



MAKING THE INTERNET WORK FOR YOUR BUSINESS

ORCA User Guide:

Website Functions

ORCA Websites

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Standard Functions

All ORCA products and services have been exhaustively researched and tested and we pride ourselves in our ability to provide you with first rate website design and the most user-friendly technology available.

In our desire to give you the most competitively priced and technologically advanced website on the market, your site will be equipped with the following functions:

Content Management System (CMS)

Our unique Content Management System puts you in control and enables you to update and maintain your website quickly and easily. All ORCA websites allow you to add new pages, upload images and add and amend copy anywhere on your site. You can even assign others within your business with 'user rights' so they can perform updates, or manage a specific area of the site. You won't require any programming experience or new software as complete computer novices can quickly get the hang of it. For the technically minded, the CMS runs on a Linux system and uses the Red Hat Enterprise version. The web server uses Apache software and all CMS content is stored in a secure postgresQL database. The CMS is coded on object-orientated PHP 5.

Website Statistics

Your website will be designed to help you achieve your business goals. This tool will help you to monitor just how well it performs and how much business it generates. As with all ORCA technology, it is extremely simple to use and provides information about the number of visitors to your site, the number of pages they viewed, the time and day of the week they visited, how long they stayed on the site for, where they came from and much more.

Flash Panel

Research proves that internet users are notoriously impatient and will give your site less than ten seconds to make a good impression. A Flash Panel enables you to add colour and movement to your site so that it immediately captures your visitors attention. Our search engine-friendly flash panels are designed to enable you to add or remove any images, ensuring that you are able to keep it fresh and appealing.

Contact Forms

Your new website will be designed to win you more business and it is therefore essential that business contacts can get in touch with you at a time that is convenient to them. Over 86% of website traffic is attributed to business related research and a huge amount of this is conducted in the evenings when most businesses are closed. Your site will be fitted with a contact form that is

personalised to your needs to ensure that your customers can contact you at any time, meaning that you never miss a business opportunity.

Search Engine Optimised & Meta Data

In order to maximise every opportunity, it is essential that your website is easy to find and that it lists as highly as possible on all search engines. Your site will be equipped with the very latest search engine-friendly technologies and will be built in accordance with the most recent search engine guidelines. The key to search engine success is to update your site as often as possible, however, your site will also be equipped with a secret weapon in the form of Meta Data facility. This enables you to add extra 'keywords' or 'key phrases' to your site that visitors may be using to search for the products and services you provide. Adding additional words and phrases in this way will give your site the advantage over your competitors and enable you to move higher up the listings. We will also submit your site to the major search engines on your behalf.

Site Map & Google SiteMap™

Your site will be equipped with a site map that updates automatically each time you update the content. This feature also improves your site's performance on the search engines.

Keyword Search

This feature will allow visitors to find the content on your website very quickly using commonly used keywords and key phrases. They simply type a word in the search bar and are automatically taken to the relevant content on your site.

Add To Favourites

Every page of your website will contain a link to allow visitors to 'bookmark' that page by adding it to their list of favourites. This encourages regular visitors to visit more often and ensures that new visitors are able to get back to your site quickly and easily, helping you stay ahead of your competitors.

Print This Page

This will allow just the content of the page to be printed without the accompanying navigation elements and layout. It is very frustrating for your visitors when they are unable to print you site content quickly and easily, therefore this function increases visitor convenience and enhances the general visitor experience.

Tell a Friend

Word of mouth is one of the most cost-effective ways of promoting a website, hence yours is equipped with a 'Tell a Friend' feature on each page to allow it to be emailed to a third party to help spread the word.

W3C Compatibility

The W3C (The World Wide Web Consortium) provides best practice standards and guidelines for the World Wide Web. Their mission is to lead the World Wide Web to its full potential and to ensure that web technologies are compatible with one another. Their standards cover everything that is web-based, including search engine optimisation, web code and web accessibility. All ORCA sites are built to meet W3C standards and are regularly checked to ensure continued compliance.

The W3C Web Content Accessibility Guidelines exist to provide website owners with direction on making their websites accessible to visitors with disabilities. The importance of the guidelines is strengthened by recent legislation in the UK and in particular, the Disability Discrimination Act Part III, which requires all businesses to provide equal access to goods and services for all individuals.

We build our websites to be compliant to at least Level 1 of the Guidelines and can work to higher levels when required. This includes providing visitors with the ability to increase font sizes to make website content more legible, as well as ensuring our sites are 'screen reader' compatible. (Screen readers give the website a 'voice' and read the content of the site to the visitor).

Hosting & Security

Your site will be hosted in our state of the art, extremely secure data centres. It will be monitored on an on-going basis and any issues will be dealt with promptly and efficiently by our highly trained Support Team. We run a cluster of servers (which are load balanced) to reduce any downtime, and monitor peak traffic usage to ensure that extra throughput is always available. All sites are password protected and we utilize the latest Cisco PIX firewalls in our data centre, along with other security mechanisms such as VPN access to sensitive areas. Data is stored in a storage area network which utilizes high grade security protocols such as SSH, SCP and VPN's.

