Company Profile

The company profile screen captures essential information about your company. Required fields are indicated by an asterisk (*).

If your company has an existing web site elsewhere, provide the URL (e.g. http://www.site.com) and visitors will be able to link to your main site from the site you are creating here with MARKETbuilder.

"Full Company Name" refers to the full legal name of your company or organization. "Short Company Name" refers to an abbreviation or acronym under which your company or organization may be known.   For instance, the organization "International Business Machines" is also known as "IBM". MARKETbuilder allows you to include both names so that customers find you quickly and easily no matter which name they use.

For additional help please visit our main web site at www.marketbuilder.com

☐ Related Topics

Site Builder Profile

The site builder profile screen captures information about the person who builds the site and who will be the administrative contact for the organization hosting the MARKETbuilder web site. Please note that the administrative contact can be different from the sales contact displayed on the web site.

For additional help please visit our main web site at www.marketbuilder.com

▢ Related Topics

Contact Person Profile

The contact person profile screen captures information about the person who will be the sales contact for the company. This information will be displayed on your web site.

For additional help please visit our main web site at www.marketbuilder.com

Related Topics

Marketing Promotion

The marketing promotion screen captures information that will assist people in finding your web site.

The industry category listbox contains the industry classifications currently recognized by MARKETbuilder. Select the category here that best describes your company. This information may be used in a 'yellow pages' search.

The keywords you provide are submitted to registered Internet search engines. The arrow-buttons on the left side allow you to change the order of the keywords (double-click on a keyword, then click on the arrows to move it up or down in the list). Put the most important keyword on the top of the list.

For additional help please visit our main web site at www.marketbuilder.com

◻ Related Topics

Keywords Dialog

Keywords - MARKETbuilder

Enter Keyword:

online commerce

OK   Cancel
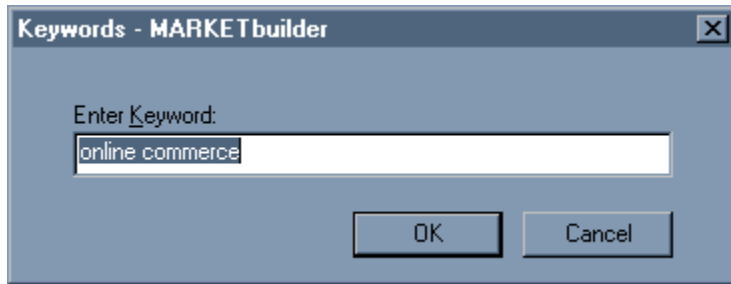
In this dialog, you specify a keyword which will be used to help identify your site to search engines.

Related Topics

Marketing Identity

The <u>marketing identity screen</u> allows you to provide a logo, a slogan (or 'mission statement'), and some text describing your company. Supplying a logo ensures that customers will easily recognize you, and the company slogan will leave a lasting impression with your customers. This information will be displayed on the front page of your site, and will be one of the first things that visitors to your site will see.

Browsing for the company logo graphic invokes a dialog box that allows you to select a graphics file. Depending on the size and type of your graphics file, MARKETbuilder may resize and convert the content of the original file into a web browser compatible format, and write the output to a new file. Your original file will not be changed in this process.

For more information on how MARKETbuilder handles graphics files, click here.

For additional help please visit our main web site at <u>www.marketbuilder.com</u>

 Related Topics

Marketing Content

The <u>marketing content screen</u> allows you to define up to 10 key marketing messages about your company. These messages will be grouped under a title. You can select a pre-defined title or create your own title for these messages.

Each message consists of a headline and a text body that can be created and edited in <u>a separate dialog box</u>. As a guideline, each key message should be made up of a single sentence that summarizes an important marketing statement (the 'headline'), and a paragraph that embellishes on this statement (the 'body text').

For additional help please visit our main web site at <u>www.marketbuilder.com</u>

▣ Related Topics

Key Message Dialog

The <u>key message dialog</u> allows you to define key messages for your company.

To be effective, these messages should be concise.

Related Topics

Catalog Screen

The catalog screen displays a list of all entries. For your convenience, you can sort the items by price, item name, or description by clicking on the column headers. However, the catalog entries will always appear on your web site sorted by pricing category (promotional items first), followed by item name (in alphabetical order).

In the catalog item dialog, you describe goods and services you may want to advertise or offer on your web site. Each entry consists of an item name, a short description of the product or service, pricing information, and an optional picture or graphics file.

A small icon (depicting a 'P' or 'R') to the left of each entry indicates whether you selected regular price or promotional price to be displayed for that item and that the item is available for on-line ordering. If no icon is displayed, you have no price displayed on the site and customers must contact you via conventional methods (phone, fax, etc.).

Depending on your company's activities, the title 'catalog' may not be appropriate for display on your web site. You can change the title by selecting one of the suggested titles in the drop-down box or you can create your own title (e.g. "Millenium Deals") by writing into the selection box.

Clicking on the 'Add' and 'Modify' buttons opens a dialog box for creating and editing catalog entries. Mandatory fields for each new catalog item are item name, description, category (product or service) and currency definition. You can select the pricing category for each item (i.e. whether you want to display no price at all (inquiries only), the regular price (e.g. list price), or the promotional price (with regular price as reference) by clicking on the radio buttons for these categories.

For additional help please visit our main web site at www.marketbuilder.com

Related Topics

Catalog Item

The catalog item dialog allows you to add/modify entries in your online catalog. You may define up to 25 items here.

 Related Topics

Payment Options

The <u>payment options</u> dialog allows you to add/modify entries in your online catalog.

☐ Related Topics

Design Screen

The <u>design screen</u> allows you to choose a template and a color scheme that defines the overall 'look and feel' of your web site. The template thumbnail images provide you with a layout outline of the first page of your web site. The appearance of the thumbnail images changes according to the selection of color combinations on the right side of the screen. The 'Preview' function will display the appearance of your web site in detail (using your template and color scheme selections).

For additional help please visit our main web site at <u>www.marketbuilder.com</u>

☐ Related Topics

Submission Screen

The submission screen prompts you to specify your host information and displays the results of your submission.

