



SIMPLE-TO-USE CLOUD-BASED SOFTWARE SOLUTION FOR AGRI MACHINERY MANUFACTURERS AND DEALERSHIPS TO MANAGE, MARKET AND SELL AGRI PRODUCTS AND SERVICES ON THE WEB.

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### Dotser clients benefit by having total control over their website content.

We have refined our process over the past 18 years to create the most efficient way to supply our clients with the best in professional website development and marketing solutions.

Experience has taught us that in order to achieve the best possible results our clients should be involved with the project from an early stage. Our clients are encouraged to use the Dotser CMS as soon as possible to enter their own custom content. This time is also used for training and support to ensure our clients gain a good working-knowledge of the system in order to control the content of their website into the future.

## The Dotser 3-Step Process

### Step 1

#### Asset-Gathering

**Client provides the following:**

- Logo / vector graphics  
(.ai, .eps, .svg, .pdf)
- Textual content  
(page titles, summary text -  
Word .doc, .txt, .odt)
- Images & photography  
(.jpeg, .png)
- Product database (optional)  
(.xml, .xls, .csv)  
& product image folder

### Step 2

#### Website-Creation

- Blank website created
- Layout / Colours & Fonts /  
Style sheet defined
- Implementation of branding
- Website structure & menus
- On-Boarding: Access to CMS  
& training
- Content edited by client

### Step 3

#### Go Live

- Site review
- Final changes (if applicable)
- Testing
- Sign off
- Site goes live

dotser  
online business solutions

## GROW YOUR BUSINESS WITH OUR HELP

- Access to  
Experienced Web  
& Marketing Team

- Professional  
& Effective  
Online Presence

- Friendly & Efficient  
Advice, Training &  
Helpdesk Support





### The Dotser Content Management System is designed to simplify uploading and editing your website content.

#### Dotser CMS allows you to:

- Control your website's structure (pages & subpages)
- Enter/edit content (text & images)
- Receive help and support from the Dotser helpdesk

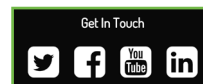
### Edit Your Own Content

#### Client-Content Upload Checklist

- Logo / Branding
- Page / Menu Structure
- Images / Video
- Text
- News Updates
- Social Media
- URL Links
- Contact Info



### Add Popular Social Media Platforms



**Social Media**

List    Display Settings

[+ Add New](#)

Showing all 9 records

Name	Link
Twitter	https://twitter.com/dotserweb
Facebook	https://www.facebook.com/dotserweb
YouTube	https://www.youtube.com/user/dotserweb
LinkedIn	http://www.linkedin.com/company/dotser-ld-
Google+	http://plus.google.com
MySpace	http://myspace.com
RSS	http://www.rss.com
Pinterest	http://www.pinterest.ie
Instagram	http://www.instagram.com

Showing all 9 records

### Keep Your Customers Informed by Adding News / Blog Articles

Dotser CMS allows you to post news/blog items which improves engagement, eg. industry news, product updates & press releases.

### Upload Images & Embed Video

Regularly updating your imagery and video content keeps your website's appearance fresh

**DEFAULT MAP ICON**

Upload a new one: [Choose Files](#) No file chosen  
Select a JPG, JPEG, JPE, GIF, PNG, ICO or SVG file.

---

**DEFAULT BACKGROUND IMAGE**

**Image Settings**

Image Settings    Default Images    Upload Favicon    Background Images

[Apply and Close](#)    [Apply Changes](#)    [Cancel](#)    [Hide advanced elements](#)

**LOGO IMAGE (DESKTOP)**

### Mobile Friendly Websites

General    Images    Files    Display    SEO    Link

[Save & Close](#)    [Save Changes](#)    [Save & New](#)    [Cancel](#)    [Hide advanced elements](#)

**IDENTIFICATION**

Title \*

**OPTIONS**

Summary

Display

Status

Type

Published

**CONTENT**

**B I U**

Join the movement to mobile friendly web sites with Dotser responsive mobile solutions.

The most recent release of the Dotser platform brings with it the most comprehensive mobile website solution for business, optimising your website user experience for mobile and desktop users.

