

## **Ameravant's Content Management System "CMS" / "Doohickey"**

### **COMMON PROBLEMS WITH WEB SITE GROWTH:**

With over 7 years of developing web sites, Ameravant has seen many clients use 3rd party tools and service companies to aid in a successful web site experience. A sample list of common problems with this model are:

1. Multiple Vendors: Clients soon are working with several vendors and their data is spread across multiple 3rd-party system with no ability to share information between system.
2. Disconnect Information: Clients are having to manually enter information from one system to another. For example, if a client receives a request for information, from their web site, the client must manually enter that Contact's information in their Email system, if they want to include the new Contact in their next Email Newsletter.
3. Training & Support: Clients and their staff, now must call multiple companies to get support, and often one company pushes the problem off to "the other" vendor.
4. Confusing User Interface: The interface for the different 3rd party tools are very different and it is difficult to learn and teach new staff how to use the tools.
5. Very Expensive Tools: The cost of each of these tools can be very expensive. For example, a client of Ameravant just spent a \$500 set up fee and \$150 per month for a 3rd party Email system. Another client is spending \$100 per month for an online shopping cart, and they only have 5 products.
6. Graphic Designers: Many Clients have worked with graphic designers that don't fully understand current web design standards. The client pays \$100's and \$1,000's of dollars for design that quickly becomes dated, doesn't take into consideration good navigation or isn't compatible for good Search Engine Optimization.
7. Web Developers: Many Web Developers are people that have good graphic design skills but have very little or no programming skills. These people use tools like Adobe Dreamweaver to help them make the web pages. These web sites can look very attractive but have problems that prevent the site from being successful like:
  1. Client must pay their Webmaster for every small content change to the site.
  2. Because the site has no database to manage web content or Contact information, it forces the Client to use 3rd-party tools for Email Announcements, BLOGS, Shopping Carts, photo galleries, file management, member login portals, etc.
8. Web Hosting: most Clients don't know important information about their web sites such as, what are the backup procedures, how to make a local backup of your web site, how to add new Email accounts, how to view visitor traffic to the web site, how to change passwords on Email accounts, FTP accounts, and Database accounts.
9. Domain Registration: Most people have no idea what Domain Registration means. One Client didn't pay attention to renewal notices and his domain expired. The web site could not be seen and all Email services stopped. The Registrar charged \$135 vs the normal \$20, to re-activate the domain, which took 7 days. Another client's domain was registered with a Registrar vendor in china. The vendor canceled the domain 4 months before it was due to expire and charged the Client over \$100 to get their domain back. It took over 30 days for the domain to be restored.
10. Merchant Accounts: Because the average Webmaster doesn't know how to establish a Merchant account, so their clients can accept credit card payments, their clients are forced to use PayPal or some expensive 3rd-party company.

11. Search Engine Optimization: Ameravant has seen countless web sites that look good but are not optimized for good Search Engine ranking. In many cases the way the web site was developed does not allow it to be found by Search Engines. You can have an expensive and beautiful web site but if no one visits what's the purpose?
12. Disconnected Information: Web site owners are left to their own better judgement to figure out how to best pull all the items above into a good plan. Unless you have traveled down the web site road many times in the past, it is almost impossible to make the right decisions, so what happens is your web experience becomes a trail-and-error experience, costing \$1,000's of dollars. Wouldn't it be nice to have web professional that has been down these roads before and act as your Advocate for a successful web experience?

### **THE AMERAVANT SOLUTION:**

Ameravant has spent \$1,000's of dollars and 100's of hours to solve the common problems described above. Ameravant is a company that provides a one-stop solution for a successful web experience. We have extensive experience in each area described above These services and tools include:

