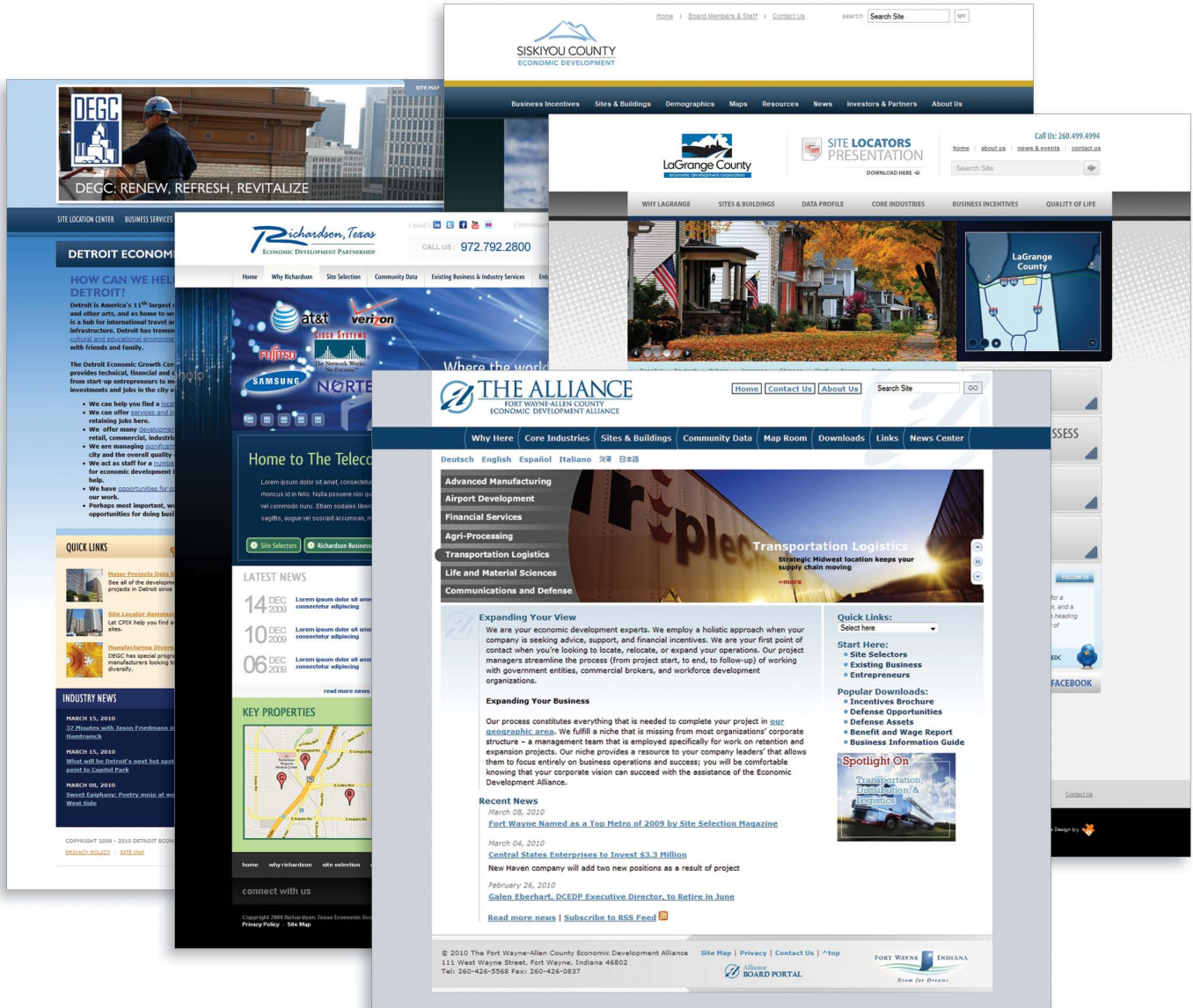


Complete Website, Sites & Buildings, and Online Marketing Solution for Local Economic Development Organizations.



