

RapidWeb

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RapidWeb (*răp'id wĕb*) *n*

"ETYMOLOGY: Rapid- Latin rapidus, from rapere, to seize. Web- from Old English *wefan to weave*, appropriated by techno-geeks during the dotcom era of the late 90's."

RapidWeb uses an exciting new technology that overcomes many of the traditional bottlenecks inherent in site building, site design and maintenance. It allows everyone in your organization to develop web content without adding significantly to their workload and does so with a custom designed look and feel that will grab your customers' attention.

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<http://rapidweb.blumenthals.com>

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"ETYMOLOGY: Rapid- Latin rapidus, from rapere, to seize. Web- from New English *world wide web*, appropriated by our marketing people circa 2001 as a means to succinctly describe our new product."

- 1. A new web technology that significantly reduces the cost of getting a web site on line and maintaining it.**
- 2. A technology that breaks through many of the existing barriers to web site creation.**
- 3. A technology that really is easy to use and makes having a professional Internet presence a reality and not a dream.**

This technology is database driven and allows for incredibly easy addition and formatting of pages. Thus the work of web content (page) creation and maintenance can be moved to where your content is most easily generated in your organization . The flow of words can move from that person directly to your web site without a computer whiz. Thus this new technology addresses and breaks through most of the traditional bottlenecks that have impeded web site use in many organizations.

RapidWeb sites work with a wide range of look and feel. Our designers will give your company a unique graphic presence on the internet. Down the road RapidWeb technology allows you to easily change the look and feel of your site by changing a single page of HTML. This single template approach to look, feel and navigation allows you to have site consistency now. In the future you can easily update the design of a site to keep it current with ever changing Internet design standards.

What is really amazing, is that getting content on line is as easy as copying from your word processor and clicking save. Using a simple interface you can add an unlimited number of pages to your site. A single person without specialized training can add as many 20 or 30 great looking pages in a single day. We know you will like what you hear and what you see as you learn about RapidWeb. We look forward to becoming partners and friends with you and your staff.

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Feature	Benefit	English Please
EasyEdit	UserCentric ContentCreation	If you know how to use a word processor you can use our EasyEdit feature. Whether you are a sales manager on the road or busy office staff, you can easily create and edit your own web pages on the Internet.
Easy Upload	ContentCreation	Putting your photos on the Internet has never been easier. With a simple point and click from our EasyEdit environment you can add your marketing photos to any page without the use of complicated FTP programs.
RapidWord	UserCentric RapidDeployment	Add new pages to your site, create links to them automatically and add content to the page quicker than you can say Jimminy Cricket*. Cool!
Simple Markup Language	UserCentric	Formatting your pages has never been easier. You can use HTML if you want, but with our markup language it won't be necessary. The few, easy to remember commands can handle the bulk of your page formatting and can be learned in a just a few minutes!
Template Based	Rapid Deployment	Your site will have better looking pages sooner. By separating the graphics and navigation into a custom designed template and automatically applying it to each of your pages, your site will maintain its consistency and professional look.
DataBase Driven	RapidSearch RapidDeployment	Because each page of your website is stored in a database, it is easily and quickly searchable by visitors. Adding a new web page to your site is as simple as adding a new record to your database and can be done from any place in the world.
DataBase Driven	Content Management	You can have an unlimited number of pages on your site. Since they are stored in a database, management of the site is much simpler. There is a single file on your server to track and generating meaningful reports is but a click away.
Recent Changes	Content Management	A web site should be a dynamic and changing entity. With the Recent Changes report you can quickly see what pages have been changed or added by others or whether it time for a back up.
Most Popular	Content Management	With the MostPopular pages report you can easily see which pages are being "hit" by visitors and how often. Did your recent marketing campaign drive traffic to your site? Are certain products not being seen enough? The MostPopular report will tell you.
Nearby Pages	Content Management	This RapidWeb reporting function tells your web manager how visitors are coming and going from any given page. This allows you or your manager to decide if pages need to be moved, updated or deleted.
BackUp	Content Management	If you loose your critical data, it will take you hours to replace it. Our BackUp tool set allows you to make a complete back up of your site in one or two minutes. It is so easy to use that it all but guarantees that you will want to make a backup.

