

the Bloomtools getting started guide

Everything you need to
know about working
with us



The Opportunity

Welcome,

Congratulations on choosing Bloomtools as your online solutions partner.

Our company is built entirely on the success of our clients, which is why we are 100% committed to helping businesses that are ready to achieve the best results possible from the Internet.

Every member of the Bloomtools team, from your Consultant right through to your Graphic Designers and Software Engineers, are extremely passionate about the Internet and dedicated to helping clients maximize this medium. You will have peace of mind knowing you have chosen the most experienced and reliable team for the important job of building your online presence.

Your Consultant will be with you through every step of the process. Their role is to make the journey as simple and stress-free as possible for you, and they are only an email or phone call away should you have any questions or challenges.

This support doesn't stop once the project is completed – we provide ongoing technical support and regular communication, plus you receive unlimited access to our extensive online resource centre. Other companies may tell you they provide ongoing support, but we actually deliver on this service promise.

There is no doubt your business will grow as a result of your new online presence and the best thing about working with Bloomtools is your solution can grow with you. You will never need to build another website because whenever you need a new design or new functionality, we can seamlessly integrate it with your current solution. The sky's the limit with Bloomtools as your Internet partner!

We are privileged that you have chosen Bloomtools to build your online solution and excited about the journey your business is about to embark upon. I look forward to hearing the stories of your success.

Kind regards,



Boaz Willinger
President



The Opportunity

The Bloomtools Solution

The last website you will ever need.

Bloomtools is much more than your average website development company. We are an online business solutions provider.

We create tailored online packages that bring a variety of tools together to help you achieve tangible results for your business – such as more customers, more money and save time.

WHY OUR SOLUTIONS ARE THE BEST

Our online solutions are world-class and your business will be way ahead of your competitors if you implement them. Here's why:

Your website is living

We constantly update and improve our software to take advantage of new technology and strategies and you get these upgrades for free, as they happen.

Your website is scalable

You will never need to buy another website because your Bloomtools solution can grow as you grow. You can add new products and tools very easily or change the design without a total rebuild.

We are business focused

Designed by business people for business people, our cost-effective solutions have real purpose, deliver you a return on investment and are really easy to use.

The tools are integrated

All our tools run off the same system and a single database, so one login accesses your entire Toolbox and all the software looks and works the same.

We exceed international standards

Our software exceeds the coding and usability standards of the World Wide Web Consortium and the business purpose guidelines of the Website Standards Association.

It's mobile

Just because you can see your website on a mobile phone doesn't mean it is mobile-friendly. Bloomtools websites are designed to work effortlessly on smartphones ensuring you don't lose a single sales opportunity.

The diagram (far right) shows how our 3 main tools integrate to form the Toolbox. You will get your own personalized Toolbox with the specific tools you need for your business.

SEARCH ENGINE OPTIMIZATION

The first stage in your online solution is generating traffic for your website. One of the most effective ways to achieve this is to get your business listed on the first page of Google and other search engines.

Our Search Engines Optimization enables you to populate your website with keyword rich content to boost its position in the search results and put your business in front of more prospects.

Search engine results are the best strategy for getting a steady stream of keen, potential customers visiting your website every day.

WEBSITE DESIGN

Your website is the 'face' of your online solution and the part that generates the leads and sales for your business.

Bloomtools builds Professional Websites that are the most advanced, user-friendly websites available today and are far ahead of the static brochure websites that most of our competitors have.

Your Professional Website comes with our sophisticated Content Management System which allows you to edit and update your website yourself, without waiting or paying for us to do it for you.

Once you have the base Professional Website you can customize it with our range of add-on tools to suit your business needs.

We have more than 30 e-commerce, communication and interactive tools to add value to your website, such as Shopping Carts, Blogs, Testimonials and Photo Galleries.

Any of these tools can be added to your Toolbox at any stage with no downtime so your website will be a living, constantly evolving part of your online business.

CRM TOOL

The Bloomtools CRM (Customer Relationship Management) tool will help you increase your profits by managing the leads from your website and other sources more efficiently.

Our CRM tool enables you to track the progress of prospects from enquiry through to sale, with features such as automation to improve efficiency and reporting to track performance and increase conversions.

The CRM tool will give you valuable insight into your customers and sales process. Plus it will enable you to build stronger ongoing relationships with your customers and streamline internal processes saving you time and money, as well as help you to make money.

DATABASE MARKETING

Marketing to your database of past, current and prospective customers builds the relationship and drives them back to buy again and again.

With our Database Marketing system you can store and manage all your contacts in one location, then use the email and SMS marketing tools to send newsletters, trigger campaigns, surveys, event invitations, promotions and much more.

With regular communication your contacts will become raving fans and they will buy more often, spend more and refer their friends – and your revenue will grow as a result.



The Bloomtools Process

Simple and hassle-free from start to finish.

With Bloomtools as your Internet partner you have peace of mind knowing the development of your online solution will be stress-free and simple – not one of those horror stories you may have heard from other business owners.

We have been building online solutions since 2004 and in that time we have refined the development process to the point where all our projects are delivered on time and within budget.

We have implemented our own fixed production process and streamlined project management system to ensure every project is tightly controlled and managed from day one for the best possible outcome.