QUICK... AFFORDABLE... TURNKEY...

Product Features

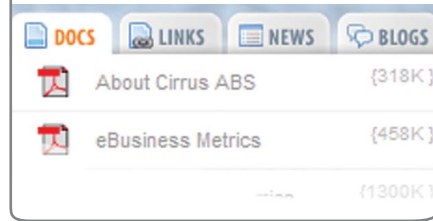
Website Management Tools

If you can use Microsoft Word, you can manage your website content with our powerful, intuitive, & efficient tools!



Widgets

Showcase related content and relevant functionality on any page with modular widget technology.



Social Networking

Integrate your website with powerful social media tools like FaceBook, Twitter, YouTube, LinkedIn & more.



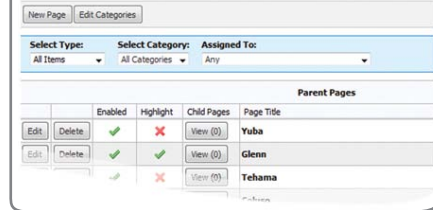
Professional Design

Customize a range of professionally designed ED templates with your own logo, color scheme, and photography.



Unlimited Pages

Create an unlimited number of new web pages with full layout capabilities including use of links, tables, photos, videos, flash, documents, & more.



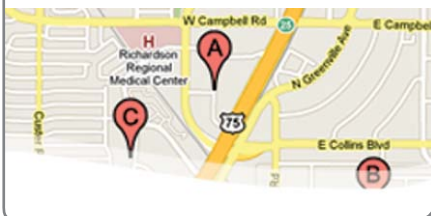
Search Engine Optimization

Become highly visible online to people looking for your community, region, target industries, and more.



Sites & Buildings

Powerful Google mapping, Street View, customizable data points, push/pull integration with 3rd party systems, & more.



Document Cart/PDF Builder

Empower website users to compile information from the website, sites & buildings, etc - into a professional PDF takeaway.



Mobile Friendly

Mobile friendly version is automatically created from your website. iPhone, Blackberry, & Droid apps available.



Community Profile Manager

Create and manage profiles of the communities in your area with unlimited pages and apps.



Real Time Web Statistics

Integration with the powerful Google Analytics tool set gives you instant access to how your website is performing.



Map Room

Manage and organize maps in multiple formats such as JPEG for online viewing and PDF for high quality printing.



Product Overview

The Cirrus ABS LEDO Suite is a powerful solution that provides a complete web presence for your organization with everything you need to succeed in the competitive online arena. The LEDO Suite solution consists of two key elements, a fully functioning standalone website powered by the award winning Cirrus eBusiness Suite Content Management System and a complete and fully manageable GIS Sites and Buildings Database platform that can be incorporated into an existing website or as an integrated part of the LEDO Suite website package.

You will be able to choose from multiple professional templates designed for ED organization. You provide us with your logo, color scheme, and photography and our professional web designers will personalize the chosen template to your organization. The LEDO Suite utilizes a standard content architecture developed for professional ED organizations and provides you with the tools you need to populate your content into the following areas of the website:



Home Page

- Featured Properties
- News & Events
- Social Media Feed
 - YouTube Video Feed
 - Twitter
 - LinkedIn
 - Facebook
- News/Content Highlight
- Manageable Rotating Image Highlight
- Manageable Home Page Map Area
- Graphical Call Outs

Why Us

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page

Sites & Buildings

- Unlimited Properties
- Powerful Search Functions
- Intuitive User Interface
- Fully integrated with website report builder
- Demographics reporting (heat maps, etc...)