Training

It is vitally important that you are able to quickly and confidently use your website as a genuine business tool. Your ORCA Website Consultant will spend as much time with you as you need to ensure that you are comfortable with every aspect of running your site. You will be presented with our extremely comprehensive and easy to follow website User Guides to guarantee that you have

everything you need to succeed in the online business world.

Additional Functions & Services

In order to ensure that our websites ensure that they help our clients to really make the internet work for them, we provide the following range of additional functions and services. Please remember that an ORCA website is a flexible business tool that will grow with your business, therefore should you ever wish to add more functions at a later date, you can do so quickly and affordably.

Domain Name Registration & Management

The right domain name is essential if your website is to be effective online. If you already have a domain name, we will transfer it to our secure servers. Should you require a suitable domain name, we will register one on your behalf. We can even provide you with a list of appropriate and available options.

Email

If you already have email accounts, you can continue to use them through your existing supplier, or we can set up new accounts on your behalf. All email accounts are fully virus and spam protected and can be accessed via any email software such as Outlook, Outlook Express and Thunderbird.

Logos / Branding

Only those businesses with strong brand identities really make the Internet work for them. The Internet is a virtual world where perception is reality and it is therefore vitally important that a business makes the right impression. We help to strengthen our clients' brands by developing new logos, or simply updating their current ones. We have developed a new logo for your business to ensure that you present the right impression to your customers every time.

Stationery

Your new brand image must be reflected throughout every part of your business. This is most relevant where customer communication or correspondence is concerned. We have created a stationery set for you including a letterhead, a compliment slip and a business card.

Newsletters

The most successful businesses are the ones who keep a database of their customers details and use it to proactively market their products and services to them. Our newsletter function enables you to stay in touch with your current and future customers by sending relevant information to them (in the form of a newsletter), such as details of upcoming sales, special offers and discounts, new product

launches, and general news. Maintaining relationships with your customers in this way ensures that they continue to do business with you, rather than with your competitors.

Email marketing is now the most cost effective way to promote and advertise products and services and can be highly targeted, ensuring a message gets to the right person. The system collects customer email addresses and stores them in your database. You are then able to manage your customer data, recording purchases, tastes, interests and any other information that can be used to enhance your relationship with them. Customers with similar tastes, or interests, can be grouped in lists and you can then send emails (a newsletter) to either the full database, specific lists, or even to individuals.

The newsletter tool will track who opened the email, those who visited the website by clicking a link, and those who didn't respond. This is vital information for assessing the value of a particular visitor or customer. The newsletter tool also manages the subscription and un-subscription of visitors using simple email communication and confirmation. This ensures that your list of visitors willing to receive your newsletter is kept clean and up to date.

Wish List

A Wish List is a personalised list of all the things people would like to own from a product catalogue. It therefore can't be sold without a product catalogue. Many people will be familiar with Wish Lists from using Amazon.com. It is a great way to secure a sale without the ecommerce facility. It identifies the customer's choices and enables them to request additional information, reserve an item or buy direct via telephone or post. The wish list even provides customers with a running total of the value of their selections. It will also provide the client with vital data about their customers to help drive future sales promotions – this ties in beautifully with the newsletter function.

Product Catalogue

Our product catalogue enables you to upload and manage a wide range of products on your site whether you wish to sell via ecommerce or simply demonstrate your full product range to visitors. This function ensures that your product range is easy to navigate and that you never miss an opportunity to promote your entire inventory successfully.

Related Items

This function enables you to link products on your website to other related products that may be of interest to the visitor. This is commonly seen on ecommerce websites such as Amazon ("customers who bought this, also bought....") and is an amazingly powerful tool for promoting other products to

encourage customers to spend more.

Ecommerce PayPal

Providing website visitors with the ability to purchase products and services is a great way to generate additional revenue. Our PayPal option utilises PayPal's shopping cart and order processing facilities, enabling you to take payments from customers. However, customers leave your site and 'jump' to PayPal once they click 'add to basket'. It's a more affordable option, but also a less professional and credible ecommerce proposition.

Ecommerce Integrated & 3rd Party Services

Our online shopping function incorporates the same highly secure, state of the art technology that is used by many big brand ecommerce websites. Your site will be powered by an integrated payment system, meaning that the transaction process remains within the site, rather than jumping to an external payment provider, such as PayPal. This presents a far more professional impression to your visitors, helping you compete on an even footing with much larger ecommerce brands. Ultimately, it encourages more visitors to shop with you.

