

# WiseNav

**WiseNav – your website, your way – and now even easier**

Every day we get feedback from our users with ideas on how we can make WiseNav even easier to use. As a result, we have added some very important new features and facilities to the WiseNav 3.0 product which will bring enormous benefits to our users.

WiseNav is a mass market product designed specifically to satisfy people who would like a website but don't have the technical capability or the understanding of how to build a website using traditional tools. Many novices probably don't even know what HTML is, let alone whether they need it or not!

So what makes the WiseNav product the savvy choice?

- **WiseNav puts you in control.** Even the novice computer user can create and more importantly maintain their website without the need for outside technical assistance. Our users find that by building the site for themselves they can be sure it is what they want as opposed to what the designer thinks they should have.

- **WiseNav enables you to afford your own website.** HTML experts tell us that building a site in WiseNav takes about on tenth of the time of building it in HTML. So even if you get someone to build it for you it will cost a fraction of the HTML route. That's why many of our users have developed more than one site to fit their various life interests.

- **WiseNav gives you the freedom to put your content wherever you want to.** Because WiseNav creates and publishes the website using Adobe Flash technology it means that you can show videos and photos and play audio files really easily. It also allows you to put them wherever you want to on the page and to move them at any time. This is very hard to do in HTML because HTML was designed to cope with text not the rich media we all use on a daily basis.

- **WiseNav takes the hassle out of loading content.** Rich media website content such as images, video, music/audio and animations often come from a variety of sources, in a range of sizes and file types. Converting these to work on a website is usually a tough task. In WiseNav these can be uploaded, resized and placed anywhere on the web page and the WiseNav 3.0 conversion program means most file types can also be automatically uploaded, converted and/or re-sized very easily.

- **WiseNav makes it easy for search engines to find your website.** Search engines like Google have their search algorithms based on text. Ordinarily this would mean that a Flash website would not deliver a good website ranking. But WiseNav 3.0 removes this problem through a really smart new feature that actually ensures that WiseNav sites and pages are automatically and effectively indexed. It also means you won't have to pay anyone to optimise your site so that the search engines can find it.

- **WiseNav makes it really easy for you to get started.** Our users really like the freedom that WiseNav gives them to express themselves on the web. However, some have told us they are a bit daunted by starting with a blank screen and asked us to give them some ideas on how they might layout their web pages. So in WiseNav 3.0 we have provided a series of 'templates' to show people what is possible and to help them to create their websites very quickly.

- **WiseNav allows you to express your creativity and personality through your website.** The great thing about WiseNav is that once you have built your first version – perhaps using our new templates - you can change it very easily to reflect your own personality and vision. Compared to WiseNav an HTML site would constrain and confine your

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creativity – a bit like building a website in a straight-jacket. You can view sample Flash-based WiseNav templates at [www.wisenav.com](http://www.wisenav.com). Just press the GALLERY tab and then click on any website image to access and view the full template. To make any of these template websites unique to you anything can be changed – layout, colours, text, button and images etc. just by a click of the mouse. There is absolutely zero programming knowledge required. WiseNav templates are also available from the 'More Content' tab in WiseNav 3.0 where they can be viewed and downloaded.

So to summarise, WiseNav brings the power and flexibility of Web 2.0 to anyone and everyone. WiseNav is in a different league to the HTML design tools that are available today and has 100% excellent customer ratings as the best choice for a "Mass Market" web service. WiseNav is ideal for individuals, 'Not for Profit' organisations and small businesses that understand the importance of a visually compelling website that is easy and low cost to create and to maintain. So what's in the latest WiseNav 3.0 version which has just been released:-

1. The Search Engine Optimisation functionality is available to assist you in ensuring that each page of your WiseNav website can be fully optimised and presented to the various search engines in the most efficient manner possible.
2. The WiseNav file converter is available. This allows non supported file types to be converted, resized and uploaded seamlessly by WiseNav.
3. WiseNav tooltips and introductory videos are available together with fully updated help files so you are guided every step of the way.
4. WiseNav 3.0 displays the X&Y and height & width co-ordinates of each selected element on your web page. This will assist you in the consistency of layout of your web pages and overall website design.
5. WiseNav 3.0 has a unique 'hot spot' capability where any area on the web page can be highlighted to enable your website users to link seamlessly to other web pages on your website or to other websites/URLs or even to create an email.
6. All images and text elements can now be linked to other web pages within the WiseNav website; other websites/URL's or email accounts. So in effect any image or piece of text can have the same linking attributes as a WiseNav button.
7. The WiseNav 3.0 Gadgets now include an events calendar, photo gallery and a number of email form layouts – so you can add some special functions to your website.
8. Designer buttons these have a drop shadow option with a selected colour for the drop shadow.
9. Drop shadows are now also available on all images, again with a selected colour for the drop shadow
10. A New 'ellipse' shape is available this can obviously also be a circle or a disc. Both the ellipse and the current rectangle now have a drop shadow option with a selected colour for the drop shadow and you can also graduate the colour from top to bottom of the shape. There is a zero border option on the shape to ensure the correct display impact of the graduated colour.

WiseNav is now even more fun to use, try it now at [www.wisenav.com](http://www.wisenav.com)

And, please let us know what you think as your feedback will help all WiseNav users. Because we deliver WiseNav as a service via your Hosting Provider, every improvement we make as a result of your feedback is **automatically made available to all WiseNav users.**