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[Example Sites](#)

Big Brother Addict...a hot new site expecting over 30,000 hits per day from addicts of reality TV. Because of the large traffic expectations, this site was updated to the very robust mySQL database. It is also a good example of a "community" building and collaborative site development using RapidWeb technology.

Tolley Town a joyous site that sells children's music.

The site looks FANTASTIC !!!!!!! It looks so PROFESSIONAL and, at the very first glance people go WOW!!!!!! You and I and Karen work very well together. I have gone to a lot of children's sites....and this one is so far superior to most of them. It's simple to navigate and fun to navigate! - Mark Josephs, Recording Artist, Los Angeles, CA

County National Bank A large regional bank in NW Pa. that wanted to be able to update their site more regularly. This site uses 4 templates as well as several other "backend" programs to collect e-mail addresses and to rotate images on various pages.

Thanks for everything you've done for us (so far). I am much appreciative and very glad we found you!!!!!! (You probably hear that all the time!) - Leanne Kassab, Marketing, County National Bank

Advanced Monolythic One of Olean's fastest growing hi tech businesses that wanted their web site to be able to grow with their business. Most of the content has been added by a summer intern. He was able to put 50 pages on line in 3 days. They have implemented a back end database as well to give their worldwide customers immediate knowledge of parts availability.

We weren't happy with the old Web format. It was difficult to change. We had a newsletter and had not updated it in nine months because it was so difficult to write using the leading page editor. Our summer intern will train our receptionist to do the work of updating the site with RapidWeb. It seems to be everything they told us it would be. It's easy and user-friendly. We've been able to enhance the professional level of our Web site by several-fold.- Advanced Monolythic Ceramics President Dan Jordan, the NYS Small Business Person of the Year, 2001.

Ellicottville Central School This site is going live in several weeks. The Ellicottville Central School system has been trying for three years to put up a "sustainable" site but were daunted by the extra administrative workload. When they saw how easy it was to use RapidWeb they made an immediate commitment.

We looked at a number of other school sites and we think that ours is the nicest by far. Thanks!

To view these sites select this link:

[Example Sites](#)

RapidWeb (răp'id wěb) n**Pricing****Standard RapidWeb Package -**

\$2740 (includes 1st yr. application hosting & [web hosting fee](#))
includes:

- Site Achitecture
- Site Design consultation
- Site Navigation design
- Custom Design for professional look & feel and site navigation
- RapidWeb installation on our servers
- Training for employees using RapidWeb
- Open Source License
- Standard Support Package
- Web based Bulletin Board Support
- One year E-mail Support
- 30 days of unlimited Phone Support
- Regular productivity tip sheets

Second year application hosting fee and support package- \$120 +
\$240 year [web hosting fee](#) includes:

- Web based Bulletin Board Support
- One year E-mail Support
- Regular productivity tip sheets
- Access to current tutorials and training materials
- Access to updated reference guides
- [Web Hosting](#)

Special Pricing

We also have special pricing for community service 501(c)3 organizations. Please inquire of our [Sales Team](#) to see if your organization qualifies.

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Options

RapidWeb mySQL Database Upgrade- \$279.

- RapidWeb comes with a flat file database, DBM, for its standard backend. This is capable of holding many pages. However, if you anticipate a large number of hits we would suggest that you upgrade to mySQL for better performance under stress.

Enable RapidWeb E-commerce- \$400 includes:

- Assist customer sign up with PayPal Premier Account
- Create logo for shopping cart (150x150)
- Store logo on our secure server (as recommended by PayPal)
- Assist in creating a "successful payment" and "Cancel order" pages
- Add up to 5 items to the RapidWeb shopping list using customer provided body copy
- Add up to 5 images to the shopping list using customer provided photos
- Train RapidWeb owner in adding additional items to the RapidWeb shopping list

Additional Options

RapidWeb can be installed on most Mac OS X, Unix & Linux servers. Please inquire as to minimum requirements and cost from the [Consulting Team](#).

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