



CB
PROGRAMS, INC.
A Subsidiary of Christian Brothers Services



Website Design and Development

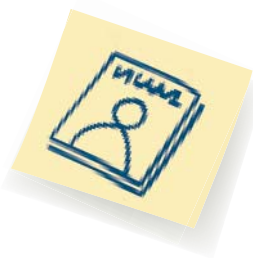
Hosting Services

Search Engine Optimization

Database Development

Advertising & Marketing

Graphic Design



cbervices.org/getstarted

Website Design



Great end-user experience is the key to a successful website.

CB Programs, a subsidiary of Christian Brothers Services, will collaborate with you to create not only a graphically stunning website but also an operationally useful website, tailored to fit your audience. Our state-of-the-art hosting and data center combined with our knowledgeable customer support staff will provide you with the service and support you would expect.

Capabilities

- Full Design Customization
- Integrated Technologies
- Domain / Email Management
- Website Maintenance
- Tech Support

Available Services

- Website Design & Development
- Domain Registration
- Email Accounts
- Blog Integration
- Flash Animation
- Multimedia: Audio/Visual
- Interactive Photo Albums
- PodCast Creations
- Member Databases
- Registration Forms
- Password Protection
- Website Search Integration
- Shopping Cart Development
- Gateway & Payment Processing
- Forums & Message Boards
- Banner Advertisement

Additional Services

- Graphic Design
- Hosting
- Database Development
- Advertising / Marketing

Example: Union Sisters of the Presentation



Features: Website Design & Development, Password Protection, Member's Only Section, Email Accounts, Hosting and Graphic Design.



When you're ready to make your website a reality, simply give us a call.

800.807.0200

Website Redesign



As your organization grows, so should your website, however, redesigning a website can be a daunting task, but with a little preparation and a lot of creativity we can recreate your website to model your organization. Consider using this 20 point check list below to help make your redesign a success.

20 Point Check List

1. Define your goal for redesigning your website.
2. Minor website upgrade or a complete site overhaul?
3. What aspects of the current design are most effective?
4. What aspects of the current design are not effective?
5. Who are your target users?
6. How can the website be more user-friendly?
7. Does the logo/branding need to be changed or updated?
8. Should the color scheme change or remain the same?
9. Consider average screen resolution.
10. What should be the focal points of the design?
11. How can the navigation be made more effective?
12. What will visitors want from the website?
13. How can increased user interaction be incorporated?
14. Who will be doing the maintenance/updates?
15. Is a content management system (CMS) needed?
16. How can SEO be improved?
17. What keywords and phrases are being targeted?
18. What pages and search terms are currently drawing?
19. What pages currently have inbound links?
20. What will make visitors want to come back?



Type 1: Complete Overhaul

All new text, graphics and new navigation as well as an entire new website design.

Type 2: New Look

Using existing text, photos and navigation but a fresh new look and feel of the website design.



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E-Commerce



Want to sell product online? The benefits of an online store are immense. You have easy inventory control at all times. Anyone with an internet connection is a potential customer just a click away, whether they're down the street or on the other side of the world. Best of all, you don't have to deal with the high cost and stress of operating a physical store. You can make money while you sleep.

Capabilities

- Online Store Design
- Shopping Cart Development
- Gateway & Payment Processing
- Maintenance & Tech Support



Benefits

- Customized Design
- Superior Development
- Secure Payment Processing
- Unlimited Products
- Product Categories
- Best Sellers Sections
- New Arrivals Sections
- Product Search Engine
- Password Protection

Willard Jabusch musica pacis

Willard Jabusch's extensive education, combined with his experience as a priest in the Archdiocese of Chicago, has given him the insight to compose music that is both expressive and singable. He has written some of the most popular liturgical music of our time.



Order Yours Today
makes a great gift

[Order Yours Here / View Details](#)
Secure Online Ordering

[About the Composer](#)
Willard Jabusch

[Contact Us](#)

Sound samples available 

New Music for the Liturgy, Home and School

The Latest Release by...
Willard Jabusch
The Life of Jesus in Song
From Annunciation to Passion and Resurrection.

