acen Portfolio™

Client: BNBA (*www.bnba.com*)

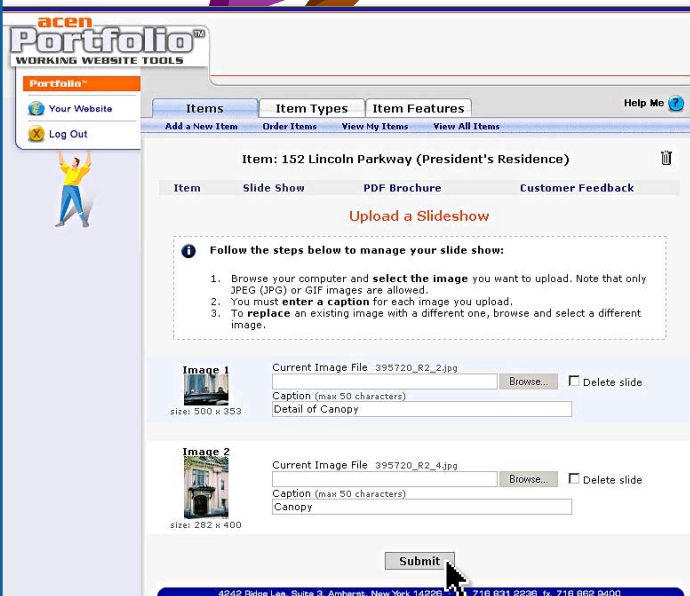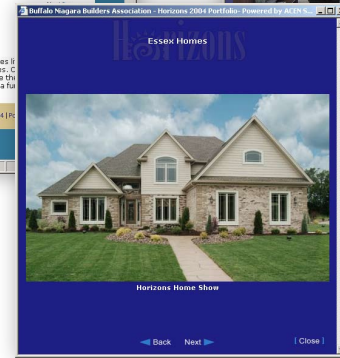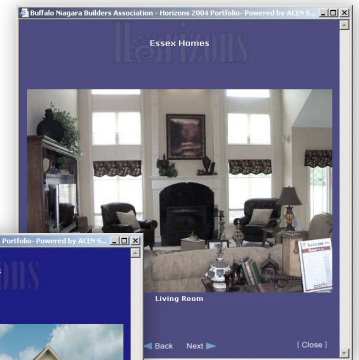**Objective:** An often-changing online Parade of Homes

Turn your website into a
Showcase!

1 Simply the easiest tool for filling your website with photos.

2 Your web- & printer-friendly showcase of marketing material.

ACEN
www.acen.com

Portfolio™ Gets Leads!

▶ **Fast and Easy:** Brunner Enterprises and Kistner built hundreds of web pages in just a month with Portfolio™.

▶ **Gets Leads:** Direct email feedback from every page has doubled website leads for the Institute of Ultrasound.

▶ **One-Stop Marketing:** Infinity Glass builds all their web & printable marketing pages with Portfolio™.

▶ **Convenient for You & Users:** BNBA, Forbes Homes, & Erie Beach provide home tours 24/7 with Portfolio™.

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Features & Benefits

easy to use

Anyone with basic web-surfing skills can use Portfolio™ to create or modify web pages. Simply fill-in a simple form and point & click to upload a picture, a document, and add links.

picture-friendly

Portfolio™ makes it easy to put pictures in your website. In a single "click" it automatically re-sizes and optimizes photographs for fast web viewing so you won't need image processing software.

deep

Add as many Portfolio™ pages as you want. Each page includes a slide show, a description, bullet-point highlights, and an attachment. Supply detailed information by simply attaching your existing documents.

organized

Portfolio™ is orgnanized with a relational database. That means that you cross-reference Portfolio™ items and you can modify their relationships any time. You won't need to organize your entire portfolio before you build it; simply create the pages and arrange them later.

easy to browse

Overview pages provide thumbnail views so browsers can find the information they want fast. Common page formats make Portfolio™ as easy to browse as flipping through a magazine.

drives the hits!

Data proves that visitors spend more time browsing Portfolio™! That's because Portfolio™ makes it easy to explore your website and see information in words and pictures.

easy to search

Keyword search applies over all text that you enter into Portfolio™. Website visitors merely type what they want and all items that include that word will be presented.

search-engine-savvy

Portfolio™ improves your website search engine ranking for two reasons:

1. The text that you enter is 'scan-able' by search engines, letting them know that you have a large website.

2. Visitors will spend more time at your website and perform more 'clicks.' That will make your website more important in search engine rankings.

lead generator

Each Portfolio™ page includes a direct e-mail feedback link to you. With one click, visitors can e-mail you when they see what they want in your portfolio.

printable

Portfolio™ is a single-solution marketing tool. It organizes your informaiton in easy-to-browse web pages and it will also compose high-resolution, printable PDFs—on your own letterhead. You can use Portfolio™ to produce 'tear-sheets' for sales reps or to include in your proposal documents.

affordable

A single web page can cost hundreds of dollars. Portfolio™ gives you the power to create unlimited webpages in minutes. Make your website the repository of all your marketing information because Portfolio™ is the tool that makes it fast, easy, and affordable!