

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
21 February 2002 (21.02.2002)

PCT

(10) International Publication Number
WO 02/15023 A1

- (51) International Patent Classification⁷: G06F 15/00, 17/00
- (74) Agent: EARP, Robert, H., III; Benesch, Friedlander, Coplan & Aronoff LLP, 2300 BP Tower, 200 Public Square, Cleveland, OH 44114-2378 (US).
- (21) International Application Number: PCT/US01/25601
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.
- (22) International Filing Date: 15 August 2001 (15.08.2001)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 60/225,245 15 August 2000 (15.08.2000) US
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- (71) Applicant and
- (72) Inventor: BARBA, Dennis, P., Jr. [US/US]; 8699 Chase Drive, Chagrin Falls, OH 44023 (US).

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR WEBSITE DEVELOPMENT AND MANAGEMENT

e-site buildersm Custom Web Site Creation Tool
-Web Site for Southway, Inc Edit Your

37 — PROGRESS REPORT
Is the graphic moving? Then you have successfully completed that section!

35 — Style Selected 35 — Home Page Created 36 — Published 35 — Other Pages Created

38 — TAKE A LOOK: View your site in progress Site not available in published area

34 — Control Panel Merchant Home Page Help

(57) Abstract: This invention provides users with the capability to create and manage (31) their own websites using this website development and management tool which utilizes a series of templates (industry specific) (Fig. 35) selected by the subscriber to build a customized website with little or no computer training. This invention enables subscribers to create a virtual storefront on the Internet complete with a configurable product catalog (52), a shopping cart, and support for credit card purchases.

e-site builder sm Control Panels				
30 Add A Web Page Add a Page	31 Create/Edit Web Pages Edit/Create Section(s)	32 Delete A Web Page Delete a Page	33 Change Style Of Web Site Change Style	34 Publish Site To The Web Publish
You have your Home Page. Now, use this button to go to a Control Panel to select the topics you want to add, such as Products, Services, About Us, Our People, etc. The e-site builder sm enables you to add up to eleven pages to your Home Page for a twelve-page site. Remember: a page is as long as you need it to be. The day of 8½ x 11 are over!	You've checked the topics you want to cover on your site on the Add A Web Page Panel. Now it's time to create each page. Or...you want to make some changes on pages you have already created. Use this button to go to a Control Panel where you can edit your pages.	This button takes you to a Control Panel where you can remove pages from your site. But beware: once you have deleted a page it is gone FOREVER. You cannot bring it back. If there's even a remote chance you might want to use a page at a later date, don't delete it. Go from that page, click on the "Publish" Control Panel and click "No." When you decide to publish it, change from "No" to "Yes."	Click on this button to go to a Control Panel that enables you to change your template style or change the layout of your home page. For example, you're tired of the Ocean template and want the Diner look! Here's where you make it happen. You can also switch between the three different layouts for your content on your home page.	Web site construction to place "off-line" j as a building pr goes up behind harchat wall. Being off-line gi you the time an privacy to get y site just the wa want it before opening it up to public. Use this button to a Control Pa that has the opt you will use to publish pages the Internet.



WO 02/15023 A1



Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

METHOD AND SYSTEM FOR WEBSITE DEVELOPMENT AND MANAGEMENT

Cross-Reference to Related Applications

This application claims the benefit of U.S. Provisional Application Serial No. 60/225,245 filed on August 15, 2000 by Dennis P. Barba, Jr. and entitled "Website Development and Management Tool".

Field of the Invention

The present invention relates to a user-friendly method and system that enables the development and management of websites.

Background of the Invention

While the sales of goods online represents only a small fraction of commerce, the Internet seemingly presents almost unlimited commerce and communication possibilities. Online e-commerce including retail sales and inter-company e-commerce has become a common method for advertising, buying and selling of goods and services.

Virtually every large company has a web presence and is using the capabilities of the web for daily business functions. Small business, on the other hand, has shown little presence on the Internet. Although more than 50% of all small businesses have Internet access, a much smaller percentage operate e-commerce websites. Whether due to a lack of resources or information, small businesses have currently been unable to harness the opportunities and advantages offered by the Internet. Therefore, there is a need to provide Internet services tailored to small business to allow them to compete in this growing internet economy.

Research demonstrates the average small business owner is not only concerned about the potential threat of the Internet, but also not educated with regard to the time, money and hardware necessary to establish an Internet e-commerce presence. And with
5 Internet commerce growing at such a rapid pace, small businesses must establish an Internet presence to compete with the national chains so as not to be left out of the market completely. Thus, there is a need to "level the playing field" by providing small businesses with the tools necessary to compete on the Internet in this new economy. The present invention will help level the playing field by providing small business or
10 any other Internet user with the electronic tools necessary to create and maintain a website which is capable of participated in the increasingly common e-commerce channel of trade. The present invention will also provide users with the electronic tools necessary to create and maintain a website without the need of specialized computer skills.

15

With the increasing popularity and complexity of Internet and intranet applications, the task of developing and managing website content and maintaining website effectiveness has become increasingly difficult. Company Webmasters, business managers, and all types of people are routinely faced with a wide array of burdensome
20 maintenance tasks and tools which make the development, maintenance, management, and updating of information onto the website difficult for the person with average person. These development and management problems are particularly troublesome for small businesses that wish to do business on the Internet but do not have the computer skills, knowledge or training required to develop and maintain a website.

25

In light of the remarkable and growing popularity of the Internet among millions of users, an important challenge for technologists is to provide convenient, computer-based tools to assist users in the process of "publishing" (making available) their own content on the Internet. In the Internet's early days, relatively little help for website
30 development and maintenance was available to ordinary users. Internet publishing therefore remained the exclusive province of sophisticated Internet enthusiasts and their

clients. More recently, however, a number of computer-based tools to assist in the publishing process have begun to emerge.

Prior art tools generally impose a relatively steep, initial learning curve in which naive users must master complex, new techniques and concepts. What is truly desired is a computer-based Web publishing tool that leverages the basic user interface concepts and metaphors that are already familiar to a typical naive user. Ideally, publishing a document on the Web should be an immediately intuitive process for the user who knows enough about personal computers to create and manipulate electronic documents, but who does not necessarily know much else about computer and network technologies. The present invention bridges this gap of knowledge by enabling the typical naive user to develop and manage websites by utilizing pre-designed easy-to-use menus.

Because of the truly explosive growth of interest in the Web among just such users, the importance of suitably intuitive tools to serve this niche of users is clear. A solution to this challenge will be equally valuable in the context of "private webs" in large organizations, i.e., secure networks that support http but that are not necessarily accessible publicly through the Internet.

20

Summary of the Invention

The present invention enables a user to develop and manage a website through a wizard-type application and method containing templates having preformatted choices of styles and/or the ability to receive information. Consequently, this invention will level the playing field by opening the e-commerce channel of trade to users who historically either had to hire a website developer or obtain specialized training themselves.

In accordance with the present invention, and as embodied and broadly described herein, the invention includes a computer system or network of computer systems comprising one or more interconnected CPU's, computer memories and interactive input/output devices. Computer software processes executing at one or more locations

throughout the computer system may include a browser, a Web server and a Web publishing application program operatively coupled to and/or operating on various directories, an HTML homepage template and scripts, so as to enable a Web publishing application user to publish documents on a homepage over the Internet or World Wide Web. Objects and advantages of the invention will be set forth in part in the description which follows and in part will be obvious from the description or may be learned by practice of the invention.

In accordance with the present invention, a software program ("Website Development and Management Tool") is provided which includes a variety of features for facilitating the development and management of websites. In the present invention, the program runs and is accessible via an internet-connected PC, and utilizes the standard protocols and conventions of the World Wide Web ("Web"). The website development and management tool utilizes templates to allow the user to create and manage the look and content of the website. By providing template-based options for determining the content and style of a website, users can create a customized website with little or no computer training. Further, users can easily add new information to their websites by using the templated format of this invention. Additionally, the invention also provides the ability to create and manage a web page in real time over the internet.

In creating a website, the present invention creates both a basic homepage to the templated specifications identified by the user and also provides links in the homepage to additional templated information provided by the user. This invention provides users with the capability to create and manage their own websites using this Website Development and Management Tool. Utilization of the Website Development and Management Tool will not require any specific computer programming or HTML knowledge. The Website Development and Management Tool will permit creation of the sites from a series of templates (industry specific) selected by the subscriber. In creating their own website, this invention enables subscribers to create a virtual storefront on the Internet complete with a configurable product catalog, a shopping cart, and support for credit card purchases.

Brief Description of the Drawings

These and other features, aspects, and advantages of the present invention will become better understood with regard to the following description, appended claims, and
5 accompanying drawings where:

FIG. 1 - High level schematic diagram of a method and system for website development and management according the invention

10 FIG. 2 - Screenshot of the Intranet Management Homepage for a business which allows access to manage website

FIG. 3 - Screenshot of the builder/manager Homepage accessible from the Management Page for editing/managing the site or accessible independently to initially build the site

15 FIG. 4 - Screenshot of a view of a site in progress which is accessible through the builder/manager Homepage to view a build in progress or view a modification in progress

FIG. 5 - Screenshot of the Create/Edit page accessible from the builder/manager Homepage

20 FIG. 6 - Screenshot of the Create/Edit The Content of Your Homepage pages accessible from Create/Edit page

FIG. 7 - Screenshot of the Create/Edit The Content of Your Homepage pages accessible from Create/Edit page

FIG. 8 - Screenshot of the Create/Edit The Content of Your Contact Us Page pages accessible from the Create/Edit page

25 FIG. 9 - Screenshot of the Create/Edit The Content of Your Products Page pages accessible from the Create/Edit page

FIG. 10 - Screenshot of the Create/Edit The Content of Your Products Page pages accessible from the Create/Edit page

30 FIG. 11 - Screenshot of the Create/Edit The Content of Your Products Page pages accessible from the Create/Edit page

FIG. 12 - Screenshot of the Create/Edit The Content of Your Products Page pages accessible from the Create/Edit page