PROJECT TIMELINE

The first thing you'll probably want to know is how long the development process will take. The answer to this question will depend on the following:

The depth and scope of the project

If your website is complex or requires custom work, then it will take longer than the standard time frame. Once we know all your specifications we can give you a more accurate guide on time frame.

The timeliness of your responses

There are many stages throughout the process where we require something from you and the sooner you return this information to us then the sooner the project will be completed. If your responses are delayed, this will extend your project timeline.

Unfortunately, due to the nature of custom development and our software release cycle, we cannot guarantee due dates on custom software development.

So please ensure you understand what is required from you and respond to any questions or requests in a timely manner.

The diagram (right) shows the time frame for the development of a standard website. Use this as a guide to learn about our process.



PRODUCTION PROCESS

Now that you've met with your Bloomtools Consultant, here's what's coming up:

Accept quote (you)

Your Consultant creates a quote for your online solution, then you pay your deposit and authorize the Service Agreement.

Creative brief (you)

Everything we do from now on is based on your creative brief so the time you invest in it will be evident in your end result. You need to supply a quality version of your logo and branding at this stage and you should also start working on your website content now.

Initial previews (Bloomtools)

Our team of graphic designers create 2 unique designs based on your brief, target market and branding. Requires 8 working days.

Preview feedback (you)

You tell us what you do and don't like from the previews. Be very specific with your feedback so we can produce what you are looking for.

Final design (Bloomtools)

Based on your preview feedback we create your final website design within 5 working days.

Final feedback (you)

You can make a few small changes to the design at this stage – changes after this point will incur additional fees. You will also need to have your content ready by this stage.

Website cut-up (Bloomtools)

This involves 'building' the website and putting it in our Content Management System. This stage requires 5 working days.

Content population (Bloomtools)

Your Consultant will now input your content to create the finished product. The time frame will vary if you are paying for additional content population or content creation.

Final approval (you)

You give us the green light to go ahead and we set your website live.

Attend training (you)

Your Consultant will train you on the Content Management System and other tools, so you can manage your online solution internally within your business.

In order to get the best result for you, we need your participation – so please be aware that your time and effort will be required throughout this process.

PAYMENTS

Before we go ahead with your website we will require a credit card or bank details for the direct debit of funds as we reach set milestones during the project.

These include 50% deposit and the final payment prior to your website going live, or 30 days after the initial deposit is paid, whichever is first.

If cash-flow is a concern we do offer payment plans to spread your payments over 6 months – conditions do apply.

Your monthly service fee will be automatically direct debited from your bank account each month.

The Bloomtools Internal Project Management System

TOOLBOX Client Name Search

Dashboard

- Clients
 - Clients
 - Website Accounts
 - Database Marketing
 - CRM Accounts
- Sales
- Projects
- Analytics
- Tools
- Billing
- Settings
- Help

11 May 2012 - 3:45am
View the website of the month - <http://i.co/BED54qF>
Follow us on Twitter

Create New

Service Announcements

- Shopping Cart Upgrade 21/03/2012 4:06:38 PM
- Realstate Software Change 21/03/2012 4:06:38 PM
- Server Enhancements 21/03/2012 4:06:38 PM
- Gallery Addition 21/03/2012 4:06:38 PM
- Server Team Test 21/03/2012 4:06:38 PM
- Shipping Changes 21/03/2012 4:05:38 PM

View All | @Subscribe

Project Status

Overdue Tasks	12
On Hold Tasks	4
Outstanding Custom Quote Questions	6
Outstanding Conversations	None

My Leads My Tasks Recent Work

John Smith	IN PROGRESS
David Tancock	IN PROGRESS
Zack Johnson	IN PROGRESS
Wide Span Sheds	IN PROGRESS
Coomers Chamber Of Commerce	IN PROGRESS
Franchise Branding Association	IN PROGRESS
Mums at home	IN PROGRESS
James Grieg	IN PROGRESS

Need Help?

Scheduled Training	Browse the Knowledgebase
Shopping Cart 12 Sept, 12:00	What should I do when I first login?
New CRM Introduction 12 Sept, 12:00	Creating an email campaign
Learn about SEO 12 Sept, 12:00	Managing an event
Social Media 12 Sept, 12:00	Creating an online survey
How CRM Introduction 12 Sept, 12:00	Sending SMS Text Messages

Communication

All communication is tracked and stored in the system.

Workflow

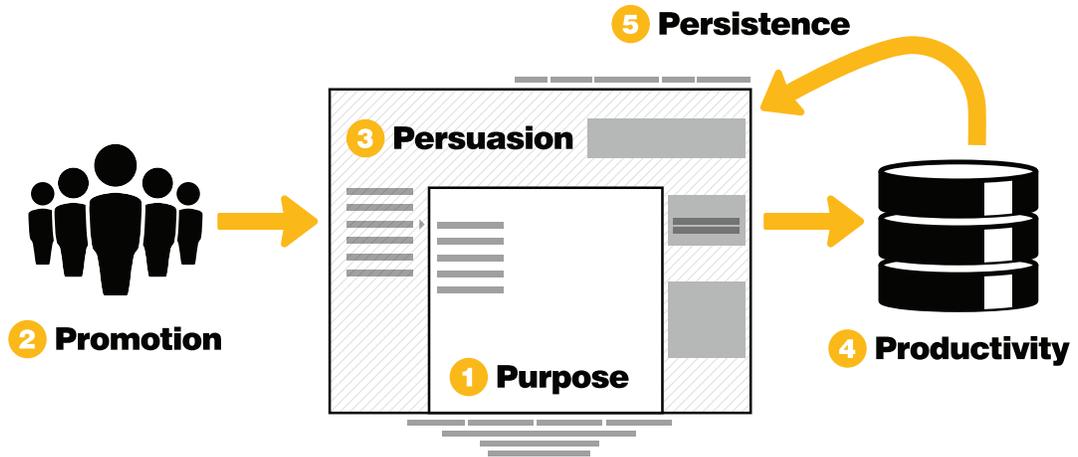
All tasks are automatically created and assigned to team members for each stage of the project.