1. Project Manager
  1. Each web site project has a Project Manager that performs the following functions:
    1. Initial FREE Consulting with Client
    2. Draft a "Deliverable" document of features of the new web site with "best guess" cost estimates. This gives clients a quick look to see if the features they want match their budget.
    3. Detailed Specification Document - This document defines all pages of the new web site. It is the blueprint or Master Plan that governs every detail of the project. With this document in hand, Ameravant can give a fixed-bid for developing the web site.
    4. Client and Programmer Reviews - Your Project Manager will meet multiple times with the development team, during the production of your web site. The goals are to 1) make sure the project is on time 2) answer any questions the designers or programmers have 3) conduct quality assurance testing on all pages of the site 4) review new features that client or the development team think should be added.
2. We Work with Your Designer
  1. Ameravant often receives Client referrals from other Webmasters and Graphic Designers. Some people call us the Webmaster's Webmaster. A successful Brand Marketing company referred their Client to Ameravant. Together we produced a web site for Sunkist Oranges that won national awards for design and function.
3. In-House Graphic Design
  1. Ameravant has our own in-house graphic design team, led by Dave Myers. Dave is a graduate of Laguna College of Art and Design. He make sure each design is appropriate for our clients. He is also an expert in converting that design into web pages, adhering to all web standards. He is also an advanced programmer, so he understands the balance between function and design. If you've ever worked with a programmer that no sense of design your end product is very clunky.
4. Web Site Programming
  1. Ameravant has two in-house programmers. Both are extremely talented. There has never been a task too difficult for them to develop. If fact, the

more difficult the more excited they get. Both men know how to talk simple English when speaking with clients, not just a bunch of tech geek talk.

5. Customer Service Manager
  1. All Clients of Ameravant have access to our Customer Service Manager, Jen Redel. Jen can assist Clients with web hosting questions, Email issues, billing, web site content, domain registration & renewals and merchant account applications. She has the tools to share her computer screen with you or your computer screen with her, so she can train you on features or trouble-shoot issues.
6. Search Engine Optimization "SEO"
  1. Ameravant's web sites are Search Engine Optimized "Ready", which means all areas of a web page that need to have keywords and phrases can be done through Ameravant's Content Management System. See the Doohickey "CMS" below.
  2. Ameravant is very good at helping regional clients get good Search Engine Ranking. For clients wanting to get good national ranking, and needing ongoing SEO support, we work with the #1 Search Engine Optimization company in Santa Barbara.
7. Web Site Marketing
  1. Ameravant is partnered with the #1 Web Site Marketing company in Santa Barbara. With their expert advice and work, they are able to create marketing strategies to best fit each Client's needs.
8. Web Site Strategies
  1. When Ameravant feels our Clients or potential Clients need a Consultant to help them organize the many ways to be successful on the Web, we work with full-time Web Strategists. This person will help you define your Master Plan. They will help you get cost effective bids from different companies. They are independent of Ameravant and may or may not recommend Ameravant's services.
9. Web Hosting
  1. Ameravant host over 175 domains, mostly in the Santa Barbara region. Our servers are located in large data centers in Los Angeles and Orlando Florida. We offer reliable, scalable and affordable hosting.
10. Domain Registration
  1. Ameravant is a reseller of the Godaddy service, the #1 domain management company in the world. You can find low-cost domain registration at <http://www.ameravant-domains.com> . Ameravant monitors all domains to make sure no domain unexpectedly expires. Ameravant also manages all the spam from other Registrars that try to trick you to transfer your domain to their service.
11. Merchant Account Services
  1. Ameravant will help you understand Merchant Services, which has many moving parts. We will pre-fill your application form and follow up with the Merchant Service to make sure your application is approved. Wells Fargo Bank is the Merchant Ameravant has chosen as a partner for their clients.
12. Content Management System "CMS"
  1. Ameravant pulls the most common web site features together under one Content management System. Clients can manage the content on their web site by logging into their Administration web site. CMS allows the adding of unlimited page, adding pictures and formatted text to any page. For a full description of the Doohickey CMS, please read below.

