

Access to e Business
INTERNET BRANDING™



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Mission Statement

We leverage our expertise in online strategy development, brand awareness and customer acquisition to achieve our clients' business objectives and deliver real commercial value.

Our comprehensive range of internet marketing, CMS (content management solution) and support services are designed to maximise return on online investment by focusing on performance and results.

We devise and implement effective strategic plans.

We build online brand awareness and generate targeted traffic. We increase sales conversion and minimise customer acquisition costs.

Preface

Your Website or Portal is much more than a company storefront or static digital brochure. It's the way you interact with customers, prospects, partners, suppliers, and employees. It's how prospects learn about your company and your business. It's how partners learn about your products and services.

Deriving maximum value from your website requires a **web content management (WCM)** system capable of delivering dynamic, personalised, multi-lingual content to individual customers, partners, and suppliers around the world. WCM solutions automate the complex process of creating, managing, and publishing content to websites in multiple languages for diverse audiences.

We have developed a Web Content Management System Product (WCM) - **- DYNAMIX¹** - that is a 100% web based application. In other words it runs entirely on a web server, and is used through a standard web browser. It can be used from any Internet-connected PC (or even multiple PCs at the same time), and no special software is required to be installed on the PC. The CMS is designed to be scalable, and can easily handle sites with hundreds of web pages.

The benefits

Our WCM, DYNAMIX¹ was designed with the non-technical user in mind, and has the following key advantages:

- ▶ A person with basic computer skills (and no web design experience) can be trained to use it in less than 6 hours.
- ▶ It insulates users from technical complexity, and prevents them from 'breaking' the web site. This allows them to concentrate on creating content, without being distracted by technical issues.
- ▶ The site owner retains full control over the site, and can quickly and easily make changes to the site whenever they want, rather than having to wait for a web designer to do it.
- ▶ New documents, sections and menu items can be added to the site at any time, without the assistance of a web designer and there is virtually no limit on the number of pages you can add.
- ▶ The site owner is not tied to using any one computer to edit the site, but may make edits from different places at different times. So, for example you could work on the site from home and from the office.

¹ Dynamix: is the name of our web content management solution.

Multilanguage

To allow the site editors to manage the published content in multiple languages, one can use the Multilanguage module that allows the definition of any languages. We support the UTF-8 encoding standard, which supports most known languages and character sets (Arabic, Chinese, etc ...).

Roles/ User rights

The DYNAMIX user roles module offers an efficient and flexible access control system to the administration section. Access to e-Biz administrators are able to define unlimited numbers of user roles and to associate specific user rights to these roles, such as edit, delete and update content or structure.

Having user roles system will help you manage your website better.

Site Search

The DYNAMIX search engine facilitates the navigation through the website sections and pages. The access to published information becomes more rapid using this search engine. The search engine will order and display in order all the documents containing the searched keywords.

User Registration

This module allows visitors to register on the website. This way they can see pages accessible only to registered users and they are able to subscribe to the newsletter module (if implemented).

key features

- **Content Management**
 - ✓ Add new page
 - ✓ Add text (Key-in or cut and paste)
 - ✓ Format text using style-sheets
 - ✓ Create in-text hyper-links
 - ✓ Add images
 - ✓ Create direct link to existing web-pages
 - ✓ Restricted access - assign access level (If required)
 - ✓ Publish - hold/publish function
 - ✓ Versions - view version history and past version
 - ✓ Search - search for pages within the WCM
- **Metadata**
 - ✓ Author
 - ✓ Category(ies) (user-definable)
 - ✓ Keywords
 - ✓ Publish dates

Forum

This module is a forum where visitors can debate various common topics. Administrators can also control (moderate) the information submitted by users and visitors.

Newsletter Module

Administrators using DYNAMIX solution will be able to create mailing campaign and to manage a large number of subscribers. This module will allow registered users to receive targeted information by email.

