

# *Titan CMS* **Express** *Solutions*

Building Better Websites



NORTHWOODS

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# Getting Started With *Titan CMS*

**M**any skills go into creating websites. If you lack some of these skills, website management tools can be very helpful, making complex tasks seem easy. *Titan CMS* is a website management tool that provides *everything* you need to build and manage a quality website. Here is a (very) partial list of the tools, services and benefits that come with every *Titan CMS Express* solution.

- A Leading Content Management System (CMS)
- Professionally Designed Templates
- Design Customizations – Logo, Graphics, etc.
- Content Creation Services (to get you started)
- Search Engine Optimization (to get you noticed by Google)
- Google Analytics (to monitor traffic)
- Help Desk Support (to answer your questions)
- Training Classes
- Titan Users Group (Titan users who meet to share ideas and solutions)
- Ongoing Education in Web Best Practices (so you can get better at web stuff)
- A 40-Person Strong Web Development, Design and Marketing Company that will be there as you grow

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## Is Express edition right for you?

*Titan CMS* is available in four editions – Express, Professional, Corporate and Enterprise. The *Express* edition is designed for **starter / basic websites**. It is ideal for small businesses, churches, schools, and small non-profits. Corporate clients who wish to try Titan before committing to a full license can also use Express. (Note: There are also two ways to try Titan for free.)

*Titan Express* edition is **identical** to all other editions, and is limited only in the number of pages managed and the users who can login. More information about the features and benefits of *Titan CMS* can be found on our website, [www.TitanCMS.com](http://www.TitanCMS.com).

## How is Titan Different?

You may have seen ads for “Websites -- only \$10 / month!” Comparing Titan to these packages is like comparing a bicycle to a car. **They’re not the same!** A bike will save you money and take you short distances, but a car will go further and faster, keep you dry when it rains, and let you bring your family along.

Cheap websites packages do not offer design flexibility, design assistance, training, help desk support, robust security, or a future growth path. Titan solutions offer **all of the above**. Cheap websites are dead ends. If your needs grow you will have to start all over again with a different tool. There is no dead end with Titan. It has been used for the modest needs of **small businesses** and the complex demands of **Fortune 500** corporations. (Check our references!) As your business grows you *will* need features like security, workflow, tagging and filtering of content, version control, rollback, search, document management, and more. With Titan, you’re all set.

## Titan CMS Express Solutions

Here is what is included with your investment in a Titan Express Solution:

Solutions	Express 200	Express 400	Express 600
<b>Services and Features</b>			
Hosting (Express Solutions are Northwoods hosted)	✓	✓	✓
Install, setup, DNS, and launch support	✓	✓	✓
Template library	✓	✓	✓
Design Team engaged			✓
Sitemap, navigation and site architecture consulting	4 hrs	6 hrs	8 hrs
Design Personalization – logo, graphics, colors	8 hrs	10 hrs	12 hrs
Content Services	16 hrs	24 hrs	32 hrs
Training classes at our training center	Titan 101	Titan 101	Titan 101, 201
Helpdesk support	10 Incidents	15 Incidents	20 Incidents
Average time to launch website	2 weeks	3 weeks	4 weeks
Google Analytics and Sitemap setup	✓	✓	✓
<b>Additional Benefits</b>			
Helpdesk support	✓	✓	✓
Content optimized for search engines	✓	✓	✓
Online video training library	✓	✓	✓
Web learning workshops at Northwoods	✓	✓	✓
Titan User Group (TUG)	✓	✓	✓
<b>License</b>			
Titan edition	Express 200	Express 400	Express 600
Bandwidth per month	50 GB	50 GB	50 GB
Disk space	5 GB	10 GB	15 GB
Pages, files, data items, photos, images	200	400	600
Maximum Websites (note: same layout for each)	1	2	3
Users who can login	5	10	15
Visitors to your website	Unlimited	Unlimited	Unlimited
<b>Investment</b>			
Solution Price	\$8,750	\$11,250	\$14,000
Hosting (Economy Package) at Northwoods	\$99 / month	\$99 / month	\$99 / month

## Options

Services	Price
Titan <b>Total Care</b> Package – All “point” and “major” releases, install, and unlimited support	\$395 / month
Single Titan “point release” install (plus 10% for each point release missed)	\$800
Single Titan “major release” install and migration	\$1,800
Custom Styling for a new block	\$500 - \$1500
10 Support Incidents with Helpdesk	\$750
10 Hour Service Block	\$1,350
20 Hour Service Block	\$2,600
40 Hour Service Block	\$5,000

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# Solution Features

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## Titan Hosting & Install, Setup, DNS, Launch Support

Our Solutions include the installation and setup of a dedicated copy of Titan on a Northwoods website hosting server. We will configure web server and Titan settings to point your chosen website address to your install. We will set up your initial users, and then give you a link and password to your copy of Titan. If you need a temporary name for your new website while you convert your old site, we'll take care of that too. When your content is done, we take care of the technical details needed to launch. The disk space and bandwidth we provide to you is far above the average of what most customers need.