- FIG. 13 - Screenshot of the Create/Edit The Content of Your Products Page pages accessible from the Create/Edit page
- FIG. 14 - Screenshot of the Create/Edit The Content of Your Products Page pages accessible from the Create/Edit page
- 5 FIG. 15 - Screenshot of the Create/Edit Content of Your Service Page pages accessible from Create/Edit page
- FIG. 16 - Screenshot of the Create/Edit Content of Your Service Page pages accessible from Create/Edit page
- FIG. 17 - Screenshot of the Create/Edit The Content of Your Our People Page pages accessible from the Create/Edit page
- 10 FIG. 18 - Screenshot of the Create/Edit The Content of Your Our People Page pages accessible from the Create/Edit page
- FIG. 19 - Screenshot of the Create/Edit Content for Your Menu Page pages accessible from the Create/Edit page
- 15 FIG. 20 - Screenshot of the Create/Edit Content for Your Open an Account Page pages accessible from the Create/Edit page
- FIG. 21 - Screenshot of the Create/Edit Content for Your Referrals Page pages accessible from Create/Edit page
- FIG. 22 - Screenshot of the Create/Edit Content for Your Referrals Page pages accessible from Create/Edit page
- 20 FIG. 23 - Screenshot of the Create/Edit Content for Your Upcoming Events Page pages accessible from the Create/Edit page
- FIG. 24 - Screenshot of the Create/Edit Content for Your Upcoming Events Page pages accessible from the Create/Edit page
- 25 FIG. 25 - Screenshot of the Create/Edit Content for Your FAQ's Page pages accessible from Create/Edit page
- FIG. 26 - Screenshot of the Create/Edit Content for Your FAQ's Page pages accessible from Create/Edit page
- FIG. 27 - Screenshot of the Create/Edit Content for Your FAQ's Page pages accessible from Create/Edit page
- 30 FIG. 28 - Screenshot of the Create/Edit Content for Your FAQ's Page pages accessible from Create/Edit page

- FIG. 29 - Screenshot of the Create/Edit Content for Your Locations Page pages accessible from Create/Edit page
- FIG. 30 - Screenshot of the Create/Edit Content for Your Locations Page pages accessible from Create/Edit page
- 5 FIG. 31 - Screenshot of the Create/Edit the Content of Your Coupons and Specials Page pages accessible from the Create/Edit page
- FIG. 32 - Screenshot of the Create/Edit the Content of Your Coupons and Specials Page pages accessible from the Create/Edit page
- FIG. 33 - Screenshot of the Delete page
- 10 FIG. 34 - Screenshot of the Change Style/Content of Website page
- FIG. 35 - Screenshot of the Change the Style of your Website page
- FIG. 36 - Screenshot of the Basic Color Theme page templates
- FIG. 37 - Screenshot of the Contemporary Styles page templates
- FIG. 38 - Screenshot of the Retro Style page templates
- 15 FIG. 39 - Screenshot of the Industrial Style page templates
- FIG. 40 - Screenshot of the Other General Style page templates
- FIG. 41 - Screenshot of the Business Specific Automotive Styles page templates, (other business styles possible)
- FIG. 42 - Screenshot of the Beauty and Fashion Style page templates
- 20 FIG. 43 - Screenshot of the Books and Music Style page templates
- FIG. 44 - Screenshot of the Computer and Electronics page templates
- FIG. 45 - Screenshot of the Change the Layout of your Homepage pages accessible from the Change Style/Content of Website page
- FIG. 46 - Screenshot of the Change the Layout of your Homepage pages accessible from the Change Style/Content of Website page
- 25 FIG. 47 - Screenshot of the Publish Site to the Web page

Detailed Disclosure of the Invention

Referring now to the drawings where the illustrations are for the purpose of describing the preferred embodiment of the present invention and are not intended to limit the invention described herein, in Fig. 1 a method and system for website development and management is indicated generally. The schematic diagram shows the utility programs, actions and steps according to the invention. The end user has a personal computer or terminal that can be of a conventional type. The computer is connected to a network or server system and is capable of accessing a website that is mounted on a host computer. The method and system of the invention described herein can be produced using many operating systems, platforms, and software functions available in the art. Because one skilled in the art could reproduce the invention as claimed utilizing any of these know systems, platforms, or functions, and there is no system, platform, or function considered superior in practicing the invention, no further description of such systems, platforms, or functions is given herein.

The detailed disclosure herein is accompanied by screen shots that depict the preferred embodiment of this invention. The description of the preferred embodiment is not meant to limit the invention, as there are readily apparent modifications to this invention that would still be within the scope of the invention. The preferred embodiment screen shots presented herein supplement the disclosure of the invention and supply an additional detailed disclosure of the capabilities of this invention.

Utilizing the present invention, templates are provided that permit users to create and modify functional and design features presently used for websites. It would be impossible for this application to list all functional and design website features known in the art. However, one skilled in the art would recognize the present invention's ability to create and modify any know functional or design feature and all combinations thereof.

In the preferred embodiment, this invention enables a user to access an online website that gives the user access to the Website Development and Management Tool to create

and maintain a website. The tool allows the user to choose parameters in order to create or edit a web page. Using the template structure of the development and management tool along with inputting particular information supplied by the user, the user can build a custom e-commerce capable website, and do so with little or no specialized computer or Internet training. This invention is particularly suited for small businesses and users without specialized training to create and maintain a website for e-commerce capabilities. However, this invention is also suitable for other organizations, communities, individuals, product specialists and anyone who wishes to have an Internet business presence. Because this invention is suitable for many types of individuals and businesses, the disclosure will describe such persons or companies as users and/or subscribers.

Users or subscribers wishing to create or perform maintenance on a website will gain access to the Website Development and Management Tool which allows users and subscribers to create or maintain customized web sites and pages in a wizard-type format. The system and its features are described in detail below.

Fig. 2 is a screenshot of a subscriber's Web homepage. A subscriber is able to obtain access to the development and management tool by clicking on the hyperlink 20 located on the homepage. This hyperlink 20 is automatically placed on the subscriber's Intranet homepage following use of the development and management tool to build a website. The hyperlink 20 gives a subscriber the ability to use the tool to manage or modify their site. This hyperlink 20 takes the user to the site builder/manager homepage where post-creation management can be performed. Fig. 3 is a screenshot of the web site builder/manager homepage. The builder/manager tool facilitates access to specific design and production utilities of the present invention in order to create and modify the existing format of a web page. Examples of the function of a utility include, adding a web page 30, creating/editing a web pages 31, deleting a web page 32, changing style of website 33, and publishing the site to the web 34. Identifying and choosing such a utility will provide the user with the ability to perform the action identified by the utility (e.g. by clicking on the edit utility, the user can perform the editing action). While the utility examples included herein identify numerous options

from which the user may choose, it is understood that many additional utilities could be incorporated and would still be within the scope of this invention.

These functions rely on hyperlinks that access templates that allow the user to choose from many different styles and forms. By supplying templates having a variety of choices with regard to style and layout, the user can easily build and modify a website without having an extensive computer based background. It is understood that templates could be used for numerous design, style, and functional elements of websites. While the screen shots included herein identify numerous templated elements from which the user may choose, it is understood that many additional elements could be templated and would still be within the scope of this invention.

This invention provides users with the capability to create and manage their own websites using this Website Development and Management Tool ("website tool"). This invention enables subscribers to create a virtual storefront on the Internet complete with a configurable product catalog, a shopping cart, and support for credit card purchases. The subscriber will be able to perform website maintenance and/or management via the Intranet. Subscribers will also be able to configure their product offerings (products listed, descriptions, prices, etc.) from the Intranet site.

The Intranet Management Homepage contains development and management options available to the user. Upon selecting the Builder/Manager Homepage the user is supplied with a real-time Progress Report as well as a control panel of options for creation of new web pages and/or maintenance of existing web pages as shown in Fig. 3. The wizard-type template format of the present invention eliminates the need for any specialized programming skill or HTML knowledge. The website tool will allow the subscriber to select from a series of industry specific templates when creating a website. The Builder/Manager Homepage enables access to all features and utilities of the system. Each of the features and utilities of the preferred embodiment are described below individually:

Progress Report indicators:

The Progress Report 37 information conveys the status of a particular website via commonly understood graphical characters. For example, a smiley face 35 indicates that a function has been sufficiently accomplished and approved whereas a frowning face 36 indicates an incomplete, unapproved or insufficient status. Additionally, the Builder/Manager Homepage enables access to development and management routines via the control panel 39.

Take a Look or View your site in progress 38:

Fig. 4 is a screenshot example of the information returned when a subscriber selects to take a look or view a site in progress. During creation of the website or during maintenance and/or modification of the website, the user can preview their website creation/maintenance/modification in progress at any time by clicking on the "View your site in progress" hyperlink 38 on the builder/manager home. This feature allows all changes and/or modifications of the web pages to be viewed prior to their publication on the Internet.

Create/Edit Web Pages 31:

This page contains numerous hyperlink buttons which allow the subscriber to create or edit Web pages and options. Figs. 5 through 32 are screenshot examples of the information and menus available when various buttons on the Create/Edit web page options are chosen. This segment of the system allows users the ability to select multiple styles of web pages from templates that change the look and feel of the site as well as the layout of the page content.

The Edit Your Home Page hyperlink 50 enables a user to return to the home page options in order to edit or modify previously selected options. Figs. 6 and 7 are screenshots of the options available to a subscriber through this hyperlink.

The Edit Contact Us Page hyperlink 51 enables a user to update or modify information that directs a web page visitor to contact the company. Fig. 8 is a screenshot of the options available to a subscriber through this hyperlink.

The Edit Products Page hyperlink 52 enables a user to add, update or modify product offerings information that is desired to appear on the user company's e-commerce website. Figs. 9, 10, 11, 12, 13 and 14 are screenshots of the options available to a subscriber through this hyperlink.

The Edit Services Page hyperlink 53 enables a user to add, update or modify service offerings information that is desired to appear on the user company's e-commerce website. Figs. 15 and 16 are screenshots of the options available to a subscriber through this hyperlink.

