Parallels® Web Presence Builder

Parallels Web Presence Builder: The Fastest, Easiest Way for Small Businesses to Create Professional-Looking Websites

Are you a web hoster looking for ways to attract new customers and differentiate your hosting offers? The worldwide market for Web presence is expected to grow to $12.6 Billion by 2014. Parallels Web Presence Builder can help you get your piece of that.

SMBs have tight budgets, and most won't pay thousands of dollars for a professional website. But with easy-to-use tools and affordable hosting, SMBs will build and maintain their own websites, and then begin to consume additional services.

Parallels Web Presence Builder can help you win new small business customers with an easy-to-use website builder tool that ensures their success so they stick around for as long as you serve them well.

This intuitive website builder is ideal for small businesses and novice users who want to establish an online presence quickly and cost-effectively. It features:

- More than 100 pre-built topics that include hundreds of photos and customized text enable SMBs to set up a complete, professional-looking website in record time. And each website gets a unique, customizable design generated on-the-fly so no two websites are identical.
- Drag-and-drop modules that let them easily customize their website content, integrate it with Facebook, and let visitors share content on popular social networks such as Facebook, Twitter, and LinkedIn.

Parallels Web Presence Builder is ideal for web hosters because it's designed to be monetized, and it's fully integrated with Parallels Plesk Panel and Parallels Customer & Business Manager. And its not just for Parallels Plesk Panel! It's also available for hosters using Parallels Automation, as well hosters with no Parallels hosting infrastructure.

Build Your Business Base and Increase Customer Satisfaction with Web Presence Builder

Web Presence Builder is the easiest way for your customers to create professional-looking websites – and it's also a great way for you to increase customer satisfaction and loyalty. Here are five reasons why:

- **Ease of use means "sticky" customers.** With the high cost of customer acquisition, the only way to make a profit is to keep customers once you get them. But a lot of customers who sign up for Web hosting give up before they finish their site, and then they cancel their hosting account. That won't happen with Web Presence Builder. It offers editable topics with complete content – none of that "lorem ipsum" filler text that your customers have to remember to fully erase (or risk embarrassment when their customers come across it). These topics, plus drag-and-drop connectivity to outside services (such as social networks and shopping carts) make Web Presence Builder so simple to use that your customers will find it easy to create polished websites that will enhance their image and bring them more business.
- **No need to start with a sitemap.** Most website tools are structured so that customers have to build a complete site structure before they can create or edit any content. But small business owners aren't professional Web designers, and many of them simply aren't able to envision their complete website at the outset. They need a product that lets them just jump in and start writing or editing. Web Presence Builder does exactly that, enabling them to select whatever menus they need as they go along. That, plus its built-in, customizable topics, will make it easy for your customers to get started – and to complete professional-looking websites in record time.
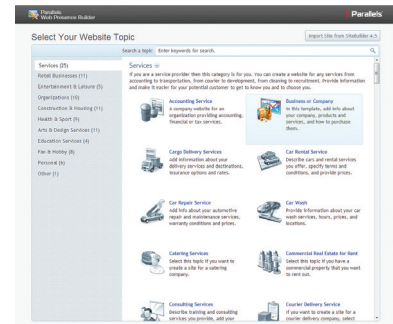
Integrate Outside Services Through a Simple Drag-and-Drop Interface

Now SMBs can easily increase the professionalism of their website by connecting to a wide range of external services. Drag-and-drop modules for external services include:

Advertisement: Adds a site-wide block for displaying ads from services like Google AdSense.

Commenting – new! Links to Disqus, allowing visitors to leave comments on any pages that have this module and giving SMBs the ability to moderate comments. Registration in Disqus is free.

Embedded video: Lets SMBs provide a direct URL to video clips on popular services like YouTube, Vimeo, MySpace, or Dailymotion.

Image gallery: Displays a gallery of images from Google Picasa and lets SMBs change its name and description. SMBs can also display images from your own hosting account.

Online store: Connects SMBs to the Ecwid e-commerce service, enabling them to sell goods online and manage a storefront. This module comes with a complimentary two-month subscription to a premium Ecwid plan.

Search: Adds a site-wide search field that visitors can use to look for something on your site. Google Search is the default, but a different service can be used by inserting its embedding code.