[View Details >](#)

Father Willard Francis Jabusch is an author, and composer. He has written nearly 200 songs as well as released 5 CDs. He has also written text for 2 operas. His recordings include *Words of Flame*, *The New Jerusalem*, *Proclaim His Wonders*, *Look for the Lord* as well as his most recent release *Stainless the Maiden*. For more information on Willard Jabusch go to [About the Composer](#). You can also [order music here](#).

Additional Services

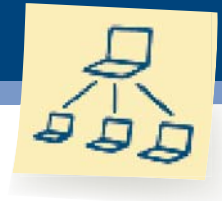
- Graphic Design
- Hosting
- Database Development
- Advertising / Marketing



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Social Networking



WordPress is a blogging system where anyone can easily post their thoughts to the world in just minutes. The blogs are fully customizable to fit the look and feel of the author. WordPress has grown to become the largest self-hosting blogging tool in the world.



Facebook is a more personalized social networking website allowing people and organizations to stay in contact with close friends, family and business acquaintances. You can also use it to network with other businesses, organizations, universities and build new contacts.



MySpace is the most popular social networking site in the USA. It allows friends to send messages to one another and stay connected. The site lets you browse profiles, blogs, videos and music. Your page will be available to a network of millions of people.



Twitter is a unique stripped-down social networking platform. It can be used to quickly send short text memos and appointments to subscribers that can be viewed from a computer or a cell phone.



Message Boards can be developed as a means for people to interact and communication with each other over a series of topics on your website. Topics can consist of anything you as the administrator set them to be. This is a great way to attract visitors to your site on a regular basis. It can also allow you to get to know your visitors on a new level.



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Multimedia



YouTube allows users to easily upload and share video clips across the internet through websites, mobile devices, blogs and Email. You can even have your own “YouTube Channel” to showcase all of your videos on one site.



Flickr allows users to edit, organize and share photos privately or publicly. You can make cards, photo books, framed prints and DVDs. Your photos can even be mapped to where they were taken.



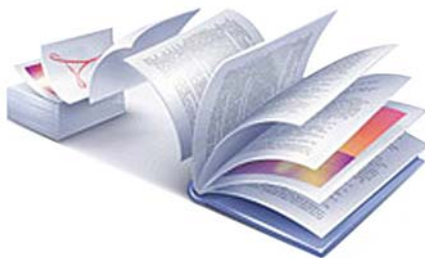
Photobucket is a photo and video hub, offering image storage, linking and creative remixing tools, such as slide shows and video editing functions.



Podcasts allow users to publish audio series on the internet. Similar to an online news cast, they can be streamed or downloaded from anywhere in the world; all a listener needs is an internet connection. This is a popular and extremely quick way to post news.



RSS is a commonly used web feed that allows users to publish text, audio and video in a blog or online webpage. Readers can subscribe to the feed and receive prompts as soon as you publish an entry.



Flash PDF turns Word and PDF documents into beautiful flash online presentations that look and turn like real pages. Take your newsletters and Emails to a whole new level with this state-of-the-art technology.



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Website Analysis



The internet is rapidly changing and we understand it's hard for organizations to stay current with all of the new technologies made available almost daily. We can determine how relevant and functional your website is in today's internet society. We will provide a custom website analysis based on 6 criteria including Design, Navigation, Readability, Content, Cross-browser/Devise Platform, and Scalability. Additional criteria can include Expanding Your Site, Marketing Ideas, Web Reports, Search Relevance, and Outside Study.

Design - A clear thought out design creates easy to read and beautiful websites allowing users to focus on the content and not the flow.

Navigation - Probably the most used tool on the web is providing a menu to navigate your site. Users navigate differently, however adding a combination of menus, text links and graphics will ensure that every user finds what they are looking for, or what you want them to see.