The Create Our People Page hyperlink 54 enables a user to add, update or modify the company's management team and/or personnel who are desired to appear on the company's e-commerce website. Figs. 17 and 18 are screenshots of the options available to a subscriber through this hyperlink.

The Create Menu Page hyperlink 55 enables a user to create content for the company's desired menu. Fig. 19 is a screenshot of the options available to a subscriber through this hyperlink.

The Create Open Account Page hyperlink 56 enables a user to create language that will be conveyed to a e-commerce customer to add names to the "House Charge" account list. Fig. 20 is a screenshot of the options available to a subscriber through this hyperlink.

The Create Referrals Page hyperlink 57 enables a user to create language to entice e-commerce visitors and customers to send testimonials that may later be used as advertisements. Figs. 21 and 22 are screenshots of the types of language to be included in the Referrals Page.

The Create Events Page hyperlink 58 enables a user to add, delete, update or modify the company's upcoming events in order to help promote and advertise the company's products and services. Figs. 22 and 24 are screenshots of the options available to a subscriber through this hyperlink.

The Create FAQs Page hyperlink 59 enables a user to post frequently asked questions regarding the website and the company's products and services in order to expedite customer service and quality. Figs. 25, 26, 27 and 28 are screenshots of the options available to a subscriber through this hyperlink.

The Create Locations Page hyperlink 60 enables a user to post, add, modify or delete business locations and supply e-commerce visitors a map to each location. Figs. 29 and 30 are screenshots of the options available to a subscriber through this hyperlink.

The Edit Coupons & Specials hyperlink 61 enables a user to post, add, modify or delete product or service specials, promotions or on-line coupons. Figs. 31 and 32 are screenshots of the options available to a subscriber through this hyperlink.

Special features are included within the hyperlinks. For example, the preferred embodiment allows users to easily upload and automatically re-size graphic images to fit on the website. Additionally, business owners may maintain a profile of their business that determines the vertical industry for local directory listings and communities in which they wish to focus on.

Business websites can have associated keywords for search engine purposes. As shown herein, the present invention offers many diverse features through the preferred embodiment hyperlinks. Businesses are able to easily setup an online product catalog and easily receive orders online for product shipments and gift certificates. The gift certificate service allows the user to purchase a gift certificate online from a merchant and send it directly through the postal service or electronically via e-mail to the recipient. This invention allows business owners to create, maintain, and sell gift

certificates from their website. The consumer can purchase a gift certificate online and specify the recipient's address to have the gift certificate sent directly to the recipient. The cost of the certificates can be charged to a credit card or v-check. Business owners can create coupons that are linked to their website. This service also includes the ability for the owner to modify the coupons online. The coupon service allows the user to place coupons on the merchant's website. Customers can print and redeem these coupons at the merchant's place of business.

Additionally, consumers can redeem coupons through authorization numbers and individual membership cards. Advanced capabilities include coupon management tools, coupon search services, notification mechanisms, etc. Users can also use the invention to create or modify coupons along with their style and content. Coupons and current specials can be easily maintained by a business owner and are listed throughout the business' site and searchable in a directory. This invention provides the infrastructure for consumers and merchants to support secure online purchases. Businesses can feature their special products or promotions on their site.

Delete A Web Page 32:

Fig. 33 is a screenshot of the Delete a Web Page option. In order to allow a user or subscriber with little or no computer training to accomplish this task, check boxes 331 are included that correspond to the various pages included in the complete website.

Change Style of Web Site 33:

This hyperlink 33 enables a user to change template styles or change the layout of the homepage. Fig. 34 is a screenshot of the options available through this hyperlink.

The Change the Style of your Web Site hyperlink 341 enables a user to change the previously selected styles used on the e-commerce Web homepage. Figs. 35 through 44 are screenshots of the preferred embodiment's options available to a subscriber through this hyperlink.

The Change Home Page Content Layout hyperlink 342 enables a user to change the layout of the e-commerce Web homepage. Figs. 45 and 46 are screenshots of the options available to a subscriber through this hyperlink.

Publish Site to the Web 34:

Fig. 47 is a screenshot of the page that is used to approve or publish the site on the Web. During creation of the website, a “staging” version of the website can be edited before it is “published” to the Internet. The user can select the type of address they wish for their site such as company.e2grow.com or in the event that a company has an existing web address which is desired (i.e. www.company.com), the subscriber may also specify the existing address for publication.

This invention enables the user to create a virtual storefront on the Internet complete with a configurable product catalog, a shopping cart, and support for credit card purchases. Subscribers will be able to configure their product offerings (products listed, descriptions, prices, etc.) from the Intranet site using this invention. The user can edit or modify a number of different items shown on the website and any descriptions or prices associated therewith.

Consumers are attracted to sites having specific content. Utilizing this invention, the user can easily create and modify site content. The user can handle site maintenance through an Intranet that can be vertical market specific. As described above, such creatable and modifiable site content includes advertising, coupons, gift certificates, news, information, and the look and feel of a web page.

Additional site content controllable by the user may also include additional website development and management features known in the art. Such features can include the ability to register the site with search engines and optimizing programs, managing keywords or metatags, providing email capabilities and email distribution options, providing statistical reports on website use, providing banner ad creation and

maintenance capabilities, creating online product catalogs, custom chat rooms/message boards, downloads, classified ads, market data reports, and numerous other functional and design features of a website. Providing the user with the templated ability to modify all features of the site and to provide specific information to be used on the site with little or no sophisticated computer training will give the user an opportunity to attract more site visitors.

When accessing the creation or modification functions of this invention, the user can view information pertinent to decisions regarding the modification of their site. Specifically, the user can view statistics regarding their web site use, retrieve e-mail, read customer feedback, etc.

Research indicates that there is a strong consumer interest in local content on internet websites. Utilizing this invention, users can easily create and modify web sites having truly local content useful to community members, consumers, and other persons interested in the local community. Such additional website development and management functions or content could also include, but is not limited to, the following information:

- a) Local Schools
- b) Local News
- c) Local Weather
- d) Local Movie Listings
- e) Link to local news from community papers
- f) Local Government information: including recaps of meetings etc.
- g) Local sports information
- h) Articles written by local citizens and business owners
- i) Local events
- j) Local visitors guide
- k) Local organizations, clubs, and associations
- l) Local Calendar of events
- m) Local classified/personal ads
- n) Local auctions/barter sites

- o) Local coupons (allow users to view coupons on the merchant's web site, print, and redeem them at the merchant's place of business. Additionally, consumers will be able to redeem coupons through authorization numbers and individual membership cards. Advanced capabilities include coupon management tools, coupon search services, notification mechanisms, etc.)
- p) Ability to purchase gift certificates from local merchants (allow user to purchase gift certificates online from a merchant and send it directly through the postal service or electronically via email.)
- q) Local banner advertising system on the site
- r) Directory of local merchants

Other features could include, but are not limited to, the following:

- a) National news, financial, sports, weather links
- b) Expanded merchant search services
- c) Link to Internet search capabilities
- d) Free branded e-mail accounts (by providing email accounts, it will be possible to supply direct information to the consumer such as specials from local merchants, new local merchants, or important information regarding the community.)
- e) Free downloads of software
- f) Free e-greeting cards
- g) Children's section
- h) Free personal web pages
- i) Message boards/chat rooms
- j) Game section
- k) Online national mall for consumers to transact secure e-commerce with well-known merchants
- l) Ability to create a geographical or virtual search for merchants

These and other features for developing and maintaining websites can be provided by this invention using user accessible templates and template selections. Therefore, each

website created utilizing this invention would be custom as selected from numerous development and maintenance options. However, the templates themselves or the template selections therein could be customize as requested by the user. Therefore, website customization achieved by the user could be obtained on several different levels using this invention.

While the preferred embodiment of this invention has been disclosed, it should be understood that modifications and adaptations thereof could occur to persons skilled in the art. Other features and aspects of this invention will be appreciated by those skilled in the art upon reading and comprehending this disclosure. Such features, aspects, and expected variations and modifications of this invention are clearly within the scope of the invention where the invention is limited solely by the scope of the following claims.

Having thus defined the invention, we claim:

1. A method of designing and managing a web page comprising the steps of:
 - displaying at least one website utility corresponding to a specific action;
 - selecting one of said at least one website utility;
 - executing said action by a server system;
 - displaying said at least one website utility template corresponding to said selected utility;
 - inputting data into said at least one template;
 - sending said data to said server system;
 - receiving said data by said server system; and
 - generating a web page specific to said received data.
2. The method of claim 1, further comprising the step of storing said data on said server system.
3. The method of claim 1, wherein said web page is an e-commerce web page.
4. The method of claim 1, wherein said action is selected from the group consisting of supplying a preview of a web page, deleting a web page, modifying the style of a web page, modifying the layout of a web page or sending said website to said server for publication.
5. The method of claim 1, wherein said action is selected from the group consisting of creating a web page and editing a web page.
6. The method of claim 5, wherein said action further comprises the step of importing video files.
7. The method of claim 5, wherein said action further comprises the step of importing audio files.

8. The method of claim 1, wherein said data is selected of the group consisting of client contact information, product offering information, service offering information, employee information, event information, location information or coupon information.
9. A system for developing and managing a website comprising:
 - an end user terminal capable of connection to a network;
 - a website development tool accessible by said terminal through a hyperlink displayed on a homepage on said network;
 - at least one website design utility that in response to an input by a user to perform a specific action, sends a request to a server, receives and displays at least one website development template, accepts inputted data and communicates to a server; and
 - a production utility on said server that stores predefined templates, receives said data from said user terminal, and generates a web page specific to said data.
10. The system of claim 9, wherein said action is selected from the group consisting of supplying a preview of a web page, deleting a web page, modifying the style of a web page, modifying the layout of a web page and sending said website to said server for publication.
11. The system of claim 9, wherein said action is selected from the group consisting of creating a web page and editing a web page.
12. The system of claim 11, wherein said action further comprises importing video files.
13. The system of claim 11, wherein said action further comprises importing audio files.
14. The system of claim 9, wherein said data is selected from the group consisting of client contact information, product offering information, service offering

information, employee information, event information, location information and coupon information.

