ePRODUCTWEBSITE

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Dotser clients benefit by having total control over their website content.

We have refined our process over the past 18 years to create the most efficient way to supply our clients with the best in professional website development and marketing solutions.

Experience has taught us that in order to achieve the best possible results our clients should be involved with the project from an early stage. Our clients are encouraged to use the Dotser CMS as soon as possible to enter their own custom content. This time is also used for training and support to ensure our clients gain a good working-knowledge of the system in order to control the content of their website into the future.

The Dotser 3-Step Process

Step 1
Asset-Gathering

Client provides the following:

- Logo / vector graphics
  (.ai, .eps, .svg, .pdf)
- Textual content
  (page titles, summary text - Word .doc, .txt, .odt)
- Images & photography
  (.jpeg, .png)
- Product database (optional)
  (.xml, .xls, .csv)
  & product image folder

Step 2
Website-Creation

- Blank website created
- Layout / Colours & Fonts / Style sheet defined
- Implementation of branding
- Website structure & menus
- On-Boarding: Access to CMS & training
- Content edited by client

Step 3
Go Live

- Site review
- Final changes *(if applicable)*
- Testing
- Sign off
- Site goes live

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GROW YOUR BUSINESS WITH OUR HELP

- **Access to Experienced Web & Marketing Team**
- **Professional & Effective Online Presence**
- **Friendly & Efficient Advice, Training & Helpdesk Support**

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The Dotser Content Management System is designed to simplify uploading and editing your website content.

Dotser CMS allows you to:

- Control your website's structure (pages & subpages)
- Enter/edit content (text & images)
- Receive help and support from the Dotser helpdesk

Edit Your Own Content

Client-Content Upload Checklist

- *Logo / Branding*
- *Page / Menu Structure*
- *Images / Video*
- *Text*
- *News Updates*
- *Social Media*
- *URL Links*
- *Contact Info*

Upload Images & Embed Video

Regularly updating your imagery and video content keeps your website's appearance fresh

DEFAULT MAP ICON

(422 KB, 603 x 417)
Name: img2.png
Click to add Caption Title
Click to add Caption Text
Click to add Link
Click to add Hover Text
Click to add Alternative Text (for blind users with screen-readers)

Upload a new one: Choose Files | No file chosen
Select a JPG, JPEG, JPE, GIF, PNG, ICO or SVG file.

DEFAULT BACKGROUND IMAGE

Image Settings

Image Settings | Default Images | Upload Favicon | Background Images

Apply and Close | Apply Changes | Cancel   Hide advanced elements

LOGO IMAGE (DESKTOP)

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(1 KB, 160 x 48)
Name: seo-dublin-dotser-ireland.png
Click to add Caption Title
Click to add Caption Text
Click to add Link
Click to add Hover Text
Alternative Text: SEO Dotser Dublin

Add Popular Social Media Platforms

Social Media

List | Display Settings

Add New

Showing **all 9** records

Name	Link
Twitter	https://twitter.com/dotserweb
Facebook	https://www.facebook.com/dotser.web
YouTube	https://www.youtube.com/user/dotserweb
LinkedIn	http://www.linkedin.com/company/dotser-ltd-
Google+	http://plus.google.com
MySpace	http://myspace.com
RSS	http://www.rss.com
Pinterest	http://www.pinterest.ie
Instagram	http://www.instagram.com

Showing **all 9** records

Get In Touch

Keep Your Customers Informed by Adding News / Blog Articles

Dotser CMS allows you to post news/blog items which improves engagement, eg. industry news, product updates & press releases.

Mobile Friendly Websites

General | Images | Files | Display | SEO | Link

Save & Close | Save Changes | Save & New | Cancel   Hide advanced elements

IDENTIFICATION

Title * | Mobile Friendly Websites

OPTIONS

Summary | Responsive - View on any device

Display | Visible
Status | Default
Type |
Published | 02/01/2017

CONTENT

B *I* U | | | | | | | | | | | | | | | | | | Source |

Join the movement to mobile friendly web sites with Dotser responsive mobile solutions.

The most recent release of the Dotser platform brings with it the most comprehensive mobile website solution for business, optimising your website user experience for mobile and desktop users.