## Template Library

For clients who do not require (or have budget for) custom site designs, *Titan Express* Solutions offer a collection of **professional templates**. These templates were built by our in-house design team specifically for Titan. They are visually stunning, support all of Titan's features, and have been tested for usability. During the initial consulting engagement we will help you select an appropriate template from our library.

Titan has been used to build **hundreds of websites**. We have designs for manufacturing, financial, government, legal, distribution, retail, education, religious, and non-profits. We have designed big corporate websites – such as Briggs & Stratton and Snap-on Corporation – and many more small / medium websites.

Of course, **custom designs are always an option**. Our design team has won awards and received national press for their work. Note: custom designs are not part of our *Titan Express* Solutions.

## Sitemap, Navigation and Information Architecture Consulting

Included in your Solution (see chart on page 2) is time for an **in-depth meeting** when we learn about your business, listen to your needs, show you examples from existing sites, and then assist you in setting up your **sitemap, navigation** and **information architecture**. Getting your information architecture right can make a huge difference to your long term success.

Because Titan has been used for so many industries and organizations, we have learned a lot about how to set up navigation and organize websites so that visitors – including Google search bots – will find your content. (We offer monthly free workshops and seminars on web usability and search engine optimization.)

## Design Personalization – Logos, Graphics, and Colors

Our templates are great, but you will want changes and personalizations. *Titan Express* Solutions include the **services** of our **graphics design team**. We will modify your template to accommodate your logo and other graphics, alter colors and fonts to match your branding.

## Content Services

Soon you will learn that the **hardest part** of launching a new website is creating good content. And, if you're like most, the challenge will be 95% a "need more time" problem.

*Titan Express* Solutions include **content services** to give you a good head start. Our content team will focus on the following tasks and help with as many as your time allowance provides (see page 2 chart).

- Selecting and editing photos and images
- Importing images and placing on pages
- Editing content
- Migrating content from an existing website
- Creating content (takes longer than you think)
- Placing blocks on pages (Filter, Comment, etc.)
- Creating a blog
- Creating image or video gallery
- Populating your calendar
- Creating callouts
- Creating forms
- Anything else you can think of...

Our content team members are **skilled copy writers** and **visual layout specialists** trained in the arts of "webanizing", "flytrapping", linking, usability, conversions, and image placement. They are skilled in editing content so that visitors, including Google index robots, will find it. The content we create will teach you **content best practices** and build a foundation for your ongoing content work.

Content work begins after your site architecture is finalized. Your allotment of content service hours is available to you for up to 30 days from this date. We will work with you to allocate and schedule this time so that we can help you quickly launch your site (and so that you don't lose the benefit of these service hours).

Your Titan implementation manager will help you decide which tasks would be most useful to you. We are not going to finish all the content for your site, but we will give you a head start. Hint: Building really good pages can take two to four hours each.

## Which Titan CMS Express is right for you?

Solutions	Express 200	Express 400	Express 600
You have an existing site and marketing collateral	✓		
You only need one site	✓		
An Express 200 Template matches your needs	✓		
You do not have a web site, but have marketing collateral		✓	
You have an existing site, but would like revised the IA		✓	
You only need two sites (same design/template)		✓	
An Express 200 or 400 Template matches your needs		✓	
You do not have an existing site, or marketing collateral			✓
You have an existing site, but need IA/design revised			✓
You only need three sites (same design/template)			✓
An Express 200, 400 or 600 Template matches your needs			✓

## Training

Training classes in *Titan CMS* ensure you receive the appropriate level of training at the right stage of your web project. Experience shows that access to different levels of training, when you need it, makes the difference in the success of web projects. The fact that we offer classroom training is a significant differentiator from our competitors. *Titan Express* Solutions include one (1) training class for one (1) person held during our regularly scheduled class times. Additional training classes are available at standard costs.