## **Doohickey Content Management System "CMS" Specifications:**

1. Graphic Design:
  1. Almost any graphic designed can be used with Ameravant's Content Management System. It doesn't matter if you have your own design or if Ameravant has developed the graphic design.
2. Search Engine Optimization:
  3. It should be the goal of every web site to have good Search Engine Optimization. Ameravant has built this ability into our CMS. Ameravant's CMS meets all current standards for SEO 'best practices', including the ability to edit the following content for each page of the site:
    1. URL - Client can choose keyword as the file name for each page of the site
    2. META Title (browser title)
    3. META Description
    4. META Keywords
    5. H1 Tags - Many of the pages will have an H1 tag around the main title of the page. This tag tells the Search Engines this phrase is the most important content on the page.
    6. H2 Tags - These tags are used to for each sub-section of content in a page, letting the Search Engines know the next most important words on the page.
    7. Alt Tags - The CMS allows all images in the site to have META data keyword that describe each image.
    8. XML Sitemap - (optional feature) The CMS maintains an XML file that is updated each time a new page is added to the site. Ameravant registers this XML with the major search engines, Google, Yahoo, and MSN. These Search Engines promise to update their database with new pages, found in the XML file, within 24 hours of the date the new page is posted.
    9. Keyword Tags - The CMS uses keyword tags to link related content to other areas of the site. For example, for each news article posted, the Client will enter several keywords that best describe the content. When the visitor is reading the article, they will see the keywords in the right column of the page. When they click on the any keyword, it will display a list of other articles that also have the same keyword. This is very powerful for Search Engine Optimization because it links keywords to pages that specifically discuss content for that keyword and is considered a content rich page for those words. A Search Engine's purpose is to direct visitors to content rich web pages for specific keywords. The use of keyword tags is also used in the Blog, News, Awards, and Photo Gallery.
  4. Page Re-directs - Ameravant will map all current pages of the old site to the correct page on the new site. This is very important because Search Engines will cache pages of the old site for up to 6 months. Client will not loose current Google page rank using re-directs.
  5. Google/Analytics - The site will use Google/Analytics to track visitor traffic to the site. Optionally Ameravant can use StatCounter.com, which also tracks visitor path tracking. This shows not just the number of times a page has

been viewed but what path the visitor used to move through the site to get to that page.

6. Client Staff SEO Training - included with Ameravant's web site includes training on managing content in all pages of the web site. Training also includes a "Best Practice" for managing page content for good Search Engine Optimization. After this training Client Staff should be able to optimize new pages without the assistance of Ameravant or a 3rd party SEO company.
7. National SEO Optimization - Ameravant recommend Jacques Habra at [www.firstclickseo.com](http://www.firstclickseo.com) for a national campaign of marketing to improve traffic to the site.

### 3. Content Management System:

Ameravant used its full Content Management System "CMS" for the foundation of your web site. In addition to the SEO features mentioned above the CMS includes:

#### 1. Content Page Management

1. Full Html Editing on all pages of the web site through a password-protected Administration site.
2. Style Sheets - the CMS will have the site's style sheet built into the Html Editor. This allows client to post content and apply approved styles to text, keeping all content formatting consistent throughout the site.
3. Create unlimited number of main menu pages, sub-menu pages and virtual pages, that are linked to from other content.
4. Manage Pages menu - Client can add, edit, and delete an unlimited number of pages. Pages follow a strict formula on the front end, displaying meta tags, page name, and page content. The page management system will allow administrators to create new pages, which are given a "permalink" (a URL that is specific to that page). Each page will have the following attributes / fields, and text which may be changed by the client:

1. Page Name - This short page name will be used to determine its menu title and permalink.
2. Page Category - Section of site the page belongs to. Client may select the category from a drop-down menu.
3. Tagline - Clients may use a tagline (a memorable marketing phrase) that sums up the tone and premise of their brand. For example a fine food caterer uses the tagline; "World Cuisine on Demand". All pages will have a tagline, but client can easily type in a new type in a new tagline for all web pages.
4. Banner Image - Client will have the ability upload new photos to be used at the page's banner photo at any time.
5. Body Content - The page body will be edited with an HTML editor. This editor will allow Client to format rich Html text, link to other pages, upload/display images, and upload/link

to files.