## The Dotser Content Management System (CMS)

The Easy-to-use Dotser CMS system allows you to update content on your website through any web browser on any device

- Unlimited pages
- Add and edit pages or subpages *(text and images)*
- Choose from the different photo galleries - fading, vertical, enlarge and finger-swipe effect
- Captions and links on images
- Ability to edit keywords and meta tags per page *(SEO)*
- Add news, events, testimonials & FAQ's
- Embed YouTube and Vimeo video clips
- Social media links including Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube & others
- Privacy statement in footer *(terms and conditions)*
- File downloads *(pdf, word, excel)*
- Optional website cookie message for legal purposes
- Site map (Google webmaster tools)
- Contact enquiry form *(Honey Trap spam reduction)*

Web Pages

Easily input & update text.
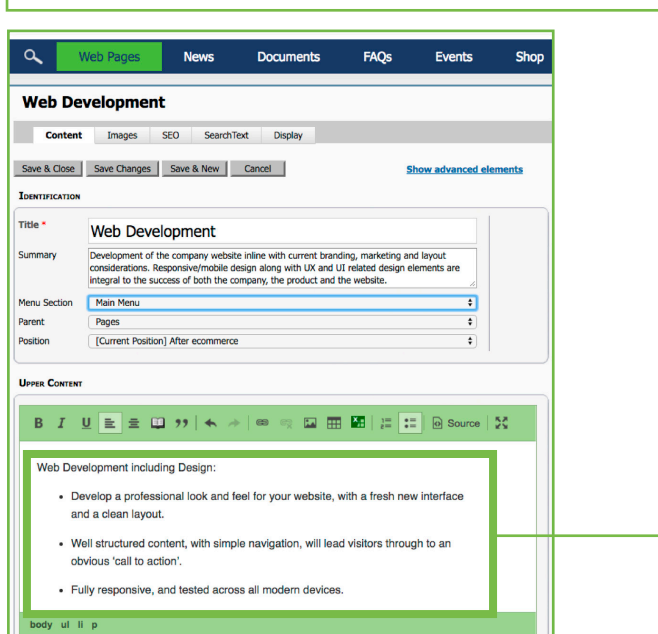
Page Structure

- User-friendly page-structuring mechanism.
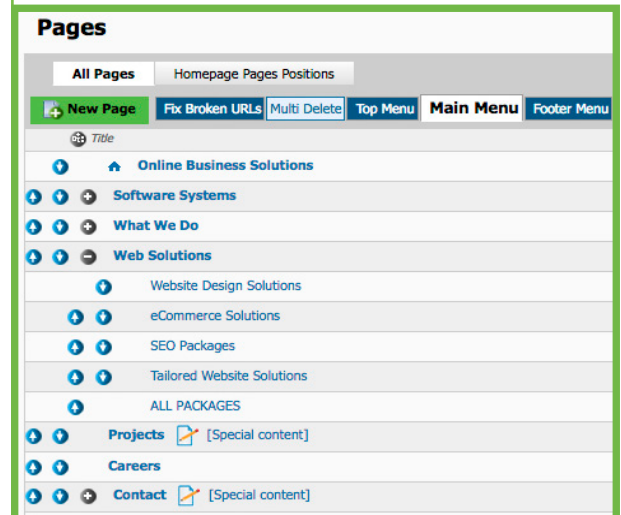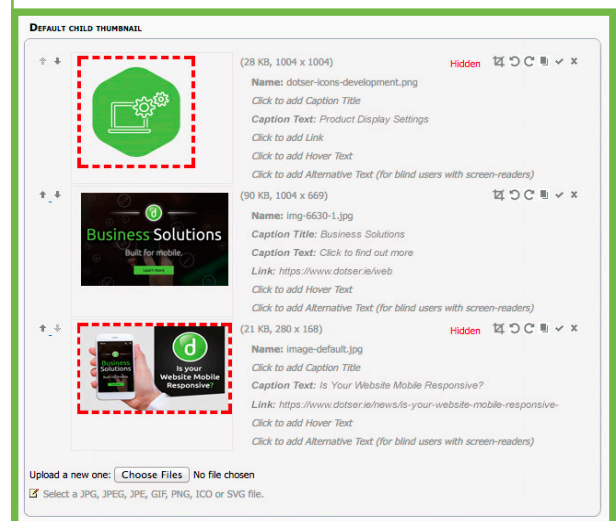- Add/remove/order pages & subpages.
- Hide/block pages.

Image Gallery

- Upload & add images to your site.
- Add image title, caption titles/text, links & image descriptions.
- Hover-text & alternative screen-reader text.
- Upload, rotate & crop images easily.
- Hide/delete elements.