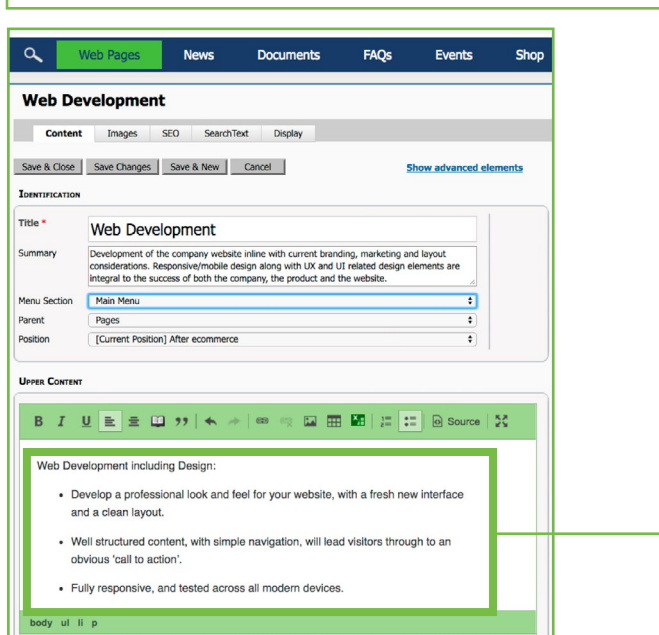


### The Easy-to-use Dotser CMS system allows you to update content on your website through any web browser on any device

- Unlimited pages
- Add and edit pages or subpages (*text and images*)
- Choose from the different photo galleries - fading, vertical, enlarge and finger-swipe effect
- Captions and links on images
- Ability to edit keywords and meta tags per page (*SEO*)
- Add news, events, testimonials & FAQ's
- Embed YouTube and Vimeo video clips
- Social media links including Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube & others
- Privacy statement in footer (*terms and conditions*)
- File downloads (*pdf, word, excel*)
- Optional website cookie message for legal purposes
- Site map (Google webmaster tools)
- Contact enquiry form (*Honey Trap spam reduction*)

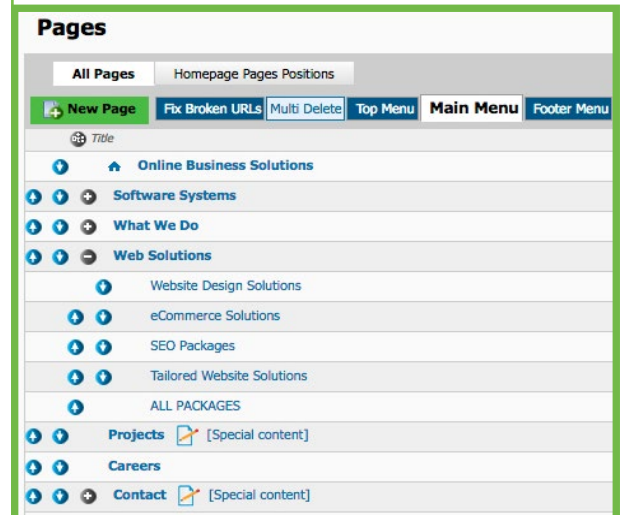
### Web Pages

Easily input & update text.



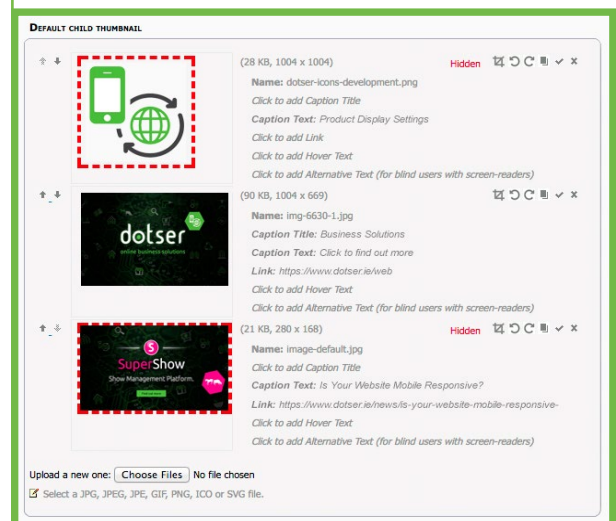
### Page Structure

- User-friendly page-structuring mechanism.
- Add/remove/order pages & subpages.
- Hide/block pages.