If you are submitting your site to Maximizer BusinessNet, the upload mechanism will prompt first-time users for their user ID, password and destination directory (which will be used to build a unique URL or web address). Users who are already registered will provide a user ID and password in a login dialog.

If you are submitting your site to another ISP, you will be prompted for the necessary login information (user ID, password, server, and directory). Please contact your service provider for this information and record it for future reference.

MARKETbuilder will inform you about the progress of the upload, including when the upload is successfully completed.

If there was a problem during the transfer of your site's information, this screen will suggest a course of action or a method for contacting technical support.

Thank you for using MARKETbuilder!

For additional help please visit our main web site at www.marketbuilder.com

▣ Related Topics

#Enter your company's full business name here. (maximum 39 characters)
For example, **International Business Machines.**

Enter your company's full business name here. (maximum 39 characters)
For example, **International Business Machines.**

Enter your company's short business name here.
For example, **IBM.** (maximum 39 characters)

Enter your company's street address here. (maximum 39 characters)

Enter your company's street address here. (maximum 39 characters)

Enter your company's city here. (maximum 39 characters)

Select your company's state/province here.

Enter your company's ZIP/Postal code here. (maximum 19 characters)

Select your company's country of origin here. (maximum 39 characters)

Enter your company's existing URL here. (maximum 119 characters)

If your company already has an existing web site, you should integrate it with the one you are currently designing by specifying it here.

Note that the address provided must be prefixed with either '**http://**' or '**https://**'.

Enter your preferred client ID here. (maximum 39 characters)

The contents of this field will be used to create your login ID and URL. In the event that your choice is already in use, you will be promoted to select something different.

The only allowable characters in this field are the letters a-z (both upper- and lower-case), the digits 0-9, and the characters '.', '-', and '_'.

Enter a verification passphrase here. (maximum 39 characters)

In addition to your password, (which will be your primary means of identifying yourself), this phrase is required to ensure you can be reliably identified in case there is a problem with your password.

Enter your password here. (maximum 16 characters)

To make your password as secure as possible:

Never use any sequence of characters readily associated with you or your company.

Do not use common words or phrases (i.e., dictionary words, names/places, etc.,)

Do not write your password down - select something some that is easy enough for you to remember without doing so.

Do use a combination of both upper- and lower-case characters, as well as numbers.

Re-enter your password here, for confirmation.

Press this button to complete your registration.

Press this button to cancel the current operation - without exiting the wizard.

Registration Dialog

The registration dialog will be displayed the first time you submit your site information to a host server.

Related Topics

Legal Information Dialog

Once you have carefully reviewed the information displayed here, please indicate your acceptance of the terms and conditions in order to proceed.

☐ Related Topics

Login Dialog

This dialog prompts you for your user ID and password information.

▫ Related Topics

Registration Dialog

The registration dialog appears the first time you submit to a server. It prompts to provide the necessary contact information.

This includes the string you wish to distinguish your site on server, and ultimately will be used to form your URL.

Also, you will select both a password and a challenge phrase.

Related Topics

Options: HTML

The HTML Options page allows you to specify whether or not you wish to enable HTML tags in the body of certain text fields. If this option is enabled, the text you submit to the server will be parsed to check for the presence of certain HTML tags. If any are found, the text will be formatted according to the tags.

Related Topics

Options: Proxy

The Proxy Options page allows you to specify the location of a proxy server. Only use this option if necessary.

 Related Topics

This dialog displays copyright & version information.

Open Image Dialog

This dialog allows you to browse for (and load) an image on your hard drive.

Notes:

- All images having more than 256 colors will be converted to JPEG. Images with 256 or less colors will be converted to GIF.

- Progressive JPEG is supported, although this image type cannot be resized or displayed in the preview window.

For a list of   formats this application supports, click here.

HIDR_MAINFRAME

Winsock was unable to initialize socket support.

This viewport displays the current session status.

Press this button to exit the wizard without submitting your site.

Note that you will be prompted to save your current information.

Choose a style template upon which you wish to base your site. The thumbnails display the general 'look & feel' of the selection.

Choose a color scheme from this list that you feel would best compliment your site. Each graphic represents symbolically the various color combinations.

Press this button to preview your site in your default web browser.

Specify the title used to refer to the 'key messages' section of your site. (maximum 39 characters)

This list displays the items you have currently defined in your catalog.

Press this button to define a new catalog item.

Press this button to edit the currently selected catalog item.

Press this button to remove the currently selected catalog item from the list.

Specify the title used to refer to the 'key messages' section of your site. (maximum 39 characters)

Click here to move the currently selected entry higher in the list.

Click here to move the currently selected entry lower in the list.

This list displays the key messages you have currently defined for your company.

Press this button to define a new key message for your company. (maximum 1023 characters)

Press this button to edit the currently selected key message.

Press this button to remove the currently selected key message from the list.

Enter your company's slogan here.

Press this button to select an image for your company's logo.

Press this button to clear the currently selected item.

The image you have defined as your company's logo will be displayed here.

Enter a brief company description here. (maximum 1023 characters)

Select a category from this list that best describes your company's industry.

Click here to move the currently selected entry higher in the list.

Click here to move the currently selected entry lower in the list.

This list displays the search keywords you have provided. You can make changes to this list by pressing one of the buttons to the right.

Press this button to add a keyword to the list.

You may specify up to 5 keywords.

Press this button to modify the currently selected keyword.

Press this button to remove the currently selected keyword from the list.

Check this box if the contact person for this site is the same as the builder.

Specify the site contact's preferred prefix. (maximum 10 characters)

You can choose one from the list, or type in one of your own.

Enter the site contact's first name here. (maximum 39 characters)

Enter the site contact's last name here. (maximum 59 characters)

Enter the site builder's position/job title here. (maximum 59 characters)

Enter the site builder's telephone number here. (maximum 21 characters)

Remember to include your long distance/country prefix, if applicable.

Enter the site builder's fax number here. (maximum 21 characters)

Remember to include your long distance/country prefix, if applicable.

Enter the site builder's e-mail address here. (maximum 79 characters)

Note that any value provided here must conform to the standard format (i.e., <username>@<sub>.<root>

Specify the site builder's preferred prefix. (maximum 10 characters)

You can choose one from the list, or type in one of your own.