15. The system of claim 9, wherein said production utility stores said data.

16. The system of claim 9, wherein said website is an e-commerce website.

17. A method of designing and managing a web page comprising the steps of:

displaying at least one website design utility corresponding to an action selected from the group consisting of supplying a preview of a web page, creating a web page, editing a web page, deleting a web page, modifying the style of a web page, modifying the layout of a web page and sending said website to said server for publication.;

selecting one of said at least one website design utility;

executing said action by a server system;

displaying said at least one website utility template corresponding to said selected utility;

inputting data into said at least one template, said data is selected of the group consisting of client contact information, product offering information, service offering information, employee information, event information, location information and coupon information;

storing said data on said server system;

sending said data to said server system;

receiving said data by said server system; and

generating an e-commerce web page specific to said received data.

18. The method of claim 17, wherein said action further comprises the step of importing video files.

19. The method of claim 17, wherein said action further comprises the step of importing audio files.

20. A system for developing and managing a website comprising:

an end user terminal capable of connection to a network;

a website development tool accessible by said terminal through a hyperlink displayed on a homepage on said network;

at least one website design utility that in response to an input by a user to perform an action sends a request to a server, receives and displays at least one website development template, accepts inputted data information and communicates to a server;

said action is selected from the group consisting of supplying a preview of a web page, creating a web page, editing a web page, deleting a web page, modifying the style of a web page, modifying the layout of a web page and sending said website to said server for publication;

said data is selected from the group consisting of client contact information, product offering information, service offering information, employee information, event information, location information and coupon; and

a production utility on said server that stores predefined templates, receives said data from said user terminal, stores said data on said server and generates an e-commerce web page specific to said data.

21. The system of claim 20, wherein said action further comprises importing video files.

22. The system of claim 20, wherein said action further comprises importing audio files.

METHOD AND SYSTEM FOR WEBSITE DEVELOPMENT AND MAINTENANCE

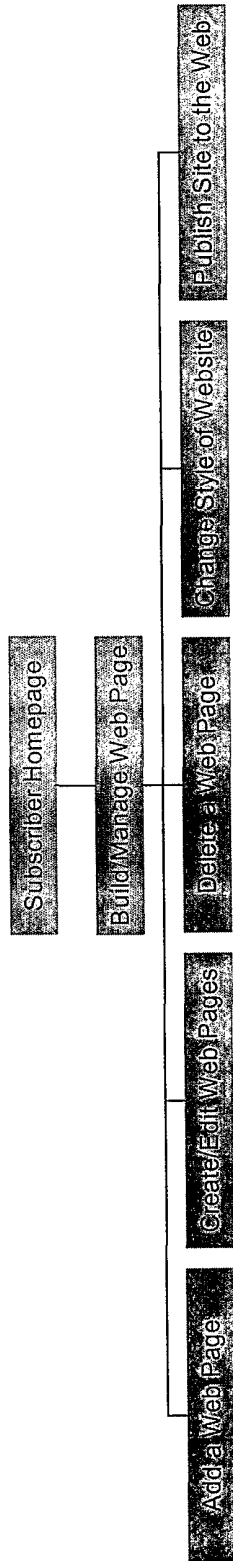


FIG. 1

e2grow
eMarketWindowsm
 Thursday
 July 13, 2000
YOUR WEB SITE

20 — Build/Manage Your Site

View Statistics
Select Banners Ads

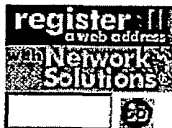
E-MAIL Services
Your E-mail

E-mail Distribution

YOUR INFO
Edit Your Profile
Edit Your Billing Info

CONTACT US
Customer Support
Feedback
e2grow Corp. Site
e2grow ISP Services

Exit to My Community



Southway, Inc

Welcome to the eMarketWindow!

Your single source of business support.
To learn more click on [About eMarket Window](#).

News from e2grow to You

Messages from e2grow

- ▶ [New Features Added to e-site builder](#) - February 02, 2000
- ▶ [Community Page - New Features](#)

Advice/News

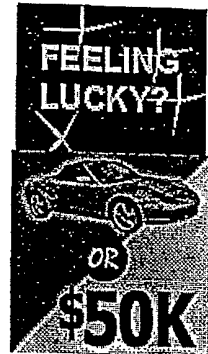
Industry Partners

National News Headlines

Headline news and happenings from around the country.

- ▶ [US targets new terrorism "locus" in South Asia](#) - Jul 12, 2000
- ▶ [US promises more pressure for Taliban over Bin Laden](#) - Jul 12, 2000
- ▶ [Pakistan's anti-terrorism policy still a concern: US officials](#) - Jul 12, 2000
- ▶ [Iran ordered to pay 327 million dollars to two US families](#) - Jul 12, 2000
- ▶ [Pentagon to cut back anthrax inoculations: Cohen](#) - Jul 10, 2000
- ▶ [Mideast summit opens](#) - Jul 11, 2000
- ▶ [Memory loss can be curable: researchers](#) - Jul 10, 2000
- ▶ [US tobacco plaintiffs demand 154 billion dollars](#) - Jul 10, 2000
- ▶ [Classified work stopped after security lapse at US lab](#) - Jul 10, 2000
- ▶ [Special group for the 2000 presidential election](#) - Jul 10, 2000

>MORE



E-Marketplace
 Use these resources to supply your business and save money.
Computer Equipment
TigerDirect.com
Domain Registration



Financial Services
Advest
Serving Investors Since 1891

Office Products
Takes 1/2 of your work day.
OfficeMax.com
Printing & Promotion Products

maQuest.com
Search Engine Submission
NetMechanic! For your search engine submission

FIG. 2








e-site builder sm

Custom Web Site Creation Tool

-Web Site for Southway, Inc Edit Your

37 — **PROGRESS REPORT**
Is the graphic moving? Then you have successfully completed that section!

35 —  Style Selected 35 —  Home Page Created 36 —  Published 35 —  Other Pages Created

38 —  TAKE A LOOK: [View your site in progress](#) Site not available in published area

34 —  Control Panel  Merchant Home Page  Help






e-site builder sm Control Panels				
<p>30</p>  <p>Add A Web Page <u>Add a Page</u></p>	<p>31</p>  <p>Create/Edit Web Pages <u>Edit/Create Section(s)</u></p>	<p>32</p>  <p>Delete A Web Page <u>Delete a Page</u></p>	<p>33</p>  <p>Change Style Of Web Site <u>Change Style</u></p>	<p>34</p>  <p>Publish Site To The Web <u>Publish</u></p>
<p>You have your Home Page. Now, use this button to go to a Control Panel to select the topics you want to add, such as Products, Services, About Us, Our People, etc.</p> <p>The e-site buildersm enables you to add up to eleven pages to your Home Page for a twelve-page site.</p> <p>Remember: a page is as long as you need it to be. The day of 8½ x 11 are over!</p>	<p>You've checked the topics you want to cover on your site on the Add A Web Page Panel. Now it's time to create each page.</p> <p>Or...you want to make some changes on pages you have already created.</p> <p>Use this button to go to a Control Panel where you can edit your pages.</p>	<p>This button takes you to a Control Panel where you can remove pages from your site.</p> <p>But beware: once you have deleted a page it is gone FOREVER. You cannot bring it back.</p> <p>If there's even a remote chance you might want to use a page at a later date, don't delete it. Go from that page, click on the "Publish" Control Panel and click "No." When you decide to publish it, change from "No" to "Yes."</p>	<p>Click on this button to go to a Control Panel that enables you to change your template style or change the layout of your home page.</p> <p>For example, you're tired of the Ocean template and want the Diner look! Here's where you make it happen.</p> <p>You can also switch between the three different layouts for your content on your home page.</p>	<p>Web site construction to place "off-line" as a building project goes up behind hardhat wall.</p> <p>Being off-line gives you the time and privacy to get your site just the way you want it before opening it up to public.</p> <p>Use this button to go to a Control Panel that has the option you will use to publish pages on the Internet.</p>

FIG 3



Southway, Inc

- Home
- Contact Us
- Products
- Services
- Our People
- Menu
- Open Account
- Referrals
- Events
- FAQs
- Locations
- Specials

Welcome to Southway Motors



Welcome to Southway Motors.

We specialize in sales and leasing for late model automobiles.

Our specialty is in high-line automobiles and cre financing/leasing programs.

Please call, email, or stop by if you are in the mar purchase or lease a high-quality used automobile or if you need to sell your present automobile.

Our Address

9685 East Washington Street
Chagrin Falls, OH 44023

How to Contact Us

Phone: 440-543-5514
Fax: 440-543-3710
Email:

We Specialize in High Quality Late Model Automobiles

We are experts in locating and arranging lease specials on high line pre-owned automobiles such as BMW.

Please call us today!



Built with the e2grow e-site builder™



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



Style Selected



Home Page Created



Published



Other Pages Created



TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



[Control Panel](#)



[Merchant Home Page](#)



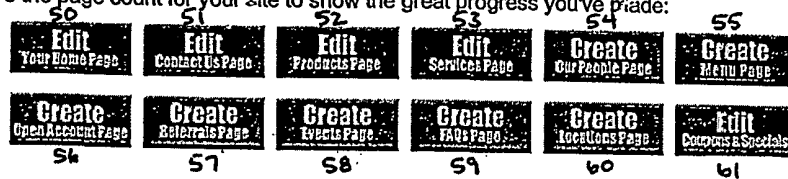
[Help](#)



Create/Edit Web Pages

Create or Edit Your Pages!

Here's the page count for your site to show the great progress you've made:



BLUE indicates that you have finished creating that page. **GREEN** indicates that you create this page in the future but haven't worked on it yet.

To create a page, click on its **GREEN** button.

To make changes to an existing page, click on its **BLUE** button.

FIG 5



Click here to return to [Control Panel](#)

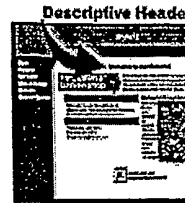
Submit

Edit The Content of Your Home Page.