### Image Gallery

- Upload & add images to your site.
- Add image title, caption titles/text, links & image descriptions.
- Hover-text & alternative screen-reader text.
- Upload, rotate & crop images easily.
- Hide/delete elements.





### Manage New & Used Farm Machinery

- Manage new and used machinery & special offers
- Create multilevel category / sub category structure
- Apply custom fields per machinery type
- Edit product detail, specifications, PDF brochures, prices, stock levels, shipping options
- Set special offer dates
- Assign bulk discounts per product / brand category
- Receive web enquiry notifications to your email
- Link to manufacturers website to search product database
- Assign related products and recommended accessories
- Rankard SEO – search optimisation software for top rankings
- Standard support
- Assign stickers to machinery ('GOLD', 'NEW IN', 'BEST DEAL')



AGRICMS

**Products**

Now showing a filtered selection of products. Unset the filters below to view all products.

Filter View **List View** Custom Product Types Bulk Special Offers Download Display Settings Related Products Settings Homepage Display Locations

[Add New](#) [Fix Broken URLs](#) | 20 50 100 All Multi Delete

Showing records 1 to 50 of 87 1 2 Previous Next

New Tractors **Used Tractors** Spare Part Merchandise Used Machinery Pedro Pedro

Category: Pages Brand: (All brands) VAT Rate: (All VAT rates) Name: Product Code

Uncategorised  No Description  No Specification  No Image  Special Offer Active  Special Offer Expired  Featured Product  Extra Info  Missing Meta Description or Keywords  Flagged

Show All

Image	Title	Brand	Stock	Product Code	Product Type	Price	Special Offer	Featured	Extra	Action	Display
	T3020	New Holland	stock		New Tractors	€0.00	No	No		<a href="#">Delete</a>	Hidden
	T3030	New Holland	stock		New Tractors	€0.00	No	No		<a href="#">Delete</a>	Hidden
	T3040	New Holland	stock		New Tractors	€0.00	No	No		<a href="#">Delete</a>	Hidden
	T4020 Deluxe	New Holland	stock		New Tractors	€0.00	No	No		<a href="#">Delete</a>	Hidden
	T4030 Deluxe	New Holland	stock		New Tractors	€0.00	No	No		<a href="#">Delete</a>	Hidden
	T4040 Deluxe	New Holland	stock		New Tractors	€0.00	No	No		<a href="#">Delete</a>	Hidden

**T3020**

Overview Categories Versions Images Files Related Products Colours Stock Count SEO Search Text Display

Save & Close Save Changes Save & New Cancel [Show advanced elements](#)

**IDENTIFICATION**

Title \*

Type of Product

Brand \*

Tax \*

Product Code

Price

Price includes tax (VAT)

Slogan

[Add new slogan](#)

