



Clover. We Make Websites for People, Not Programmers.

{Overview}

Description: Clover provides fully-functioning, beautiful, Flash websites for real people. Stocked with tools specifically created for normal people to use, Clover provides organizations with an amazing platform to infuse its message into the world, doing what they were made to do.

Clover not only provides organizations with a clean, modern and intuitive platform to connect with their audience, but also a revolutionary way of creating, editing, and updating their site. With Clover's creation of "The Greenhouse", any company can update their own website with little or no training. We like to think it's the most intuitive content management system ever created.

The Product: When you purchase a site from Clover, you are getting everything listed on page 2 (titled "Features"), along with a support team available to help you through any questions you might have along the way. You get a pre-designed website that you can manage on your own. You can change content, photos, site colors, add media and calendar items, add your logo, add/remove pages, change page layouts, add links to your site, password protect your pages, podcast, and a ton more.

You also automatically get "The Greenhouse" for your website. This is where you are able to power these changes to your site in the easiest, most intuitive way possible. The Greenhouse was created with the average, non-technical person in mind, understanding that in the ideal world anyone should be able to update their organization's website without having to know any programming. The Greenhouse eliminates a company's need to hire a web person to manage their website. It makes web development accessible to everyone!

Clover also handles all the updates and upgrades to your site automatically. Clover periodically rolls out new features and updates to all websites seamlessly and free of charge! All sites are hosted by Clover, which allows this amazing and beneficial feature to occur. Our service includes 100 GB of storage, which means there's virtually no limit to the number of mp3's, videos, documents, etc. that you can put on your site! And if for some reason you ever have a problem, Clover staff is available to help you out over the phone and via email.

Also included in every Clover website purchase is a mobile version of the site, that will automatically show up on all mobile devices when the site is accessed. Not to mention every site is perfectly optimized for search engines.

Pricing: One of the best parts about Clover, is that it is priced for real people. This means that these websites are not only created with people in mind, but even the pricing has been scaled back to be made affordable to the average start-up, working on a smaller budget.

All sites cost \$1000, plus \$20/month for hosting and support.

Website Info: You can try all the sites out, and demo everything online. This is a great way to get a feel for what your site will look like if you choose Clover. You can upload your own photos, change the colors of the site, and even upload media items if you'd like! You can do this all at: www.cloversites.com

Contact Info: Connect with us by emailing: contact@cloversites.com, or calling 805-527-8900.



{Features}

Here is a glance at the features of Clover. The best way to experience all of these features is to test them out at www.cloversites.com, but here is a list for those who like to see it on paper:

- Fully Featured, Ready-To-Launch Websites
- Completely Visual Editing
- Make All the Changes You Want, Then Publish Them to Your Live Site Later
- Everything is Managed Online, So It Works The Same on a PC or Mac
- Each Site Comes With Different Layouts That You Can Use For Any Page
- Easily Add and Remove Pages, As Well As Change Their Order
- All Sites Load Fast - There's No Need For a Loading Bar
- All Content Is Optimized for Search Engines
- Each Site Has a Mobile Version, Optimized For Every Mobile Device Out There
- Easily Add Documents (like PDF's, Word Docs, Excel Spreadsheets, etc) to Any Page
- Easily Add Videos to Your Site (we even convert them automatically so they'll load fast)
- 100 GB of Storage Space
- Your Site is Ready To Edit Immediately, And You Can Launch it Whenever You're Ready
- Password Protect Any Page
- Customizable Media Players: Easily Upload Audio and Video
- Create Multiple Media Pages (for example: About Us, Our Services, Contact Us)
- Podcasting Made Super Easy
- Create Customizable Online Calendars Easily
- Content Management System Designed For Anyone To Use (no tech knowledge required)
- Easily Integrate Google Analytics for Robust Site Statistics
- Change Colors Site-wide With A Few Clicks on a Photoshop-style Color Picker
- Add Your Own Photos: easily upload jpg, png, gif images
- Edit Photos on Any Page (easily scale, rotate and place multiple pictures)
- Photos You Add Are Optimized For Web, So You Don't Need To Know Photoshop
- Create Rotating Slideshows on Any Picture (Customize transition, time, etc)
- Fonts Are Pre-designed Into Each site - No Need for Web-safe Fonts
- Changeable Font Sizes for Every Site Design
- All Sites Created to Fit Perfectly on Old Monitors As Well As New
- You Don't Need to Know Any Code, HTML, CSS, etc
- You Don't Need to Be a Designer
- Edit All Text Right on Your Site (what techie's like to call WYSIWYG)
- Everything You Do Is Autosaved (don't worry about closing your browser)
- Use Your Existing Website Address (or we'll help you purchase a new one if you'd like)
- Easily Link to Other Websites or Email Addresses
- Create Up to 8 Main Pages
- Create Up to 10 Pages Under Each Main Page
- All Pictures Load In As Necessary, So the Site Loads Quickly
- Site Management is Password Protected and Everything is Stored Securely on Our Servers
- Our Servers Are Located In An Air-Conditioned, Private Access Facility
- Easily Use Your Organization's Logo
- Updates and New Features Are Installed Automatically
- We Host All Content, So There's Nothing For You to Install or Maintain
- We Are Available 9am - 5pm (PST) for Phone and Email Support
- You Can Continue Using Your Existing Email, or We'll Help You Set Up New Email for Free
- All Sites are Pre-designed and Delivered Immediately (skip months of project management)
- There's No Contract, So You're Not Locked Into Anything



{FAQ's}

Here are a list of Frequently Asked Questions... Hopefully the questions you have are answered here. If not, feel free to email Clover at curious@cloversites.com, or call **805-527-8900**.