Shopping cart: Adds a site-wide, Ecwid-based shopping cart for an online store once a SMB has enabled the Online Store module.

Social sharing: Places a ShareThis button on a website, enabling visitors to share information from the site on various social media, including Facebook, Twitter, and LinkedIn.

- **Ability to add great features without scripting.** Small business customers typically lack the technical know-how to add complex scripts and applications to their sites. With Web Presence Builder, they won't need to. Drag-and-drop modules make it easy to add features ranging from video and e-commerce to custom search capabilities and links for sharing content with social network sites.
- **Integration with other Parallels products.** Web Presence Builder is fully integrated with Parallels Plesk Panel and Parallels Customer & Business Manager. This gives your customers the convenience of easy access from their panel page, plus automatic population of key website fields with panel data, while giving you the convenience of automated billing.
- **A "try-before-you-buy" mode.** You can provide your customers with free access to Web Presence Builder on a trial basis, so they can see for themselves how easy the product is to use. Then, to claim their sites, they just subscribe to a new hosting plan or upgrade their existing plan. It's a win-win situation all around, because they get to try the product on a no-risk basis, and you get more business.

As a hoster, you have a choice of how to deploy Web Presence Builder. You can either sell access to it as a service, or bundle it with your hosting service as a way to further differentiate your services from the competition. Either way, it will boost your bottom line. It even comes with a topic for hosters, if you'd like to use the product yourself.

Drag-and-Drop Modules Make It Easy to Add Sophisticated Features

With Parallels Web Presence Builder, SMBs can instantly add all sorts of sophisticated features to their website without doing any coding or scripting – or having any knowledge of HTML. They just choose the modules that offer the capabilities they want and then drag and drop them into their site. Talk about easy! And no one will know that they didn't pay a Web designer thousands of dollars to build these features for them.

Pre-built Topics for Every Type of Business

Parallels Web Presence Builder comes with content-complete templates (called "topics"), with text and images tailored to more than 100 business and organization types, you can use a topic as is, or modify the design, text, or images to suit your preferences. Web Presence Builder topics include:

- **Service Businesses**
- **Retail Businesses**
- **Entertainment & Leisure**
- **Social and Community Organizations**
- **Construction & Housing Businesses**
- **Health & Sports Businesses**
- **Arts & Design Services**
- **Education Services**
- **Fan & Hobby Websites**
- **Personal and Family Websites**

Hosters: Choose from Three Deployment Options

Parallels offers three deployment options for Web Presence Builder, so you can choose the one that best fits your needs:

- **Parallels Plesk Panel:** If you use Parallels Plesk Panel, you can host up to 1,000 websites per server by deploying Web Presence Builder inside Parallels Plesk Panel.
- **Parallels Automation:** If you use Parallels Automation and are hosting 5,000 websites or more, your best choice is to deploy Web Presence Builder through Parallels Automation.
- **Standalone Deployment:**
  - **cPanel**: Parallels Web Presence Builder is now available integrated into cPanel so you can rapidly add it to any cPanel service plan.
  - **Stand Alone Deployment**: Parallels Web Presence Builder is available in a Standalone edition with APIs that enable easy integration with third party solutions.

For More information on Parallels Web Presence Builder visit
www.parallels.com/products/web-presence-builder/

Add These Cool Internal Features

Enhance the look of SMB websites by dragging and dropping as many of the following modules as needed:

Blog – new!

Lets you easily add a blog to a website and publish and edit blog posts.

Breadcrumbs

Adds a site-wide breadcrumbs navigation bar, with a chain of links showing the visitor's path to the current page.

Contact form

Provides a customizable feedback form on a website, allowing visitors to give feedback or request to be contacted. Customize it with new fields if you want – and it will automatically direct feedback to the e-mail address provided.

Header

Adds a site-wide header to a website. The header can include an image as well as the website title, subtitle, and logo.

Navigation

Inserts a site-wide navigation menu and lets you choose how you want normal, hovered, and active (current) links to appear.

Script

Lets you insert your own JavaScript, VBScript or PHP code.

Text and images

Lets you easily add text, images, and tables to a website and format them however you wish. A separate module, Site-wide Text & Images, has the same functionality but lets you, in a single step, display the selected text and images on every page of your site.

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