Enter the site builder's first name here. (maximum 39 characters)

Enter the site builder's last name here. (maximum 59 characters)

Enter the site builder's position/job title here. (maximum 59 characters)

Enter the site builder's telephone number here. (maximum 21 characters)

Remember to include your long distance/country prefix, if applicable.

Enter the site builder's fax number here. (maximum 21 characters)

Remember to include your long distance/country prefix, if applicable.

Enter the site builder's e-mail address here. (maximum 79 characters)

MARKETbuilder - [C:\WINNT\...\test.mbd*]

File   Go   Help

Company Profile

Enter your company details

Maximizer
MARKETbuilder

*Full Company Name:

*Short Company Name:

An asterisk (*) next to a label indicates a required field.

*Address 1:

Address 2:

Include your full company name and an abbreviation or acronym under which your company is known.

*City:

St/Prov:

Zip/Postal:

*Country

Gabon

Please provide a URL (e.g. http://www.site.com) if your company has a web site elsewhere. Visitors will be able to link to your main web site from the web pages you are creating here.

Existing Company URL (if any):

Next >

Only 9 screens to go

MARKETbuilder

Company Profile

Click on a control for more information.
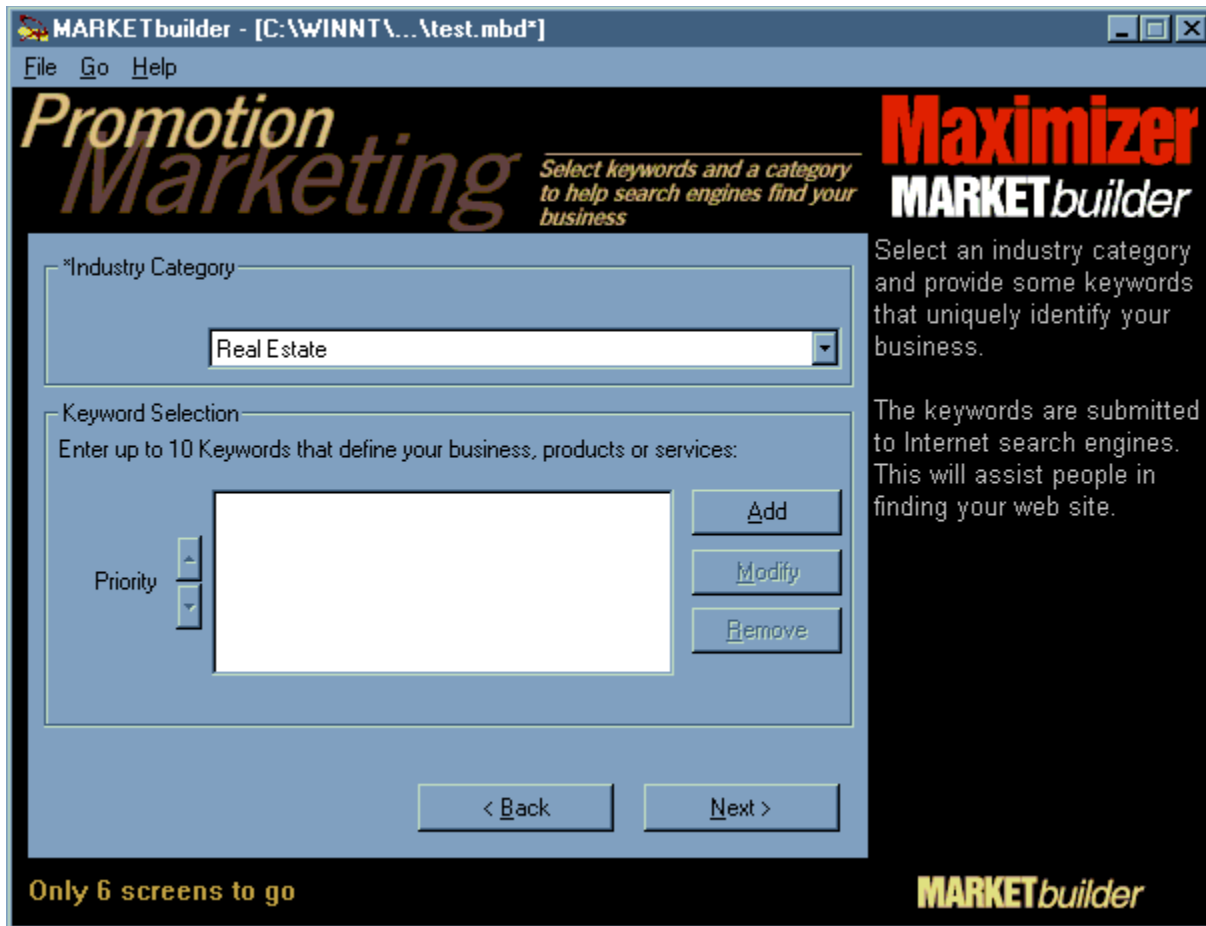
Site Builder Profile
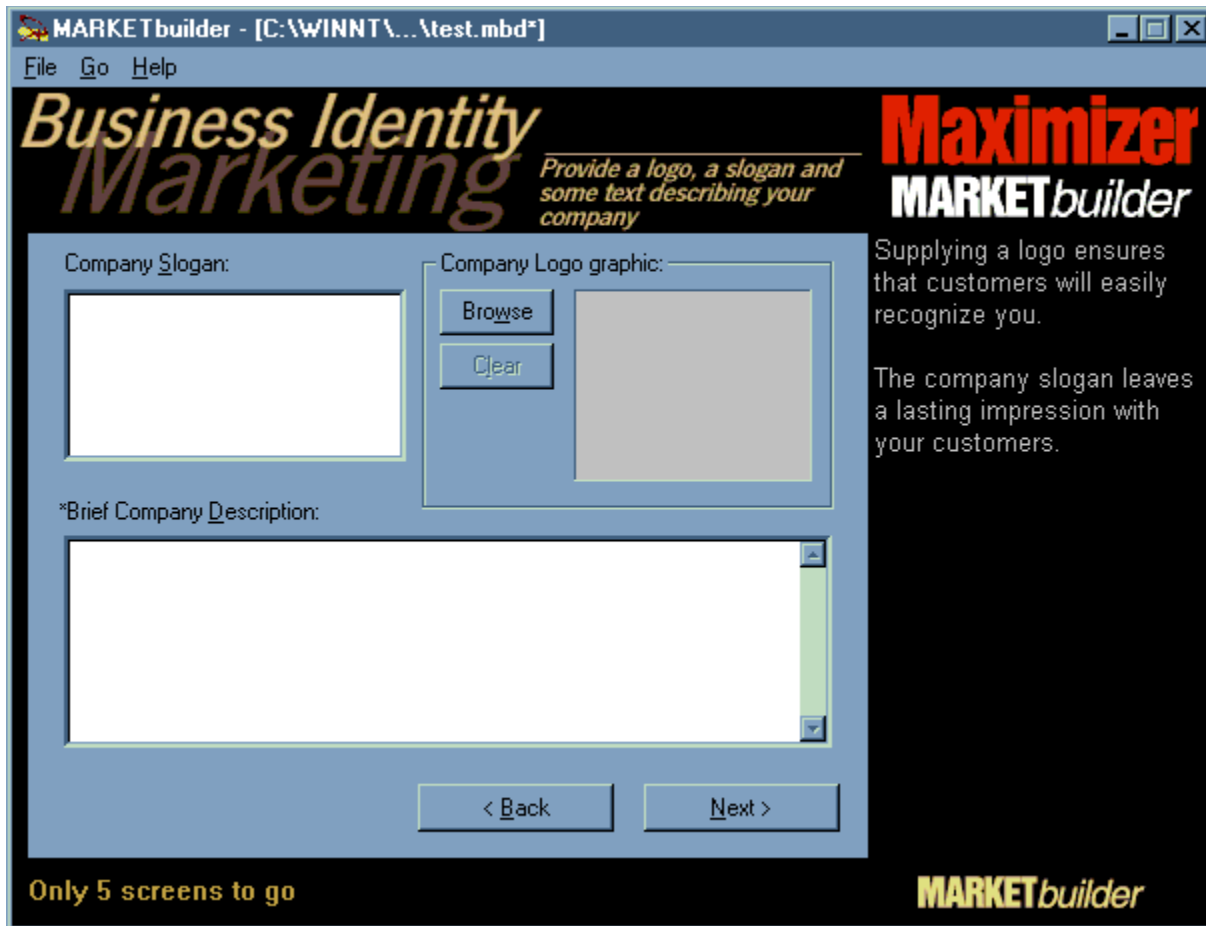
Click on a control for more information.