Make a great first impression! Be creative! Add illustrations! Put your personality into the copy.

- 1. Descriptive Header**
To edit the header, highlight it and replace it with a different greeting.

Welcome to Southway Motors



- 2. Your Company's Logo**
Your logo format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide.
Click here for [HELP WITH IMAGES](#).

Browse...

View Current Image:

Although the box above appears blank, if you have already upoaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:

To change the image, click the "Browse" button above and find the new image.

Delete Image:

Delete current image and leave blank.



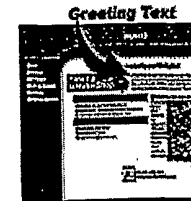
- 3. Greeting Text**
To edit this text, highlight the area you need to change and type in new text.

Welcome to Southway Motors.

We specialize in sales and leasin
for late model automobiles.

Our specialty is in high-line
automobiles and creative
financing/leasing programs.

Please call, email, or stop by if
you are in the market to purchase



- 4. Your Address**
Use this box to enter your address exactly as your want it to appear on the page.

We Specialize in High Quality Lat
Model Automobiles

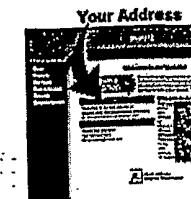
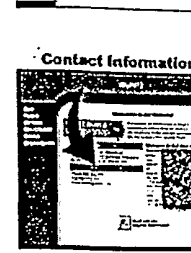


Fig 6

- 5. **Contact Information**
How do you want people to contact you? Edit your phone, fax, and e-mail address here.

We are experts in locating and arranging lease specials on high line pre-owned automobiles such a BMW.
Please call us today!



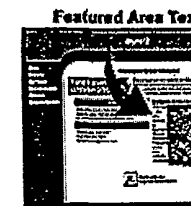
- 6. **Featured Area Headline**
To edit, highlight the text and type in your changes.

9685 East Washington Street Chagrin



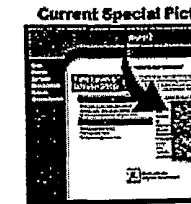
- 7. **Featured Area Text**
To edit, highlight the text and type in your changes.

Phone: 440-543-5514
Fax: 440-543-3710
Email:



- 8. **Illustration**
Illustrations should be no more than 150 pixels wide. To change an illustration, follow the instructions below. Click here for [HELP WITH IMAGES](#).

View Current Image:
Although the box above appears blank, if you have already upoaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)
Change Image:
To change the image, click the "Browse" button above and find the new image.
Delete Image:
 Delete current image and leave blank.



Click Submit to post edited text to the pre-published area. You must go to the Publish Control Panel to po changes to your site.

Submit

 **e-site builder** sm Custom Web Site Creation Tool

Click here to return to [Control Panel](#)

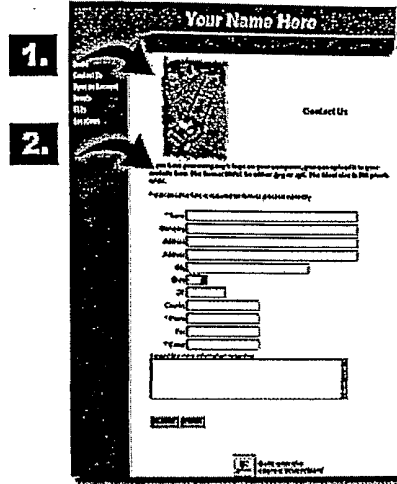
Submit

Edit The Content of Your Contact Us Page.

The Contact Us page enables your clients to send their contact information and comments to the email address of your choice. Be sure to reply promptly and then keep a record of all the information you receive. Use this information to keep in touch, announce specials, and promote new products.

The diagram at the right shows how your Contact Us page will look.

Complete Steps 1 and 2. We will do the rest for you.



- Your Company's Logo**
Your logo format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide.
Click here for [HELP WITH IMAGES](#).

View Current Image:
Although the box above appears blank, if you have already uploaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:
 Delete current image and leave blank.

- Descriptive Paragraph**
Explain the benefits of giving contact information to you.

Please email your questions to Southway.

If you are in the market to purchase or lease a late model automobile or if you need to sell your current car we would like to talk with you.

- Recipient**
Who do you want to receive the contact information? Enter that person's email address here.

FIG 8

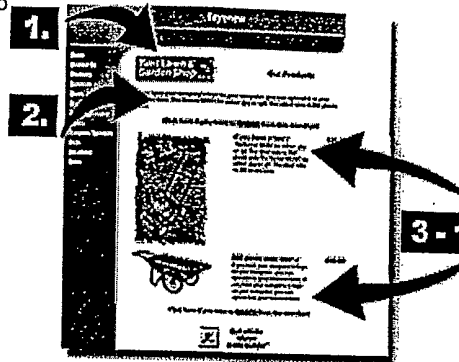
e2 grow **e-site builder** sm Custom Web Site Creation Tool

Click here to return to [Control Panel](#)

Submit

Edit The Content of Your Products Page.

Edit your products and their photos here. You can list up to 12 different items on this page.



- Your Company's Logo**
Your logo format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide.
Click here for [HELP WITH IMAGES](#).

View Current Image:
Although the box above appears blank, if you have already upoaded an image it is still there. Cli here to view it: [CURRENT IMAGE](#)

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:

Delete current image and leave blank.

- Descriptive Paragraph**
Introduce your product line to your prospective customers

The following is an example of the high-quality automobiles we carry.

- Product 1** To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

FIG 9

10/47

Price 39,950.00

Browse...

View Current Image:

Although the box above appears blank, if you have already upoaded an ima it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:

If you would like to change the image, click the "Browse" button above and fi the new image.

Delete Image:

Delete current image and leave blank.

Photo
The format MUST be either .jpg or .gif. The ideal size is 200 pixels wide.

4.

Product 2 To edit text, highlight it and type in new information.

Product Name 2000 Mercedes Benz 420 SLC

Item Number or SKU 4454545h5

Description Convertible, Low mileage, 5 speed automatic transmission, full sport package

Price 150,000

Browse...

View Current Image:

Although the box above appears blank, if you have already upoaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:

If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:

Delete current image and leave blanky.

Photo
The format MUST be either .jpg or .gif. The ideal size is 200 pixels wide.

5.

Product 3 To edit text, highlight it and type in new information.

Product Name 2000 Mercedes Benz 420 Coupe

Item Number or SKU 45144j5j45o

Description This is the present automoblie of Wayne Largent. Wayne is the main Wizard at the acclaimed web-design firm IdeaStar. This never driven car has

Price \$1,000,000

Browse...

View Current Image:

Although the box above appears blank, if you have already upoaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:

If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:

Delete current image and leave blank.

Photo
The format MUST be either .jpg or .gif. The ideal size is 200 pixels wide.

6.

Product 4 To edit text, highlight it and type in new information.

FIG. 10

6.

Product Name

Item Number or SKU

Description

Price

Photo
 The format MUST be either .jpg
 or .gif. The ideal size is 200 pixels
 wide.

View Current Image:
 Although the box above appears blank, if you have already upoaded
 an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
 If you would like to change the image, click the "Browse" button
 above and find the new image.

Delete Image:
 Delete current image and leave blank.

7.

Product 5 To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

Price

Photo
 The format MUST be either .jpg
 or .gif. The ideal size is 200 pixels
 wide.

View Current Image:
 Although the box above appears blank, if you have already upoaded
 an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
 If you would like to change the image, click the "Browse" button
 above and find the new image.

Delete Image:
 Delete current image and leave blank.

8.

Product 6 To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

Price

Photo
 The format MUST be either .jpg
 or .gif. The ideal size is 200 pixels

View Current Image:
 Although the box above appears blank, if you have already upoaded
 an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:

FIG 11

or .gif. The ideal size is 200 pixels wide.

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.
Delete Image:

Delete current image and leave blank.

9.

Product 7 To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

Price

View Current Image:
Although the box above appears blank, if you have already upoaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Photo
The format MUST be either .jpg or .gif. The ideal size is 200 pixels wide.

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:
 Delete current image and leave blank.

10.

Product 8 To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

Price

View Current Image:
Although the box above appears blank, if you have already upoaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Photo
The format MUST be either .jpg or .gif. The ideal size is 200 pixels wide.

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:
 Delete current image and leave blank.

11.

Product 9 To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

FIG 12

12.

Price

Photo
The format MUST be either .jpg
or .gif. The ideal size is 200 pixels
wide.

View Current Image:
Although the box above appears blank, if you have already upoaded
an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
If you would like to change the image, click the "Browse" button
above and find the new image.

Delete Image:
 Delete current image and leave blank.

Product 10 To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

Price

Photo
The format MUST be either .jpg
or .gif. The ideal size is 200 pixels
wide.

View Current Image:
Although the box above appears blank, if you have already upoaded
an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
If you would like to change the image, click the "Browse" button
above and find the new image.

Delete Image:
 Delete current image and leave blank.

13.

Product 11 To edit text, highlight it and type in new information.

Product Name

Item Number or SKU

Description

Price

Photo
The format MUST be either .jpg
or .gif. The ideal size is 200 pixels
wide.

View Current Image:
Although the box above appears blank, if you have already upoaded
an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
If you would like to change the image, click the "Browse" button
above and find the new image.

Delete Image:
 Delete current image and leave blank.

14.

Product 12 To edit text, highlight it and type in new information.

FIG 13

14.

Product Name

Item Number or SKU

Description

Price

View Current Image:
Although the box above appears blank, if you have already upoaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:
 Delete current image and leave blank.

Photo
The format MUST be either .jpg or .gif. The ideal size is 200 pixels wide.

Click Submit to post edited text to the pre-published area. You must go to the Publish Control Panel to po changes to your site.

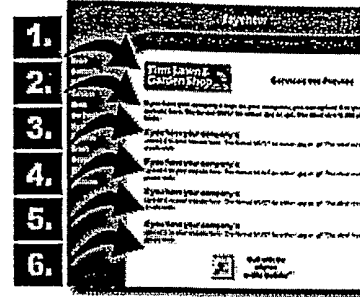
Submit



Submit

Edit The Content of Your Services Page.

