Downloads
- Links
- Contact Page
- Videos
- Customer Feedback

How many pages will you need?

1 - 2 Pages

3 - 5 Pages

6 - 9 Pages

10+ Pages

Step 3:
Modules & WebApps

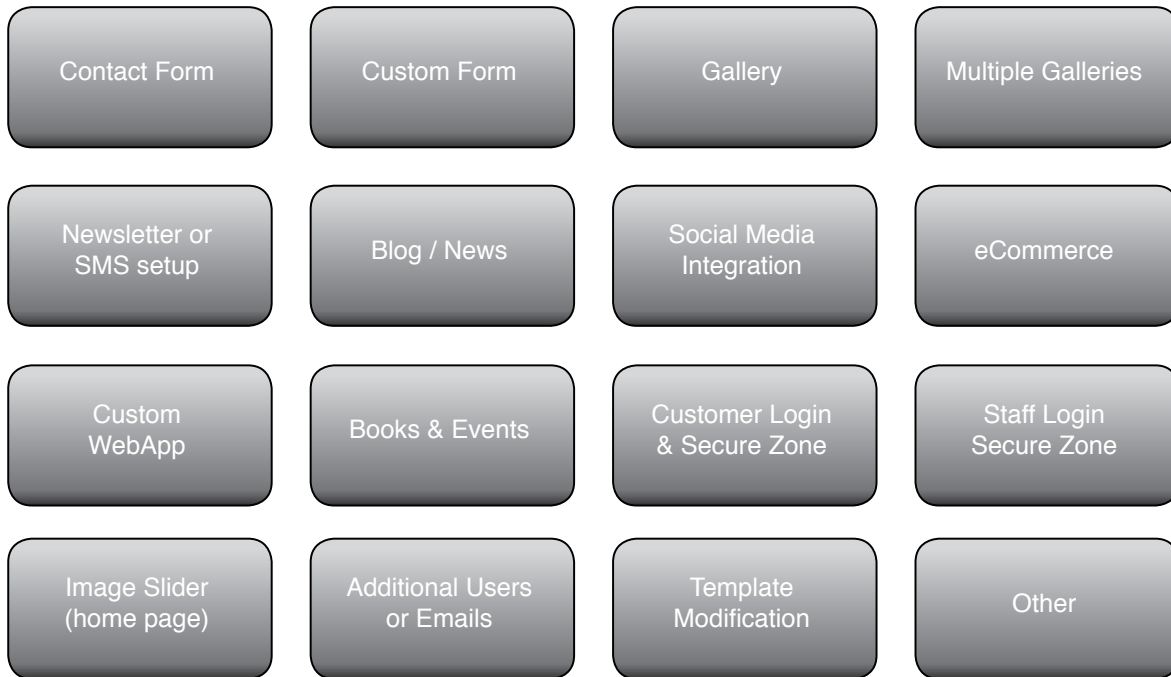


Step 3: Modules & WebApps

Plug in Power

Engage your customers with galleries, social media and eCommerce, or keep them updated with a blog or social media connections. You can also create custom web-apps and workflows.

Choose from these popular modules:



Step 4:
Domain & Email



Step 4: Domain & Email

Domain Name

Choose a domain name that suits your business. Choose from a variety of extensions. Or if you already have one registered, we can point it to our servers.

| | | | |
|------|---------|---------|---------|
| www. | .com.au | .net.au | .org.au |
| | .com | .net | .org |

Email

Choose how many email accounts you will need and let us know what those will be.

| | |
|--|--|
| | |
| | |
| | |

Hosting Package

Your Hosting package is dependent on what features you have chosen. eCommerce and Web Apps will run on our Pro hosting, Forms and standard Newsletters run on WebMarketing hosting. For those on a budget the standard WebStart package is a good starter package. Our consultant will advise which package is needed to suit your requirements from the list below.

- webBasics+
- webMarketing
- webCommerce (1)
- webCommerce (5)

Step 5: Maintenance,
Training & SEO



Step 5: Training, Support & Maintenance

We're here to help

Whether it's training, support or maintenance, we know you might need help along the way as you enter the online business world. There are things that you might not want to do yourself, or small updates along the way to help boost your online presence. From updating page content, entering products or SEO work.

Training

The Business Catalyst software platform is powerful and incorporates many areas. Learning how to update your site and perform tasks like reports and customer marketing is important which is why we not only give you basic training with your site, but offer you ongoing packages to make sure you get the most out of the system.

Support

We offer you an upfront package which makes it easier for us to support you in a more cost effective manner. And if you don't use your support time we can spend the time on helpful updates like SEO and Maintenance.

Basic Training
Package

Advanced Training
Package
(eCommerce)

Maintenance,
Support & SEO
Basics - 3 months

Maintenance,
Support & SEO
Basics - 12 months

What's Next?



Any Questions?

When you are ready to discuss your eBusiness Strategy please contact us on the details below. We look forward to assisting your online success.

Lotza Design

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