Accountability

We measure and monitor every aspect of your project development, to ensure we give you the best service at all times.

Planning

Understanding your business so we can tailor the perfect Toolbox for you.



If you fail to plan, you plan to fail! Therefore, we don't just dive straight in and start throwing together your online solution.

Instead we designate time at the beginning of the process to learn about your business, find out what you want to achieve online and plan your online presence accordingly.

With this information we then design the best solution for your business that suits your purpose, attracts your target market and achieves your goals.

To simplify the planning stage we have come up with the concept of the '5 P's Of The Internet' to demonstrate the essential elements of an online solution – Purpose, Promotion, Persuasion, Productivity and Persistence.

This concept is based on extensive research into what is working online for businesses in general and analyzing our own clients that have achieved great results.

Your Consultant will discuss strategies for your solution covering the 5 P's, to help you make sense of your online presence and understand how all the elements work together to get the best results for your business.

PURPOSE

The purpose part of your online plan identifies what business results you ultimately want to achieve from your online solution.

Typical objectives are increase leads, increase sales, get existing clients to buy more frequently, spend more, refer their friends and streamline your business.

PROMOTION

This is where we identify the offline and online strategies you will employ to drive traffic to your website.

Search engine optimization is an essential strategy as more than 80% of consumers search online for businesses and products – ask your Consultant about our SEO services.

Other popular strategies include advertising in online directories, utilizing social networking websites like Twitter and Facebook, email and SMS marketing, and offline strategies like signage, print advertising, etc.

PERSUASION

What is the action you want prospects to take on your website to achieve the desired purpose? This stage of the plan outlines the tools and strategies you will use to persuade them to take that action.

This will vary based on what your business does, but typical goals include getting users to make a purchase online through your Shopping Cart, fill out a Quote Request form or pick up the phone.

Every aspect of your website, including the navigation, design, layout, content and on-site promotions needs to drive visitors through a funnel to the point of action.

All the add-on tools in our range are designed to improve the sales process by informing, engaging and selling to your prospects. Your Consultant will recommend the best tools to turn your website into a conversion machine.

PRODUCTIVITY

This stage of the plan outlines how you can use the Bloomtools CRM system to better manage leads from your website (and other sources) to increase your conversion rate and productivity.

Productivity is also about starting new clients and delivering that 'Wow' experience for them so they stay longer, buy more and refer others to you. Our tools and strategies can help you here as well.

PERSISTENCE

Most people who visit your website won't take action immediately because they need more interaction with you, so your secondary goal needs to be to add them to your database.

Your Consultant will help you come up with a backup plan to capture their details such as a newsletter, VIP sign-up or a free report.

Once the client is in your database you need to market to them regularly. Use valuable offers and information to build the relationship and drive them back to your business to take the desired action.

You should also use the Database Marketing system to communicate with existing customers – staying in touch will get them back to your business for repeat purchases, as well as facilitate referrals.

Mobile websites made easy

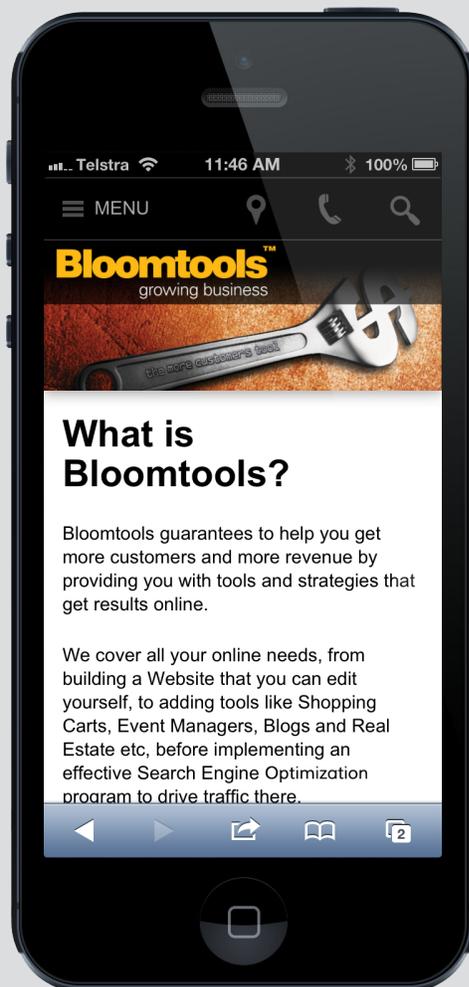
More people use mobile phones than PCs to get online. Bloomtools makes it easy for your clients to access your website from their smartphones. It is optimized to allow clients to get the information they want fast, and isn't bogged down with heavy graphics and unnecessary content.

