Frequently Asked Questions:

What do you do about security?

We use industry-standard SSL encryption always.

Do we have to sign a long-term contract?

No. You aren't committed for any length of time.

Can we have www.ourname.com as our address?

Yes, you can register your own domain name and if you already have a domain name, you can transfer it.

How are customers' orders processed?

You have the following options:

1.* E- Mail ordering only*:

Choose this option to receive orders via email only. You can then print your orders out and process them offline.

2.* E-commerce Ready*:

You would choose this option if you already have an e-commerce transaction processing account.

3.* Online Transaction Processing *:

If you have a merchant account but are not currently able to process transactions on the Internet then this option will allow you to set up your online processing.

4.* New Merchant Account*:

Choose this option to apply for a merchant account through one of selected merchant account providers.

5.* Accept Credit Cards Now*:

Choose this option to start accepting credit cards immediately without establishing a merchant account.

Don't have a merchant account but need to get one?

You can apply online through selected merchant account providers. Your application will be processed quickly. When you're accepted, your new merchant account will be integrated into your store automatically.

Do we need to have our own merchant account to process credit cards for purchases?

No. We have made arrangements for you to accept credit cards immediately, without establishing a merchant account or paying any set-up fees. This is ideal for a business that is just starting out, where online sales volume is unknown. All websites by default are set to email ordering. Our system captures the data and lets the website owner know they have received an order. It is then the website owners responsibility to use their in store card swiper to process the transaction.

Do we have to know HTML?

No. All you need to do is use the on-line software to build your website and make any changes you would like. On the other hand, if you know HTML you can use it.

Can we include keywords for search engines?

Yes. After you have set up your site. It is included.

Can we change our site once we've created it?

Yes. 24 hours a Day, 7 Days a Week. Unlimited.

Will our site have to look the same as all the others?

No, Each site can have its own distinctive look and style.

Can we use our own images?

Yes. You can upload images from your computer to our server. Once uploaded, you can edit, resize, or enhance your images using our image editor software.

Can we upload our own HTML files?

Yes, you can use our convenient upload tool to transfer your custom html and image files from your computer.

Can we get statistics about our site?

Yes. You can track the number of visitors to each of your pages, the visitor's time, where they were coming from.

Do we need any special hardware or software ?

Just a computer connected to the Internet, that's all.

Will you help me to drive traffic to my site?

Yes, you can submit your site to different search engines using our simple search engine submission tool, free.

Will anyone else have access to our sales data?

Absolutely not, You are the only person that will have access to your order information.

What kind of network connection do you have?

Our servers are on a high-speed, dedicated line, which will ensure that you and your customers always have fast and reliable access to your site.

What do you use as servers?

Our software operates on multiple servers that run either Windows NT or Linux operating systems.

What do you do about backups?

We have dedicated systems to ensure that a duplicate copy of all your data is maintained at all times.

IDENTITY DESIGNS

www.IdentityDesigns.com

ASK FOR: **John B Thompson II**

CALL ME AT **(800) 838-9513**

IDENTITY DESIGNS

DON'T HIRE A WEBDESIGNER
CONTROL YOUR OWN WEBSITE
WE'LL SHOW YOU HOW FREE
FREE INTERNET CONSULTATION

Business Building Websites

Why Pay a Webdesigner To Make An Ineffective Website? We'll Help You Get A Business Building Website

Why Businesses On the Internet?

When asked, 80% of all respondents said that they go on-line to research and investigate what they are looking for before they go to the Yellow Pages or in person. Studies show that people will go to the Internet 7 times over the Yellow Pages. 98% of the consumers who shopped on-line said they had a good experience. 80% of them said that they would shop on-line again. 88% said that they would refer their friends to those sites.

(The average person referred 12 people to that website).

Business on the Internet produce 58% more Revenue.

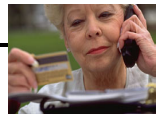
What Kind of Websites work the Best?

Studies show that 4 out of 5 people never visit the "average" website more than once. We have developed the most technologically advanced solution to give you the most dynamic and search-engine friendly website possible, with over 600,000 websites already done.