What are the advantages of using Clover over a custom website?

A: One of the most obvious advantages of using Clover over a custom website is the price. A custom website with a content management system will run you anywhere from \$10,000 to \$25,000. The beauty of purchasing a site designed by Clover is that we have already done the legwork to provide you with a website designed specifically for real people. This allows us to cut down the cost and provide you with the best possible website for your organization.

Along with the price advantage, there are a bunch of other advantages that come with using Clover. Having The Greenhouse (your site editing system) online gives you the ability to edit your site anywhere, anytime. Another advantage with having a pre-designed site is that it is impossible to make your site look bad. We've put a ton of care into developing and designing each site to guarantee you get your perfect site.

What is "Flash" and what does that mean for my site?

A: Flash is an amazing technology that's used on the web for animated sites. Top companies like Nike and Coke use flash to create unique interactive experiences, because there's really nothing else like it. All Clover websites are created in flash, and we use it in several powerful ways. First, we use subtle animation to make your site unique - whether it's ultra modern, or subtle and elegant, we obsess over pixel-perfect craftsmanship. Second, we push flash to its limit to give you complete visual editing ability (so you can actually see what your site looks like as you type or edit photos!). Third, we build on top of what flash natively offers so we can ensure that your site is optimized perfectly for search engines and can be viewed on mobile browsers. We like to think that we've exploited all the power of flash and all the power of its alternatives to provide the best possible product anywhere on the web!

Is my Clover website optimized for search engines? What about mobile phones?

A: Absolutely! Normally, sites made in flash are not visible to search engines, but we do something completely unique. We take all the content from the site that your visitors see, and we convert it to a form that is optimized for search engines to understand. That way you get the best of both worlds. We use this same technique to optimize your site for mobile phones as well! And we do this for more than just your text - we take your pictures, documents, videos, calendar events, (seriously everything), and make it visible for search engines and phones.

Why is Clover so inexpensive? Is there a catch?

A: It's funny that whenever something is priced so inexpensively we expect that it's too good to be true. We have specifically priced Clover for budget-minded people. This means that although we might have been able to price each site a bit higher, we decided to keep the price low enough for real people to afford it. We like to think of it as a luxury car for the price of a coupe.



Do I need some type of software to create and update my website through Clover?

A: Nope. We've created The Greenhouse, our revolutionary tool that allows you to edit your site online. This also gives us the ability to provide you with the newest features and updates as soon as they come out so you don't ever have to download or install anything. (It also works equally well on Macs and PCs).

Can I see some real world examples of Clover websites?

A: Yes you can! You can either check out our testimonials page (www.cloversites.com/clover-reviews) to check out some real life users of Clover and their websites, or you can go to our blog and check out our Green Thumbs (www.speakingofclover.com/green-thumbs). We typically dub websites as Green Thumbs if we like the way they have designed their site, or they have used features uniquely or creatively. Feel free to check them out, but please, please, please don't try to contact them to ask them how they like Clover! Although I'm sure they love Clover, they didn't sign up to be our spokespeople, so please respect their time and privacy!

If I choose a Clover site design, what are the chances that other people will run across a site that looks just like mine?

A: There are millions of websites out there. The odds of running across a site that looks like the one you have chosen are very, very low. On top of that, you have the ability to change the colors of your site, change the page layouts, and change the photos and text on every site from Clover. So if you do run across a site that has the same original design, chances are they won't look anything alike.

Can I change my site design after I have already purchased my site?

A: If you end up wanting to change your site design at some point down the road, feel free to. It takes some work on our end, so we'll charge you \$200 to switch designs. We can transfer your text, pictures, documents and media items over to your new site, but you will have to redesign your site (which you'll probably want to do anyway because of the new look and layouts).

If I don't have a domain (web address) can I still purchase a Clover site?

A: Yes! You can get a site today whether you do or don't currently have a web address for your organization. You can even begin editing your site and getting it ready for launch. You will need an address before your site goes live, and we have some great help articles to walk you through purchasing a website address that's best for you. You can also give us a call and we can easily help you out through that process.

How soon can I start creating my site after purchase?

A: Immediately. When you purchase a site, you'll get a link to your Greenhouse that will let you start editing your site within seconds.



Do you have a reseller program?

A: Yes, you absolutely can sell Clover! We have an affiliate program established called "Clover Friends" that was created with the purpose of saying thank you to those spreading the word about Clover. We decided to really put our money where our mouth is! All you have to do to be a part of the Clover Friends program is sign up at: **www.cloversites.com/friends**, and use the specific URL you are given to promote Clover. It's super easy to sign up and start making some money.

{Contact Information}

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Clover's business hours are Monday thru Friday, 9AM to 5PM PST.