



# MARINE BUSINESS

## WEBSITE DESIGN & DEVELOPMENT

By Nautical Software Solution

Developing marine software since 1992



TECHNOLOGY SERVICES DIVISION



# WHY CHOOSE US?

## What we do:

NSS Tech Services designs marine-themed websites using WordPress, the most popular web development tool in the industry. WordPress is simple to use (with a little training) and it allows you to make changes to your website without having to pay a company to do this work for you. NSS is always available to assist you. If you don't have the time to do this work NSS can do it for less money than you would pay most other site developers. We have been dedicated to boating since 1992 and we know the boating industry. With the Basic Plan we provide you with a sub domain name. For those businesses that want their own domain name, simply choose Plan 2 or 3. Let us show you how affordable these plans can be.

## The Competition

Many online website services allow you to build your own website for free. However, most fail to mention the hosting costs attached to these "free" websites, and in the long run you can wind up paying dearly for your website over time. The other option is to hire a company to design a website specifically for your business. Depending on how sophisticated you want to get, a custom-built website can cost you anywhere from \$5,000 to \$15,000 on average. With NSS we can do this for less than \$5,000, in most cases, depending on your desired content.

## Interactive software modules for:



NSS customers can now link their NSS software to their NSS-sponsored website. This makes your website interactive with your software's customer database. This integration allows you to communicate directly with your customers and market and promote your products and services. You can batch emails as well as send SMS (short message service) text messages to announce and/or remind your customer of your services, i.e. winterizing specials, upcoming fishing tournaments, etc. Your customer can contact you through your website from anywhere via the internet to schedule service work, make reservations, make online payments and more. For those NSS software customers who already have a website...no worries. If your current website was created in WordPress we can integrate our software modules and host your website through our Basic Plan.

## Plans for Existing Websites (see page 6)

### PRO PLAN Online Services Available

This plan is for businesses with current websites that were created in WordPress. NSS will provide a link from your NSS software to your existing website to provide access to your customer database, access statements for payments, communicate with your staff and much more. The cost for the PRO Plan with the same features as the Premium Plan is **\$449 down and \$79 per month**

### FLEX PLAN Online Services Available

This Flex plan was developed for existing websites that **WERE NOT** created in WordPress. Under this plan we offer the ability to link our software to your existing site through an NSS Nautical landing page in the background to seamlessly provide these added services for you. This will be an extension of your website. So your customer will not see any changes except for the additional buttons we will place on your website. Cost and features of the Flex Plan are the same as our Basic Plan: **\$149 down and \$59 per month**

## What is SSL Certificate?

It is short for Secure Sockets Layer and it makes your website connection more secure and much safer when you browse, buy and communicate online. Your data is encrypted and this is very important because the information that is being sent through the web is being passed on different servers and all your data would be very easy to steal (passwords, credit card numbers, etc.) if it is not encrypted with a SSL certificate. NSS provides a SSL Certificate with all Advanced and Premium Designed websites. If you think that your site is too small and no one would want to attack it... you are wrong. Every website on the Internet is a potential target for hackers. Most web attacks are now being made by bots, and not real humans. A web crawler will search for known vulnerabilities and if one is found it will attack it. Some of the main reasons why you would want to add a SSL certificate to your website are: ■ Online payments ■ Secure the login process and web forms ■ Search engine ratings ■ User's security

# WEBSITE DEVELOPMENT PLANS

NSS has three affordable plan options to choose from. You can start with the Basic Plan and then upgrade as you go if you ever want additional features. All Plans are based on a thirty-six month agreement that includes hosting. After the 36-month agreement has expired there is no long-term contract. You own the website and you can move it to another hosting service, or you can pay as you go with NSS at a reduced monthly rate. Chances are you won't find another hosting service for the price. *See page 6 for complete plan breakdown of features.*

(see page 6)

## 1 BASIC

The simplest least expensive plan gets your website up and running quickly. Normally within a week. This plan is ideal for the small marine business needing a website, or has a poorly designed site. We provide you with a basic marine-based design that you customize with your logo, you choose the wording and colors, and we do the rest.