6. Include in Menu - Check box to select whether or not to include the page within the category's menu. If not selected, page must manually be linked from another.
7. Meta Tags - Each page has Meta Tags. The meta tags are important for good Search Engine Optimization.
  1. META Title - Title at the top of the browser. Also the title used on search results of all search engines.
  2. META Keywords - Keywords relevant to page content.
  3. META Description - Description of page content. Also used as the description in search results of all search engines
2. (optional feature) Client may have the ability to give Administrators of the site different permission levels to prevent some Content Providers from accessing content for the entire site. For example, if you have someone that needs to send out Emails, you may not want that same person to have access to shopping cart transactions.
3. Site Search Engine
  1. (optional feature) The Google Search engine will be used to index content in the entire site. Search results will only display pages from the Client's web site.
4. Portfolio Management
  1. Client will have a landing page for each project portfolio. Landing pages will have multiple photos, and full Html page editing. Here is an example, <http://www.ameravant.com/portfolios>
5. Manage Blog (News/Press Releases)
  1. BLOG posts can only be submitted by a Site Administrator. Each post has the option to turn on or off the ability for visitors to add comments to the post. For an example of the BLOG, see this page, <http://www.ameravant.com/posts>. Features include Tag Cloud keyword search, BLOG summary list page, recent BLOG posts in the right column. Each article in the BLOG comes with SEO fields to optimize each post for best search engine ranking.
  2. Title - The header title for the news posting. Also used as the page's permalink.
  3. Tagline - Supporting text that follows the header title.
  4. Date - By default, the current day's date will be used, but this can be modified to any other date. This will effect the posting's sorting on the public site.
  5. Featured - Featured News will display title and tagline on the homepage, with a link to the article.
  6. Body Content - The post body will be edited with an HTML editor.  
Meta Tags - The meta tags are important to SEO.

1. Title - Title at the top of the browser. Also the title used on search results of all search engines.
  2. Keywords - Keywords relevant to page content.
  3. Description - Description of post content. Also used as the description in search results of all search engines.
6. Contact Management
1. The site will allow for the collection of name, email and other contact information from the public web site. All contact information collected will be updated in the CMS "Contact" Management System. Each Contact will be assigned to at least one category/group. Client can add an unlimited number of categories to assign Contacts.
  2. Client can add, edit, or delete any contact
  3. Contact Export - Entire list or any Group can be exported into a CSV file.
  4. Contact SEARCH/LIST page
    1. Search Function - This page lists the most recent Contacts entered at the top. You can enter search criteria to display a list of Contacts. The system will search the following fields; First Name, Last Name, Company Name, Comments Field, Email Address.
    2. Result Table - Will display all Contacts in Table. Columns in the table are; Edit, Delete, First Name, Last Name, Subscriptions
  5. Adding Contacts - The following fields will be available in the Contact database
    1. Date Submitted
    2. First Name
    3. Last Name
    4. Address
    5. City
    6. State
    7. Zip
    8. Work Phone
    9. Cell Phone
    10. Email
    11. Comments (unlimited notes & Submitted Questions)
    12. Subscriptions - Each Contact can be added to one or more Subscription Groups. Emails can be sent to any Subscription Group.
7. Email Management
1. The CMS allows client to send Html formatted Email to all Contacts in the web site. Emails can be sent to one or more categories/groups of people.
  2. Email Tracking - The Email system will track all open Emails and report back the total number
  3. Automatic Unsubscribe - In the footer of each Email is an Auto-Unsubscribe link. When clicked the Contact will be automatically

removed from the Email list. Their Contact record will still remain in the database.

4. Manage Newsletters menu - Client will have the ability to Email newsletters to all people in the contacts database. Emails will be addressed to each Email address individually, not BCC (blind copy). Ameravant will provide client with one generic newsletter template with a color border and fixed width of approximately 500 pixels. The Manage Newsletter menu will enable the client to:
  1. Subject (text) - Client may type in the newsletter subject. This will appear in the recipient's Email subject box.
  2. Body (text, special characters, images) Client may either type in or cut-and-paste text into the body of the newsletter. In addition, client may upload photos and include them into the newsletter. The editor for the body of the newsletter has numerous tools that make professional formatting easier and more accessible to the administrator.
5. Create a New Newsletter

In addition, the client can personalize the Newsletter by inserting the Email recipient's name in various places, where appropriate, inside the body of the newsletter.