Your mobile website has the ability for you to have a different menu and content to the main website and also has features that allow visitors to click on buttons to instantly call you, send you an email or find you on a location map.

It is also possible to purchase a custom look and feel for your mobile website.

Key Mobile Features:

- ✓ Appropriately sized buttons
- ✓ Large text - No need to zoom
- ✓ Customizable banner image
- ✓ Easy-to-use sliding menu navigation
- ✓ Call button that directly dials the phone number
- ✓ Map button that directly opens physical addresses in map/gps app for quick navigation
- ✓ Allows users to switch to the desktop version easily



Design

Our experienced team creates a website that looks great and gets results at the same time.

The design stage of your website development is probably the most exciting – it's where you will get to see your vision becoming clearer.

Many website development companies build brochure websites – they look great, but they don't have any strategy behind them or the essential business functionality.

That type of website is useless to a business like yours which is trying to grow. It's an expense that won't deliver a return for your investment.

Our team will design your website with the ideal balance between creativity and functionality, so it looks great for your target market and gets results at the same time.

The diagram below shows all the different elements of your website design – including the very important distinction between the design (what we do) and the content area (what you control with the Content Management System).

DESIGN STANDARDS

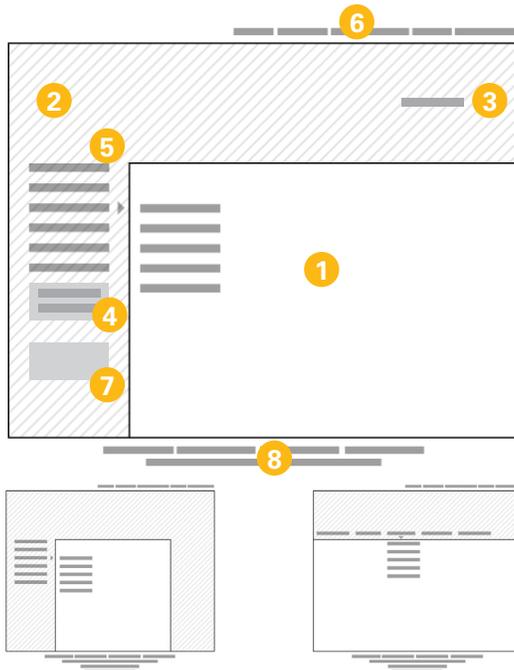
These days, Internet users are very savvy and have expectations about the way websites should work. If they can't find what they want on your website within a few seconds they will go elsewhere and you've missed your opportunity.

For the best chance to capture every prospect, we design your website with the features and usability users expect – such as the menu on the left or top of the page, consistent layout across the whole website and an easy to find Contact Us page.

For this reason, you may notice that all our clients' websites are similar in structure.

We will design yours to these standards because we know they work and as a business, you can't afford for your website to be turning any customers away.

Website Layouts That Work



Other recommended website layouts

- 1 Content area**
The area of your website you can edit yourself.
- 2 Unique design**
Unique design created by our graphic designers.
- 3 Call to action**
What do you want users to do on your website?
- 4 Capture form**
Your opportunity to get the contact details of the visitors who don't contact you immediately.
- 5 Main menu**
Located on either the top or left of the design.
- 6 Secondary menu**
Contains important links to Home, Contact Us, Tell a Friend, Shopping Cart and Print This Page.
- 7 Promo boxes**
Editable spots within your design for promotions and any elements you want on every page – requires the Promo Boxes software.
- 8 Footer**
Contains links for your RSS feed, Top of Page, Print This Page and other important links.

DESIGN STANDARDS

The creative brief is the most important part of the process and communicates your vision and objectives to our designers so they can create your website. Your Consultant will work with you to help you complete a customized creative brief which covers what your business does, who your target market is, example websites you like and the colours, words and images you want in the design.

It's essential that the brief is accurate and detailed because all your designs are based on this and charges may apply for additions that are outside the original brief.

We also need you to supply your logo and any images for the design at this stage. Please ensure your logo and images are high-quality and high-resolution otherwise we may not be able to use them in the design.

After we receive your brief our designers start creating 2 unique website design previews for you within 8 working days.

DESIGN PROCESS

The aim of the design previews is to give you different options for all the elements of your design, such as menu, background colour and header, so both previews will look different.

Don't worry if neither are exactly what you want – the point of previews is for you to choose which elements from each you like and dislike so we can combine them to create a design you love.

After you've received your previews, you need to give really clear and specific feedback on what you do and don't like about the designs.

If you want something changed you need to tell us exactly what you want it changed to – so rather than saying "I don't like the design" ask us to "change the menu colour to the shade of blue from our logo".

Otherwise, your feedback is open to our interpretation and the designers may come up with something completely different to what you want.

Based on this feedback, we will create a final design for your website within 5 working days. Once final approval has been given the website will be cut up and any additional charges will apply for any further changes.

Here are some important things you need to know about your website design:

Website Layouts

Two uniquely designed templates are included with your Professional Website, one for your homepage and one for within your website.