### **The Basic Plan comes with:**

- Sub-domain name: <http://YourCompanyName.nauticalondemand.com>
- Up to five drop-down pages and Up to 1,000 emails per month, additional emails only \$ .25/mo.
- Daily automatic backups to protect your website with malware scanning and removal
- Uptime monitoring to ensure your site is functioning properly

**Average cost- \$149 down, and only \$59 per month - After the 36-month term, only \$10.99 per month for hosting**

## 2 ADVANCED Online Services Available

This plan provides more features and you can choose from four marine-based website themes. We use your logo, you choose the design, content and colors. Sites normally launched within a week, depending on the additional content. **The Advanced Plan comes with:**

- Advanced websites come with SSL Certificate
- Business domain name: <http://www.YourCompanyName.com>
- Up to 5,000 emails per month with up to ten drop-down pages, additional emails only \$ .15/mo.
- Daily automatic backups to protect your website
- Uptime monitoring to ensure your site is functioning properly
- SEO Preferred service that includes blog posts, social media advertising
- Malware scanning and removal plus blocking of nefarious IP addresses
- Ability to add optional online modules:
  - Shopping cart to sell parts
  - Customer bill pay portal
  - Customer reservations
  - Credit card processing
  - Choose Marina Payments / Authorize.NET / PayPal for credit card processing

**Average cost- \$449 down, and only \$79 per month - After the 36-month term, only \$15.99 per month for hosting**

## 3 PREMIUM Online Services Available

This plan is a totally custom website designed exclusively to your business. Most of our custom sites will cost less than \$5,000 compared to other site developers that cost from \$5,000 to \$15,000. Premium sites are normally up in 8-10 weeks, depending on your contact and your responsiveness during the process.

### **The Premium Plan websites come with:**

- Premium designed sites come with SSL Certificate
- Business domain name: <http://www.YourCompanyName.com>
- Up to 10,000 emails for month with unlimited number of drop-down pages, additional emails only \$ .10/mo.
- Daily automatic backups to protect your website
- Uptime monitoring to ensure your site is functioning properly
- SEO Premium that includes blog posts and social media advertising
- Malware scanning and removal plus blocking of nefarious IP addresses
- Ability to add optional online modules:
  - Shopping cart to sell parts
  - Customer bill pay portal
  - Customer reservations
  - Credit card processing
  - Choose Marina Payments / Authorize.NET / PayPal for credit card processing

**Average cost- \$799 down, and only \$99 per month -After the 36-month term, only \$19.99 per month for hosting**

# NSS Software

## Automated Communication Platform

NSS now offers an advanced communication platform for all of its software products. This new software platform can be linked through any NSS-developed website or your existing website. Today customers not only like getting mobile deals, they expect it. In advertising, speed is critical. Most companies can't spend too much time making campaigns, printing material or deciding on campaign content. With ninety-percent of text messages being read within three minutes of delivery, we realize that customer expectations are changing. Our new communication platform not only includes an email advancement module, now giving you the ability to market your products and services in the form of newsletters, announcements, etc., but now you can also send text messaging to your customer right from your website-linked software. More advertisers are now using text messages in place of standard email because it saves time and money. Text messaging has become the latest and most desired means of customer communication. These texts are ideal for quick reminders so that you are in immediate contact with your customer from virtually anywhere. You no longer have to wait for the customer to get to their computer to receive your message. In addition, text messaging can include pictures of the customers vessel to help support whatever service you are performing at the time. The platform easily converts emails to text, and text to email format.

### Key Features of the Communication Platform

**SMS (Short Message Service )** is commonly referred to as "text message". With a SMS, you can send a message of up to 160 characters to another device. **MMS, or Multimedia Messaging Service** can be used to send longer messages and/or pictures, video, or audio content. **Email Advancement** lets you develop professional marketing material (easily created from built-in templates) to send out singular or batch newsletters, announcements, notices, etc.