6. Create Subscriptions - Client can create, edit, and delete subscriptions. Each contact in the database can be assigned to one or more subscriptions. For example, you could create a subscription entitled "Desserts", and assign only those contacts in the data base that were interested in desserts. Subscriptions have the following functionality with respect to contact database:
  1. Contacts can be members of one or all of the subscriptions you create.
  2. Each newsletter recipient has the ability to click on an auto-unsubscribe link at the bottom of the newsletter. This will remove the recipient from ALL subscriptions.
  3. Send to Test Group - Send newsletter to test group before sending out to full list. This allows the administrator to ensure that the formatting of text and layout of images and other content in the newsletter looks as it should before it is sent out to the real newsletter subscribers.
  4. Preview & Send - Preview newsletter and send upon confirming the preview.
7. Newsletter Settings - The following settings may be changed by the site administrator:
  1. Header Logo - The logo appears at the top of the newsletter. Images and photographs can be uploaded.

2. From Email Address - This appears in the recipient's Email in the "from" section.
  3. Email Footer Info - The newsletter footer will automatically include the following:
    1. Company Name
    2. Company City
    3. Company State
    4. Email Contact
    5. Web Address
    6. The default newsletter footer information will be shown in the following format: "This Email was sent to ContactEmail@clientCompany DomainName.com by Company Name, Company City, Company State, CompanyEmail@CompanyDomainName.com. A privacy policy link is displayed. Email Marketing System by Ameravant [logo]."
  1. Email Blast Stats - After Emails are sent to any group, the web site will track all open Emails and displayed how many Contacts viewed the Email.
  2. Anti-Spam System - The Email system send out 250 Emails per hour. This slow delivery prevents the Email server from being seen as sending out Spam Email. As an optional feature, Ameravant can use a different Email server, allowing approximately hundreds of Email to be sent each minute.
8. Photo Gallery
1. Site comes with unlimited photo galleries. Each gallery has its own slide show. Every image has a title field and keywords. Photos can be searched by gallery or surfed by keyword. Clients can turn ON or OFF the ability for web visitors to post comments to each photo gallery.
9. Product Management
1. Doohickey comes with a simple shopping cart system. Add multiple photos of each product. Show sale prices for products. Emails confirmation of transaction to buyer and Client. Uses PayPal or Gateway company for payment. Retains buyers contact information and automatically subscribes the buyer to the Email list.
10. Advanced Event Management
1. Current and Upcoming Events, with the following columns (fields):
    1. Event Start Date
    2. Event End Date
    3. Time of Day
    4. Event Title
    5. Short Description
    6. Full Description (includes photos & links to PDF Applications)
    7. Price (unlimited number of pricing options), For example
      1. Member Admission: \$20
      2. Non Member Admission: \$30