We helped them. We can help you.

With 500 million potential customers hitting the Internet ever day, how can you afford not to be a part of this massive market? It's not too late.

Get a Free Evaluation!



Who's Shopping On-Line ?

Teenagers, Generation X'ers and Y'ers, Baby Boomers, and seniors. Of which, Seniors and women are the Fastest Growing Segment of On-Line Shoppers. Are they buying from you or your competition? More people are turning to the Internet just to compare prices and quality. People feel comfortable going where they are more familiar and the Internet lets them do that.

What are my Options ?

You need to have Five Major Ingredients for your website to be effective in bringing you more business.

1. Must Look Professional (avg. $3,500 - $7,000)
2. Must be Easy to Find ($80 - $120 month)
3. Must Show Products (information is the key)
4. Must be Freshly Updated ($100 - $200 hour)
5. Must be Search Engine Friendly ($1,200)

A **Business Building website** must have all of these qualities to be effective. Hiring a cheap webdesigner or building one yourself will produce a wasted website with a waste of time and money doing you no good.

What Can We Offer You?

We can give you the power and control over your business website with **Free Business Building Tools, Search Engine Promotion, Complete Visitor Tracking, Full Contact Management, Mass E-mail Marketing, and a 2000 Item Secure Shopping Cart.**

With today's advances in technology, you no longer need to have a formal education in webdesign to have a very professional looking website that you can control. **600,000 websites are using our solution.**

You want a Successful Website. To have a successful website you need to have a Search Engine Friendly website that has what website visitors are looking for being promoted to the Search Engines on a consistent basis and be able to Accept Credit Card or Check Payment right online.

We have integrated several features into our webdesign software suite that you would have to pay hundreds or thousands of dollars more for elsewhere. Other companies cannot compare with us in quality of service, features offered, or a lower price.

With us, your business can have ALL of the features without paying the extra high prices required by others.

And These Features Include:

- **FREE Promotion with the Search Engines**
- **2,000 item Shopping Cart/ Online Catalog**
- **Built-In Order Processing**
- **Unlimited Number of Pages**
- **Unlimited Changes and Updates**
- **Unlimited Bandwidth and Hits**
- **Built-In Contact Management and Tracking**
- **Message Center, Chat, & On-Line Calendar**
- **Easy Order Exporting for Accounting**
- **Map with Directions to Your Business**

Ask for a Free Internet Consultation at no obligation and we will help you.

www.IdentityDesigns.com

Ask for: **John B Thompson II**

Your Online Business Consultant

e-mail: **johnt@identitydesigns.com**

CALL ME AT: (800) 838-9513

Can The Internet Help You?

Don't you wish that you could make money while you sleep or without having to be there at work all the time?

That is exactly why you need a website.

We have already helped over 600,000 businesses to generate more income and save money through the most effective advertising available to day, The Internet.. Take advantage of this rapidly growing market of on-line shoppers and take advantage of using the features built into your website to help you have less headaches and aggravation and more sales volume.

You are probably paying for advertising in the Yellow Pages and Newspaper. Unfortunately, surveys have shown that the majority of people will go on-line long before they ever go to one of those two choices. And you cannot afford to put all of your information in the yellow pages or local newspaper but you can on the Internet.

You can expand your business without having to invest another hundred thousand dollars to have two storefronts. Save money with one storefront where you are now and the other one on-line. Your on-line store may not generate as much business as your physical storefront but it will be able to do things that your physical store can never do.

– Websites are handicap accessible =>

Your Website Visitors will be able to:

- See your business even though they never drive past and be more inclined to visit.
- Refer people to you that do not have the time to drive by your store but can look on-line.
- Browse your inventory 24 hours a day, seven days a week, from the comfort of their home.
- See that you are offering a special discount without having to drive by your store.
- Compare your prices, quality, selection, and warranty with the other on-line storefronts.
- Purchase products or services from the comfort of their home without having to drive down to your place of business. Products or services that they can come in and pick up the next day or be delivered by you on available scheduled appointment from your calendar.
- Get their questions answered without calling.