When sending an email to registered users, Administrator using DYNAMIX solution will be able to select the targeted interest categories, attach files to the message if needed and then send the mailing.

Shopping Cart

Because most corporate websites contain a shopping section, Access to e-business has developed the shopping cart module, which will help you sell products.

The shopping cart module will allow you to manage product categories, products and various pricing details.

Polls

A poll is a page type specifically designated to allow DYNAMIX solution administrators to publish a single question addressed to site visitors. It helps retain instant feedback from the site visitors.

key features

- **Roles**
 - ✓ Create new roles
 - ✓ Define the functions and fields available to the role
 - ✓ Assign system users to roles
- **Other Functions**
 - ✓ Check links - a report that scans for broken links within the site
 - ✓ View stats - a link to the site usage statistics
 - ✓ XML export - setup and control xml feeds
 - ✓ Version
- **Polls (Optional)**
 - ✓ Create user polls
 - ✓ Specify question
 - ✓ Up to 10 responses
 - ✓ View votes for each response

Site Map

While changing the site structure, the site map page is updated dynamically, so your visitors will be able to easily notice the structure changes.

Documentation

DYNAMIX includes full documentation for all supported features and modules - online help and printed user manual -

Maintenance contracts

If you would prefer to outsource all of your web site maintenance, we can provide maintenance contracts based on an annual fee, tailored to your specific requirements. Contact us for details.

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eMarketing Service
Search Engine Positioning

What is search engine marketing?

SEM (search engine marketing), also known as SEP (Search engine positioning) as we call it or SEO (Search engine optimization), is the art and science of increasing a website's visibility across the major search properties on a strategically defined list of relevant keywords and phrases.

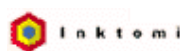
Search engine positioning is a process, which is dependent upon the features, functionality and complexity of your website, your online marketing goals and objectives, and literally dozens of other determining factors. To successfully implement a strategic campaign, you need full-time technologists, marketing experts, research analysts, statisticians, and project managers. To do SEP "right" you need more than a book, a computer, and some software -- you need significant experience in research, analysis, implementation, testing and refinement of the process, which results in acquired and hard-earned expertise in the art and science that is Search engine positioning or search engine marketing.

Major search engines & directories

There are literally thousands of online search tools available worldwide, but most of these are very small and little used.

Access to e-Business Search engine positioning solutions therefore focuses on the mainstream search engines and directories that index millions of individual web pages and which generate the greatest volume of traffic.

The most important search engines and directories include:



Why search engines are important?

Search engines are the internet's most popular type of web site and internet users will quite often adopt a search engine as their home page.

When users search the web using key words the search engines will produce a list of ordered results. This list can feature a number of web sites ranging from just a handful to many thousands. The results of search engine searches are listed in order of relevancy and usually contain 10 web sites on each page.

- ▶ 93% of consumers' worldwide use search engines to find and access websites.

Source: Forrester Research

- ▶ 57% of internet users search the web every day and 46% of those searches are for product information or services.

Source: SRI

- ▶ Attracting a loyal audience to your website is best achieved through top search engine listings.

Source: Forrester Research Media Field Study

- ▶ 85% of qualified Internet traffic is driven through search engines, however 75% of search engine users never scroll past the first page of results.

Source: Seventh WWW User Survey - Georgia Institute of Technology

- ▶ Users looking for products on-line are far more likely to type the product name into a search engine (28%) rather than go into an engine's "shopping" channel (5%) or click on banner ads (4%)

Source: March 2001 Jupiter Media Metrix and NPD

- ▶ Search Engine Marketing was ranked as the #1 website promotional method used by eCommerce sites.

