

Will Gatekeepers Save Us Money?

Gatekeepers was designed to enable businesses and organizations to save money managing content on their own website. Since there are generally five areas of cost in building and owning a website and many people don't understand the process, we felt it was easier to illustrate each cost by using an analogy of building a new business. For this analogy we will use the steps required for Joe and Sue to open a new bakery. So where do they start and how much will it cost?

1. Domain Name

First, Joe and Sue have to register the name of their new business with the government which will be "Tasty Bakery". Domain names also have to be registered before they can be used. Owning a domain name gives you the legal rights to use it on the Internet and assures you that no-one else can use that name with the same suffix. Different suffixes (.ca, .com, .org, etc.) cost different prices. A .ca name costs about \$35 and is licensed by a government body called Cira (www.cira.ca). For this analogy, we will give Joe and Sue's new bakery the domain name of www.tastybakery.ca

Most of our customers ask us to register their domain names for them or will transfer management of this registration process to us. This keeps all of their Internet requirements centralized.

2. Hosting

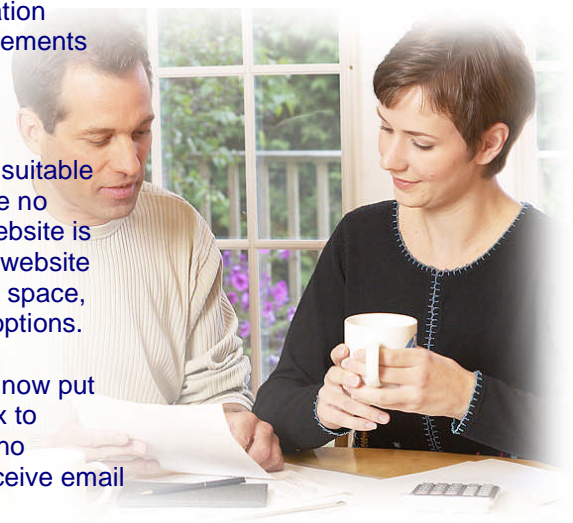
Having a name is not enough, Joe and Sue need a suitable piece of property to build their bakery. Websites are no different. The "property" on which you build your website is called a "hosting plan". Hosting plans offer various website connection speeds (also called bandwidth), storage space, email services, program services, and many other options.

After securing a piece of property Joe and Sue can now put up a Tasty Bakery Coming Soon sign and a mailbox to receive mail, even without a building. Again this is no different than a hosting plan which allows you to receive email using your new domain name – for example: office@tastybakery.ca can accept email as long as it is a valid account.

With the Gatekeepers subscription all the hosting services you require are already included in our package price. There is no need to worry if you are getting all of the right services because we make sure you have the functions you need.

3. Program Functions

Now that Joe and Sue have their business name and location, they have to start assessing what they need to make their bakery functional enough to achieve their goals. Building a website is no different. It requires you to consider your goals and the functions you will need to achieve them. This may include offering downloadable files, forms, photos and albums, multi-media, or even a shopping cart for online sales. Joe and Sue will need to talk to an architect who can take their goals and design a physical building that will accommodate the needs they have for a bakery. This is similar to a webmaster who is the architect of your website and designs the functions you need.



With our Gatekeepers product we have already designed most, if not all of the modules (functions) you will need to build and manage your website. Gatekeepers allows you to easily “plug” modules into your web pages at any time. With other website companies, you will have to pay extra for each function because they program each one for you and insert it into your web pages. With Gatekeepers, everything except our advanced shopping cart is included. This reduces your dependence on a webmaster thus greatly reducing your long term programming costs. We are also upgrading and adding Gatekeepers modules frequently. These are already part of the subscription price and therefore do not cost you extra.

4. **Template Designs**

Now that Joe and Sue have their building, they call in a designer to give it a unique “look”. The designer needs to understand what is important to them and how they want to market themselves. Let’s say they want their bakery to look inviting, clean and attractive with warm earth tones and burgundy accents. Of course no one can eat what the designer creates but without his work, fewer people will stop by to eat what Joe and Sue make.



Templates are like stationary letterhead with several added benefits. We design the templates to communicate your message which includes your logo and then you can enter the content into this template like you would on paper stationary. A well designed template will attract your target market. With the right colour combinations, animation, graphics and photos telling your story, your website will provide a positive impact on your visitors and motivate them to take your website and your business seriously. Our goal is to design for you a professional, attractive template which reflects your unique qualities and provides incentive for visitors to take a closer look at what you are offering.

5. **Content**

Joe and Sue may have the most attractive bakery in town but if their bread is stale and their pastries are bland visitors will not return. If templates capture the visitor’s attention, then up-to-date and relevant content keeps them coming back.

This is where Gatekeepers offers you the most savings. Our Gatekeepers product allows you to update content yourself from anywhere at anytime without having to buy or install extra software. We make it easy with our online Editor that looks and acts similar to Microsoft Word. This self-managed approach allows you to keep your content relevant and lowers your long term cost by not having to hire a webmaster to do it for you.

If the savings of our Gatekeepers product is still not clear, I urge you to call us and we will be glad to explain it further. To help us get started on your website click on our Website Startup Kit graphic as shown here in the *Getting Started – Step 1* section of our website.



A Product Of