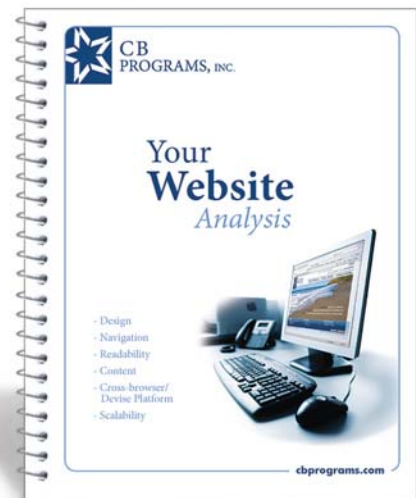
Readability - Size, color, spacing, general overall size and especially placement are probably the most important part of usability. Users generally won't read your text thoroughly in a word-by-word manner and will often ignore the welcome and move on to more meaty substance.

Content - How much is enough? How much is too much? And, most importantly, how much is just right? Now more than ever, delivery of that content is what will truly set you apart. Create content that users will read. Make it current, make it count.

Cross-browser/Devise Platform Consistency -

Internet Explorer, Firefox, Safari, Netscape, Opera... these are just a few of the browsers that you'll need to keep in mind when designing. In addition, the iphone, ipods, Smart phones, PDAs, Treo, Palm and other devices now come with full web browsers and have to be taken into consideration with website design.

Scalability - Planning for what's to come is as important as what is already on the site. Develop your site not only for great usability but also for scalability.



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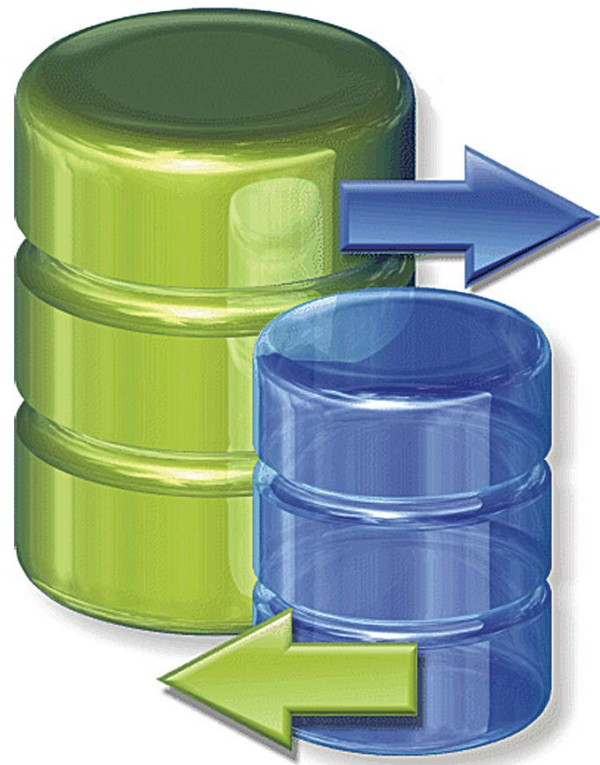
Database Development



Unlock the power of a Database. Databases are a great way to organize and collect information on your website. Databases allow you to expand and control the data on your site without the need to create separate pages. Do you have a member directory and want to allow communication amongst each other? Need a way to keep product lines current or address information up to date within your community? A database can give you the exact functionality that you're looking for, not to mention its use when creating registration forms, Prayer request entries and other online forms you may need.

Use Forms for...

- Conference Registrations
- Member Directories
- Submit a Prayer Request
- Join a group
- Donations
- Contact Us
- Calendars



Additional Services

- Graphic Design
- Hosting
- Database Development
- Advertising / Marketing



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Advertising and Marketing



Want to increase your website traffic? Online advertising and marketing is a proven method to increase traffic to your website. There are now 100's of millions of people with internet access around the world. Inasmuch, there are billions of websites available on the internet. Sometimes just having a website up isn't enough to attract the amount of visitors you expect. This is where we come in! We utilize the latest technologies and have secured key partners to enhance the effectiveness of our advertising and marketing efforts.