- Employee Communication ■ Staffing & Recruiting ■ Lead Capture ■ Lead Generation
  - Automated Lead Follow-up ■ Text-Enable Your Business Number
- Sub-Account Management ■ Import Contacts ■ Custom Templates
  - Branded Platform with Your Logo ■ Customer Announcements ■ Events
- Alerts (past due notices) ■ Customer Surveys ■ Mass Texting ■ And much more

### GET THE MOST COMPLETE FEATURES



Bulk SMS



Picture Messaging (MMS) & eCard



Short Codes & Text-To-Join Keyword



Landline Texting



2-Way Texting



Salesforce Integration



SMS Voting & Survey



Appointment Reminder



Mobile Coupons



Loyalty Rewards



Smart Targeting



Automation



Email-To-SMS



Email



Social

## Interactive Cloud-Based Communication Tools

# THE THREE KEYS

1

### Communication

There is constant communication between the marine business and the NSS-sponsored interactive website, whether your website was developed by NSS Web Services or if you use an existing website.

2

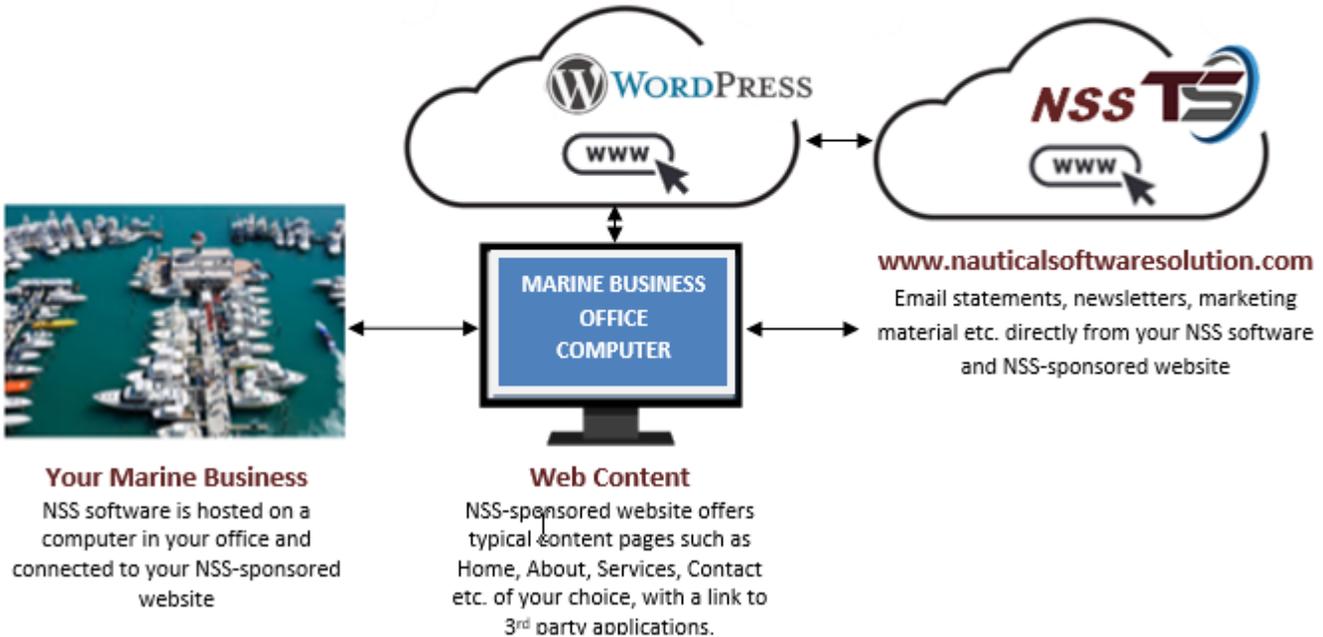
### WordPress Web Content

Allows the marine business to monitor their own website, if needed. The web development tool NSS uses is the industry leader with hundreds of 3<sup>rd</sup> party applications.

3

### External Interface

The exchange of data with 3<sup>rd</sup> party services allows you to send mass email communication to your customers, accept advanced reservations and more. It also allows them to make payments online.