Content Area

The content area in the previews is for example purposes to show you what the finished product could look like – it will be customized after the website has been cut up.

Images

You can supply your own images for use in the design or we can use stock photos from iStockPhoto (up to 10 images from the "essentials range" – charges may apply if you wish to add more).

Email Templates

If you have purchased the Database Marketing tool with unique templates, email templates will be created after your website is cut up. You get 1 design and 2 templates based on your website and charges apply for changes or additional templates.

Animated Header

If you have purchased an Animated Header for your website, this will be completed after the website has been cut up to the specifications supplied in the creative brief. Up to 4 transitions are included.

Future Design Changes

We can make minor design changes or even redesign your whole website, with no downtime, after it has gone live – just ask your Consultant for a quote.

Designed With Your Target Client In Mind...

Like most of our clients you probably have lots of ideas about how you want your website to look. It is important to remember it's not about your personal preferences – it's about what appeals to your target market.

Often, your Consultant can look at your website more objectively than you can and because they know what works online and what doesn't, they will often make recommendations to you.

Please be open-minded and willing to accept their expertise as they have the success of your website in mind.

Content Creation

Content is king on the Internet so we help you get it right for maximum results.

Good content is an essential component of a successful website. The design catches the attention of prospects, but the content is what converts them into customers.

Your content is everything that goes inside the content area for each page of your website - including text, images and hyperlinks – see diagram on Page 10.

SUPPLYING CONTENT

How your content is created is up to you - your Consultant is there to guide you.

You can choose one of the following options for supplying your content:

- Copy the content from your existing website
- Write new content in-house, or
- Purchase our content writing services

If you are going to write the copy yourself, ask your Consultant for some advice to help you get started.

We need to know which content option you are going with at the creative brief stage so we can instruct you on the correct process.

If you delay getting content to us the timeline of your project will be extended, so please start working on it at the brief stage.

CONTENT POPULATION

Once you have supplied your content and the website design has been cut up, your Consultant will begin populating the content into your website.

Your Professional Website comes with 8 pages as standard (dynamic Contact Us and Sitemap pages are automatically added as well), and we populate those 8 pages for you with the content you supply.

The pages and navigation we set up are based on the initial sitemap you supply and your Consultant will help you plan that at the creative brief stage. Additional pages on top of the 8 included, and

content changes outside of the original brief, may attract extra charges.

Content population includes inputting all the text you supply into the Content Area of your pages and laying them out professionally with headings, bullet points, tables and the images you supply.

Some of the tools in your online solution will require content as well – we will let you know how much content population is included in the price for each tool as part of your quote.

You will need to review the content and sign off on it so the website can go live. You have 10 days to come back to us with changes, or it is deemed accepted. Remember, you can edit it easily yourself once it's live – so it's definitely not set in stone.

To ensure the process of uploading your content is as fast and hassle-free as possible, please follow these guidelines:

CONTENT SPECIFICATIONS

Content format

All content needs to be provided to your Consultant in the correct formats – Microsoft Office or Open Office for content and data, and JPEG and GIF for images. If your content is not in this format the software you use should be able to convert it to one of the above formats.

Timelines

All content needs to be provided to us at the same time, prior to the commencement of any uploading. This increases our efficiency and decreases your costs, as charges apply for us to populate content after the website is completed.

Content layout

The content needs to be laid out in the format you would like it displayed on the website – headings, paragraphs, bullet points, images, etc. We do offer suggestions to improve your content but we don't take creative license with the layout as this could cause a range of challenges.

Tips for Supplying Content

- Start on your content at the creative brief stage so it's ready when needed
- Use your sitemap as a guide to the pages of content you need to create
- Submit it to us in one of the supported formats
- Send us high-quality originals for files such as your logo
- Supply all content at once so there are no hold-ups or extra costs
- Be open to our guidance on text, images, layout, etc.



Content Maintenance

Updating your content is something you can easily manage in-house yourself with our user-friendly Content Management System (CMS). You can change text, insert images, add and delete pages and modify your navigation very easily without waiting or paying for us to do it. And of course, we're always here to support you if you get stuck. Additional charges do apply if you want us to input or maintain your content for you on an ongoing basis.



Data Importing

Some of the add-on tools built into your website will require you to import data such as your inventory for the Shopping Cart or Product Catalogue. If you provide us with a CSV spreadsheet of your data, we will import it as part of the initial content setup. Your quote will detail the amount of items we will be adding for you. You will be trained on how to add your own data so you can manage it yourself once the website goes live. Charges may apply for bulk or additional data importing.



Search Engine Optimization

Your website is built with search engines in mind, with SEO features such as a dynamic XML sitemap and editable page titles and meta tags. We also have an SEO service you can purchase for your additional optimization needs which includes inbound link building, monthly reports and ongoing advice. Go to www.bloomtools.ca/search-engine-optimization for more information on this service.



Let Us Write Your Content

Finding it challenging to write the content for your website? Don't worry, we can help. Bloomtools has access to a large team of professional writers that, after filling in the creative brief and a quick phone call, can write your content for you. Bloomtools also offers a monthly service to produce content for your newsletter and blogs.



Tool Customization

We're happy to tweak our tools to suit your unique business needs.

All the software in our range has been designed with a variety of general features to suit the needs of the majority of businesses.