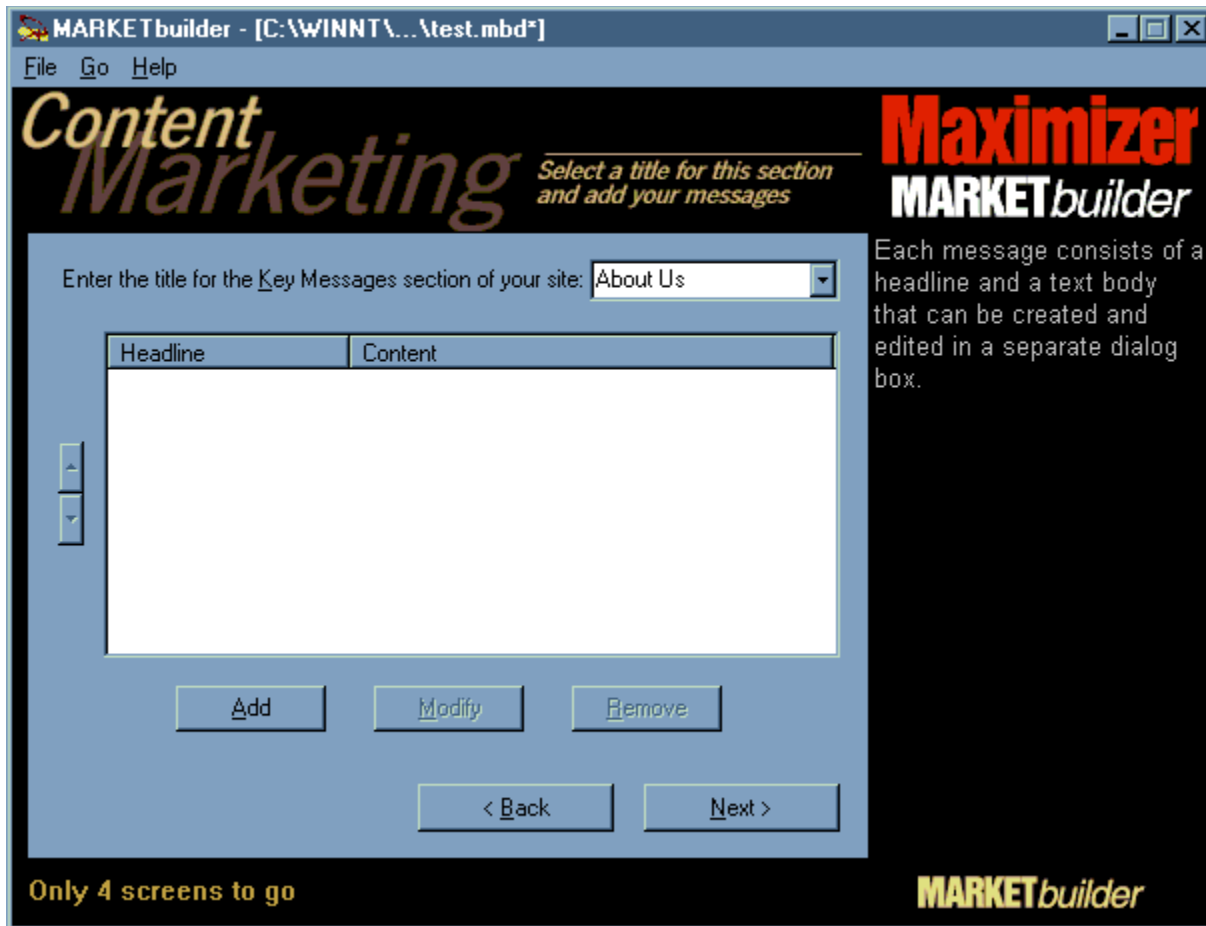**Contact Person Profile**

Click on a control for more information.