**POSITION**

Position on overall list of products

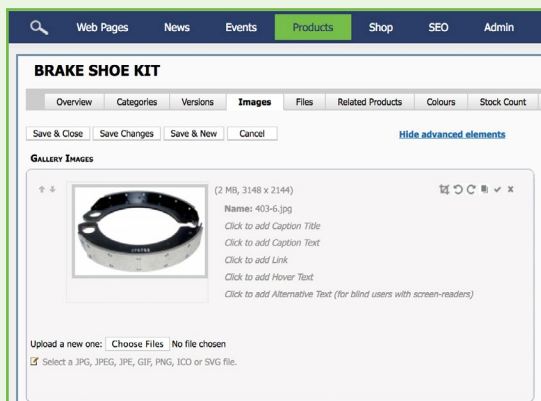
Position



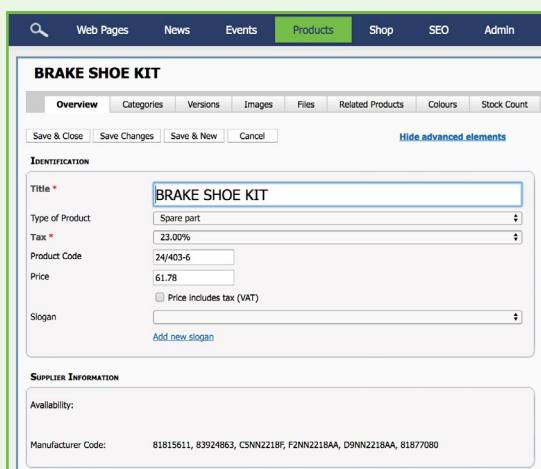


### MANAGEMENT VIEW

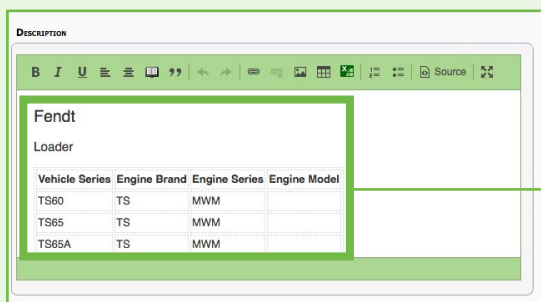
#### Upload Product Images



#### Add Products & Set Details



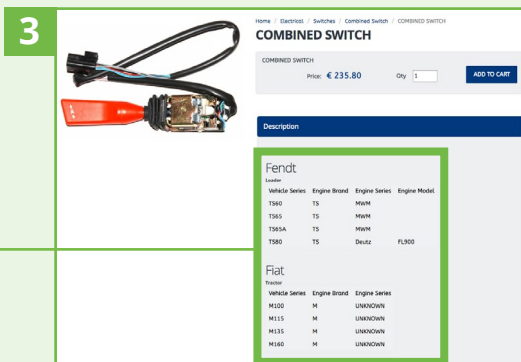
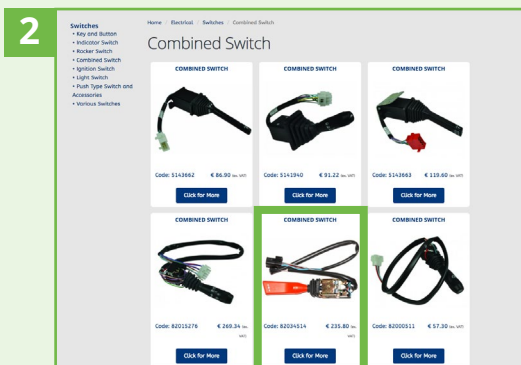
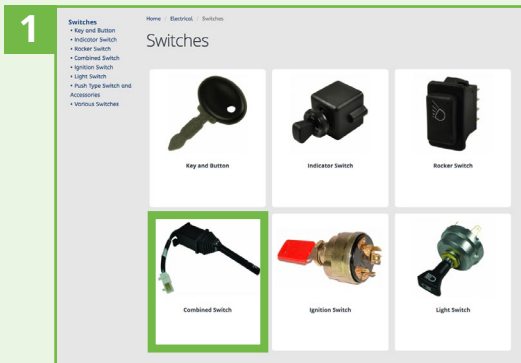
#### Create & Edit Comprehensive Product Detail Information



### Easy-to-use Product Management Database

- Add items by title, code, type, description, image & price
- Assign products to multiple categories
- Add variants to products, which are displayed in product detail
- Select related products & recommended accessories

### WEBPAGE VIEW





### MANAGEMENT VIEW

#### Upload Product Images

Web Pages News Events **Products** Shop SEO Admin

**PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS)**

Overview Categories Versions **Images** Files Related Products Colours Stock Count

Save & Close Save Changes Save & New Cancel Show advanced elements

**GALLERY IMAGES**

(373 KB, 1584 x 825)

Name: PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS)  
NEW HOLLAND.jpg

Click to add Caption Title  
Click to add Caption Text  
Click to add Link  
Click to add Hover Text  
Click to add Alternative Text (for blind users with screen-readers)

Upload a new one: Choose Files No file chosen  
Select a JPG, JPEG, JPE, GIF, PNG, ICO or SVG file.