Community Profiles / Demographic Data

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page

Core Industry Profiles

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page

Business Incentives

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page

Quality of Life / Place

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page

Foreign Language Pages

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page

About Us

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page
- Board/Staff Listings Module
- FAQ Module

Contact Us

- Unlimited Pages and Sub-Pages
- Widgets for related content on every page
- Board/Staff Listings Module
- Standard Contact Form

Board/Partner Portal

- Secure Login
- Private News/Events
- Document Sharing

Landing Pages

- Add unlimited landing pages
- Track effectiveness of specific marketing campaigns

Site Map

- SEO Friendly
- Automatically Updated with Website Changes
- Auto generates XML search engine friendly sitemap

Privacy Policy

- Standard Privacy Policy Language
- Customizable to your needs

Cirrus LEDO Suite Features

Economic Development Tools

- Map Room
- Community Profiles Manager
- Target Industry Profiles Manager
- Widgets
- Document Cart & PDF Builder
- Industry Mapping
- Secure Communication Portal

Setup

- Cirrus SBS Setup Worksheet
- Dedicated Account Manager

Strategic Guidance

- Website Management Best Practices
- Search Engine Optimization Best Practices
- Website Content Writing Best Practices
- Social Media/Networking Best Practices

Website Design Elements

- Personalized Website Template
- Manageable Animated Image Rotator
- Web-optimized Graphics
- Custom Browser Favorites Icon
- Search-Engine-friendly Graphical Text
- Color-Blind-accessible Design

Search Engine Optimization

- Search Engine Optimization (SEO) Discovery
- Worksheet
- Full control of Meta Tags
 - Page Title
 - Meta Description
 - Meta Abstract
 - Meta Keywords
- Manage Alt Img Tags
- Standard Robot.Txt File
- Auto-Updating Search-Engine-friendly XML Site Map
- Auto-Updating Human-readable Site Map
- SEO-friendly Textual Navigation

Web Analytics

- Google Analytics Integration
- Website Statistics Dashboard

Hosting

- Standard Hosting (1 GB Storage Space)
- Domain Name Selection and Transfer Guide
- Website Backups
- Guaranteed 99.9% server up-time
- 40GB Data Transfer/Traffic
- 100MBPS Bandwidth
- Up to 50 email accounts (through gmail Corporate)

Optional Services

- Website Content Starter Package
- Professional Copywriting Services
- Custom LEDO SEO Plan
- Hands-On Training Program

Sites and Buildings

- Powerful Search Capabilities
- Customizable & Extendable Property Details
- Embedded Info (i.e. documents, videos, etc...)
- Comprehensive Demographic Data and Reporting
- Radius, Polygon, Free Form & User Selected by Census Block Group Reports
- Visual Heat Map Reports
- Google Mapping with Street View
- Report Creation Integrated with Website Wide Document Cart
- Multiple Report formats including: Print/Email/PDF/Word/Excel/Social Media/RSS Feeds

Website Functionality

- Dynamic Home Page with Welcome Message, Featured News, Image Rotator, & Callout Graphics
- Product/Service Page Manager Tool allowing an unlimited number of Products and Services Pages
- News/Events Management Tool allow for an unlimited number of News and Events pages
- Frequently Asked Questions/Knowledgebase Management Tool allow for an unlimited number of FAQ pages
- Photo Gallery Management Tool allow for an unlimited number of Photo Galleries
- Printer-friendly Pages
- Small Business Suite Support Portal
- Auto-Updating Search-Engine-friendly Site Map
- Standard Contact Us Form
- Social Networking Integration (Facebook, Twitter, LinkedIn, Delicious, Digg, etc)
- RSS Feeds
- Customizable User and Group Permissions
- Landing Page Manager

Robust Content Management Capabilities

- META Tag Management
- Integrated Spell Checker
- Design & Code Content Editing Views
- Image Management Tools
- Online Image Resizing & Editing Capabilities
- Video Insertion on Any Page
- Page Layout Tools including Tables, Drop & Drag Image Management
- Embed Streaming Videos, Slideshows, interactive maps
- Document Insertion in Context on Any Page
- Flash File Insertion on Any Page
- Advanced HTML Layout Tools
- Page Break Insertion for Printable Pages
- Powerful Full Function Text Formatting and Editing Tools
- Internal and External Hyperlink Tools

Support

- Video Training & Online Documentation
- Email Support (up to 5 instances per month)
- Premium Phone Support (pay per use)

Service Level Commitment

- 99.9% guaranteed website uptime
- Commercial security
- Website backups