Our easy to use ecommerce function allows you to take payments by credit and debit cards and all orders are processed using the latest security encryption technology, known as SSL 3 Certificates. These allow visitors to submit their personal details and payment information in a completely secure way. Visitors will see a small 'padlock' icon displayed in their web browser that signifies that their transaction is encrypted and secure. As an extra security measure, we do not hold any credit card numbers in our data centre; they are all held by DataCash. Additionally, signature strip verifications are also carried out on all orders, and we employ the latest Visa and MasterCard tools, known as 3D Secure Services, which are designed to protect you from charge backs resulting from fraudulent transactions. We even make it extremely easy for you to set up your ecommerce banking facilities by providing the relevant correspondence you will need to send to your bank.

In order to provide the most professional and secure online shopping services, we work with DataCash, an industry leading online payment gateway. The DataCash service allows you to use your existing bank relationship to accept online payments from your customers. In essence, DataCash simply acts as an electronic link between the customer, the customer's credit card issuer, and your bank. Card details are collected by DataCash and securely forwarded to your bank. Your bank then contacts the card issuer to authorise the transaction. Your bank forwards the authorisation results from the card issuer to DataCash, who send this information to your website and the customer to confirm the transaction. This happens instantaneously and at the end of each day, DataCash sends

the settlement file to your bank so that funds can be collected from the card issuer on your behalf. In the event that you move banks, your website will continue to take ecommerce transactions - they will simply be diverted to your new bank account.

Your site will also be equipped with a 'membership' function. This removes the need for the customer to re-enter their details every time they make a purchase. These little considerations and customer conveniences go a long way to enhancing the visitor experience and encourages them to return, or tell their friends.

Special Offers

Offering website visitors incentives and special offers is key to it's success. Providing incentives to your customers is a great way to encourage them to visit your site more frequently and to persuade them to spend more money with you. This tool makes it extremely easy to add offers to your website and also enables you to send offers to your customer database by email. Special offers can be as simple as "buy one get one free", "10% off" discounts, or can even be based on a volume discount based on a visitors basket contents.

Promotional Panel

This function enables you to promote key products and services on the Home page of your website, to immediately draw them to your visitors attention. The promotional panel is an interactive tool that allows your visitors to scroll through any number of items you wish to promote much faster than by finding them via the main website menu and the product catalogue.

Competitions

Competitions are a simple, yet effective way of attracting traffic to your website and enable you to build a database of visitors that you may wish to target in the future. Our competition function provides the tools needed to develop and run competitions and track the visitors entering them.

Frequently Asked Questions

Offering visitors access to a list of Frequently Asked Questions (FAQ's) about your products and services enhances their experience on your site. Ideally, your site should contain all the information a customer, or visitor, will need to enable them to decide whether or not to do business with you. The more information you provide, the least likely they are to have to visit a competitor's site – and the more likely you are to win their business.

Jobs Section

Many companies now use their websites as an aid to staff recruitment, which helps reduce recruitment costs. This jobs section feature allows potential employees to search through available vacancies, apply online, and submit their CV.

News Archive

Adding a news section to your site enables you to display recent company and related news. Our news function includes a standard news section and also features a news archive to allow visitors to search through the entire news database. Besides providing your website visitors with useful information, keeping your website updated in this way also ensures that it will list higher up the search engines.

Store / Branch / Office Locator

If you operate from a variety of locations, this feature will allow visitors to find your physical premises by selecting from a drop down list of geographical locations, or by entering a search keyword or place name.

News Ticker

Many websites carry 'news tickers' on their home pages either to communicate breaking news, the latest product announcements, or current share prices. There are many other uses for news tickers and our system supports fully content managed news tickers which can feature the most up to date information from any section of your website.

Gift Wrapping

If visitors to your site are buying gifts for friends and family, you can offer them a gift- wrapping service. This service includes standard features such as per item wrapping, messages, support for multiple gift-wrap styles and automatic pricing based on the options selected.

Personalised Products

This function enables customers to provide specific information required to personalise a purchase, such as the wording for engraving a name onto a product or gift card, or the prescription details required for a contact lens order.

Image Gallery

Many websites offer visitors the tools to view galleries of pictures that are relevant to that website. Our Image Gallery tool enables you to quickly and easily add any images you have taken yourself, or

that have been provided by suppliers. This is a very effective way of bringing your site to life to really engage your visitors.

Downloads

This function enables you to upload documents to your website, such as price lists, brochures, order forms, terms and conditions and regulations, so your customers can download and print them, or keep them filed for future use. You can also upload any video and audio clips to your site quickly and simply for visitors to download.

Password Protected Areas

Providing clients with their own secure section of your website is an extremely professional, and impressive feature. It enables you to upload information specific to them and is a very simple way for you to provide them with exceptional customer service. They can log-in to their area at any time, reducing their reliance upon you and your staff. Likewise, you can upload information for them at any time of day or night – especially useful when you're catching up with work after office hours.