#### Add Products & Set Details

Web Pages News Events **Products** Shop SEO Admin

**PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS)**

Overview Categories Versions Images Files Related Products Colours

Save & Close Save Changes Save & New Cancel Show advanced elements

**IDENTIFICATION**

Title \* PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS)

Type of Product Merchandise

Tax \* 23.00%

Product Code FA3090M

Price 225.00

Price includes tax (VAT)

Slogan Great Deal  
[Add new slogan](#)

**POSITION**

Position on overall list of products

Position [Current Position] After PEDAL TRACTOR + TRAILER (3 TO 7 YEARS)

Position on the page Home » Merchandise » Model & Soft Kids Toys

#### Enable Special Offers, Featured Products & Set Constraints

**SPECIAL OFFER**

Special Featured Extra

Special offers can have an expiry date. Special offer text will show in a more prominent position on the site. Special offer text will show only while the offer is active. If a special offer is marked as active but no special offer price is given, it is still highlighted as a special offer, but without a struck-out normal price.

Featured products are highlighted, shown in a more prominent position on the site. The textbox below can be used to explain why the product is featured.

This is simply an extra text box which appears on a product. If the box is unticked, the text is hidden.

Enable Special Offer  Featured Product  Enable Extra Text

Price: 49.50 Offer Valid while Stocks Last

Special Offer Expires December 20 - Wednesday 2017 18:00

### Easy-to-use Product Management Database

- Add items by title, code, type, description, image & price
- Assign products to multiple categories
- Add variants to products, which are displayed in product detail
- Select related products & recommended accessories

### WEBPAGE VIEW

FREE DELIVERY TO IRELAND on orders over €100 100% SECURE online shopping

Home Merchandise

Merchandise

- Clothing
- Ride On Toys
- Model & Soft Kids Toys

Get the best New Holland Merchandise network

We'll show official New Holland Merchandise dealers on our website, giving our New Holland Merchandise customers the best value for money along with excellent customer service from our dedicated New Holland merchandise personnel.

- Ideal gift for New Holland fans and kids.
- Practical and durable clothing for all year round
- Official New Holland Merchandise
- FREE DELIVERY on all orders over €100

Clothing Ride On Toys Model & Soft Kids Toys

If the New Holland Merchandise you seek is not in stock we can source merchandise electronically from our global New Holland

**1**

PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS) PEDAL TRACTOR + TRAILER (3 TO 7 YEARS) NEWHOLLAND PEDAL TRACTOR (3-7 YEARS)

Great Deal: € 202.50 incl. VAT € 225.00 excl. VAT

Great Deal: € 146.50 incl. VAT € 160.00 excl. VAT

Great Deal: € 139.50 incl. VAT € 155.00 excl. VAT

[Click for More](#) [Click for More](#) [Click for More](#)

ADRESS BOLLVOED WINCC NEW HOLLAND NEW HOLLAND PEDAL QUAD ABBEY TANKER

Great Deal: € 188.00 incl. VAT € 210.00 excl. VAT

Great Deal: € 99.00 incl. VAT € 110.00 excl. VAT

Code: € 105.50 incl. VAT € 120.00 excl. VAT

[Click for More](#) [Click for More](#) [Click for More](#)

**3**

Home Merchandise Model & Soft Kids Toys Ride On Toys PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS)

**PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS)**

Great Deal

PEDAL TRACTOR + TRAILER + LOADER (3 TO 7 YEARS)

Price: € 225.00 City: 1 [ADD TO CART](#)

**Description**

New Holland T8.435 Pedal Tractor with Front Loader and Trailer



## Allow user to add product items to shopping cart & submit orders

- Add to cart / order now facility to create online order
- Guest Checkout - allow ordering without having to create an account
- Manage shipping rates, countries and VAT rate
- Assign different shipping rates to different products
- Set shipping rates based on country delivery location
- Click & collect at multiple locations

## Add To Cart / Order Now

Guest Checkout with Optional Credit Card or PayPal

Showing records 1 to 50 of 61

(All statuses) [Untouched](#) [Boxed](#) [Dispatched](#) [Delivered](#) [Canceled](#)

Customer: (All customers) Order Value: (All values) Remote Order ID: Customer Name:

(All transactions) [Successful transactions](#) [Failed transactions](#)

