

Zeeblio

Reviewer's Guide



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Overview

ABOUT THIS GUIDE

The purpose of this reviewer's guide is to provide everything you need to perform a detailed review of our latest builder, Zeeblo. It includes an overview of the market, problems faced by customers today, the product detail and criteria to consider when evaluating similar builders.

HOW TO USE THIS GUIDE

This reviewer's guide is divided into five helpful sections including an overview, illustrated tour, testing recommendations, summary, and contact information for you to quickly find the information you need about Zeeblo. Look over the guide and contact our team if you wish to test Zeeblo or if you have any questions.

ABOUT LYCOS, INC.

Lycos is one of the original and most widely-known Internet brands in the world. Starting as one of the web's first search engines, Lycos has evolved into a network of websites that work collectively to provide powerful products and services. Lycos consistently averages 12 - 15 million monthly unique visitors in the United States.

The Lycos Network of websites and services includes Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, Weather Zombie and Lycos Mail. Integrated, these sites help individual visitors retrieve, manage, consume and create information tailored to meet his or her personal interests.

Lycos is a wholly-owned subsidiary of Ybrant Digital, the end-to-end global digital marketing company with offices in 20 countries. www.ybrantdigital.com

Introducing Zeeblio

ZEEBLIO OVERVIEW

Zeeblio is the next great website builder to come out of the Web Publishing department at Tripod. Zeeblio has everything you need to create a professional-looking website quickly and easily. Its drag-and-drop interface allow the placement of content or media anywhere on your website. With Zeeblio's Media Manager, you can add images, video, flash, documents, and audio to your site by easily uploading and organizing in one location. Zeeblio can even help you promote your site by making it simple to add meta tags, Google Analytics or Webmaster Tools right into your site without having to ever write a line of code. No matter your experience level, Zeeblio will help you create your ideal website.

ZEEBLIO MEDIA MANAGER

The Media Manager lets you view all of your items easily in one place. Unlike our competitors, you can upload images, audio, flash, documents, and videos and keep them stored in your builder all in one manager. To make finding what you're looking for easy, you can create collections of like files or use the search bar to search for your media by name. If you're building your website and one of your images isn't working out quite as you'd like, you can edit it right in your Media Manager so you'll never have to leave Zeeblio. You can even import any images from your Flickr account straight into your manager and then make photo albums out of collections you have created making the Media Manager the all-in-one media stop for your website building needs.

ZEEBLIO FEATURES & BENEFITS

- 1) Drag & Drop Placement – With guides to show you exactly where you are placing your add-ons or media items, Zeeblio's drag and drop capabilities make it easy to arrange and structure your site within minutes.
- 2) Media Manager – The Media Manager allows for you to upload images, audio, videos, documents, and flash and organize them all in one place. Once uploaded, you can even edit your photos within the manager before dropping them on your page.
- 3) User-Friendly – Add-ons, pre-built templates, and a helpful wizard makes the Zeeblio builder great for anyone just starting out. No knowledge of coding is required as the add-ons are designed to eliminate that need.

- 4) Customizable – While the builder is perfect for beginners, it can also be used by more advanced users due to its customizable features. Templates allow for CSS editing and an HTML add-on lets users add in their own HTML or Javascript code on their pages.

IDEAL USES FOR ZEEBLIO

Zeeblio can be utilized for any type of website. Whether you are looking to build a site for your business, personal site, or charity, Zeeblio has the unique tools to help each different type of site build the best website possible. Ecommerce tools, media add-ons, and professional templates enable you to build a shopping cart for your virtual business or a gallery of your artwork.

