ePLANNINGWEBSITE

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online business solutions

ePLANING**WEBSITE**

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)
- Planning Documentation
  (.pdf, .doc etc.)

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

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GROW YOUR BUSINESS WITH OUR HELP

- **Access to Experienced Web & Marketing Team**
- **Professional & Effective Online Presence**
- **Friendly & Efficient Advice, Training & Helpdesk Support**

Setup & Content Editing

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

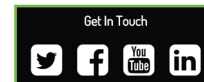### Edit Your Own Content

Client-Content Upload Checklist

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

Upload Images & Embed Video

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

Add Popular Social Media Platforms

Social Media

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

Get In Touch

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.

Mobile Friendly Websites

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 Dotser Content Management System (CMS)

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.
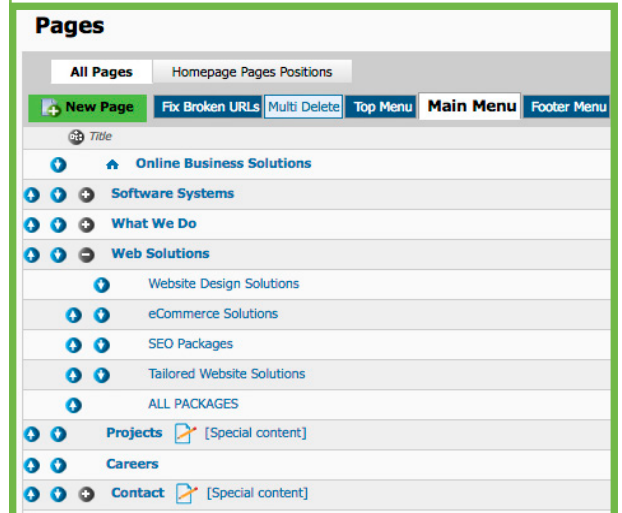
Image Gallery

- 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.

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Efficient, comprehensive planning management system.

Dotser's planning management system provides for the efficient management of your planning website.
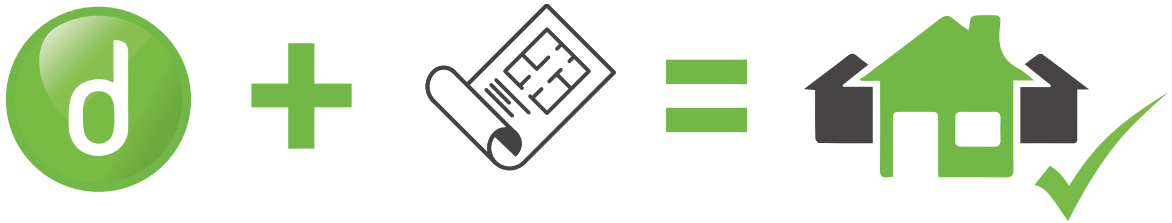
Meet Requirements with your custom content

Sample Content Headings

- *Planning Application Documentation*
- *Letters to Prescribed Bodies*
- *Schedule of Documents & Drawings*
- *Planning Report & Statement of Consistency*

Environmental Impact Assessment Report

- *Environmental Impact Assessment Report VOL I*
- *Non-Technical Summary*

Design Drawings - Add Your:

- *Landscape Drawings*
- *Architectural Drawings*
- *Engineering Drawings*
- *Lighting Design*

Photomontages

- *Add your custom-created visual content*

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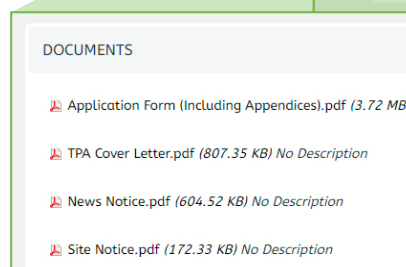
The creative team at Dotser are here to assist you in developing and designing your website.

The Dotser team will:

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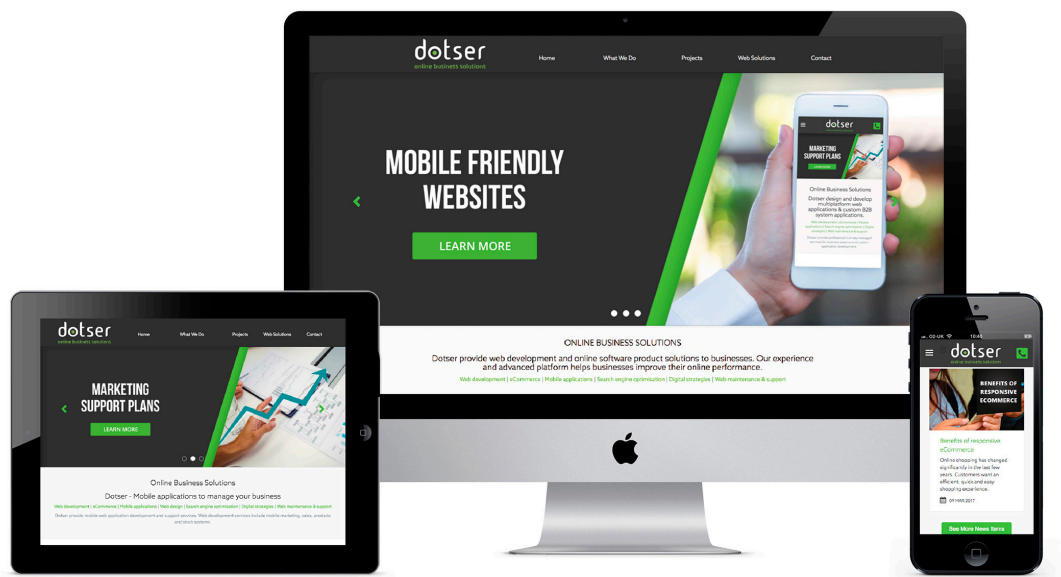
Style Sheet

