Exclamation
Desktop Web Publisher · Publisher Edition

Update your Web site quickly, frequently, affordably, with no special training.

Keep your site timely and fresh

Retail shop owners know the value of a new display in a store window, or new stock on store shelves: they bring customers back into the store. Likewise, fresh Web content brings your online visitors back to your site.

Something as simple as a weekly special, an up-to-date calendar of events, or a tip-of-the-day can have amazing results.

Apply your expertise to your Web site

You're the expert on the information used in your business or organization. So it makes sense for **you** (not your Web designer) to manage that information in your Web site.
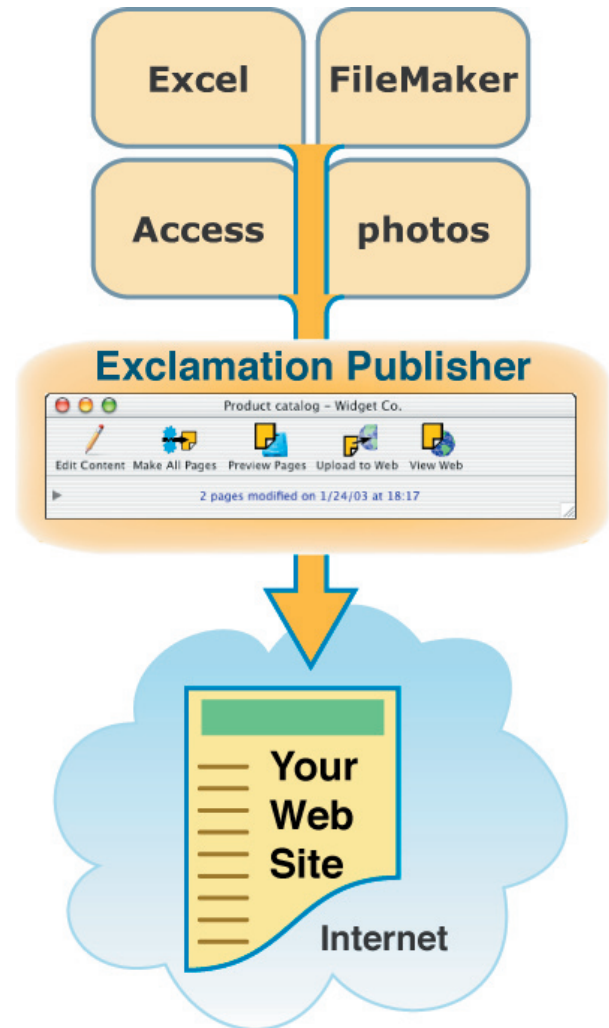
Merge your information directly into your site

Exclamation merges your information—text, images, multi-media—with page templates prepared by your Web designer to create a complete site.

Because your site content comes from easy-to-use desktop applications, you can be confident that your site accurately reflects the information you work with every day.

Update your site on a moment's notice

1: Add or change information in a spreadsheet or desktop database.

2: Click a "Make All Pages" button to build new Web pages.

3: Click an "Upload to Web" button to copy these new pages to your Web site.

Change your site design, affordably

Exclamation stores site content separate from the visual design. So you can afford to have your Web designer give your site a new look or motif, improve the site structure, or create a whole new design.

The power of separation means that a new design preserves your investment in the content of your site.

Simplify your Web site maintenance with Exclamation

Exclamation Desktop Web Publisher

What's involved for a site owner?

1: Your Web designer creates a Exclamation Web Publishing system that is tailored to your specific needs. This includes graphic design, content layout, site structure and navigation, as well as special features such as search and e-commerce.

2: You run Exclamation on your office computer, changing site information with a "content editor." This editor is a spreadsheet, an accounting application, or other familiar database.

Exclamation updates a local copy of your site on your desktop computer and lets you preview any changes in your Web browser. Then, at the push of a button, Exclamation uploads just the new pages to your Web site.

3: When the time comes to revise the look or expand the scope of your site, Exclamation enables you to view your current site and your designer's new site side-by-side, each built from your latest content.

You are in full control of your site. Your designer focuses on appearance and structure—her specialty. You focus on your business content—your specialty.

That's the power of Ten League Boots™.

Exclamation requirements

A Exclamation Web Publishing system created by your Web designer can run on any Mac OS® X, Windows NT®, Windows® 2000, or Windows® XP office computer.

Although Exclamation requires no special hosting service software, your Web designer can take advantage of value-added services like a shopping cart.

Example: an art gallery on the Web

Imagine that you own an art gallery with a large collection of pictures, only some of which should be displayed on the Web.

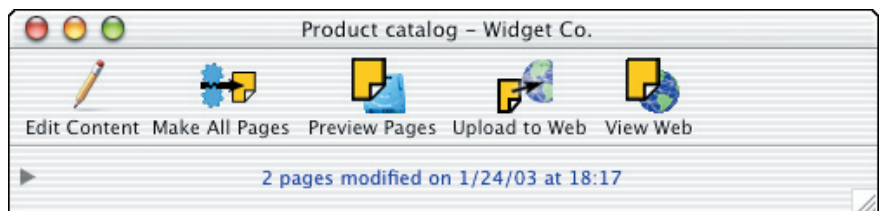Images must be selected and organized by artist, genre, and theme of the month.

Each work has its own page, which must link to the next and previous pages.

All works have to be indexed and pages of thumbnail images must be created and arranged.

Finally, key works must be selected for prominent display on the site's home page.

Even making a small change can be complex. Adding just one new painting to your gallery? Don't forget to add it to the site map, the search database, and the artist index, as well as update page-to-page links.

Without Exclamation, revising the Web site monthly is as much work as creating a whole new site each time.

With Exclamation, the site curator can do the entire job in just a few minutes. He clicks check boxes in the image database to select the works to be displayed; other check boxes indicate genre and identify the key works. The curator then pushes two buttons to create the new pages and upload them to the Web site hosting service.

With Exclamation, one person updates the Web site in a matter of minutes.