Training is offered weekly at our Titan Training Center in Brown Deer, WI. All classes repeat on a monthly basis. Classes typically take one day each. Below is a high-level overview of our offerings. For a more detailed description visit our website, [www.TitanCMS.com](http://www.TitanCMS.com).

### **CMS4-101 – Content Author Basics**

Designed for content authors and administrative staff who use the *Titan CMS* workstation to manage content on their web sites. Training will include how to use the page action bar, edit tabs, CMS tree, add, copy, delete pages, work with text, links, photos and styles, basic SEO (Search Engine Optimization) techniques, and more.

### **CMS4-201 – Power User**

Designed for experienced content authors and administrative staff who manage one or more web sites. Learn the functionality of additional blocks such as Forms, FAQ, What's New, and other techniques to enhance the display of your content. Learn additional methods to enhance the organization and delivery of your content. Learn tips and tricks to using the *Titan CMS* Workstation to increase your productivity.

### **CMS4-301 – Web Site Administrator**

Designed for the webmasters or system administrators who are responsible for maintaining Titan in their organizations. Participants will learn how to add and remove users, maintain workflow, set up commenting and rating, schedule jobs, manage Smart Search results, and more.

### **CMS4-401 – Advanced Power User**

Designed for the experienced author and/or webmaster who want to maximize the use of Titan on one or more web sites. Participants will learn how to use advanced content blocks such as filter, calendar, and photo. Additionally, those attending this advanced class will learn how to “fine tune” existing content and apply advanced SEO techniques.

### **CMS4-501 – Developer: Layouts and Blocks**

Designed for programmers with working knowledge of .Net C#, XHTML, XSLT and CSS. Our technical trainers will show you how to integrate the Titan Test Harness into Visual Studio and begin using the Titan API. We will cover how to modify existing blocks and templates in Titan and build new ones. Class size is limited to four people and is less structured than other classes so we can adapt to the technical levels of the participants.

### **CMS4-502 – Developer: Application Integration, External User Authentication**

Designed for programmers with working knowledge of .Net C#, XHTML, XSLT and CSS. Our technical trainers will show you how to integrate the Titan Test Harness into Visual Studio and begin using the Titan API. We will cover how to build applications for use by the Application Block and link them into Titan. Class size is limited to four people and is less structured than other classes so we can adapt to the technical levels of the participants.

## Help Desk

The Titan help desk is available via phone (414-434-8300) or email (support@titancms.com). Help desk staff – located in Brown Deer, WI – will answer questions about Titan features and functions, visual display issues, and infrastructure and hosting issues. They will also help with minor programming challenges, content issues, search engine optimization questions, Google Analytics questions, or any other challenge you may be facing.

Help incidents are tracked individually (see chart on page 2) so you do not need to worry about how long it takes to find an answer – that’s our problem. Each *Titan Express* Solution includes a generous **allotment of incidents** for use with the Titan help desk. If you (gasp) find a bug in Titan, your support call is free, and you will not be charged an incident.

If you need more support, we offer incident packages, or you can invest in the Titan **Total Care** package which includes **unlimited support** as well as the installation of all major and minor updates. The **Total Care** package represents a cost savings of 20% compared to purchasing support and updates separately.

Our help desk is designed to complement our training classes and assumes that callers have attended appropriate classroom training. Sometimes we receive calls that are really requests for extended training on one of Titan’s many features. If this happens, we will send you links to our **online training videos** and online training resources, and/or refer you to our training class.

Finally, some users have complex questions beyond the skills of our help desk staff, or need programming, design, marketing or content help. While more than 80% of our calls can be handled by our help desk, some cannot or should not. For these types of calls we offer **Advanced Support Services** (described later in this document).

## Average Time to Launch Website

The biggest challenge to launching a new web site is getting the content done. The times listed in our Solutions are best case. They can be achieved if you focus on your content, or retain us to complete it for you. (See Service Blocks chart on page 2.) Many clients have hit these dates. If you only have a few hours a week to work on your content, that’s ok, but your time to launch will be longer than the times listed.

## Typical Timeline

Task	Resource	Week 1	Week 2	Week 3
Kick off meeting	Client / Northwoods	█		
Review client collateral	Client / Northwoods	█		
Develop IA & Site Map	Client / Northwoods	█		
Choose Template	Client	█		
Install Titan	Northwoods		█	
Create Personalized Template	Northwoods		█	
Review Personalized Template	Client / Northwoods		█	
CSS Cutup	Northwoods		█	
Titan Training (class times vary)	Northwoods / Client		█	
Content Services	Client / Northwoods		█	
Deliver Website	Northwoods			█

## Titan Point Release Updates

For the past two years, updates to *Titan CMS* – “point releases” – have been released about every 12 weeks. Updates include new features, enhancements to existing features, small fixes, and performance improvements. A history of recent releases can be found at: [www.titancms.com/Support/ReleaseNotes.htm](http://www.titancms.com/Support/ReleaseNotes.htm).