## Marina Payments Processing

Marina Payments is an exclusive payment processing platform that is ideal for any charge that is on a recurring monthly billing cycle.

Because Marina Payments is not a traditional credit card processor, which are considered merchant accounts,

Marina Payments clients can pass the cost of credit card processing fees on to the consumer in the form of a convenience fee because of its unique Merchant Category Code (MCC).

This can save you thousands of dollars per month in processing fees making this payment process especially ideal for the marina industry.

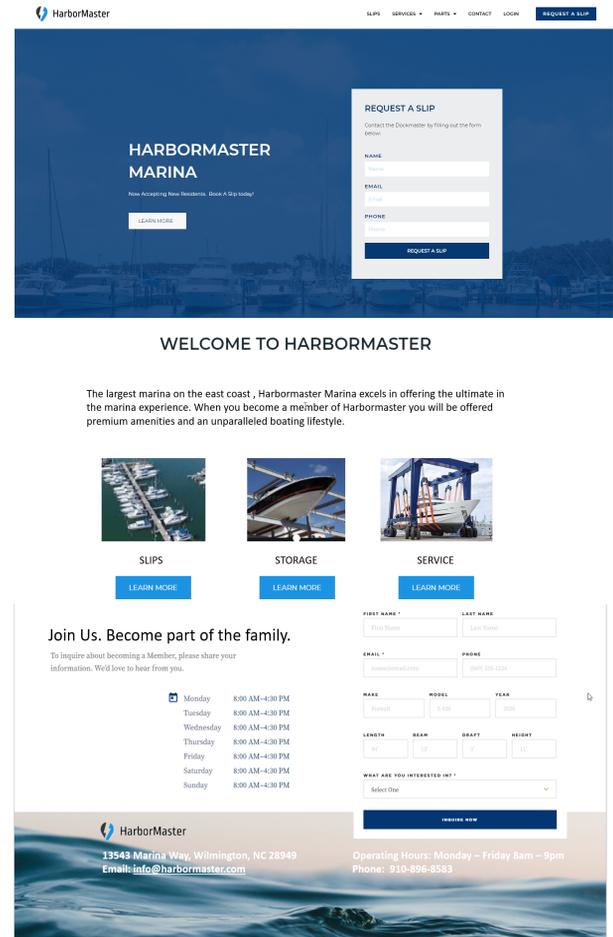
Normal swipe credit card transactions can also offset processing fees.



NSS Website integration is compatible with all NSS software programs

# Website Development Plans

WEBSITE PLAN	BASIC	ADVANCED	PREMIUM	PRO	FLEX
Down payment	\$149	\$449	\$799	\$449	\$149
Hosting cost per month	\$59	\$79	\$99	\$79	\$59
After 36 month hosting cost reduction	\$10.99	\$15.99	\$19.99	\$15.99	\$10.99
Web Design Theme Options	1	4	Unlimited	NA	NA
Number of pages	8	8+	8+	NA	NA
Email Output per mo.	1,000	5,000	10,000	5,000	1,000
36 month agreement	✓	✓	✓	✓	✓
Interactive customer email	✓	✓	✓	✓	✓
Sub domain name	✓				✓
Business domain name		✓	✓		
Daily automatic backup monitoring	✓	✓	✓		
Uptime monitoring	✓	✓	✓		
Mobile –friendly	✓	✓	✓		
SEO to improve rating	✓	✓	✓		
Auto backup & restore web content	✓	✓	✓		
Malware scanning and removal	✓	✓	✓		
Blocking of nefarious IP addresses		✓	✓		
Blog posts, advertising for social media		✓	✓		
Business domain		✓	✓		
SSL Certificate		✓	✓		
<b>Optional Add-on Services</b>					
E-Commerce Online shopping cart		✓	✓	✓	
Online customer bill pay		✓	✓	✓	
Online customer reservations		✓	✓	✓	
Credit card processing		✓	✓	✓	



## Website Development

1. Basic web design
2. We use your logo
3. You pick the colors
4. You provide the text
5. You select your drop down pages
  - a. HOME
  - b. CONTACT
  - c. ABOUT
  - d. SERVICES
  - e. PARTS
  - f. DEALER INFO
  - g. BOATS FOR SALE

Advanced, Premium and PRO Plans offer the following online services:

Shopping Cart



Customer Payments



Reservations



Basic Plan websites are normally up in a week, once we receive all of your approved information. For Premium sites you choose from four website design options. Premium sites are also up in a week, once your approved information is received. Custom Designed websites take approximately 8-10 weeks to develop, depending on your content and your responsiveness. during the process.