Marketing Promotion

Click on a control for more information.

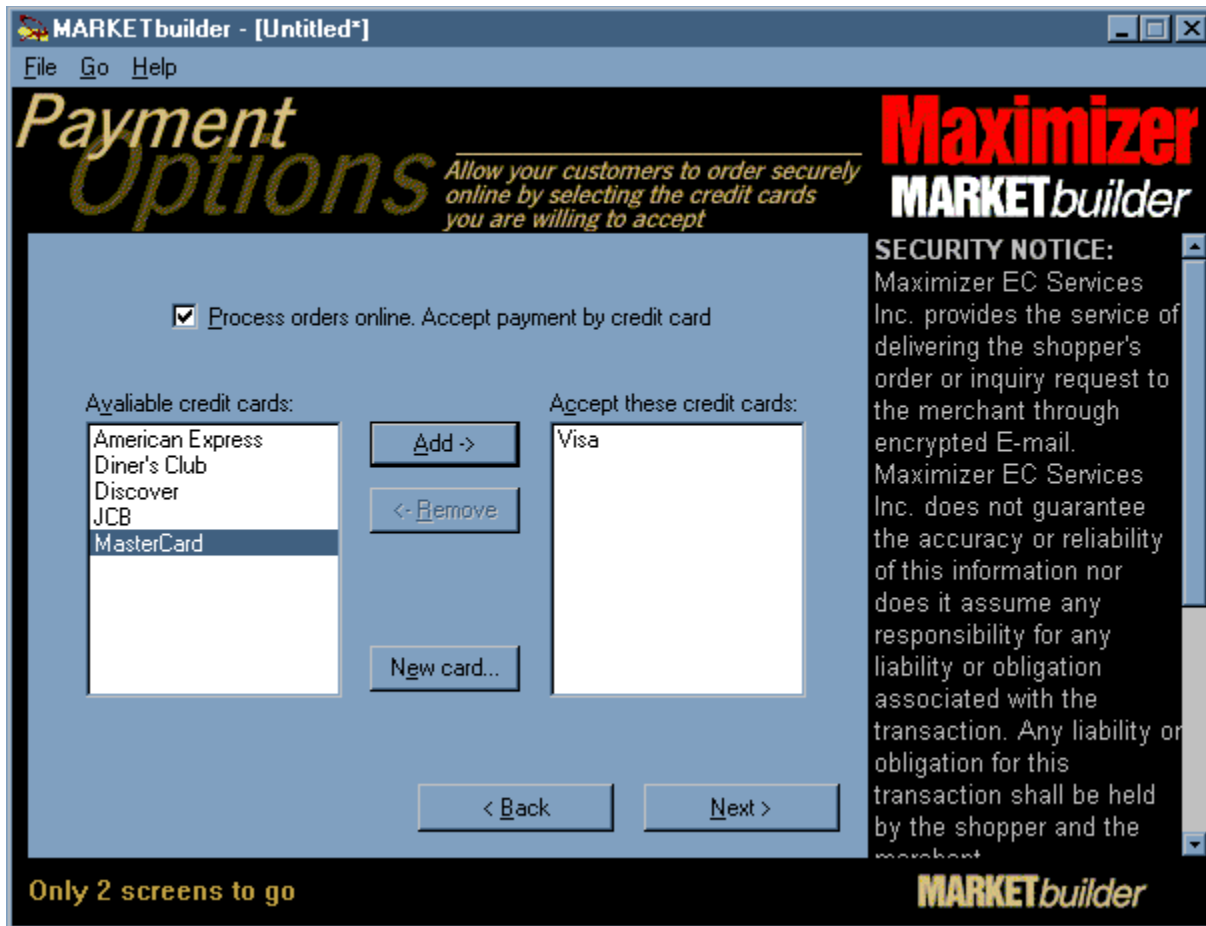**Marketing Identity**

Click on a control for more information.

Marketing Content

Click on a control for more information.

File   Go   Help

Catalog

Select a title for this section and add your items

Maximizer
MARKETbuilder

Enter the title for the Catalog section of your site: `Catalog`

Price	Item	Description

[Add]   [Modify]   [Remove]

[< Back]   [Next >]

For maintenance purposes, you can sort the list of catalog entries by price, item name, or by description, but the sort order on your web site will be by pricing (promotions first), followed by item name.

The small icon to the left of each entry indicates whether you selected no price, regular price, or promotional price to be displayed for that item.