ID	Bill	Ship to	Method	Country	Payment	Order Made	Status
P74	John Nelson	John Nelson	Free Shipping	Ireland	Pay unverified	Completed 22:11 6 Oct 2017	Untouched
P73	Angela Nelson	Angela Nelson	Ireland	Ireland	Pay unverified	Completed 09:27 6 Oct 2017	Delivered

### Shippings

Shipping Costs Card Fees

[Add New](#)

Showing all 10 records

Title	Countries	Shipping Cost	Purchase Value
Ireland	IE	€7.80	
Free Shipping	IE	€0.00	€49.00
United Kingdom	GG, IM, JE, GB	€59.99	
Free Shipping	GB	€0.00	€499.00
EU	AT, BE, BA, BG, HR, CY, CZ,...	€39.99	
USA	US	€59.99	

## Delivery Information

- Add Shipping Costs
- Select Shipping Country

## Atlantic Touch - ePro Responsive & Mobile Site

ATLANTIC TOUCH

Shop Cart

Home / Shop Cart

PRODUCT NAME

Jewellery Cabinet Mirror White X

1 x € 113.81  
Ex-VAT: € 113.81  
Amount: € 139.99

Tempo Two Seater Sofa In Red Fabric X

1 x € 227.63  
Ex-VAT: € 227.63  
Amount: € 279.99

Hammond Tub Chair in Grey Herringbone Fabric X

1 x € 138.20  
Ex-VAT: € 138.20  
Amount: € 169.99

TOTAL VAT: € 110.32

TOTAL: € 589.97

Pay With Credit Card Pay With PayPal

GET IN TOUCH

Twitter Facebook YouTube Pinterest Instagram

BACK TO TOP

Atlantic Touch  
044 93 47358  
info@atlantictouch.ie

Delivery Information

Terms and Conditions  
Privacy Policy  
Returns  
Contact Us

PayPal VISA

Prices, specifications and images are subject to change without notice. Manufacturers' cashbacks, terms, conditions and promotion dates are subject to manufacturers' printed forms. Copyright © Atlantic Touch. All Rights Reserved. eCommerce powered by Dotser ePro





### Enable secure online transactions with the facility to view & manage orders

- Submit online order to bank for payment verification and processing
- Email sent to buyer and sales team with order confirmation and detail
- Database of new and historical orders saved in central system
- Manage status of individual orders (*dispatched, delivered, create your own*)
- Integration with Realex, RMS and PayPal (*account required*)
- Simple invoice receipt
- Customers can view order details and history
- SSL Certificate registration



### Payment Gateway Integration

#### Shop Settings

General Internal Checkout Configuration

Apply and Close Apply Changes Cancel

PICK YOUR PAYMENTS PROVIDER

Realex Payments: Realaut  
 Retail Merchant Services

LIVE REALEX ACCOUNT

Merchant ID: somecompany  
Account: onlinesalest  
Secret: 10987654321a

TEST REALEX ACCOUNT

Merchant ID: somecompany  
Account: onlinesalesp  
Secret: 10987654321a

#### Shop Settings

General Internal Checkout Configuration PayPal Configuration Checkout Message

Apply and Close Apply Changes Cancel

PAYPAL INTEGRATION (REAL MODE)

PayPal ID: 123456789  
PayPal E-Mail: acompany@gmail.com

PAYPAL INTEGRATION (TEST MODE)

PayPal ID: 123456789  
PayPal E-Mail: acompany@gmail.com

PAYPAL INSTANT PAYMENT NOTIFICATION (REQUIRED)



### SSL (Secure Socket Layer)

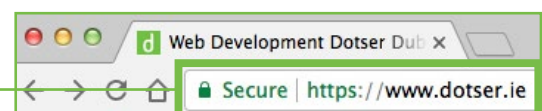
Certificate Registration with Industry-Standard Security.

SSL ensures that all data passed between the web server and browser remains private.

#### SSL

No, we don't have a valid certificate  
 Yes, we have a valid SSL certicate

Only one version of each page (SSL or not) (Use this option only if some pages reference non-secure external content)  
 Some pages force SSL, others allow either  
 Force all pages to be SSL





The creative team at Dotser are here to assist you in developing and designing your website.