3. Admission 1 week prior to event: \$40
  4. Admission for Seniors: \$10
  5. Unlimited number of attendees per registration
  6. Multiple payment options (PayPal, MC, VISA, AmEx, Cash, Check)
  7. Email confirmation to all registrants and Client
  8. Export Event Roster for mailing, name badges, or Will Call roster
11. Home Page Info boxes
1. Because the CMS is maintaining lists of information, it allows Ameravant to automatically feature recent published content on the home page of your web site. For example, we can display the next 3 upcoming events, the last 3 BLOG posts, Featured Products, Random Testimonials, Featured Members, etc.
12. Featured Ameravant Projects:
1. [www.ameravant.com](http://www.ameravant.com) - Ameravant recently released its new web site. This web site uses many of the features in Ameravant's CMS system. Notice the complete design of content within the body of the page, not just header and footer design.
  2. [www.biopac.com](http://www.biopac.com) - 1,800 page web site with advanced database functionality. Site manages sales in 26 countries.
  3. [www.firststepequity.com](http://www.firststepequity.com) - Ameravant provided a solution for managing over 35,000 foreclosure properties nationwide. The site allows a sales team of 4 people to manage 100's of clients and track stats on use of site. The site also allows client to import Title company files into their database, and keep track of changes to properties status over time
  4. [www.oceanfutures.org](http://www.oceanfutures.org) - Ameravant was asked to build a content management system for all pages of this 600+ page web site. Client also has a Contact Management and Email Management System provided by Ameravant.
  5. [www.stbarts.org](http://www.stbarts.org) - This is one of the large downtown churches in New York City. Ameravant did not develop the design but took the design and built it into a full Content-Managed web site. The site also includes a shopping cart that supports an on-site gift shop with full-time staff. Ameravant also developed a donation system that helps to manage approximately \$8 million dollars of annual donations.
  6. [www.hrxpress.net](http://www.hrxpress.net) - this web site uses Ameravant's CMS system to manage all content on the site, contact management, event registration and email campaigns.
  7. [www.profilepacks.com](http://www.profilepacks.com) - Ameravant is about to release this site. The temporary URL is <http://75.126.209.78/>. This site fully automates the distribution and client billing for gaming files that are licensed through the web site on a monthly subscription basis. Ameravant did not develop the design for this site.
  8. Non-profit web sites - Ameravant has developed approximately 25 non-profit web sites.
13. References:

1. Matt Nancarrow  
First Step Equity, [www.firststepequity.com](http://www.firststepequity.com)  
805-617-6160  
[matthew\\_nancarrow@yahoo.com](mailto:matthew_nancarrow@yahoo.com)
2. Nancy Keltner  
Ocean Futures Society, [www.oceanfutures.org](http://www.oceanfutures.org)  
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4. Nathan Harkins  
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#### 14. Partial Client List

Ameravant currently host over 170 domains, mostly in Santa Barbara

#### **Corporate Clients:**

BIOPAC – [www.biopac.com](http://www.biopac.com), sells in 26 countries, this is an 1,800 page web site  
Celebrate Greece, [www.celebrategreece.com](http://www.celebrategreece.com)  
Sunkist Oranges, <http://66.103.153.152>  
Santa Barbara Radiology Group, [www.sbradiology.com](http://www.sbradiology.com), private site only  
Santa Barbara Dental Spa, [www.sbdentalspa.com](http://www.sbdentalspa.com)  
Santa Barbara Paddle Sports, [www.kayaksb.com](http://www.kayaksb.com)  
Andrew Seybold Mobile Spokesperson, [www.andrewseybold.com](http://www.andrewseybold.com)  
Med Spa Press, [www.medspapress.com](http://www.medspapress.com)  
International Health Partners, [www.carexpresshealth.com](http://www.carexpresshealth.com) – very large past client  
Giovanni's Pizza, [www.giovanispizzasb.com](http://www.giovanispizzasb.com)  
First Step Equity Foreclosure Properties, [www.firststepequity.com](http://www.firststepequity.com)  
Emotions Inc, [www.emotionsinc.org](http://www.emotionsinc.org)  
eMarketing 360, markets to national hotel chains, [www.emarketing360.com](http://www.emarketing360.com)  
Coleman Carpet Cleaners, being released soon  
Home Plant Productions, [www.homeplanetproductions.com](http://www.homeplanetproductions.com)  
Health Live Chiropractic, [www.healthlifesb.com](http://www.healthlifesb.com)  
Little House Woman's Fashions, [www.littlehousefashions.com](http://www.littlehousefashions.com)  
Santa Barbara Internet TV, web hosting only, [www.sbitv.com](http://www.sbitv.com)  
California Lowline Cows, [www.californialowlines.com](http://www.californialowlines.com)  
David Richo, [www.davericho.com](http://www.davericho.com)  
Basically Bags, [www.basicallybags.com](http://www.basicallybags.com)  
Hawaii Vacation Rental, [www.maunakeavacationrental.com](http://www.maunakeavacationrental.com)  
Last Call Country Band, [www.lastcallcountryband.com](http://www.lastcallcountryband.com)  
Office Technology Group, [www.officetechgroup.com](http://www.officetechgroup.com)  
Quality Mortgage, [www.qualitymortgage.com](http://www.qualitymortgage.com)  
Remax of Santa Barbara, Sunday Open House only, <http://www.remax-santabarbara.com>  
Rebound Trading, [www.reboundtrading.com](http://www.reboundtrading.com)  
William Payne Vintage Poster Art, [www.vintage-poster-art.com](http://www.vintage-poster-art.com)  
Wav Telco, [www.wavtelco.com](http://www.wavtelco.com)