Only 3 screens to go

MARKETbuilder

Catalog Screen

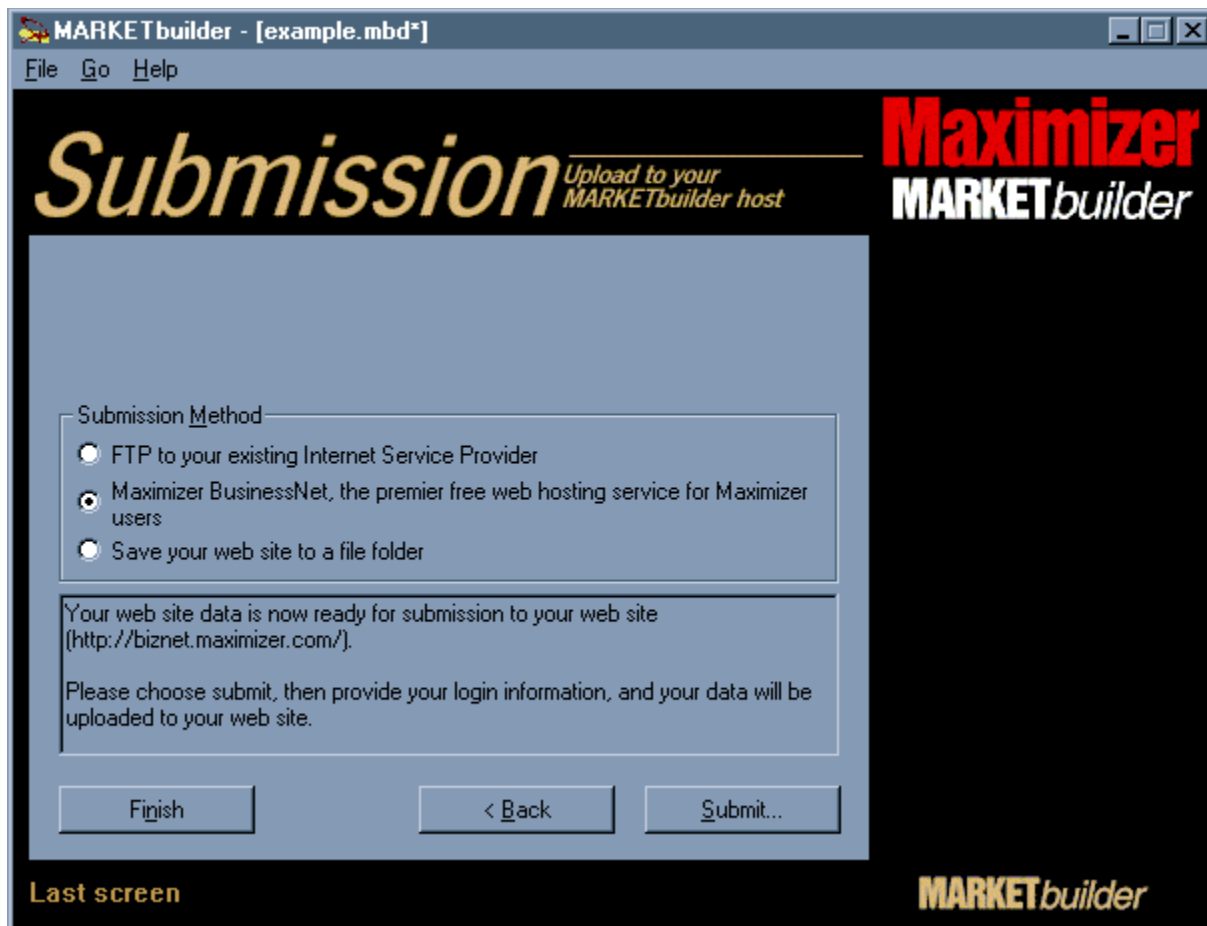Click on a control for more information.

Payment Options

Click on a control for more information.

Design Screen

Click on a control for more information.

Submit Screen

Click on a control for more information.

New Site Registration - MARKETbuilder

Choose a unique Client ID.

This ID is used to confirm your identity each time you submit your site information. This ID also forms part of your URL (web site address).

ClientID: http://rogue/MARKETplace/ `multiactive`

Choose a Verification Code

Provide an easy-to-remember phrase such as your Mother's maiden name , the last 4 digits of your home phone number, etc. This key will be used to verify your identity if there is a problem with your password

Verification Code:

Choose a Password

Your password will be used to authenticate your access to the site. It should be composed of both letters and numbers for greater security.

Password:

Re-enter (to confirm):

Cancel   Register

Registration Dialog

Click on a control for more information.

Welcome to MARKETbuilder

This tool allows you to create and manage a professional-looking e-commerce web site.

The wizard organizes the process of developing your site into a series of clear steps.

As you progress through these steps, you will be prompted to provide information about your company and its offerings. This information will be used to construct your web site.

Once you have provided all the necessary information and are satisfied with your site's content, the wizard will produce a package file. This package file can then either be transferred immediately to the server, or written to your hard disk for later uploading.

For a quick checklist of information you should have available, see [before you begin]

For a step-by-step overview of each screen in the site construction wizard, click here .

For a summary of what's new in this version of MARKETbuilder, click here .

 Related Topics

Press this button to commit any changes and close this dialog box.

Press this button to discard any changes and close this dialog box.

Press this button to invoke the online help.

Press this button to apply the current values.

Check this box to enable parsing of HTML tags where applicable.

Check this box to specify a proxy server.

This is the field for entering the proxy's IP address

This is the field for specifying the proxy's port

Select this option to enable your customers to submit credit card information when purchasing.

This list displays the available credit card(s) for online processing.

Press this button to add the currently selected card(s) to the 'enabled' list.

Press this button to remove the currently selected card(s) from the 'enabled' list.

Press this button to add a new option to the 'available' list.

This list displays the credit card(s) you have enabled for processing.
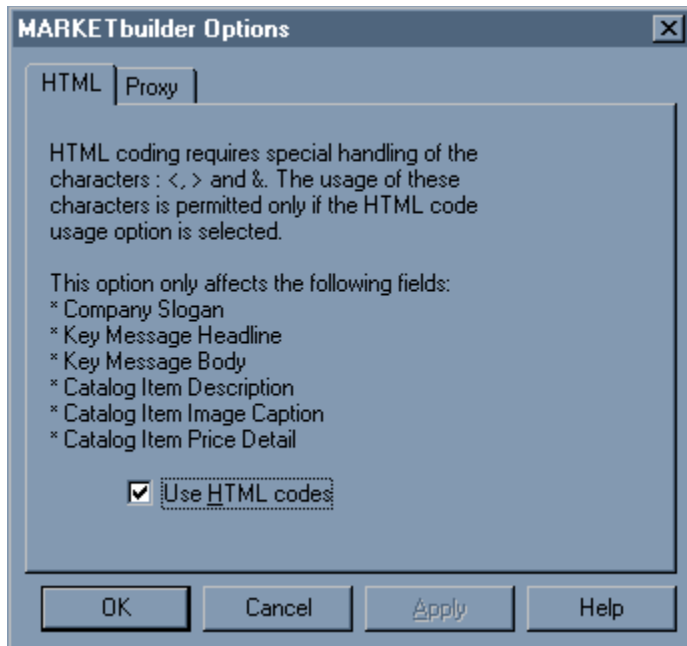
Options Dialog: HTML