Edit the text describing your services.



- 1. Your Company's Logo**
 Your logo format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide.
 Click here for [HELP WITH IMAGES](#).

View Current Image:
 Although the box above appears blank, if you have already uploaded an image it is still there. Click here to view it: [CURRENT IMAGE](#)

Change Image:
 If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:
 Delete current image and leave blank.

- 2. Descriptive Paragraph**
 To edit text, highlight it and type in new information.

- 3. Service 1** To edit text, highlight it and type in new information.

Headline
 Keep this as short as possible

Service Details

FIG 15

4. **Service 2** To edit text, highlight it and type in new information.

Headline
Keep this as short as possible

Service Details

5. **Service 3** To edit text, highlight it and type in new information.

Headline
Keep this as short as possible

Service Details

6. **Service 4** To edit text, highlight it and type in new information.

Headline
Keep this as short as possible

Service Details

Click Submit to post edited text to the pre-published area. You must go to the Publish Control Panel to post changes to your site.

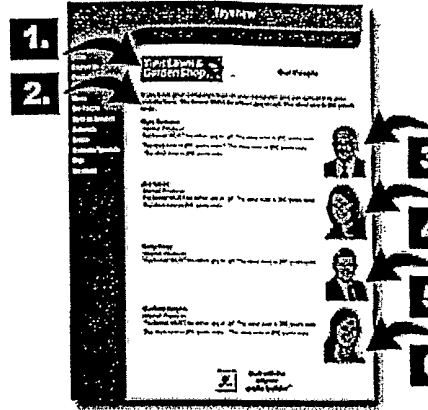
Submit

FIG 16



Create Content for Your Our People Page.

Add human interest to your site. Tell about your staff.



- 1. **Your Company's Logo**
If you have your company's logo in a folder on your computer, you can upload it to your Web sit here. The format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide.
Click here for [HELP WITH IMAGES](#).

- 2. **Descriptive Paragraph**
Introduce your great people. Tell about their skills and experience.

- 3. **Person 1**
Name
Title
Description
Photo

FIG 17

4.

Person 2

Name

Title

Description

Photo

5.

Person 3

Name

Title

Description

Photo

6.

Person 4

Name

Title

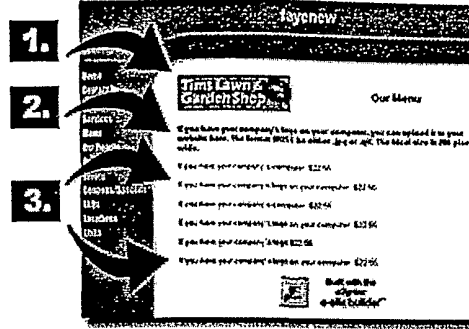
Description

Photo

FIG. 18



Create Content for Your Menu Page.
Add your menu here.



- 1. Your Company's Logo**
If you have your company's logo on your computer, you can upload it to your website here. The for **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide. Click here for [HELP WITH IMAGES](#).

- 2. Descriptive Paragraph**
Introduce your people to your prospective clients

- 3. List Your Menu Here:**

FIG 19

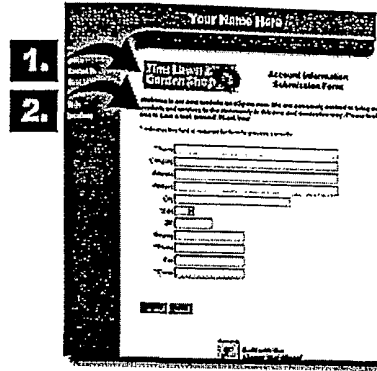


Create Content for Your Open an Account Page.

Here's where you use your site to add names to your "House Charge" account list. The descriptive paragraph should be very friendly. Be sure to explain exactly how you will be using the information the individual supplies.

When the visitor hits the Submit button, the information will be sent to the email address you supply.

Complete steps 1 and 2. We will do the rest! The arrows on the graphic indicate where the information will appear on your page.



1. Your Company's Logo

- 1. If you have your company's logo in a folder on your computer, you can upload it to your Web Site here. The format MUST be either .jpg or .gif. The ideal size is 200 pixels wide. Click here for [rHELP WITH IMAGES.](#)

 Browse...

2. Descriptive Paragraph

- 2. Explain why an account will be beneficial, let them know you will be responding via email.

3. Recipient

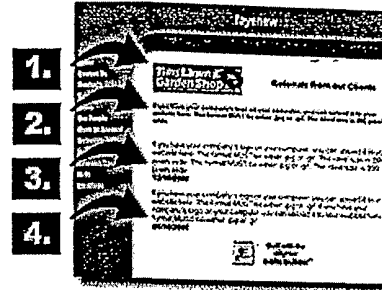
- 3. Who do you want to receive the account information. Enter that person's email address here. This is a hidden field that is behind the submit button, you will not see this email address on the account page itself.

FIG 20



Create Content for Your Referrals Page.

Happy customers are great advertisers for you. Ask your customers to send you testimonials. Use this page to post their comments on your site.



Your Company's Logo

- 1. If you have your company's logo in a folder on your computer, you can upload it to your Web Site here. The format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide. Click here for [HELP WITH IMAGES](#).

Descriptive Paragraph

- 2.

Referral 1

- 3.

Referral Text

Referral Date

FIG 21

4. Referral 2

Referral Text

Referral Date

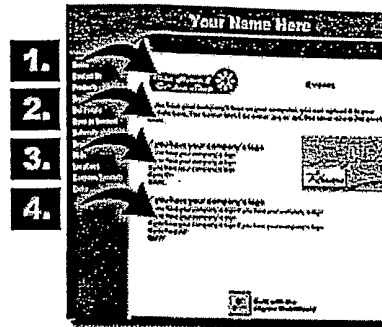
Submit

FIG 22



Create Content for Your Upcoming Events Page.

List upcoming events that promote your business.



1. Your Company's Logo

- 1. If you have your company's logo in a folder on your computer, you can upload it to your Web Site here. The format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide. Click here for [HELP WITH IMAGES](#).

2. Descriptive Paragraph

- 2.

3. Event 1

- 3.

Event Name

Event Description

(optional)

Event Address

City

State

FIG 23

ZIP
Map

4. **Event 2**

Event Name
Event Description
(optional)
Event Address
City
State
ZIP
Map

5. **Event 3**

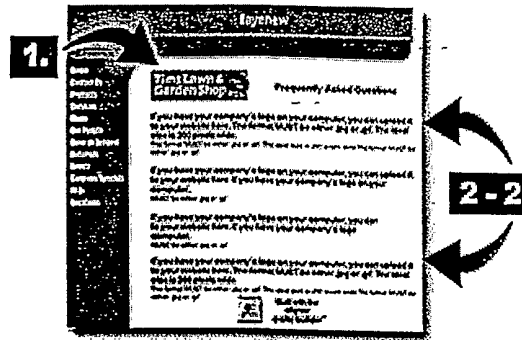
Event Name
Event Description
(optional)
Event Address
City
State
ZIP
Map

Submit



Create Content for Your FAQs Page.

Save yourself time answering the same questions over and over! Think about your customers' Frequently Asked Questions (opening hours, do you service what you sell...) and your standard answers. Keep them short and friendly. This is a great opportunity to show your commitment to customer service.



- 1. Your Company's Logo**
If you have your company's logo in a folder on your computer, you can upload it to your Web Site here. The format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide. Click here for [HELP WITH IMAGES](#).

- 2. Question 1**
First frequently asked question:

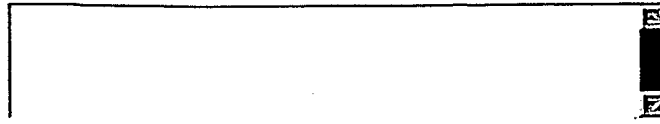
- 3. Answer 1**
The answer

- 4. Question 2**
Second frequently asked question:

- 5. Answer 2**
The answer

Fig 25

5.



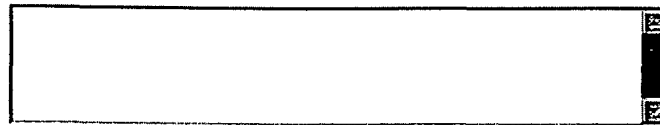
6.

Question 3
Third frequently asked question:




7.

Answer 3
The answer



8.

Question 4
Fourth frequently asked question:



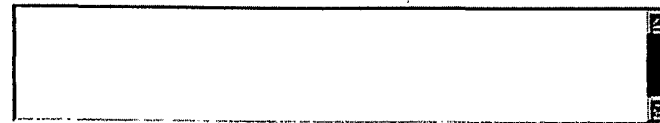
9.

Answer 4
The answer



10.

Question 5
Fifth frequently asked question:



11.

Answer 5
The answer




Fig 26

- 12.** **Question 6**
Sixth frequently asked question:
- 13.** **Answer 6**
The answer
- 14.** **Question 7**
Seventh frequently asked question:
- 15.** **Answer 7**
The answer
- 16.** **Question 8**
Eighth frequently asked question:
- 17.** **Answer 8**
The answer
- 18.** **Question 9**
Ninth frequently asked question:

FIG 27

19. **Answer 9**
The answer

20. **Question 10**
Tenth frequently asked question:

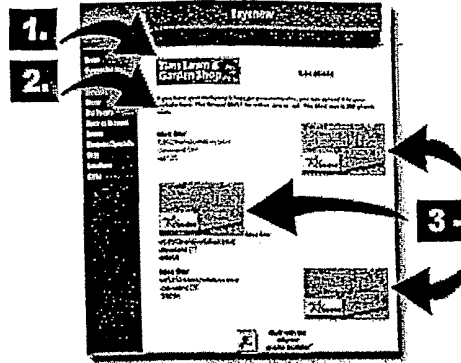
21. **Answer 10**
The answer

Submit



Create Content for Your Locations Page.

People need to be able to find you...and your branch locations. Be sure to describe any differences among your locations in the Descriptive Paragraph box below. Notice that you can add a map giving directions to each location.