As part of your Solution, you are encouraged to invest in the **Titan Total Care** package which entitles you to ongoing upgrades. We publish a road map of planned enhancements and review the road map in-depth at TUG (Titan User Group) meetings. Our updates are not like the “service packs” you receive from Microsoft. Our updates include both new **features** and **bug fixes**. Microsoft service packs are mostly bug fixes.

Applying a Titan point release to a base *Express Edition* website takes four to eight hours. Your site will remain up during the upgrade and the switch-over happens without downtime. If you have more than one website, each site must be upgraded. We update your content database, modify your CSS and layouts to use the new features or blocks we just added, and update website and hosting configuration as needed.

We are very proud of the fact that **we test our point releases extensively**, and our track record for releasing very clean and bug free versions of Titan far exceeds industry standards. This is possible because we have a dedicated testing team that does extensive regression testing on each point release prior to release.

### Titan Edition Upgrades

There are editions of Titan available for all sizes and needs. The best thing about Titan – other than its many powerful features and excellent support – is that it is not a dead end. When you’re ready for a portal / extranet for your dealers, an order status gateway for your customers, or an intranet for your employees, you can upgrade to a Titan license that supports additional pages and users. To upgrade to a level you only pay the difference in license fee. With the upgrade you receive the difference in services available at the new level. We also offer a discount to users who wish to upgrade to the *Professional Edition*.

From:	To:	Express 400	Express 600	Professional
	Express 200	\$2,500	\$5,500	\$10,000
	Express 400		\$2,750	\$8,000

## Google Analytics and Google Sitemap

Google offers two powerful (free) tools that we set up for your new website. **Google Analytics** helps you learn more about your visitors and how they interact with your site. It offers insights into your website traffic through hundreds of informative reports and charts. Learn more about Google Analytics at [www.Google.com/analytics](http://www.Google.com/analytics).

**Google Sitemaps** are created automatically by Titan. We will help you submit the map to Google. Google Sitemaps help improve your search engine rankings by telling Google about all the pages on your site. A Google Sitemap is different from the end user site maps that come with Titan.

## Additional Benefits

Titan is more than a product. It is a large and growing community of users who share a philosophy for building better websites. Better websites happen when users have access to rich online resources, ongoing workshops, online communities, ongoing seminars, and an active user group.

### Website

Please visit [www.TitanCMS.com](http://www.TitanCMS.com). You will find a collection of resources including support documents, training videos, forums, user communities, blogs, opinions, and Titan tips.

### Workshops and Seminars

Several times a week we bring in experts who offer workshops, “lunch and learns”, and other seminars. All learning sessions are held at our headquarters in Brown Deer, WI. (Videos of some of these learning sessions are available on our website.) Most of the learning is free. The longer workshops are offered at a nominal cost. Past topics have included how to create better content, SEO (Search Engine Optimization) techniques, advanced analytics, usability, ecommerce, and Intranet best practices. A current list of topics is available on our website.

### Titan Users Group

The Titan Users Group (TUG) meets quarterly at our headquarters in Brown Deer, WI. TUG meetings often show cool Titan tricks, provide insight into advanced functionality, showcase interesting new websites, or feature TUG member presentations. The group reviews designs for upcoming versions of Titan and is asked for feedback. We also facilitate an open discussion where questions and suggestions are shared openly. We love TUG and are proud to be the only CMS vendor we know of with an active Users Group. It’s one of the many ways we’re committed to continuously improving *Titan CMS*.

## Advanced Support Services

For advanced users with complex problems or support needs that are beyond the skill or scope of our help desk, we offer support service blocks (see Service Hour Chart on page 3) that provide access to our development and interactive design teams:

### Development Team

The Titan development team can answer questions that cannot be handled by the help desk such as the development of new blocks or layouts or the integration of application blocks your own team has developed. They can help with integrated authentication setup, batch import/export issues, advanced security configuration, or complex JavaScript issues. They are also available to help with complex infrastructure or hosting challenges, troubleshooting intermittent problems, or customizations to Titan.