This is why our solutions are so cost-effective and reliable for their level of functionality - rather than building custom tools for each client, we can apply the same software for everyone.

Each of our tools has a standard functionality (the backend software) and template (what it looks like on your website) which you get by default when we add tools. If you want to change the way the tools work or look we may be able to customize the software for your requirements.

CUSTOMIZING FUNCTIONALITY

Additional fees will apply and the price of your custom work will be based on the number of hours required to complete it and how urgently you need it.

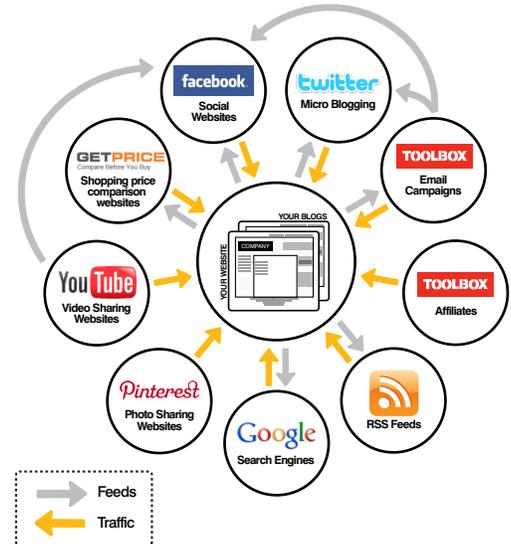
If we are unable to create the functionality you need we have an API that other developers can use that can create custom software that works in our environment.

This gives you the flexibility of adding custom software without the high cost of having your entire online presence custom-built.

If you don't want to pay to customize the functionality of our tools you can request your change be added to our popular wish list. However we cannot guarantee the changes will be made as they need to be deemed beneficial to all our clients.

Please speak to your Consultant at the planning stage about custom work so we can put together a quote and get it started right away. Due to the nature of the release cycle of our product, and also that of custom software, we can only provide an approximate due date.

Software Integrations



- ✓ **Google Analytics**
Easily connect with Google's free statistics program for in-depth reports and tracking on your website's performance.
- ✓ **Google and Yahoo Webmaster Tools**
Manage the way the search engines view your website for better SEO results.
- ✓ **Payment Gateways**
Our Shopping Cart supports multiple payment gateways. There is some information to help you choose which one will work best for you at www.bloomtools.ca/payment-gateways.
- ✓ **Shipping Suppliers**
The Shopping Cart supports a number of shipping companies including UPS.
- ✓ **Twitter and Facebook**
You can automatically send your blogs and articles to your social networks easily, to stay in touch with your clients.

Service Plans

Your online solution is secure in our state-of-the-art hosting environment.

When you purchase a website from us you also authorize a service. Our service plans include: web hosting in Canada, ongoing technical support, email hosting and regular software upgrades.

Your online solution will be hosted in the largest and most sophisticated data centres in North America – so you have peace of mind knowing it's in safe hands.

SECURITY AND RELIABILITY

The security and reliability of your web solution is one of the most important aspects of your decision to use Bloomtools, and a responsibility that we take very seriously.

Traditional hosting on a single server, or overseas in cheap shared hosting, is not enough in today's market when security, reliability and your position in search engines is so critical. With Bloomtools, our solution is built to be reliable, robust and secure. We go to lengths that are too expensive for the average web developer to match us on. For example;

- Your website is hosted in three separate data centres, and on many servers in each centre. This means entire servers, or even an entire data-centre can fail and your website wouldn't skip a beat.
- Your website is built to be fast and is designed to scale within minutes to enable your website to handle millions of visitors if required.

- Your data is backed up in multiple locations, in real-time and monitored by our team of experts.

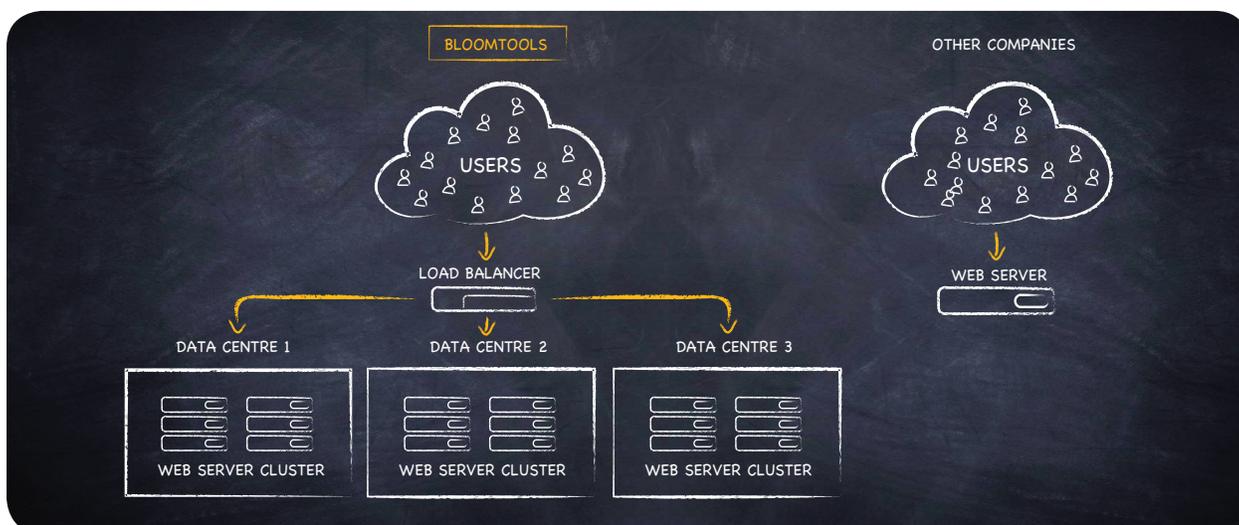
With Bloomtools, you can feel confident knowing that the infrastructure and systems running your website are truly world-class.

