

ICOSA Inc. Modular Web Site Packages

There are four different modular web site packages that are offered by ICOSA Inc: the Informational Site, the Small/Large E-Commerce Starter Sites, and the Full E-Commerce Site. Although there are some minor differences in features amongst these four, the basic philosophy and foundation for all of the plans is identical. Unlike other companies, our Informational Site is not a “cookie-cutter” style page. All of the same design choices and creative latitude that is afforded the Full E-Commerce Site is likewise used in the Informational Site. All of the smaller packages are really nothing more than pieces of the Full E-Commerce Site, and their constructed allows for simple integration into the next larger package. It is our hope that if you decide to begin with the Informational Site, sometime in the near future we will be adding modules to bring it into the realm of an E-Commerce Starter or possibly a Full E-Commerce Site. Therefore no matter at which level you decide to begin, the high quality and services of ICOSA Inc. is behind your web presence.

The resources available for your web site include:

Custom layout of your Site:	Your business is as unique as a snowflake and ICOSA Inc. wants to preserve that quality.
Page Styles <ul style="list-style-type: none">• Static Code• Dynamic code• “Frames”	Static code is used for page elements that are understood by all types of browser. Dynamic code is used for page elements that are specific to a type of browser and therefore requiring different code to be generated each time the page is viewed. Frames allow for static page items to be loaded once and remain in view the entire time, which greatly reduces down load times.
Formatted Text	Most of today’s browsers support over 100 different font types
Custom Graphics <ul style="list-style-type: none">• Graphical Text• Tables• Separators, Bullets• Buttons• Animations¹• FLASH Movies²• Scanned Images• Digital Photography²	It has long been said that a picture is worth a thousand words. The quality and design of the graphics on your page must be an extension of your company, because it is very possible that this is all your customers will ever see of you. Luckily this is where the ICOSA Inc. Design Team excels. Every site has custom graphics created to your tastes from either your existing logos and designs, or completely new artwork from the collective mind of our Designers. Photos are either scanned or taken by our staff, then touched up and compressed for use on the internet.
User Interactive Graphics <ul style="list-style-type: none">• Image Maps¹• Mouse-Overs¹	User interaction is a great way to get customers interested in your site. Image maps use “hot spots” on a graphic as the area to click to get to the next item. Mouse-overs change an image or text when the mouse runs over it to aid your viewers in site navigation.
Links to External Pages	Linking to other web pages is used as an excellent means of getting new viewer and potential customers to your site.

¹ Restrictions may apply

² Additional fees may apply

Page Previewing	ICOSA Inc. operates a test site that allows you to preview and approve pages before they are added to your active web.
Site Search	This simple yet effective tool allows customers to instantaneously find any information on your site.
Shopping Cart System	This is the program that is used to create a virtual shopping cart to hold your purchases until you are ready to check out and then performs the secure transactions on an E-Commerce site.
Secure Transaction Servers (SSL) ³	This is the technology that allows a customer the security to transmit sensitive data, such as credit card information, safely.
E-Mail Auto-responders	Responders are used to send e-mail to clients automatically or as an "Internet Specials" mailer for your web clients.
Custom Interactive Programming ¹ <ul style="list-style-type: none"> • Active Server Pages¹ • Cascading Style Sheets¹ • Forms/CGI¹ • VB Scripts¹ • Java Scripts¹ 	These elements are what make a web site state of the art verses just another "yellow pages add." By use of these viewer interactive elements, a web site can hold a viewers interest long enough for them to surf the entire site, get them back to the site time and time again, or compel them to tell their friends about the "neat thing they saw on the internet yesterday."
Specialized Services <ul style="list-style-type: none"> • Audio and Video Services³ • Chat Room Services³ 	These services add music and video images for a complete multimedia experience. Chat Rooms allow visitors to engage each other directly to discuss helpful hints and tricks they know.
Advertising Package <ul style="list-style-type: none"> • Search Engine Listings • Improved Visibility Package 	This service adds your web site to the search engines that will allow your site to be found by people that are not specifically looking for you but for any keywords words or pieces that may be included in your site. The improved visibility package specifically targets one or more pages in your site for increased advertisement.
Site Usage Statistics	A program that reports information on your viewers used to customize your internet marketing strategy.
FTP Services	Allows your viewers a means to down load files from your site with out detracting from your sites resources or function.
Domain Name Server Services	Converts your IP address into your domain name so that browsers can find your web site.
E-Mail Accounts	Unlimited number of E-Mail accounts for your domain: you@yourcompany.com (Pre-existing dial-up service required).
Data Base Integration ³	Microsoft SQL Server for data base integrated sites.
Monthly Site Maintenance ²	Included monthly maintenance consists of error correcting due to operating system/serving program changes, page revisions such as store hours or supplier caused price changes and monthly Home Page change to the "News/Specials" section.

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³ Additional setup and monthly fees may apply.