



**Bennie Warshaw**; is CEO and founder of WEBPRO International Inc, located in Charlotte NC. Since 1994, WEBPRO has been delivering high-end web design, development, ecommerce, security, email hosting, data hosting and search marketing strategies for B2B and B2C clients.

WEBPRO'S accolades include performing work and consulting for the Department of Homeland Security and middle tier markets such as Biotech, Medical, Banking, Consumables, Manufacturing, Retail, Wholesale, Transportation, Telecommunications, Aerospace, Legal and Regulatory.

#### Contact Info

WEBPRO International Inc.  
2201 Coronation Blvd.  
Charlotte, NC. 28227 USA  
☎: 704-814-7277  
☎: 888-999-4887  
web: www.webpro.com  
✉: seo@webpro.com

## Taking Back CONTROL of Your Website

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by Bennie Warshaw, WEBPRO International Inc.

In our last article we touched on having the ability to publish dynamic news yourself. I'm sure you've heard at one time in your life **"the right tool for the job"**. Some webmasters are notorious for leaving the customer stranded in time of need or held hostage for their own information or access to their website. There's nothing worse than feeling intimidated by a whining premodonna who could care less about your schedule or your project once they've taken your money.

The reason our document management program is a joy to use is because you only have one simple administrative interface for publication. Our process allows you to **"edit copy, edit paste"** directly into any browser. This is how we define plain text delivery which by the way is highly indexable by Google. For example, Google has indexed more the 80 percent of our news articles on our website which is why we distribute our tool with every medium size or larger project.

In addition to adding news, you also can manage the calendar events and team contacts that publishes news releases or white papers for your company publicly or publish to a secured or private section for your employees or perhaps authorized customers.

Your control panel gives you the flexibility to upload Adobe Acrobat files (PDF's), Power Point, Word, Excel, CADD, Video and of course MP3 files.

There's virtually an unlimited amount of files you can publish and chronologically archive. All you have to do is type in a release date, give it a title, select the format, upload a picture if you want, select the contact and finally choose the category where you want it published.

*Release Date:	<input type="text" value="10/31/2007"/>
*Location:	<input type="text" value="Charlotte, North Carolina USA"/>
*Story Title:	<input type="text" value="Taking Back The Web - Part 1"/>
*Story Format:	<input type="radio"/> MP3 <input type="radio"/> Word <input type="radio"/> Excel <input type="radio"/> Adobe PDF <input checked="" type="radio"/> Plain text <input type="radio"/> PowerPoint
*Story Body:	<div style="border: 1px solid gray; padding: 5px;"><p>FOR IMMEDIATE RELEASE</p><p>Publishing this article is a no-brainer. We can publish company news, white papers and calendar events anytime.</p><p>Using this tool is a fantastic asset. It is as simple as "edit copy, edit paste".</p></div> <p>Required for plain text ONLY</p>
Image #1:	<input type="text" value="C:\ My Documents and S"/> <input type="button" value="Browse..."/>
Image #2:	<input type="text" value="C:\ My Documents and S"/> <input type="button" value="Browse..."/>
Document File:	<input type="text"/> <input type="button" value="Browse..."/>
*Contact:	<input type="text" value="Bennie Warshaw, WEBPRO - bennie.warshaw@webpro.com"/> <input type="button" value="v"/>
*Category:	<input type="text" value="Company News"/> <input type="button" value="v"/> <div style="border: 1px solid gray; padding: 2px;"><p>Company News</p><p>-----</p><p>Company News</p><p>PodCast</p></div>

### SEO Professionals Disagree With WEBPRO

Most SEO professionals say dynamic content (content that is stored and delivered via a data-server) cannot be indexed. Here's a challenge for you. Go to Google and type in [Getting Higher Page Ranking](#). That article was published using our program. **Guess who's first and guess who's wrong?**