The Dotser team will:

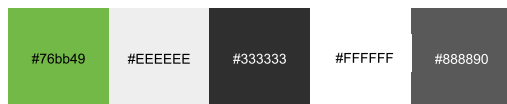
- Create the website layout and design in line with company branding
- Implement your brand font and colour scheme (*style sheet*)



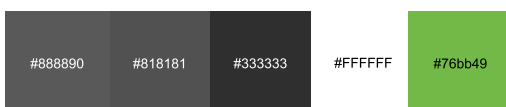
## Style Sheet

### Colour Swatches

Website Primary and Background Colour



### Text/Font Colour



### Typography

Headings and Page Content Text/Fonts

**BEBAS NEUE BOLD**

BEBAS NEUE REGULAR

Open Sans Regular

*Bickham Script Pro*

### Iconography



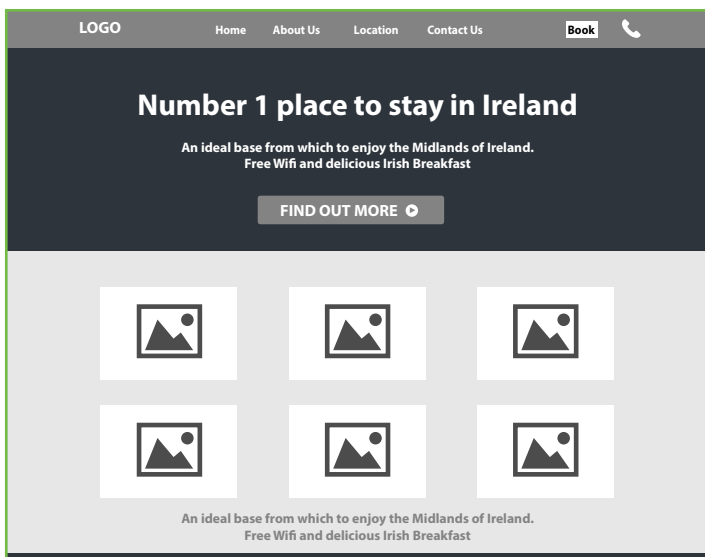
The mobile phone is the most important device in our lifetime.

Dotser's responsive websites empower businesses to reach as many people as possible, providing a simple user experience on mobile devices.

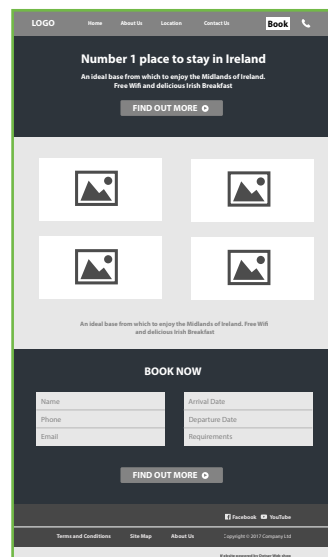
- Responsive website layout that adapts to your device
- Intuitive navigation on smartphones and tablet devices
- User-friendly interface and page layout



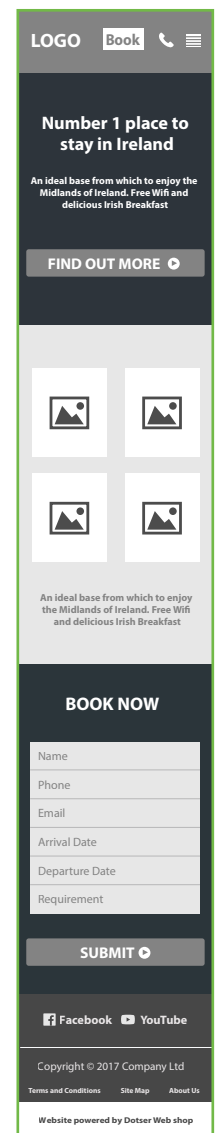
## Desktop



## Tablet



## Mobile



## Why Mobile Responsiveness?

It's simple. Everyone is viewing websites on their phones. All age groups are now routinely using their mobile devices to visit your business online.

The Dotser 'mobile first' system presents your services and products in a simple way, allowing visitors to find exactly what they want, as quickly as possible.