Source: ActivMedia Research

Access to e-Business Search engine Positioning Offer

▶ Step 1: Web Site Appraisal

- › Competitiveness report
- › Evaluation of site content, structure and construction
- › Baseline reporting:
 - › traffic performance¹
 - › link popularity and Google PageRank
 - › search engine and directory indexing status
- › search term research
- › target search term recommendations
- › potential search engine traffic forecast

▶ Step 2: Visitor Acquisition

- › optimisation of site content with priority target search terms
- › origination of new optimised content for all target search terms
- › registration on all major search engines and directories
 - › optional paid submissions²

▶ Step 3: Reports

- › quarterly:
 - › rankings report for priority target search terms
 - › traffic performance report (log files required)
 - › link popularity and Google PageRank report
 - › search engine and directory indexing status report

To discuss your search engine optimisation requirements further, or to order a Web Site Appraisal, please contact us on :

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or by email at: info@accesstoebusiness.com

¹ Log files required

² Paid submission is optional and incurs an additional annual fee payable in advance.

The following references are intended to give you an insight into the nature of our client and also our work and to illustrate the return on investment we achieve for our clients.

FRANCE GUIDE

URL: www.franceguide.com

Primary Services:

- ▶ search engine positioning

Results: Top 62 positions on all major search engines.



ABOUNAWAS

URL: www.abounawas.com

Primary Services:

- ▶ search engine positioning

Results: Top 31 positions on all major search engines.



METIS BIOTECH

URL: www.metis-biotech.com

Primary Services:

- ▶ search engine positioning

Results: Top 18 positions on all major search engines.



CENTRE DE PROMOTION DES EXPORTATIONS

URL: www.cepex.nat.tn

Primary Services:

- ▶ search engine positioning

Results: Top 111 positions on all major search engines.



CERAMIQUES SERVICES

URL: www.ceramiques-services.com

Primary Services:

- ▶ search engine positioning

Results: Top 12 positions on all major search engines.



MINOLTA

URL: www.minolta-qms.fr

Primary Services:

- ▶ search engine positioning

Results: Top 64 positions on all major search engines.



SAISIE

URL: www.saisie.com

Primary Services:

- ▶ search engine positioning

Results: Top 36 positions on all major search engines.



OPTIMA TUNISIE

URL: www.optima-tunisie.com

Primary Services:

- ▶ search engine positioning

Results: Top 83 positions on all major search engines.



SOFIL FILATURE

URL: www.sofil-filature.com

Primary Services:

- ▶ search engine positioning

Results: Top 78 positions on all major search engines.



SCIERIE THEILLET

URL: www.scierietheillet.com

Primary Services:

- ▶ search engine positioning

Results: Top 56 positions on all major search engines.



PRIMA RENT A CAR

URL: www.primarentacar.com

Primary Services:

- ▶ search engine positioning

Results: Top 11 positions on all major search engines.



BOURSE DES VALEURS MOBILIERES DE TUNIS

URL: www.bvmt.com.tn

Primary Services:

- ▶ search engine positioning

Results: Top 109 positions on all major search engines.



JOBMARKETING VENTE

URL: www.jobmarketingvente.com

Primary Services:

- ▶ search engine positioning

Results: Top 50 positions on all major search engines.



AUTO ACBC

URL: www.autoacbc.com

Primary Services:

- ▶ search engine positioning

Results: Top 26 positions on all major search engines.



HELLO TUNISIA

URL: www.hellotunisia.com

Primary Services:

- ▶ search engine positioning

Results: Top 161 positions on all major search engines.



PROMO PRINT

URL: www.promoprint.fr

Primary Services:

- ▶ search engine positioning

Results: Top 72 positions on all major search engines.



TANDBERG

URL: www.tandberg.fr

Primary Services:

- ▶ search engine positioning

Results: Top 21 positions on all major search engines.



TUNISIA RENT A CAR

URL: www.tunisiarentacar.com

Primary Services:

- ▶ search engine positioning

Results: Top 95 positions on all major search engines.



VERTBAUDET

URL: www.vertbaudet.fr

Primary Services:

- ▶ search engine positioning

Results: Top 16 positions on all major search engines.