## WEBSITE FAQ'S

### **Q. Do you provide a domain name for my website?**

**A.** Yes, the Basic package provides a sub domain name [www.yourcompanyname.nauticalondemand.com](http://www.yourcompanyname.nauticalondemand.com). By routing your emails through our Nautical Email Hosting Service, we can save you money on the development cost of your website. For businesses wanting their own domain name, upgrading to the Preferred and Premium Plans will give you the domain name <http://www.yourcompanyname.com>.

### **Q. Will you host my new website?**

**A.** Yes. our plans cover the cost of website hosting on safe and reliable dedicated servers. We also regularly backup your website and keep your software up-to-date to avoid security breaches.

### **Q. I already pay for website hosting. Can I keep hosting my new site with that company?**

**A.** If your current website is WordPress-based, then we can keep your new website safe, secure, and running efficiently. For this reason, we will NOT install your new website on any other servers. In order to gain access to the enhanced integration features for your NSS software, i.e. customer data, ability to email statements, newsletters and notice to staff etc. we provide the email address of <http://yourcompanyname.nauticalondemand.com>.

### **Q. How long will it take to build my website?**

**A.** That's the biggest advantage we offer. For small businesses that need a website, our Basic Plan will have your website fully branded within a week. For Premium Plan customers, once you choose your web design your website will be up within a week. For custom designed sites, because your website is a specific to your needs it can take from 8-10 weeks. The development time varies slightly based on the complexity of features you want and your responsiveness during the process.

### **Q. What happens at the end of the 36 month agreement?**

**A.** Once your 36 month agreement is complete you own your website and all of it's content. You can continue to have us host your site at the reduced rate, or you choose to move your site to another company or host provider. We'll provide you with a backup file that contains your entire website. However, most of our clients choose to continue with our hosting service.

### **Q. Can I cancel or downgrade the agreement before the end of 36 months?**

**A.** Yes, you can cancel or downgrade the agreement early, as long as the money to develop the website is paid in full based on your plan. We will prorate the amount due at the time we receive your payoff request. At that point you can continue to have us host your site at the reduced rate based on your plan, or you can move your site to another company or hosting service.

### **Q. Can I upgrade my monthly plan in the middle of my 36 month term?**

**A.** Yes, but because we distribute the cost of your initial website design, development and included features for your particular plan over 36 monthly payments, you would be required to pay the difference in cost between your current plan and the upgraded plan. Once your 36 month period has expired we will continue to host your site at the reduced rate based on the new plan.

### **Q. Can I pay by check?**

**A.** All plans are set up on monthly auto pay from a valid debit or credit card. This is to avoid interruption in payment and to cover the cost of development as well as ongoing updates.

### **Q. Can I make changes to my website?**

**A.** Yes and no. Basic Plan clients cannot make changes to their site. This work has to made by NSS. There is a 12 maximum content changes at no cost. Once the 12 changes are reached Preferred and Custom Designed Plan clients can make changes to the website, provided they understand WordPress. If you don't have time to do this, you can have NSS make the changes for you at additional cost. Prices for additional changes will be quoted based on the content and amount of changes required.

# ABOUT OUR CORPORATION

Nautical Software Solution has been providing boating industry software since 1992. We are dedicated exclusively to boating

The NSS Technology Services division designs affordable websites exclusively for marine businesses. We can also enhance your existing website to include our interactive software development modules. Contact us for a free analysis to see how affordable these all important services can be.

## CONTACT INFO

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**Ask about our  
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Software for the boating industry since 1992