Click a control for more information.
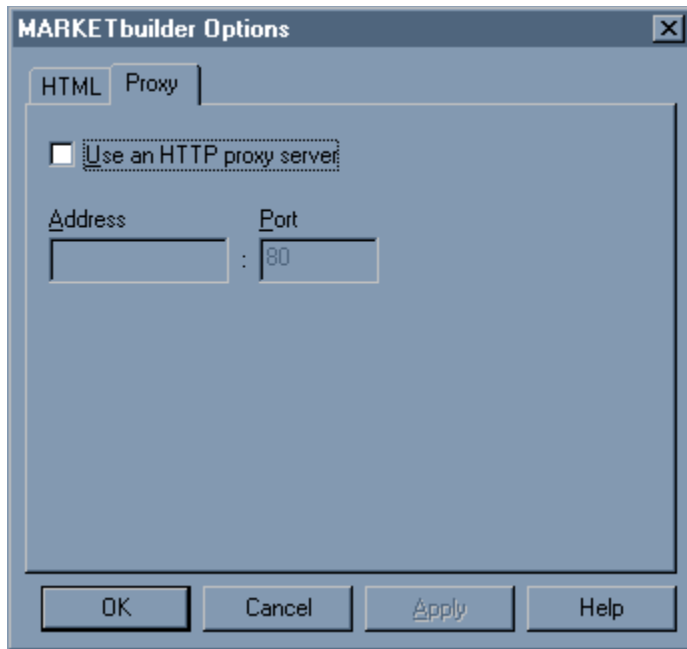
Options Dialog: PROXY

Click a control for more information.
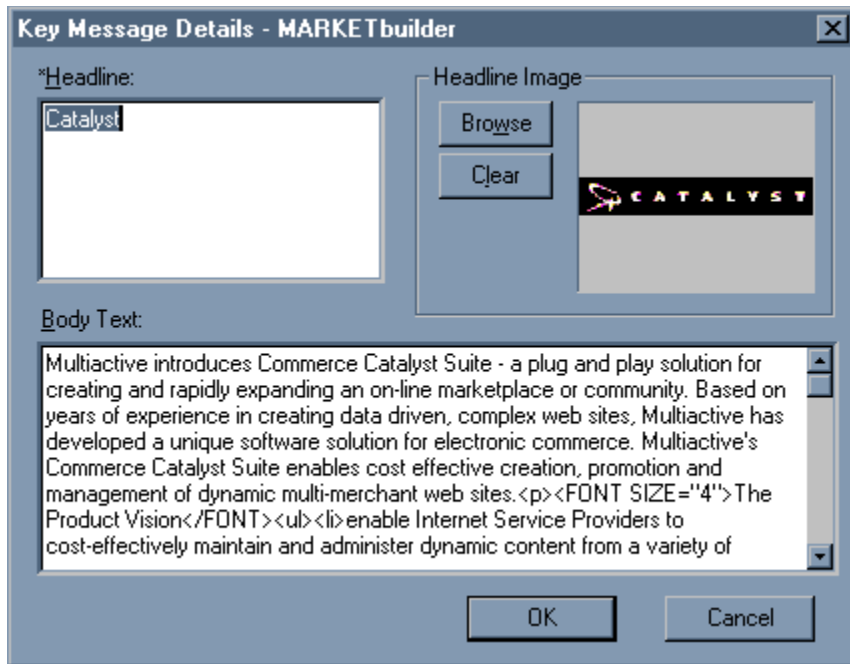
Key Message Dialog

Click a control for more information.
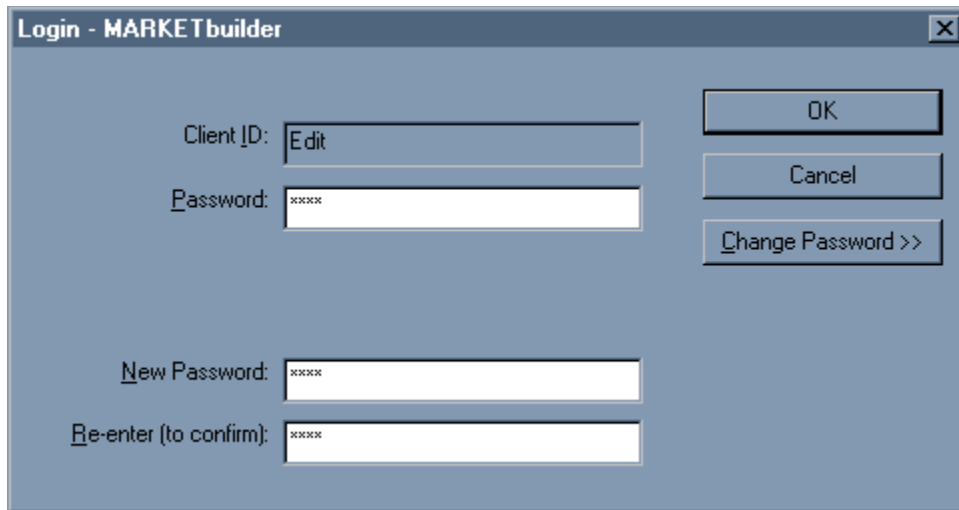
Catalog Item Dialog

Click a control for more information.
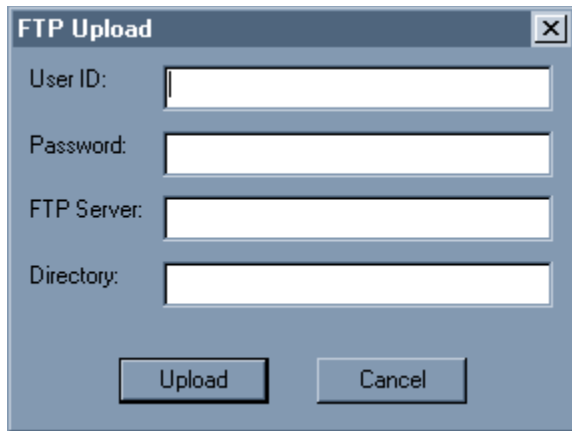
Login Dialog (Maximizer BusinessNet)

Click a control for more information.

(If you are uploading to an independent web service provider, click here)

FTP Upload

User ID:	
Password:	
FTP Server:	
Directory:	

[Upload] [Cancel]

Login Dialog (independent web service provider)

Click a control for more information.