- 1. **Your Company's Logo**
If you have your company's logo on your computer, you can upload it to your website here. The format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide.
Click here for [HELP WITH IMAGES](#).

- 2. **Descriptive Paragraph**

- 3. **Location 1**
 Company Name
 Street Address
 City
 State
 ZIP
 Map

- 4. **Location 2**
 Company Name

FIG 29

Street Address

City

State

ZIP

Map

5.

Location 3

Company Name

Street Address

City

State

ZIP

Map

FIG 30

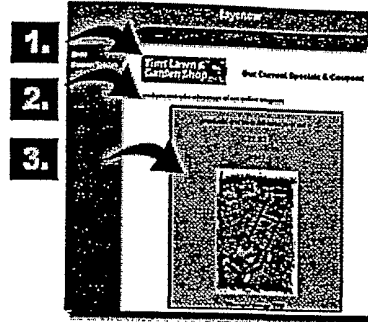
e2 grow **e-site builder** sm **Custom Web Site Creation Tool**

Click here to return to [Control Panel](#)

Submit

Edit The Content of Your Coupons and Specials Page.

Edit your current specials or on-line coupons.



- Your Company's Logo**
Your logo format **MUST** be either .jpg or .gif. The ideal size is 200 pixels wide.
Click here for [HELP WITH IMAGES](#).

View Current Image:
Although the box above appears blank, if you have already upoaded an image it has not disappeared!. Click **CURRENT IMAGE** to view it.

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:

Delete current image and leave the space blank.

- Descriptive Paragraph**
To edit text, highlight and type in new information.

The following is our special for the month of August.

- Coupon/Special**
Select a new background for the coupon/special:
Please note: text will be displayed in black for ease of printing.

Company Name:

FIG 31

Item on special:
Note: Any information you enter here will be randomly displayed to users in your communities on the e2grow community pages.

Price/ Savings:
Note: Any information you enter here will be randomly displayed to users in your communities on the e2grow community pages.

Special Image:

View Current Image:
Although the box above appears blank, if you have already uploaded an image it is still there. Click CURRENT IMAGE to view it.

Change Image:
If you would like to change the image, click the "Browse" button above and find the new image.

Delete Image:
 Delete current image and leave blank.

Offer Valid through:

Click Submit to post edited text to the pre-published area. You must go to the Publish Control Panel to post changes to your site.

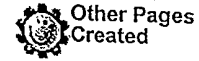
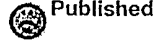
Submit

FIG 32

 **e-site builder** sm **Custom Web Site Creation Tool**


PROGRESS REPORT


Is the graphic moving? Then you have successfully completed that section!



 TAKE A LOOK: [View your site in progress](#)

Site not available in published area

 [Control Panel](#)

 [Merchant Home Page](#)

 [Help](#)

	Delete A Web Page	Select page(s) below to delete from your website.															
		<table border="0"> <tr> <td><input type="checkbox"/> Open an Account</td> <td><input type="checkbox"/> Contact Us</td> <td><input type="checkbox"/> Coupons and Specials</td> </tr> <tr> <td><input type="checkbox"/> Upcoming Events</td> <td><input type="checkbox"/> FAQs</td> <td><input type="checkbox"/> Home</td> </tr> <tr> <td><input type="checkbox"/> Links</td> <td><input type="checkbox"/> Locations</td> <td><input type="checkbox"/> Menu</td> </tr> <tr> <td><input type="checkbox"/> Our People</td> <td><input type="checkbox"/> Products</td> <td><input type="checkbox"/> Referrals</td> </tr> <tr> <td><input type="checkbox"/> Services</td> <td style="text-align: center;"> 331</td> <td style="text-align: center;"> 331</td> </tr> </table>	<input type="checkbox"/> Open an Account	<input type="checkbox"/> Contact Us	<input type="checkbox"/> Coupons and Specials	<input type="checkbox"/> Upcoming Events	<input type="checkbox"/> FAQs	<input type="checkbox"/> Home	<input type="checkbox"/> Links	<input type="checkbox"/> Locations	<input type="checkbox"/> Menu	<input type="checkbox"/> Our People	<input type="checkbox"/> Products	<input type="checkbox"/> Referrals	<input type="checkbox"/> Services	 331	 331
<input type="checkbox"/> Open an Account	<input type="checkbox"/> Contact Us	<input type="checkbox"/> Coupons and Specials															
<input type="checkbox"/> Upcoming Events	<input type="checkbox"/> FAQs	<input type="checkbox"/> Home															
<input type="checkbox"/> Links	<input type="checkbox"/> Locations	<input type="checkbox"/> Menu															
<input type="checkbox"/> Our People	<input type="checkbox"/> Products	<input type="checkbox"/> Referrals															
<input type="checkbox"/> Services	 331	 331															
		Submit															



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



Style Selected



Home Page Created



Published



Other Pages Created



TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



[Control Panel](#)



[Merchant Home Page](#)



[Help](#)

341 —



Change Style Of Web Site

Change the Style of your Web Site

Over two-dozen templates are listed under the categories below. Choose one that represents the image of your business. You can change templates at any time for a fresh look or to reflect a change in your business. Click through the styles to find the one that is just right.

[CHANGE MY STYLE](#)

342 —



Change Layout Of Home Page

Change Home Page Content Layout

There are three different layouts for your home page. All are easy to use and informative to your visitors. Click through the layouts to find the one that is just right.





[CHANGE MY LAYOUT](#)



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!

-  Style Selected
-  Home Page Created
-  Published
-  Other Pages Created

-  TAKE A LOOK: [View your site in progress](#)
 - Site not available in published area
-  [Control Panel](#)
 -  [Merchant Home Page](#)
 -  [Help](#)



Change Style Of Web Site

Change the Style of your Web Site

Over two-dozen templates are listed under the categories below. Choose one that represents the image of your business. You can change templates at any time for a fresh look or to reflect a change in your business. Click through the styles to find the one that is just right.

Web Site Styles

General Styles

- [Basic Color Themes](#)
- [Contemporary](#)
- [Retro](#)
- [Industrial](#)
- [Traditional \(coming soon\)](#)
- [Techno \(coming soon\)](#)
- [Other](#)

Business Specific Styles

- [Administrative Services \(coming soon\)](#)
- [Automotive](#)
- [Beauty & Fashion](#)
- [Books & Music](#)
- [Computers & Electronics](#)
- [Consulting \(coming soon\)](#)
- [Creative Services \(coming soon\)](#)
- [Gifts & Collectibles \(coming soon\)](#)
- [Health & Medical](#)
- [Home & Garden](#)
- [Internet Services](#)
- [Law & Finance](#)
- [Real Estate](#)
- [Restaurants & Bars](#)
- [Sports & Recreation](#)
- [Travel & Leisure](#)
- [Other Small Business](#)



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



Style Selected



Home Page Created



Published



Other Pages Created

TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



[Control Panel](#)



[Merchant Home Page](#)

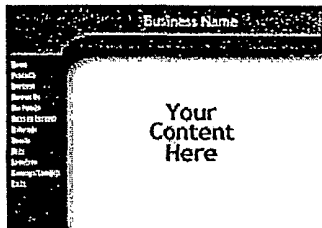


[Help](#)

Basic Decorative Color Themes

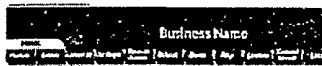
Select a decorative color theme template for clean lines and vibrant color. To see larger images, just click on each template.

Plum



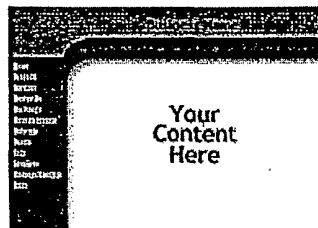
Click to Select (default)

Rose



Click to Select

Ocean



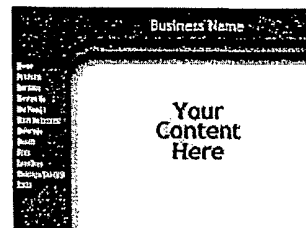
Click to Select

Violet



Click to Select

Evergreen



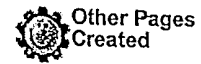
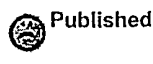
Click to Select

Submit



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



2 TAKE A LOOK:

[View your site in progress](#)

Site not available in published area

3 [Control Panel](#)

4 [Merchant Home Page](#)

5 [Help](#)

Contemporary Styles

Choose a template below that best suits your business. Or perhaps one that is your favorite color. You can click on the pictures of the examples to see larger versions of the templates.

Contemporary



6 Click to Select

Submit



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!

Style Selected
 Home Page Created
 Published
 Other Pages Created

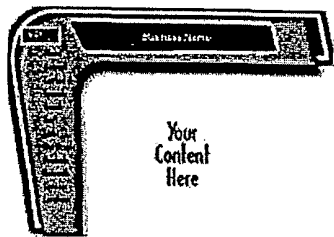
TAKE A LOOK:
 [View your site in progress](#)
 Site not available in published area

[Control Panel](#)
 [Merchant Home Page](#)
 [Help](#)

Retro

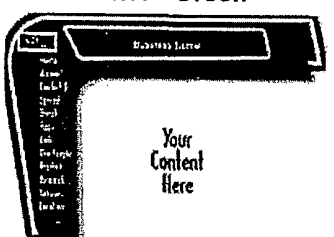
The 50's look is in. Here are great choices for service businesses and antique stores. For an enlarged view, click on the template.

Diner - Yellow



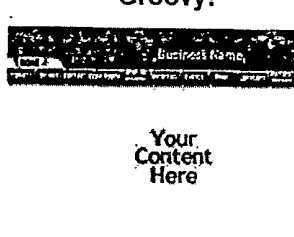
Click to Select (default)

Diner - Green



Click to Select

Groovy!