**At Dotser we pride ourselves on achieving high organic rankings for our clients on Google, which delivers the best return on your marketing investment.**

- Search engine-friendly URL's
- Simple to use module to manage page title, descriptions and keywords
- Proven to deliver results for competitive keywords
- Natural, organic rankings attract more attention

**NATURAL,  
ORGANIC  
SEARCH  
BEATS PAID SEARCH  
ADS EVERY TIME!**

Applying SEO expertise to provide high rankings in organic search results consistently outperforms the return on paid search advertising.

**This fact alone is why Dotser's SEO expertise can be a valuable weapon in your online arsenal.**



## SEO PACKAGES AVAILABLE

Google search results for "digital cameras". The search shows "About 70,600,000 results (0.51 seconds)". The top organic result is "The Best Digital Cameras" from www.harveynorman.ie. Other organic results include "Camera Centre Dublin Cameras Ireland Digital Cameras Shop Dublin ..." and "Camera Digital Cameras Dublin Digital SLR Camera Shop ...".



### Organic/Natural Search Results

Tools to Compete with International Brands  
Paying Large Amounts on Google Adwords

Google search results for "metal recycling". The search shows "About 14,700,000 results (0.63 seconds)". The top organic result is "KMK Metals Recycling Ireland Metal Recycle Metal Waste ..." from https://www.kmk.ie/.

Google search results for "new tractors". The search shows "About 78,100,000 results (0.53 seconds)". The top organic result is "Tractors New Holland Ireland Used Tractors for Sale New Holland ..." from https://www.wrshaw.ie/.



### With Dotser you can avail of the team's help and support with:

- Web & marketing advice
  - Live online training
  - Email support
- Phone helpline available from 9am to 5pm, Monday to Friday

## Support Services

- Fast & efficient helpdesk support
- Our team have the ability to remotely control your computer for troubleshooting & training

- Knowledge base
- Download guide
- Guidance in setting up email with purchased email services

- Helpdesk support
- Online support requests managed in one place
- Quick-response turnaround

### Software



### Cloud Partners



### Payment Gateways



Identifiably Irish  
Ireland's Domain Registry





Providing a user-friendly service to our clients for over 18 years, Dotser has delivered web development and web design projects and marketing solutions to over 400 clients throughout Ireland.

Agri





## Our Clients *(continued)*

14



University College Dublin  
Ireland's Global University





### Making Website Live - Ready to go Live

Our websites are normally developed in a password protected area online. Visual layout, content entry and customisations are performed in this area before the site goes live. It is the responsibility of Dotser to ensure the system is in working order for the client to enter the content and images. The site is deemed 'Ready to Go' when Dotser has fulfilled its obligations by completing the functionality, design layout or tasks outlined.

### Content Submission

All logos, text content, images and photography to be supplied by the client, together, in electronic format, before commencement of the project.

- Logo's should be in vector format (.eps / .svg / .ai)
- It is the client's responsibility to enter the text and images into the site. This process ensures the client has a good understanding of the CMS when the site goes live. The system is fast, simple-to-use, and training is available.
- Photos should be submitted in a high-resolution format (.jpeg/.png).

### Standard Support

- All Dotser clients receive fast, friendly and on going website technical support by email with 24 hour response time as part of the standard Dotser Service.
- Support issues must be submitted by email to ensure there is an exact record of the issue and for Dotser to return a fast and effective response.

*Note: If you require higher levels of support or hands-on assistance, we suggest you purchase one of our customised support maintenance agreements.*

### Additional Work Outside Project Scope

- Any work or requests outside the scope of the agreed project outlined in this quotation (after sign off on content writing, graphic design etc.) will be charged at €50 per hour or at an agreed rate in advance.
- Upgrade Modules/Additional Features available.
- System analysis, development, coding, and programming-related tasks charged at €80 plus VAT per hour.

### Delivery Timeline

- Projects of this nature are typically completed within 14 working days from the day the deposit is received.

### Intellectual Property

- Custom graphics and website content become the property of the client on receipt of full payment.
- HTML copy of the entire website to be provided to the client on termination of hosting agreement, if such course of action arises.
- All system code remains the exclusive property of Dotser Ltd and is provided with a lifetime, non-transferable license and must reside on Dotser hosting platforms.

### Payment Terms

- 50% deposit with order.
- Final payment on completion of tasks / before website goes live.

Signed: ..... Date: .....