SEO (Search Engine Optimization)

- Keyword Analysis & Arrangement
- Meta Tag / Alt Tag Restructuring
- Digital Directory Submission Program

SEM (Search Engine Marketing)

- Google and Yahoo Paid Placement
- Microsoft Advertising
- Paid Inclusion

Banner Advertising

- Advertisement Design
- Banner Placement on Targeted Websites

Email Marketing

- Multimedia Email Design
- Sign up Form Design
- Opt-in Email Setup
- Reader Reports

Google Analytics

- Optimization of Your Search
- Visitor Reports
- Visitor Statistics

Google™

YAHOO!



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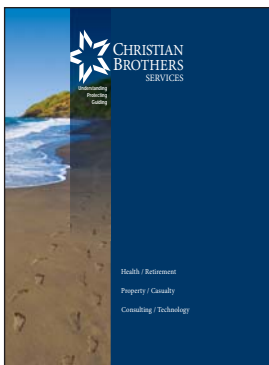
Graphic Design for Print



Visual communication and presentation is a crucial part of any organization or business. Thoughtful graphic design can enrich your appearance and build a strong brand identity. We can design and procure printing for your stationary, newsletters, postcards, training manuals, brochures, and much more. Whether you're looking for just one piece or a complete print/web campaign, our staff of design and marketing professionals have the expertise to meet all of your graphic design needs. Below are samples from the Christian Brothers Services rebranding campaign.



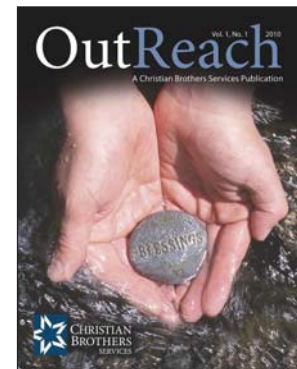
New Logo Design and Website



Capabilities Folder



Letterhead / Envelope / Business Card



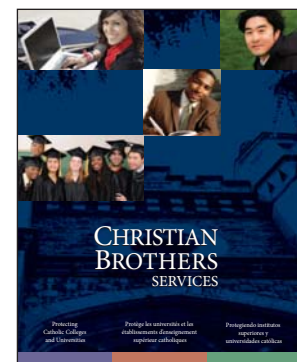
Outreach Magazine



Training Manual



Direct Mail Postcard



Multi-Language Brochure



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Website Hosting



Need a place to host your website? Our state-of-the-art hosting and data center combined with our knowledgeable customer support staff will provide you with the service and support you would expect. Whether it's a single website or a complex database, we take the worry out of hosting needs, allowing you to concentrate on what's important, your organization!

We maintain two Virtual Web Servers; if the lead server goes down, the fail over server takes over to provide accessibility 24 hours/day, 7 days/week. We also provide regular backups of client data to reduce risk of loss.

We use Windows and Domino hosting support for website and databases including: Quikr, ASP.net, SQL, PHP, Perl, WordPress, Lotus and more.

Capabilities

- Website Hosting
- Database Hosting
- Regular Backups
- Tech Support

Benefits

- 300 MB disc space with unlimited bandwidth
- FTP access (on Windows IIS Server)
- Domain name management
- Website traffic reports
- Unlimited Email accounts and forwarding
(*\$1 per account, per month*)

Need a search engine for your site?

Search Integration - Call for pricing!

- Allows visitors to Google search only your pages without leaving your website
- We can customize the search engine's look to match your website's appearance
- User Search Reports can be provided to affirm what your visitors are looking for
- No software or hassle is required from you



Complete branding to compliment the look and feel of your website. Each search results page is customized to keep your website in tack and will look nearly identical to the rest of your site.

Keyword matches allows you to direct search entries to particular pages on your website. Simply provide the word or phrases and the page you would like to direct the visitor to. (i.e. A visitor enters in the search bar, 'Vocations'. Define synonyms and matching words and phrases to target).