PRICING

- **Free:** The Free plan gives you access to the builder as well as helpful customer service ticketing and a community help forum. Accounts come with 20MB of disk space and 1GB of monthly bandwidth and are supported by advertisements.
- **Plus:** The Plus plan lets you use the Zeeblio builder or allows you FTP access to build your site on your own. You receive the same helpful customer service tools as the Free plan plus you receive phone support. Disk space increases to 1GB and bandwidth to 100GB. All advertisements are removed from the site and the price is \$4.95/mo.
- **Pro:** The Pro plan takes the Plus plan and adds on features that make it perfect for a startup business. You receive PayPal shopping cart access, increased disk space and bandwidth (3GB and 300GB respectively), and the addition of a free domain name and email address. You receive 5 subdomains, 10 POP/IMAP email accounts, 5GB per account, and 10 forwarding emails. The price for Pro is \$8.95/mo.
- **Webmaster:** The Webmaster plan is perfect for a small business. Disk space increased to 5GB and bandwidth increased to 500GB along with 10 free subdomains, 50 POP/IMAP email accounts, 5GB per account, and 50 forwarding emails, this plan has all you need to keep a small business in production. Webmaster is priced at \$11.95/mo.

SUPPORT

If you ever come across a time where you need extra help building your website, reach out through one of our support channels.

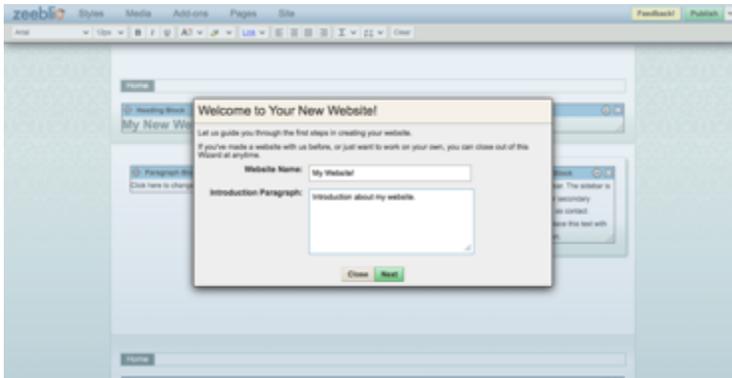
- **Customer Support:** Submit a ticket to our helpful support staff about any technical issues you have come across. Lost your password? Module broken? Our support staff is there to field your questions. Upgrade to a premium account to gain phone support.

- **Knowledgebase:** Check out the helpful articles on the knowledgebase before you send in a ticket. Divided into specific categories, the knowledgebase is easy to navigate and is full of useful information.
- **Tripod Club:** Who knows Tripod better than those who have been using it daily for up to 16 years? Log on to our community blog to post a question to other members and find out their tips and tricks.

A Guided Tour of Zeeblo

Example Walkthrough: Setting up your first Website

In this walkthrough we'll show you how you can set up a website in a matter of just a few minutes. Follow the instructions and screen shots below.



Start building your website by learning the different features of Zeeblo with the wizard. Fill in the different fields to start adding content to your website.



Next select the Styles tab to pick your template. Browse by category by selecting the "All Styles" drop down. Then choose the column layout of your page followed by your navigation placement. Finally, if you wish to make edits to the template, choose the CSS Editor to edit the code.



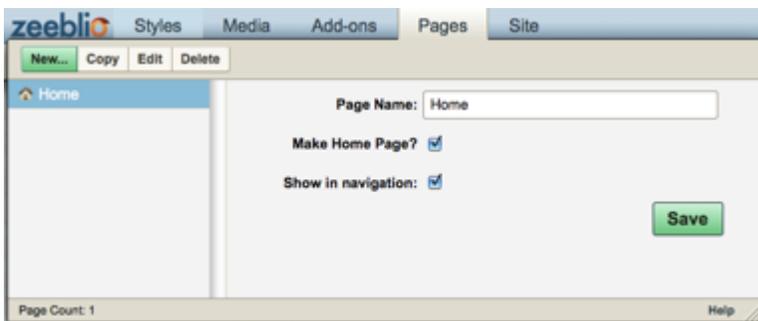
In the Media Tab, you can upload your images, audio, videos, documents, and flash files. Sort them by file type or collection.