(If you are uploading to Maximizer BusinessNet, click here)

What's New in Version 2.2

There have been numerous enhancements and changes made to the product since version 2.0. Many of these changes have been as a response to requests made by our customers.

The more important changes include:

- Updated templates
- Improved catalog entry interface
- <u>FTP support</u>
- Ability to save sites locally in HTML format
- Optimized win32 executable
- Modified file format
- <u>Improved image-handling support</u>

⬜ Related Topics

Contacting Us

If you require assistance, you can contact us using one of the methods below:

E-mail:

Click here ![] to send us some e-mail.

WWW:

Click here ![] to visit our web site.

Note:

- Depending on your system configuration, the above links may not work.

![] Related Topics

Enter the label used to refer to this catalog item here.

Enter a description for this catalog item here.

Select the category with which you wish to associate this catalog item.

Enter this item's SKU code here.

Press this button to search for, and select, an image to display with this catalog item.

Press this button to clear the currently selected image.

Enter a caption to associate with the above graphic.

Select this option to define this catalog item as 'regularly priced'.

Select this option to define this catalog item as 'promotionally   priced'.

Select this option to define this catalog item as 'unpriced'. (Use this option when defining items without specifying a price).

Enter the amount to define as this catalog item's 'regular price'.

Enter the amount to define as this catalog item's 'promotional price'.

Specify the currency associated with this catalog item's price(s).

Specify the item units referred to in this catalog item's pricing.

Provide the text to associate with this catalog item. Note you can use HTML tags with this text.

Press this button to save the currently defined values and close this dialog box.

Press this button to discard the currently defined values and close this dialog box.

Enter a keyword to associate with your site. This assists search engines in properly indexing your site.

Enter your client ID in this field.

Enter your password in this field.

Enter your new password in this field. (Note this field is only visible after pressing the ‘Change Password’ button.

Enter your password again for confirmation.

Press this button to login to the server.

Press this button to cancel the login process.

Press this button to change your password.

Enter the opening statement of your key message here.

Press this button to select an image to associate with this key message.

Press this button to clear the currently selected item.

The image you have associated with your key message will be displayed here.

Enter the body text of your key message here. (maximum 1023 characters)

Press this button to commit any changes and close this dialog box.

Enter the user ID used to login to your web service provider's FTP server. This is usually the same as your main account user ID.

Enter the password used to login to your web service provider's FTP server. This is usually the same as your main account password.

Enter the hostname associated with your web service provider's FTP server.

Enter the directory where your web pages are stored. This will usually be the same as your 'home' directory. You must have write access to this directory.

Press this button to submit your site information via FTP.

Press this button to cancel the current operation.

Press this button to submit your site information to your chosen web presence provider.

Select this option if you wish to upload your site to a web service provider other than Maximizer BusinessNet.

Note that you must already have registered with the provider, and the provider must support FTP uploads.

Select this option if you wish to upload your site to Maximizer Business Net.

You will be prompted to provide registration information if you have not already done so.

Press this button to discard any changes and close this dialog box.

Supported Image File Formats

This version of MARKETbuilder supports the following image file formats:

Format TAG	Notes
ASCII	ASCII files are converted to bitmap
BMP	1, 4, 8, and 24-bit color
CALS	Monochrome only
DIB	1, 4, 8, 24-bit color
DCX	(multipage PCX) 1,4,8, and 24-bit color
EPS	Reads embedded TIF file
GEM	1 bit only. (limited format)
GIF	2 through 8-bit palettes
GIF_INTERLACED	(see above)
GX2	4 and 8-bit color
HALO CUT	8-bit color (limited format)
ICO	(standard MS icon format) 1 and 4-bit color
IFF	(Amiga bitmap) 1, 4, and 8-bit color
IOCA	1-bit only (limited format)
JPEG	all supported colors, including greyscale
CCITTG4	Document format (1-bit only)
MACPAINT	1-bit only (limited format)
MSP	(Microsoft Paint) 1-bit color
PCX	(Zsoft bitmap) 1, 4, 8, and 24-bit color
PNG	1,4,8,15,16, 24, and 32-bit color (all modes)
PSD	1,4,8,16,14, and 32-bit color
PCD	(Kodak photo CD) 24-bit color
PICT	1,2,3,4,8,16,24, and 32-bit color
XPM	(X windows format) stored as ASCII
RAST	(SUN Raster) 1,8,24, and 32-bit color
TARGA	8,16,24, and 32-bit color
TIFF	(Tagged Image File Format) All modes
WMF	1,4,8, and 24-bit color
WPG	(WordPerfect Metafile) 1,4,8, and 24-bit color.
XBM	8-bit color (limited format)

The following fields are capable of including HTML tags:

- Company Slogan
- Key Message
- Catalog Item (specifically, the following fields)
  - Image Caption
  - Description
  - Details

The following characters are considered special characters, and are only permitted in HTML-aware fields:

- **<** (less than)
- **>** (greater than)
- **&** (ampersand)
- **"** (double quote)

Legal Notice

"The service of delivering the shopper's order or inquiry request to the merchant is provided by Maximizer EC Services Inc. Maximizer EC Services Inc. does not guarantee the accuracy or reliability of this information nor does it assume any responsibility for any liability or obligation associated with the transaction. Any liability or obligation for this transaction shall be held by the shopper and the merchant."

"Maximizer EC Services Inc. does not guarantee the level of security for the encryption method used. Maximizer EC Services Inc. reserves the right to terminate the message forwarding service without notice."

Select this option to save your current web site to a local file folder. The site will be exported in HTML format. This can be useful if you may need to perform further processing.

For example, some users may need to send this information to a co-worker via email. Others may need to further edit the content with a special HTML editor.

Save your web site to a file folder

There are situations in which FTP may not be the best method for transferring your generated HTML files to your host.   For instance, if you are running your own Web Server, it may be more convenient if you can save your files directly into your local directory.   Another possible reason is that your ISP may be using a proprietary protocol for file transfer.

This feature will save the entire generated web site into a directory you specify.   Once the files are saved, you can transfer them to the host server through whatever mechanism that is most convenient.

This option can be selected from the Files menu or from the submission page.