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Web Conferencing



With our *Connect software*, you can create instant, collaborative meetings with just a web browser and the Adobe Flash Player. Share your desktop, documents and presentations securely. Control online meeting access. Communicate and collaborate instantly. No software downloads required. Save time and money. Accelerate productivity with easy to use online meeting rooms.

Features

Application and desktop sharing

Hosts can expand the viewing area for shared applications, documents, and whiteboards to fill the entire screen of participants. Hosts can choose to synchronize the view of all participants.

Attendee management

Hosts can view who is in the meeting room in addition to the participant's role (host, presenter, or participant) and status (whether the participant is connected).

Full-screen mode

Share presentations, videos, or applications in full-screen mode.

Start meeting

Use the convenient Start Meeting feature to start an ad hoc meeting and invite participants from within Adobe Acrobat® 8 and Adobe Reader® 8 software.

Videoconferencing

Use standard USB or FireWire webcams for high-quality videoconferencing.

Participant permissions

Meeting hosts can control attendee permissions either before the meeting or from within the meeting room. Rights can be assigned either by using predefined roles or by using the participant's rights feature.

Whiteboarding and annotation tools

Annotate over screen sharing using standard whiteboarding tools and shapes.

Macintosh support

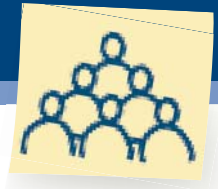
Acrobat Connect online personal meetings are fully supported for users of Mac OS X v.10.2, 10.3, and 10.4, on both PowerPC® and Intel based Macs.



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Web Sharing



Quickr™

Manage, Grow and Collaborate with Quickr™

Quickr is the fastest way to share everyday organizational content with your team.

- Quickr is a Web 2.0-based team collaboration software that helps you share content and collaborate with others.
- Use Quickr to create a secure and central workspace on the Web.
- Structured for immediate participation, teams use Quickr to coordinate tasks, collaborate on ideas, resolve issues, and more. The best part is that Quickr is included as part of our package.

Quickr highlights



Content libraries

Organize and share content faster.



Team places

Create online places for projects or teams.



Connectors

Work where you are without switching applications.



Templates

Use prebuilt team places to get started fast.



Personal file sharing

Create your personal content library online.



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Pricing

Current Fee Schedule as of 01/01/2010

Website Hosting Services Fees:

One-Time Virtual Server Setup	\$75
Website Transfer (If Applicable)	\$70/hr.
Annual Virtual Server**:	
(Level I - Basic Site) - Most Customers	\$300/yr.
(Level II - Intermediate Site)	\$720/yr.
(Level III - Demanding Site).....	\$1,080/yr.

Domain Name Services

Domain Name Registration (New Domains)	\$20/ea.
Domain Name Transfer	\$20/ea.
(Transfer Includes an additional 1 year registration)	
Existing Domain Name Renewal	\$20/ea.
Staff Time to Transfer or Register Domain name	\$70/hr.
Annual Domain Name Service Fee (DNS)	\$100

Other Services

Shopping Cart Set Up (Up to 100 items).....	\$3,500
SSL Certification (Required for Shopping Carts)	\$399
Staff Time (during business hours)	\$70/hr.
Annual additional disk space - 50MB	\$ 5/mo.
Annual Email services - each Email address* (20MB).....	\$12/mo.
Block of 100 Email Accounts (2000MB)	\$30/mo.
Travel to client site	At Cost
Phone Support	\$70/hr.
Training / Education	\$70/hr.
Technical Support	\$70/hr.

* All fees for services invoiced monthly as incurred.
Annual fees invoiced together at beginning of hosting year.

** Annual virtual server fee determined by traffic reports. Most customers start with the Basic Site Level.



When you're ready to make your website a reality, simply give us a call.
Call our Website Services team today or visit us online at CBPrograms.com!

800.807.0200

Contact Us

Information & Technology Services

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7/2010