



A business website you can change

Britnett Carver - your office PC can control your website

Carver is a Content Management System that gives you full control to simply up-date and amend text and images on your website. It can be changed by you in-house following basic training. Carver is a new communication tool based on the very successful Showcase software now used by over 1200 Britnett clients in the UK. Carver combines the simplicity of your office PC with the power and impact of the Internet creating a fully interactive living and breathing company website. Carver is a fast, reliable, cost-effective delivery mechanism, which can easily be integrated into any marketing initiative or campaign. **Carver can work stand alone as a fully independent website or published next to your original website and the two linked together.**

Carver is a complete E-Commerce Website system with shopping cart. Features include:

- Up to **30 main content pages** For example:
- **Home Page** - This is the first page a visitor will see, it summarises site content and purpose.
- **Contact Page** with email box.
- **Search** - this is an excellent search function that searches all content within your product pages, making it easy for your customers to find the products they want, quickly.
- **About Us Page** - add the personal touch here with company history or background information.
- **FAQ's** - frequently asked questions.
- **Price lists** - list your latest price and product information.
- All page names can be edited.
- Up to **100-product pages** - created and edited by you. Quick and simple to create, delete, update product content.

The Product Listings pages can be split into up to 20 categories.



Britnett-Carver – Specification

- 30 content pages.
- Up to 20 product categories.
- Up to 100 product pages (based on average contents).
- Thumbnails can be added to listings pages.
- 10 MB disk usage.
- Wide stance - adjustable width of site viewed on monitor.
- Hover over tips as you go - clear editing instructions, written in plain English.
- Create in Word your text including colours and formatting - simply paste in.
- Shopping cart - 128-bit encryption for total online security.
- Built-in text editor - make bold, insert links etc. as easy as editing a Word document.
- Web pages - you can create, edit, re-name and delete.
- Image library - FTP up-load and delete Images - quick as a click. They stay in the server until you ask for them to show.
- Master template - change width of main content section, add links and add standard features like search and email capture.
- Navigation links - edit, add and set to appear anywhere in the site.
- Header and footer panels - can be added and removed to include images and logos.
- Interactive features settings - include product search, email capture, contact and shopping cart.
- Site statistics can be viewed from control panel.
- Product listing pages - you can add, delete and change the order of all your product/information pages. Up to 100 pages.
- User preferences - include email address, date stamp format and switch on HTML Textarea Editor.

Britnett-Carver - Training and Set Up

Full on site training is provided in the use and operation of your website (takes only 2 hours). Your site can be created and edited by your local Britnett Agent. One-month hands-on support with additional training as required. Followed by ongoing, unlimited and free email and telephone support by your local agent backed up by the Britnett Support office.