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Easy-to-use product management database

- Add items by title, code, type, description, image & price
- Assign products to multiple categories
- Add variants to products, which are displayed in product detail
- Select related products & recommended accessories

■ Upload Product Images

Canon EOS 6D

| Overview | Categories | Options | **Images** | Files |

| Save & Close | Save Changes | Save & New | Cancel |

GALLERY IMAGES

↑ ↓

2 MB, 1600 x 1200)

Name: Canon 6D.png
Click to add Caption
Click to add Caption
Click to add Link
Click to add Hover Te
Alternative Text: Ca

■ Easily Add Product Title and Select Brand

🔍 | Web Pages | Products

Canon EOS 6D

| **Overview** | Categories | Options | Images |

| Save & Close | Save Changes | Save & New | Cancel |

IDENTIFICATION

Title *	Canon EOS 6D
Brand *	Canon
Tax *	23.00%
Price	1629.99
	☑ Price includes tax (VAT)

◉ CAMERA CENTRE
PHOTOGRAPHIC SPECIALISTS

Home / Canon / Canon Pro DSLR / 6D
/ Cameras / DSLR Cameras / Pro DSLR
/ Canon EOS 6D

Canon EOS 6D

Canon

Limited Instant Cashback Offer Applied To Price

EXCLUSIVE AND FREE OFFER FROM CAMERA CENTRE. WE WILL NOW GIVE YOU A FREE ONE MONTH ONLINE TRAINING COURSE WORTH €100. DO THIS COURSE WHEN YOU WANT, WHERE YOU WANT, FOR AS LONG AS YOU WANT! IN YOUR OWN TIME. SEE INSTORE OR REGISTER NOW ONLINE.Profesional Courses Also Available!

Highlights
- 20.2MP Full-Frame CMOS Sensor
- DIGIC 5+ Image Processor
- 3.0" 1.04m-Dot Clear View LCD Monitor
- Full HD 1080p Video Recording at 30 fps
- 11-Point AF with Center Cross-Type Point
- Native ISO 25600, Extended to ISO 102400
- 4.5 fps Shooting at Full Resolution
- Built-In Wi-Fi and GPS Connectivity
- iFCL 63-Zone Dual Layer Metering Sensor
- In-Camera HDR & Multiple Exposure Mode

Before You Purchase Ask About Our Canon Virtual Bundle Kit Options! See Promotions Page For Full Details Of This Offer.

Canon EOS 6D

Black

Price **€1,629.99**

Quantity   1

ADD TO CART

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The creative team at Dotser are here to assist you in developing and designing your website.

The Dotser team will:

- Create the website layout and design in line with company branding
- Implement your brand font and colour scheme *(style sheet)*

Style Sheet

Colour Swatches
Website Primary and Background Colour

#76bb49	#EEEEEE	#333333	#FFFFFF	#888890

Text/Font Colour

#888890	#818181	#333333	#FFFFFF	#76bb49
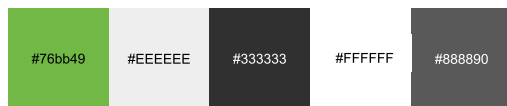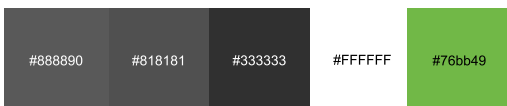
Typography
Headings and Page Content Text/Fonts

BEBAS NEUE BOLD

BEBAS NEUE REGULAR

Open Sans Regular

Bickham Script Pro

Iconography

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The mobile phone is the most important device in our lifetime.

Dotser's responsive websites empower businesses to reach as many people as possible, providing a simple user experience on mobile devices.

- Responsive website layout that adapts to your device
- Intuitive navigation on smartphones and tablet devices
- User-friendly interface and page layout