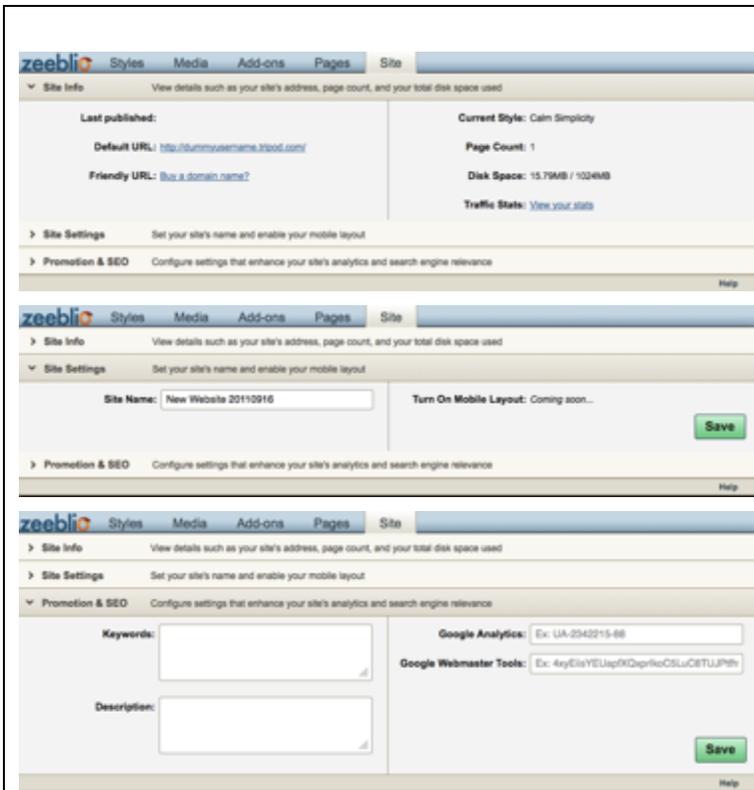
To organize your media into collections or edit your images, click “Manage” to launch the manager. In the manager, click on an image to edit it or select “+Collection” to create albums. You can even import images from your Flickr account by clicking “Import.”



Select the Add-ons tab to choose different modules to drag and drop onto your page. Choose the drop down to view the different categories you can pick from or search in the “Search Addons” bar.



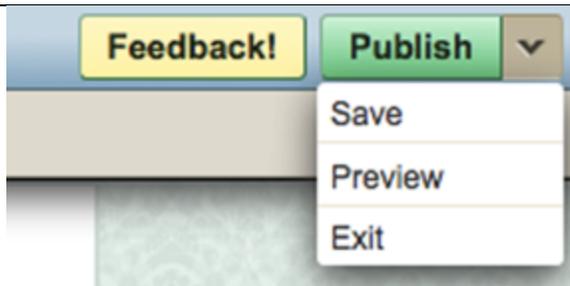
Once you’re ready to add more pages to your site, select the Pages tab. You can add as many pages as you like. Copy an existing page, jump to a page by clicking “Edit,” or delete a page completely. Reorder the pages in by dragging them above or below one another.



In the Site Tab you can edit many different elements about your page. In the first category, “Site Info,” view your site’s URL, available disk space, traffic stats, and last publish among other facts.

In “Site Settings,” change the name of your site – what shows up in your control panel – and soon be able to turn on your site’s mobile layout so it is compatible with mobile devices.

In “Promotion & SEO,” add keywords, descriptions, Google Analytics & Google Webmaster tools to boost your site’s ability to be found online.



After you are finished, you can save, preview, or publish your site right away. If you’re not ready to publish yet, you can always exit and come back to finish editing later.

Also, be sure to leave Feedback on the new builder by clicking the Feedback button.

To see the builder in action, go to: <http://vimeo.com/Zeebli/builder>.

Additional Testing Recommendations

To get the most out of Zeeblio, try uploading different types of files to your media manager and using different types of add-ons. Explore the different templates and page options and browse the knowledgebase and blog for helpful tips and tricks along the way.

Summary

In all, Zeeblio aims to help our members maximize their online presence by giving them the tools to manage everything all in one location. Whether you can code yourself or are a beginner just learning how to build a website, Zeeblio has the tools that can fit every level.

Contact Information

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