



eSite Builder NXG

Professional Website Development, Now Made Easy

Offer value-added hosted website development with eSite NXG Builder, optimized to meet the needs of website development organizations

Highlights

Powerful Editing Tools

New features simplify the efficient development of professional-quality websites. Updates and changes are effortless with eSite Builder NXG's powerful, intuitive editing tools.

Workflow Management

eSite Builder NXG's Preview and Publish features, along with Save and Revert, help manage the site development and maintenance workflow.

Seamless Content Development

WYSIWYG Click-It Editing provides an instant view of the page as it is being edited.

Better Content Management

Shared asset libraries create common looks and leverage creative talent.

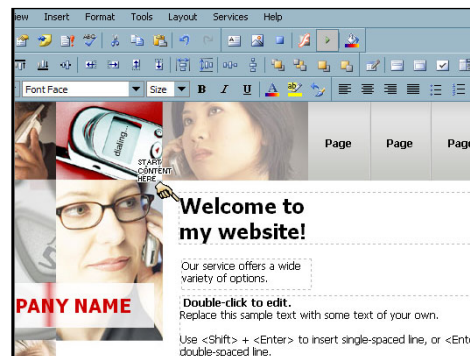
Search Engine Optimization

Wizard analyzes indexed content and meta tags to boost site traffic and increase search engine visibility.

Motorola's eSite Builder NXG is a hosted website development and management service that enables web developers and service providers to cost-effectively deliver fully customizable websites to their clients and customers as a value-added service. No desktop applications are required to use eSite Builder NXG, allowing developers to quickly produce, deploy, and manage a few or thousands of websites.

Familiar and Easy Organization Comes to the Web

eSite Builder NXG's file management system mirrors Windows® Explorer, making synchronization of offline and online content using third-party file transfer protocol (FTP) obsolete.



Asset Library

The built-in asset library contains pre-designed template and style sheet combinations that are ready for quick importation into any site. Templates are targeted to a wide range of vertical markets to meet the needs of all types of customers.



Create and Modify Sites in Minutes With WYSIWYG Editing

The WYSIWYG (What You See Is What You Get) environment allows developers to edit right on the page using point-and-click and drag-and-drop methods, without the need for expertise in HTML, XML, or cascading style sheets (CSS). eSite Builder NXG is a responsive, online environment rather than an offline, simulated setting, allowing rapid changes that can be put into production immediately, or shared in a pre-production workgroup.

Built-in Widgets and Wizards Accelerate Complex Tasks

Widgets and wizards make it easy to build rich sites with Flash objects, custom forms, calendars, photo galleries, and much more.

Dynamic Templates Lend a Professional Touch

eSite Builder NXG's customizable templates and style sheets allow developers to take advantage of more than 1,000 existing templates or craft new templates to match their own vision. The application of common settings allows for greater efficiency and consistency across the entire site.

Search Engine Optimization Wizard Boosts Site Traffic and Increases Visibility

By analyzing all indexed site content and meta tags, eSite Builder NXG's search engine optimization wizard offers suggestions for relevant meta tags to promote greater site visibility on popular online search engines.

Third-Party Integration With Existing CRM Applications

eSite Builder NXG uses standard web-hosting technology, including HTML and CSS, Java, Flash, and XML. This standards-based approach integrates seamlessly with third-party customer relationship management solutions for rapid access and fulfillment of managed sites.

eSite Builder NXG—A Profitable Choice

For the independent website developer, consultant, or service provider, eSite Builder NXG enables greater ease and versatility in the high-volume production and support of custom-branded websites, which helps to increase staff efficiency, boost customer loyalty, and improve return on investment.

FEATURES	BENEFITS
Online Editing and Management	No software to install and configure
Click-It WYSIWYG Editing	Create and modify sites in minutes with no HTML or XML required
Dynamic Templates	Instantly add a professional touch to an entire site or single page
Cascading Style Sheets	Save design time and ensure a consistent look and feel across the entire site
Preview and Publish, Save and Revert	Efficiently manage each site's life cycle
Email content submission option	Publish directly to a website using popular email clients
Asset Library	Share common looks and leverage creative talent
Search Engine Optimization Wizard	Boost site traffic and increase visibility on popular search engines
Site Traffic Analysis	Measure success of site and related promotions
Third-Party Data Integration	Integrate eSite Builder NXG into existing CRM and billing systems



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