SERVICE PLANS

We have a range of monthly service plans available depending on how much usage you require for your online solution. Our service plans include much more than just website hosting and will give you the edge online. Each plan includes:

- Regular software upgrades to ensure your website is at the leading edge
- Ongoing technical support
- POP email hosting
- Hosting in three data centres

The payment for your service plan is direct debited from your bank account/credit card on the 7th of every month (or the next business day if it falls on a weekend).



Training and Support

We want to be your Internet partner for life – so we're always here to help.

One of the main benefits of choosing Bloomtools as your online partner is that after the initial development you are completely in control of your online presence.

But we don't just sign off on the project and walk away – we value you and your business too much to do that.

We provide extensive training and support, such as initial training, unlimited technical support, regular reviews and numerous free online resources to help you get the most from your online presence.

TRAINING INCLUSIONS

Included with your project is a 1 hour live online training session with your Consultant.

This session is designed to teach you all the basics to get you off to the best possible start with your online presence.

During your online training session you will learn how to access your Toolbox, add and delete pages, modify existing page content, insert images, manage your menu and check your website statistics.

Plus, your Consultant will take you through each of the add-on tools in your Toolbox and how to get the most from them.

ONGOING SUPPORT

We also offer additional training packages if you have new staff or need some extra assistance.

We have lots of free resources to assist you with your online presence.

The first place to visit if you need help is the Bloomtools Knowledge base, which is available 24/7. You can find it on our website at

www.bloomtools.ca/support

Here, you will find information on all of our products, including step-by-step instructions and tips on everything from setting up your emails on your computer, to adding images to your website, to sending surveys to your database.

Also, you will get access to our extensive library of articles and ebooks at www.bloomtools.ca/resources-knowledgebase.html, plus regular newsletters in your inbox with the latest news, tips and strategies.

The Internet is such a powerful medium that the more you use it and work it to its full potential, the better results you will get.

Our tools give you the best start possible and by implementing the strategies and advice we suggest you will really reap the rewards.

REGULAR UPDATES

One of the benefits of being a Bloomtools client is that every time we upgrade our software you get the new features and functionality for free.

We usually release one update a month and it's essential that you are aware of these when they occur in case improvements have been made to the software you use.

We notify you about these updates through your Toolbox and our Twitter feed (www.twitter.com/Bloomtools).

REVIEWS

It's great if you don't have any challenges with your solution and you don't need to call us, but we still want to keep in touch with you!

We will schedule regular reviews so we can find out how you are going with your online presence, offer some advice and tips to help you get better results and see if you are ready to add any new tools.

About Bloomtools

Our passion and dedication has helped us become a successful international company.

Learn some more about Bloomtools, including how we got to where we are today and why we are the best Internet partner for your business.

OUR VISION

“To lead the world in creating turnkey software solutions for small to medium businesses that actually generate tangible growth.”

ABOUT BLOOMTOOLS

Bloomtools began in 2004 as a boutique software development house for businesses on the Gold Coast, Australia.

Bloomtools became passionate about how the Internet could be used as a tool to level the playing field between small and big businesses, so we began developing online tools specifically designed for small to medium businesses.

Soon the Professional Website, Content Management System and Database Marketing System were born and we quickly established a reputation as a leading technology company.

Since then, the company has added even more depth to our online solutions with the addition of services and business tools, such as the Search Engine Optimization Program and the CRM Tool to our range.

In 2007, we realized there was a desperate need in the small to medium business market for a reliable, results-focused online provider.

So Bloomtools became a franchisor and now we have a network of franchisees providing our solutions to businesses.

Our franchisees (your Internet Consultant) have been hand-picked to provide our solutions to businesses. They share our passion for the Internet and have been through extensive training so they can effectively guide you on how to achieve the best results in your business.

To ensure we continue to lead the market, we also invest heavily in the research and development of our products and improving our infrastructure and technology to provide the best service to our clients.

We now have thousands of clients, from small businesses to well-known large organization.

HOW WE COMPARE

Bloomtools is dedicated to providing affordable online solutions for small to medium businesses that are ready for growth.

Our prices place us in the middle of the market – not the cheapest nor the most expensive.

There are plenty of cowboys out there in the industry that can offer you a cheaper website than we can, however price should not be the most important factor when compared with results.

While you may save money initially by choosing a cheap solution you will most likely miss out on the results and growth you would get from a solution like ours.

Plus, we have a sustainable business model to ensure our own ongoing success and therefore yours, unlike smaller companies that may take your money then disappear.

So, ultimately, the initial investment in a Bloomtools solution will be quickly outweighed by your results.

