ePublishing Express

Big Ideas & Small Budget?

Simplify your life! Finally, a professional Web content management system at a price you can afford — ePublishing Express.

A profitable Web site is now within reach: Sell ads, deliver marketing emails, attract new subscribers, renew subscriptions and create new products to generate positive ROI and extend your brand.

No programmer? No problem! With easy-to-use tools and your choice of design templates for your site, e-newsletters and news alerts, you can create a professional site that can grow as your business grows.

Easy-to-Use Tools Expressly for You

ePublishing integrates essential tools that are simple and intuitive so that your staff can control every aspect of your site with minimum training and maximum speed:

- Content Management: Update news, features, directories, archives and other content quickly. If you can use MS Word®, you can use these tools!
  - Add images wherever you want within articles.
  - Apply your unique taxonomy to each article, so readers are presented with relevant content.
  - Distribute your content by creating new blogs, or via RSS feed.
- SEO: Make your site search engine-friendly and attract new customers.
- Email Management: Automate e-newsletters and topic-driven news alerts.
  - Promote special offers, featured products and new content.
- Web Analytics: Track and measure site visits, most popular content, and search terms.
- Events Calendar: Create a monthly events calendar linked to detailed event descriptions.
- Directory Management: Create a product directory or buyers guide.
- Page Manager: Create landing pages to track promotions.
  - Modify navigation links and create new links to integrate with third-party vendors
- Advertising Management: Place ads, create campaigns, view and share reports.
- Classifieds: Create a job board or product showcase to build community.
- Circulation Integration: Synchronize your online subscriber data with your circulation database.

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