Colour Swatches
Website Primary and Background Colour

#76bb49	#EEEEEE	#333333	#FFFFFF	#888890

Text/Font Colour

#888890	#818181	#333333	#FFFFFF	#76bb49
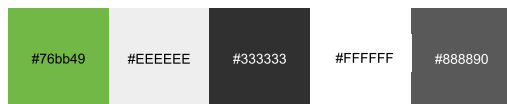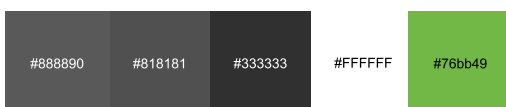
Typography
Headings and Page Content Text/Fonts

BEBAS NEUE BOLD
BEBAS NEUE REGULAR
Open Sans Regular
Bickham Script Pro

Iconography

🖨 ☰ ✎ 🐦 f 📷 VISA MasterCard

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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

LOGO Home About Us Location Contact Us Book

Number 1 place to stay in Ireland

An ideal base from which to enjoy the Midlands of Ireland.
Free Wifi and delicious Irish Breakfast

FIND OUT MORE

An ideal base from which to enjoy the Midlands of Ireland.
Free Wifi and delicious Irish Breakfast

Tablet

LOGO Home About Us Location Contact Us Book

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An ideal base from which to enjoy the Midlands of Ireland.
Free Wifi and delicious Irish Breakfast

FIND OUT MORE

An ideal base from which to enjoy the Midlands of Ireland. Free Wifi
and delicious Irish Breakfast

BOOK NOW

Name | Arrival Date
Phone | Departure Date
Email | Requirements

FIND OUT MORE

Facebook YouTube

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Mobile

LOGO Book

Number 1 place to stay in Ireland

An ideal base from which to enjoy the
Midlands of Ireland. Free Wifi and
delicious Irish Breakfast

FIND OUT MORE

An ideal base from which to enjoy
the Midlands of Ireland. Free Wifi
and delicious Irish Breakfast

BOOK NOW

Name

Phone

Email

Arrival Date

Departure Date

Requirement

SUBMIT

Facebook YouTube

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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.

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Business Solutions

Built for mobile.

Learn more

ePLANNINGWEBSITE

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 TOP GOOGLE RANKINGS

SEO PACKAGES AVAILABLE

CAMERA CENTRE PHOTOGRAPHIC SPECIALISTS

Organic/Natural Search Results

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

Training & Office Hours Support

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

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- 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

Google Apps TeamViewer slack JIRA Service Desk

Cloud Partners

SUNGARD AVAILABILITY SERVICES amazon web services register365 A DADA BRAND

Payment Gateways

PayPal RMS Retail Merchant Services realex payments A division of global payments Elavon sage Pay stripe

.ie
Identifiably Irish
Ireland's Domain Registry

Our Clients

9

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.

Planning

BARNHALL
RESIDENTIAL DEVELOPMENT

KILBELIN
RESIDENTIAL DEVELOPMENT

CAPDOO
RESIDENTIAL DEVELOPMENT

Ardstone
Homes

SWEENEYS CORNER
P L A N N I N G

GSA
SPACE TO GROW

UCD DUBLIN University College Dublin
Ireland's Global University

University College Dublin
Student Residences Masterplan

reddy architecture +urbanism

Construction / Property

BRANTON
CONSTRUCTION

CLARECO
SCAFFOLDING & CABINS

SemiSelfBuild.

Carpentry WORKS.ie

CAPITAL GATE

McCullagh Lupton Quinn
CHARTERED QUANTITY SURVEYORS

fititout.ie

FINLAY ECOFIT

david James
RETAIL SOLUTIONS

G.C. CONSTRUCTION

HOWARD
BUILDING CONTRACTORS LTD

TOM McDONALD
& ASSOCIATES
AUCTIONEERS & VALUERS

PurAcell Sprayfoam
Innovation

KENNY
PROPERTIES

University College Dublin — Ireland's Global University

NIS — NETWORK & INFRASTRUCTURE SUPPORT

Citizens Information

FGR

KMK METALS · RECYCLING

Tullamore Show — AIB National Livestock Show

SMYTH & COMPANY STAPLETON SOLICITORS

Portfolio Group

HEART Private Ambulance Services

BROOKFIELD DRIVING SCHOOL

PORTUMNA MARINE — Marine Sales, Service And Storage

KENNY Plant Hire LONGFORD

McDonald INTERNATIONAL LTD.

BABYLAND

DELANEY'S DENTAL PRACTICE

WARD TOURS

KENNEDY HAULAGE, TRANSPORT & CRANE HIRE

Hamills OF MULLINGAR

HINCH PLANT HIRE LTD

Offaly Local Development Company

TORMEY MASTER BUTCHERS EST 1943

Sinclair FUNERAL DIRECTORS

WHITTEN ROAD HAULAGE LTD.

LHC LongHaul Commercials

CLUB FAITHFUL — OFFALY GAA SUPPORTERS

W.R.Shaw — NEW HOLLAND AGRICULTURE

CORK SUMMER SHOW 2019 — JUNE SAT 15TH & SUN 16TH — corksummershow.com

CAREY TOOLS

hearing solutions

tsi FLOWMETERS — PRECISION IN WATER FLOW MEASUREMENT

CASTLE FORMS — INSULATED CONSTRUCTION SYSTEMS

COMHALTAS COMHAIRLE LAIGHEAN

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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: _____