

x2cms Website Builder is an innovative and unique website creation solution for ISPs, domain registrars and organizations offering website development to their client base.

Overview

x2cms Website Builder is a comprehensive website creation solution developed over 10 years and built on 8 years experience serving consumers directly. x2cms private label website builder can be used to create virtually every type of website from a one page personal website to a corporate presence. Version 4.0 continues to provide our customers with a reliable, needs driven and cost effective website building solution.

Our flexible approach and ability to tailor our product to meet customer requirements allows us to provide unique, dynamic and revenue generating platforms to a diverse range of companies including web hosts, ISPs and domain registrars.

Platforms and Technology

Developed entirely in PHP, MySQL and Javascript (with Ajax technology) the x2cms Website Builder runs on both Windows and Linux server platforms. Version 4.0 is cross browser, cross platform (PC, Mac) to allow the widest possible potential client base for our private label clients.

Core Functionality

Based on a familiar toolbar x2cms Website Builder provides a WYSIWYG (what you see is what you get) interface where customers can develop their website with no prior web development or html knowledge. Working directly with text, links and images in a simple to use environment powerful websites can be created within minutes. Interactive tools including our dynamic wizard can develop web pages, content areas, sitemaps and even dynamic menus.

Selecting a design template provides users with the framework for their website. From this starting point customers can copy and paste directly in to their website from virtually any application and can upload and present their own images, video or flash multimedia.

Modular Plugins

Installed as standard is our library of plugins providing additional functionality for clients. Our plugin library is vital in retaining your customer base by offering wider access to web tools as they are developed. Each plugin is built upon leading open source applications or developed exclusively by x2cms. Existing plugins include contact form, email forms, photo gallery, blog, google tools, FAQ builder, search and ecommerce shopping cart. Bespoke plugins can also be developed to your specification.

Unique Development

Gathering feedback direct from our own consumer client base over 8 years has led to a consistently evolved product designed to meet the needs of our end users. This approach has led to many unique features including the ability to import existing websites to the website builder. In addition, x2cms is the only website builder on the market to offer multiple templates on a single website, complete access to underlying code through an HTML editor and one click insertion of HTML and Javascript to client pages.

Multi-Level Interface

By offering multi-level access to the website builder we allow our clients to provide a simple, easy to use point of access for first time website builders while providing top level access for technical staff to create and build websites working directly with the underlying HTML and CSS. This approach reverses the traditional "short term" trend of website builders by growing with the customer and considerably lengthening client retention times.

Integration Support

x2cms developers are available to work with you to integrate our website builder in to your existing technology and branding. x2cms can be integrated with leading server management software including Plesk, CPanel and Ensim.

Dynamic Interaction

x2cms includes three levels of access to the core website builder tool – Beginner, Standard and Advanced. This unique feature means your customers will be able to rely on your website builder to create their website whatever their future needs as their skills and requirements grow.

Search Engine Friendly

x2cms creates standard HTML using straight forward page naming conventions driven by the user. All x2cms created pages are indexed quickly and simply by major search engines and the x2cms website builder includes tools additional SEO tools.

Revenue Streams

x2cms can offer additional revenue streams in addition to our core product. These include domain registration, DNS management, website or template design and custom development including database driven applications, ecommerce applications and bespoke web development.

Design Flexibility

x2cms provides as standard a comprehensive template management tool designed to allow you to add and manage your available templates. Templates can also benefit from pre-created CSS files

Product Updates

x2cms is updated at regular intervals throughout the year to add new functionality and plugins. Updates are included in your license fees.

Fully Scaleable

Our web based administration tool acts as a central control hub for your servers. Each server clustered to the hub contains its own instance of the website builder with no limit to the number of servers within the cluster or their physical location. This approach also means that core services are "locked off" on each server reducing any single point of failure.

Hosting Services

Traditional web host services including email, webmail, web traffic statistics, bandwidth reporting, database management and DNS management outside of your current server provisioning tools are also available. x2cms can also install, update and maintain third party software on x2cms owned or managed servers where required.

Licensing

Each x2cms private label license is tailored specifically to your requirements. Cost variables for licenses include: projected number of user sites, support level, server provisioning (owned, managed, hosted) and level of integration.

To discuss your licensing requirements please contact our Managing Director, Stuart Greig, directly on (646) 257 3785.

Our Flexible Approach

We realise that in many cases a website builder forms just one part of your organization's product offering and we will work closely with you to integrate x2cms Website Builder into your existing products and services. x2cms can also develop bespoke addons and software to complete your vision.

Benefits to Private Label clients

- Powerful, feature rich and unique website builder
- Dedicated Account Director and full support from x2cms 24/7
- Cost effective contracts tailored to your business model
- Fully flexible in style, integration and future development
- Longer retention time as customers grow with the product
- Custom development of applications and addons available
- x2cms provides a custom solution that suits your business

Multiple O/S

x2cms operates in a cluster system as standard, which allows you to offer both Windows and Linux hosting features and benefits to your clients.

Reporting

The x2cms web based admin tool provides you with detailed reports on sales, client numbers, client retention, usage and trends. Bespoke reporting can also be developed to your specification.

Branding

Each install of x2cms can be seamlessly integrated in to your current web presence. Our designers will work with you to create icons or access links from existing control panels or develop a new control panel with external links to existing access points.

Constant Contact

During setup and throughout the life of your license x2cms will assign a Technical Representative and an Account Director. We will schedule regular meetings and appraisals to ensure you gain the maximum ROI.

Assisted Design and Setup

With x2cms your designers can work with the website builder, HTML and CSS files to create your clients' websites. Then simply handover to your client who can modify and update a professionally designed website when required.

Client Design and Setup

Alternatively allow your clients to create their vision from scratch directly with our wizard and tools. Your clients can copy and paste from virtually any application to build visually stunning websites from existing sales documentation. All functions include quick help, detailed help online and flash demonstrations.

Support Options

Trained x2cms staff are available 24/7 to provide support on all aspects of our product by email or phone depending on your license agreement.



x2cms Private Label Web Solutions
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