### Interactive Design Team

The Titan interactive design team can assist with anything related to visual design, marketing, usability, Flash development, content creation, video, audio, creative, branding, web analytics, CSS or layout. If you want changes to your look and feel, fixes to your content to make it look better, or improvements to your search engines rankings – we can help.

## Frequently Asked Questions

### **How hard is it to get started?**

We can get you launched in about two weeks. We want you to be happy so you will come back for more, so we include a lot of hand-holding and ongoing support in our price. The training classes are high quality. We believe we have found perfect mixes of tools, services, support and training to fit most users.

### **How hard is Titan to use? Will I understand Titan?**

Over 1,000 people use Titan every day to manage their websites. Most are non-technical. All types of people use Titan – business executives, church ladies, marketing assistants, and boy scouts working on the computer merit badges. If they can use it, so can you.

### **How much of my time will I need to give to it?**

In the first few weeks we will need to have a meeting and get you trained, but after that, we're done needing your time. After launch, depending on your content needs, you will spend an average of an hour or two a week updating content.

### **Will I need to read a 100 page manual?**

Not if you don't want to. We do provide a manual and a website filled with tips and training. It's there if you need it. Otherwise, most users just want to get in and start managing content, so we built a user interface that makes it pretty darn simple to do most management tasks without training.

### **What cool stuff does it do?**

Check out our website at [www.TitanCMS.com](http://www.TitanCMS.com). Watch a few videos.

### **How annoying will you be as a vendor?**

We hope not to be annoying at all. After we get you up and running you won't hear from us except for invitations to TUG meetings and other learning opportunities. You can ignore these if you want. If you don't need us, there are NO required annual renewal fees or maintenance fees. Ongoing hosting is your only expense.

### **Will you make me look good to my boss?**

Your boss will say wow! The site will look great! You will probably get a promotion and a raise.

## Do It Yourself For Free

If you have time on your hands and a fair amount of web savvy, you can download *Titan CMS Express* for free and build your own website. You are only limited by the number of pages and users listed under the *Express 200* license option.

With the free version you are responsible for everything. This includes hosting, template modifications, content creation, etc. If you need the help desk, advanced support, or training, they can all be purchased separately at the prices listed. Technical requirements for hosting Titan are available at [www.TitanCMS.com](http://www.TitanCMS.com). (We are thrilled that you are using Titan, but since we make no money giving Titan away, we have to charge for services and support.)

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# What is a CMS?

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**M**ost people have heard the term “Content Management System” (CMS), but what does it mean? Just as your public library stores and organizes books and music, a CMS stores and organizes content on websites. Over 250 content types can be managed including: word documents, PDFs, forms, spreadsheets, images, audio files, video files, and standard web pages.

A CMS allows non-technical users to assemble content into pages like: catalogs, news listings, calendar of events, photo galleries, maps, lists, document libraries, and general marketing information.

A CMS provides all or some of the following: versioning, history, security, tagging, searching, search management, template management, and user management. A CMS is not a dedicated HTML editor (like Dreamweaver or FrontPage), but does allow HTML editing.

Building a website is like plumbing. Anyone can do it, but it’s easy to get in over your head quickly. That’s where *Titan CMS* comes in.

## About *Titan CMS*

*Titan CMS* was born in 1997 and cut its teeth a year later on enterprise websites at Briggs & Stratton and the Archdiocese of Milwaukee. Early success with large clients led to many improvements and enhancements. Today, Titan is used by thousands of non-technical users in small and large companies and organizations all over the US. Titan powered websites are visited daily by millions of users.

A complete list of *Titan CMS* features can be found at [www.TitanCMS.com](http://www.TitanCMS.com). You will also find video tours and video training tutorials there.

## About Northwoods

**Northwoods** is a small, friendly software and web design company in Brown Deer, WI. We made *Titan CMS*, a web-based content management system for small, medium and gigantic companies / organizations. We design and engineer software Solutions for a wide variety of industries and organizations. (We once built an entire ERP system for a steel company.) We also help our clients with web designs, marketing campaigns, web strategies and anything related to creative services.

Patrick Bieser Sr. and his wife Valerie started the company in 1997 because they wanted to develop software and websites the right way, hire the best people, and treat them like family. All team members get private offices and the freedom to do great work. We are privately held and profitable since inception. We eat lunch together most days. For more information check us out at [www.northwoodsoft.com](http://www.northwoodsoft.com).



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4600 W Schroeder Drive  
Brown Deer, WI 53223  
414-434-8200  
[www.northwoodsoft.com](http://www.northwoodsoft.com)  
[www.titancms.com](http://www.titancms.com)