**Non Profit Clients:**

Alpha Resource Center, [www.alphasb.org](http://www.alphasb.org)  
Jean-Michel Cousteau's Ocean Futures Society, [www.oceanfutures.org](http://www.oceanfutures.org)  
Santa Barbara City College Alumni Foundation, [www.sbccfoundation.org](http://www.sbccfoundation.org)  
Santa Barbara Downtown Organization, [www.santabarbaradowntown.com](http://www.santabarbaradowntown.com)  
California Naturopathic Doctors Association, [www.calnd.org](http://www.calnd.org)  
Council of Supply Chain Management Professionals, [www.cscmpsfrt.org](http://www.cscmpsfrt.org)  
Dennis House, [www.dennishouse.org](http://www.dennishouse.org)  
Goleta Lions Club, [www.goletalionsclub.org](http://www.goletalionsclub.org)  
Green2Gold, [www.green2gold.org](http://www.green2gold.org)  
Jazz in the Church, [www.jazzministry.org](http://www.jazzministry.org)  
Tri-County Legislative Alliance, [www.legislativealliance.org](http://www.legislativealliance.org)  
Saint Mikes Episcopal Chapel, UCSB, [www.saintmikesucsb.org](http://www.saintmikesucsb.org)  
Saint Bartholomew's Church, New York City, [www.stbarts.org](http://www.stbarts.org)  
Santa Barbara BMW Riders, [www.sbbmwridders.org](http://www.sbbmwridders.org)  
Santa Barbara Referral Associates, [www.sbbreferrals.com](http://www.sbbreferrals.com)  
Tire Alliance Group, [www.tirealliance.com](http://www.tirealliance.com)  
Trinity Episcopal Church Santa Barbara, [www.trinitysb.org](http://www.trinitysb.org)  
Trinity Backstage Coffee House, [www.trinitybackstage.com](http://www.trinitybackstage.com)  
Valley Haven Retirement Center, [www.valley-haven.org](http://www.valley-haven.org)  
UCSB, Office of Public Events, site not visible to the public (3 UCSB projects)

Ameravant is currently being considered to develop the National web site for the Episcopal Church.

15. Additional Comments:

1. Client will own all Graphic design produced by Ameravant
2. Ownership of the Ameravant CMS. The estimated value of the CMS is \$20,000. Ameravant Licenses the CMS to its clients for \$55 per month. Optionally clients can own the CMS for \$1,800. Client's purchase of the CMS entitles them to use the CMS on one domain.

Sample CMS Screen Shot

- Home
- Web Pages
- New Page
- New Category
- Websites
- Testimonials
- Posts
- Events
- Contacts
- Newsletters
- Users
- Settings

Admin Home » Web Pages » Edit Page

## Edit Page

**Page Name**  
A unique name to refer to this page. This title is used in your site menus and url.


url.  
Web Design

Include page in menu.  
 Visible to public?  
Category: Services

**Tagline**  
We create clean, attractive, professional designs to fit you

**Banner Image:**

### Body



First and foremost a design needs to be visually appealing. We are passionate about our craft and create unique, original site designs that will grab the visitor's attention and make sure they hang around long enough to really take in what you have to offer them. [Take a look at some of our designs in the portfolio](#), or read on to find out more about what we have to offer.

**Designing by web standards**

Path: h2

### Meta Information

**Meta Title**  
This shows in the title bar of your browser, and is the link text on search engine results that find this page.  
Web Design

**Meta Description**  
Ameravant offers web design services to fit client needs.

**Meta Keywords**  
web, design, development, seo, search engine optimization, cms