Desktop
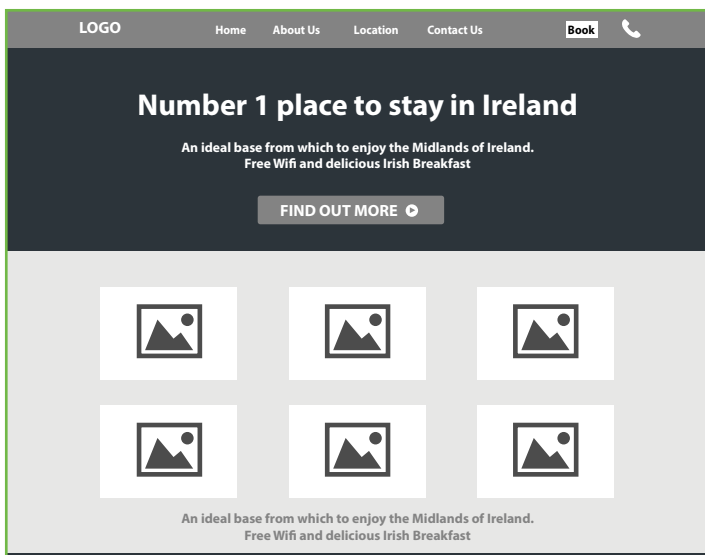
Tablet
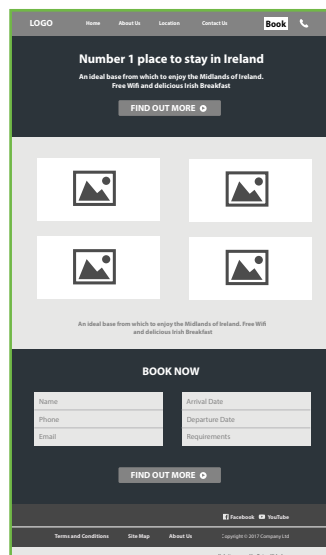
Mobile
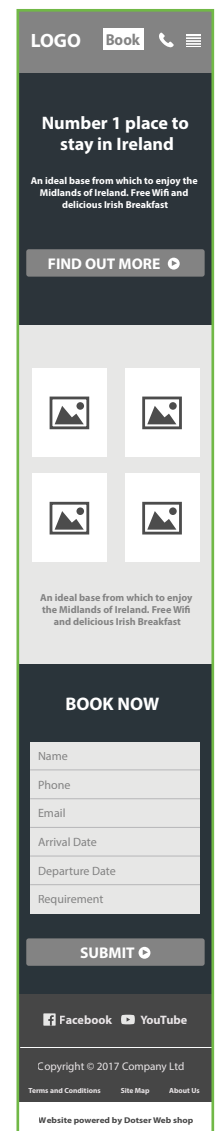
Why Mobile Responsiveness?

It's simple. Everyone is viewing websites on their phones. All age groups are now routinely using their mobile devices to visit your business online.

The Dotser 'mobile first' system presents your services and products in a simple way, allowing visitors to find exactly what they want, as quickly as possible.

📢 Search Engine Optimisation (SEO) Tool   07

At Dotser we pride ourselves on achieving high organic rankings for our clients on Google, which delivers the best return on your marketing investment.

- Search engine-friendly URL's
- Simple to use module to manage page title, descriptions and keywords
- Proven to deliver results for competitive keywords
- Natural, organic rankings attract more attention

NATURAL, ORGANIC SEARCH BEATS PAID SEARCH ADS EVERY TIME!

Applying SEO expertise to provide high rankings in organic search results consistently outperforms the return on paid search advertising.
This fact alone is why Dotser's SEO expertise can be a valuable weapon in your online arsenal.

SEO TOP GOOGLE RANKINGS

SEO PACKAGES AVAILABLE

CAMERA CENTRE PHOTOGRAPHIC SPECIALISTS

Organic/Natural Search Results

Tools to Compete with International Brands Paying Large Amounts on Google Adwords

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With Dotser you can avail of the team's help and support with:

- Web & marketing advice • Live online training • Email support

Phone helpline available from 9am to 5pm, Monday to Friday

Support Services

- Fast & efficient helpdesk support

- Our team have the ability to remotely control your computer for troubleshooting & training

- Knowledge base

- Download guide

- Guidance in setting up email with purchased email services

- Helpdesk support

- Online support requests managed in one place

- Quick-response turnaround

Software

Google Apps   TeamViewer   slack   JIRA Service Desk

Cloud Partners

SUNGARD® AVAILABILITY SERVICES™   amazon web services   register365 A DADA BRAND

Payment Gateways

PayPal   RMS Retail Merchant Services   realex payments A division of global payments   Elavon   sage Pay   stripe

.ie
Identifiably Irish
Ireland's Domain Registry

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Our Clients

Providing a user-friendly service to our clients for over 18 years, Dotser has delivered web development and web design projects and marketing solutions to over 400 clients throughout Ireland.