What's In A Name?

Like most people, you might be wondering how we came up with the name Bloomtools.

Well, it actually represents us, our clients and what we offer:

Bloom – to mature into achievement of one's potential, to flourish in excellence.

Tool – a device that aids in accomplishing a task.

Frequently Asked Questions

Here are the answers to some common questions clients have about working with us.

FEES AND PAYMENT METHODS

Q: Why do you only accept credit card & debit card for payments?

To ensure the accuracy and efficiency of our payment processing we have developed a sophisticated accounting system that will automatically notify us when we have received a payment from you. This system can only process credit card and direct debit payments.

Q: How do I get charged for my monthly service fees?

Bloomtools only accepts direct debit or credit card details for our monthly service fees. This fee is automatically debited from your account on the 7th of every month, or the next business day if it falls on a weekend.

You are not locked into any plans, so if you wish to cancel any ongoing services, all we require is a minimum of 30 days prior written notice.

Q: What do my monthly service fees include?

In the past we have found that our clients have compared our services against overseas cheap hosting plans and have wondered why we cost more.

In most instances our competitors are only offering very basic services. We offer much more than that:

- Local hosting to improve your search engine results
- Free phone and email technical support
- Access to the Bloomtools Content Management System and tools
- Ongoing, regular updates to our software to keep your website technology up-to-date
- Load-balanced redundant server environment with no single point of failure
- 24/7 monitoring of servers with instant response times

- 10 free email addresses
- Rolling 24-hour backups for up to 3 months
- Unlimited domain aliases

Q: Can I host my website elsewhere?

The main benefit of choosing Bloomtools as your Internet partner is that we provide you with sophisticated tools to manage your website yourself and regular software updates.

These tools need to run on the Bloomtools servers, so your website cannot be hosted elsewhere.

CONTENT AND OWNERSHIP

Q: Who writes the content for my website?

The pricing for your Website does not include copywriting unless specifically included in your Service Agreement, so supplying content is your responsibility. However, your Consultant will give you some advice on how to write website content that sells or you can purchase our content writing services.

Q: Who owns the IP for my website?

There are 3 components to your website when it comes to Intellectual Property:

1. Content and data – this is owned by you so you can do whatever you choose with it.
2. Design and template coding/HTML – we are happy to supply this to you, should you require your own copy.

Please note – if you want to use any images we put in your design for print purposes you will need to purchase them yourself as we only have a license to use them on the Internet.

3. The Content Management System – this is our own proprietary software and we cannot give you a copy.

If you decide to move away from Bloomtools at any stage, you may have to pay another developer to integrate your design into their own Content Management System.

Websites have evolved to the point now where all the best companies are using Content Management Systems and these are all proprietary, so our policy is industry-standard.

A useful analogy to help you make sense of this is to think of the software that powers your website as a program like MYOB – if you choose not to use MYOB anymore, you can take your data with you but the actual software remains their property.

SPECIFIC INCLUSIONS

Q: How many changes can I make to my website design?

The price of the Professional Website includes 2 initial previews, followed by a final preview. For the final design you can make some small changes to placement or colours.

If you are still unhappy with the design at this point, there may be an hourly charge for additional changes. However, we do find that the vast majority of our clients love the designs that we have produced by this final stage.

Once you have approved the design for cut up, any additional changes from this point will also attract further charges as we may have to cut up the website again.

Q: How can I check what features are included in the tools I have chosen?

Each of the tools have a set of features that are listed in the quote you've received from your Consultant. You can view this list by clicking on the 'Learn More' link next to each tool in your quote email.

Q: What can I do if the functionality I want is not included?

To have a feature added, you can either get it added to the wish list if we think it would be of value to other clients, or you can pay for us to do it for you.

We make decisions on which features in the wishlist to implement based on the need we see from clients, so if there is a high demand, it will get priority.

Q: I spoke to my Consultant about a feature and it was not included in my quote – will I still get it?

The quote you've received is a full description of your solution. If something you wanted is not in the quote or the order, then it has not been allowed for in the price. Please bring this to the attention of your Consultant right away.

MISCELLANEOUS

Q: What training do I get?

Bloomtools provides every client with an initial hour of live one-on-one training. We typically do this online and over the phone using software that allows you and your Consultant to share a screen. We find this is a great way to train clients as the session can be recorded for your future reference for up to 3 months.

If you need help at any point after this initial training, you can access our online help area at www.bloomtools.ca/support, or call your Consultant to ask a question.

If you need more training or want us to train a new staff member for you, additional hourly charges will apply.

Q: I have been stung before by my website company going out of business – how can I trust Bloomtools?

We are an established company with a very sustainable business model, solid infrastructure and an experienced team, so it's very unlikely that we would go out of business.

But we are a responsible company and want to ensure your ongoing security and peace of mind, so we have contingency plans in place. We have agreements with another provider that would allow the transfer of your website to them, with the same level of service.

Alternatively, if this could not happen, we would supply you with the full source code that runs your website so you could get it hosted anywhere.

Q: Does my website work on mobile devices?

Yes, your website also has a specific mobile version created, so it is optimized to work on smartphone technology for more effective results (see page 9 for details).

BloomtoolsTM
growing business

www.bloomtools.ca