Click to Select

Submit

FIG 38

g2 grow e-site buildersm Custom Web Site Creation Tool

PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



Style Selected



Home Page Created



Published



Other Pages Created



TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



[Control Panel](#)



[Merchant Home Page](#)

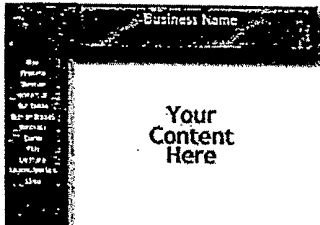


[Help](#)

Industrial

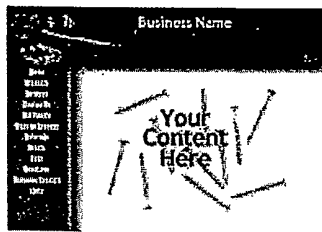
Support your strong sales message with strong visual presentation. Click on the template to see an enlarged view.

Industrial



Click to Select (default)

Hardware



Click to Select

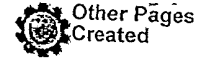
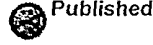
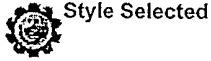
Submit

FIG 39



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



TAKE A LOOK: [View your site in progress](#)

Site not available in published area

[Control Panel](#)

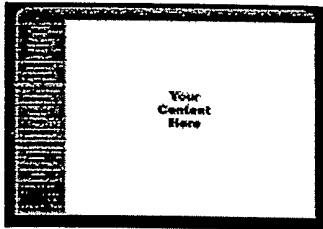
[Merchant Home Page](#)

[Help](#)

Other General Styles

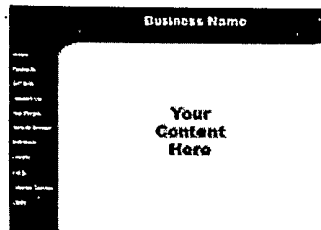
Choose a template below that best suits your business. Or perhaps one that is your favorite color. You can click on the pictures of the examples to see larger versions of the templates.

Orange Block



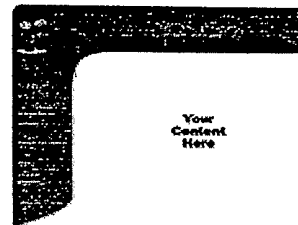
Click to Select

Maroon



Click to Select

Green Waiter



Click to Select

Submit

FIG 40

g2 grow e-site buildersm Custom Web Site Creation Tool

PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



Style Selected



Home Page Created



Published



Other Pages Created



TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



[Control Panel](#)



[Merchant Home Page](#)



[Help](#)

Automotive

Rev up your auto-related business with this classic look. For an enlarged image, just click on the template.

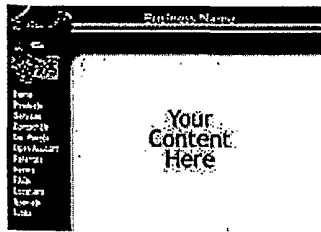
Classic Auto



Your Content Here

Click to Select

Automotive



Your Content Here

Click to Select

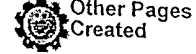
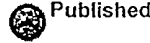
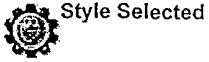
Submit

Fig 41



PROGRESS REPORT

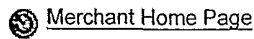
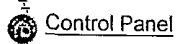
Is the graphic moving? Then you have successfully completed that section!



TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



Beauty and Fashion

Use this bright and colorful template to create a beauty or fashion site. To see an enlarged view, just click on template.



Click to Select



FIG 42



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!

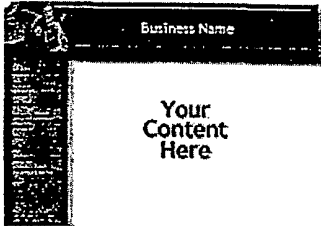
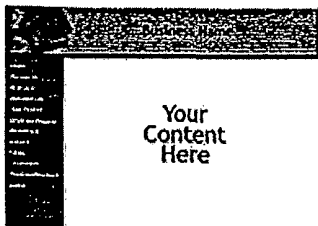
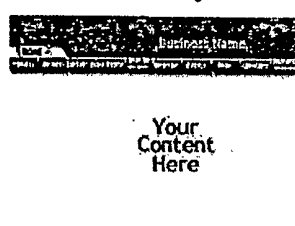
Style Selected
 Home Page Created
 Published
 Other Pages Created

TAKE A LOOK: [View your site in progress](#)
 Site not available in published area

Control Panel
 Merchant Home Page
 Help

Books and Music

Are books or music your business? Customize your site with a theme template. For an enlarged view, just click on the template.

<p>Music Store</p>  <p>Click to Select</p>	<p>Bookstore</p>  <p>Click to Select (default)</p>	<p>Groovy!</p>  <p>Click to Select</p>
---	---	---

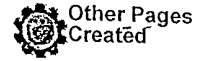
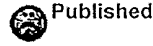
Submit


FIG 43

 **e-site builder** sm Custom Web Site
Creation Tool


PROGRESS REPORT


Is the graphic moving? Then you have successfully completed that section!



 TAKE A LOOK: [View your site in progress](#)

Site not available in published area

 [Control Panel](#)

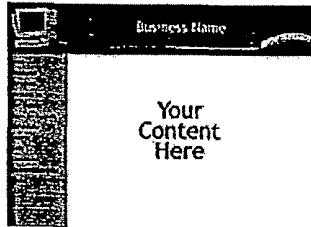
 [Merchant Home Page](#)


 [Help](#)

Computers and Electronics

Here's a technical look to match your computer business. To view an enlarged image, just click on the templ

Computers



 Click to Select

Submit

FIG 44



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



Style Selected



Home Page Created



Published



Other Pages Created

TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



[Control Panel](#)



[Merchant Home Page](#)



[Help](#)



Change Layout Of Home Page

Change the Layout of your Home Page

We have three different layouts available to you for your home page. Each offers slightly different features. Make a selection and click the submit button.

We have built some sample pages here for you to give you some idea of how these pages can be. We have used a logo we generated online, put in some photos and custom text and in some cases chose some colors and icons. You can click on the thumbnails below to see larger versions of sample layouts.

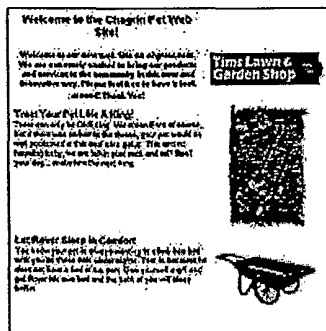
Layout One

Layout Two

Layout Three



[Click to see larger version](#)



[Click to see larger version](#)



[Click to see larger version](#)

Click to Select (default)

Click to Select

Click to Select

Layout One: One-Two Punch

Layout Two: Quick Change Color

Layout Three: Add Pizza

If you have just one illustrated product/service, this layout is the one to choose. It includes:

Products or services that need a fair amount of written explanation fit well into this layout. It features:

Ready to add a little action to site? Then this layout is for you features:

- A headline
- Place for your logo
- An introduction or description
- A header bar with space beneath for your address information

- A headline
- Place for your logo
- Plenty of space for messages or descriptions
- Room for two illustrated products or services with

- A headline
- Place for your logo
- Space for an introductory message
- Areas for two illustrated
- Color options for the he

- A header bar with space beneath for your other contact information

- headlines and write-ups
- Greeting

- and headline bar
- A choice of animated i ("Sale!" "WOW!")

The Wizard says: Photos or ar are optional with all three layo Illustrations add life and intere your site and are highly recommended.

Submit

FIG 46



PROGRESS REPORT

Is the graphic moving? Then you have successfully completed that section!



Style Selected



Home Page Created



Published



Other Pages Created



TAKE A LOOK:

[View your site in progress](#)

Site not available in published area



[Control Panel](#)



[Merchant Home Page](#)



[Help](#)


 Publish Site To The Web	<input checked="" type="radio"/> Yes - I am ready for the world to see my site.	Need to register another domain Enter that name GO to enter the Network Solution registration Web
	<input type="radio"/> No - I am still working on it. Your e2grow Web address can appear in two formats: either before e2grow.com or after it. Please Select the format you want for your site: <input checked="" type="radio"/> http://big <input type="text"/> e2grow.com <input type="radio"/> I want to use a domain name I have already registered. Here it is: <input type="text"/> <div style="text-align: center;">Submit</div>	

FIG 47

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US01/25601

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 15/100, 17/00
 US CL : 707/104.1, 501.1, 506, 511, 513, 906, 908; 707/513; 705/517

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 707/104.1, 501.1, 506, 511, 513, 906, 908; 707/513; 705/517

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 EAST, Nonpatent Literature

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 6,185,587 B1 (BERNARDO et al.) 06 February 2001 (06.02.2001), column 2, lines 10-67, column 3, lines 5-67, column 6, lines 26-65, column 7, lines 1-67, column 9, lines 64-67, column 10, lines 1-64, column 12, 1-67, column 16, lines 5-41.	1-22
X,P --- Y,P	US 6,263,352 B1 (COHEN) 17 July 2001 (12.07.2001), column 4, lines 25-50, column 6, lines 1-41, column 7, lines 18-64, column 8, lines 1-60. ----- see above.	1-5, 8-11, 14-17, 20 ----- 6-7, 12-13, 18-19, 21-22
A	US 6,275,833 B1 (NAKAMURA et al.) 14 August 2001 (14.08.2001).	1-22
X,P --- Y,P	US 6,055,522 A (KRISHNA et al.) 25 April 2000 (25.04.2000), column 5, lines 25-67, column 6, lines 26-60, column 7, 13-30. ----- see above.	1-5, 8-11, 14-17, 20 ----- 6-7, 12-13, 18-19, 21-22
A	US 6,148,311 A (WISHNIE et al.) 14 November 2000 (14.11.2000).	1-22
A	US 6,226,656 B1 (ZAWADSKI et al.) 01 May 2001 (01.05.2001).	1-22

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

25 September 2001 (25.09.2001)

Date of mailing of the international search report

06 DEC 2001

Name and mailing address of the ISA/US

Commissioner of Patents and Trademarks
 Box PCT
 Washington, D.C. 20231

Facsimile No. (703)305-3230

Authorized officer

Thomas G. Black

James R. Matthews

Telephone No. 703-305-3800