eCommerce / Retail

CAMERA CENTRE
PHOTOGRAPHIC SPECIALISTS

Midland Travel

MyTools
Quality Tools Online

D&S HARDWARE

RONAYNE
TOOL & MACHINERY

FIRST CHOICE
BATHROOMS & TILES

Portfolio Group

Fabulous Fascinators

Tullamore Show
FBD INSURANCE National Livestock Show

CAREY TOOLS

CORK SUMMER SHOW 2019
JUNE SAT 15TH & SUN 16TH
corksummershow.com

Heartworks
Handmade Gifts

BUCKLEY Cycles

HIGGINS & HIGGINS

tsi FLOWMETERS
PRECISION IN WATER FLOW MEASUREMENT

CASTLE FORMS
INSULATED CONSTRUCTION SYSTEMS

DANA

PALFINGER

THRACE SYNTHETIC
MEMBER OF THRACE GROUP

KMK
METALS · RECYCLING

W.R.Shaw
NEW HOLLAND AGRICULTURE

MID LOUTH GARAGE
SALES · PARTS · SERVICE

WHELANS GARAGE

Denn
Suppliers of Animal Feed, Fertilizers & Chemicals

J. R. PERRY LTD.
www.jrperry.ie

M&S MACHINERY

PJ Callan
FARM, GARDEN & LANDSCAPE MACHINERY

www.dotser.ie

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University College Dublin
Ireland's Global University

NIS
NETWORK & INFRASTRUCTURE SUPPORT

Citizens
Information

FGR

DELANEY'S
DENTAL PRACTICE

TOM McDONALD & ASSOCIATES
AUCTIONEERS & VALUERS

SMYTH & COMPANY
STAPLETON
SOLICITORS

KENNY
PROPERTIES

HEART
Private Ambulance Services

BROOKFIELD
DRIVING SCHOOL

PORTUMNA MARINE
MARINE SALES, SERVICE AND STORAGE

W.R.Shaw
NEW HOLLAND
AGRICULTURE

KENNY
Plant Hire
LONGFORD

McDonald
INTERNATIONAL LTD.

BABYLAND

WARD TOURS

KENNEDY
HAULAGE, TRANSPORT & CRANE HIRE

Hamills
OF MULLINGAR

HINCH
PLANT HIRE LTD

CR
TORMEY
MASTER BUTCHERS
EST 1943

Sinclair
FUNERAL DIRECTORS

WHITTEN
ROAD HAULAGE LTD.

LHC LongHaul
Commercials

CLUB
FAITHFUL
OFFALY GAA
SUPPORTERS

CAPITAL GATE

SemiSelfBuild.

PurAcell
Sprayfoam
Innovation

Carpentry WORKS.ie

McCullagh Lupton Quinn
CHARTERED QUANTITY SURVEYORS

FINLAY
ECOFIT

CLARECO
SCAFFOLDING & CABINS

fititout.ie

david James
RETAIL SOLUTIONS

hearing
solutions

COMHALTAS
COMHAIRLE
LAIGHEAN

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Making Website Live - Ready to go Live

Our websites are normally developed in a password protected area online. Visual layout, content entry and customisations are performed in this area before the site goes live. It is the responsibility of Dotser to ensure the system is in working order for the client to enter the content and images. The site is deemed 'Ready to Go' when Dotser has fulfilled its obligations by completing the functionality, design layout or tasks outlined.

Content Submission

All logos, text content, images and photography to be supplied by the client, together, in electronic format, before commencement of the project.
- Logo's should be in vector format (.eps /.svg / .ai)
- It is the client's responsibility to enter the text and images into the site. This process ensures the client has a good understanding of the CMS when the site goes live. The system is fast, simple-to-use, and training is available.
- Photos should be submitted in a high-resolution format (.jpeg/.png).

Standard Support

- All Dotser clients receive fast, friendly and on going website technical support by email with 24 hour response time as part of the standard Dotser Service.
- Support issues must be submitted by email to ensure there is an exact record of the issue and for Dotser to return a fast and effective response.

Note: If you require higher levels of support or hands-on assistance, we suggest you purchase one of our customised support maintenance agreements.

Additional Work Outside Project Scope

- Any work or requests outside the scope of the agreed project outlined in this quotation (after sign off on content writing, graphic design etc.) will be charged at €50 per hour or at an agreed rate in advance.
- Upgrade Modules/Additional Features available.
- System analysis, development, coding, and programming-related tasks charged at €80 plus VAT per hour.

Delivery Timeline

- Projects of this nature are typically completed within 14 working days from the day the deposit is received.

Intellectual Property

- Custom graphics and website content become the property of the client on receipt of full payment.
- HTML copy of the entire website to be provided to the client on termination of hosting agreement, if such course of action arises.
- All system code remains the exclusive property of Dotser Ltd and is provided with a lifetime, non-transferable license and must reside on Dotser hosting platforms.

Payment Terms

- 50% deposit with order.
- Final payment on completion of tasks / before website goes live.

Signed: ....   Date: ....