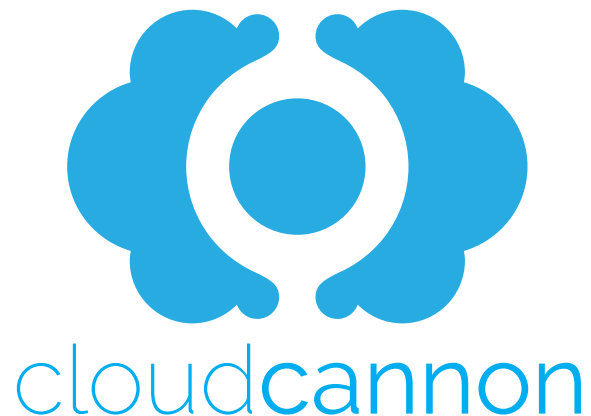


Going from HTML & CSS files to a hosted  
website with a CMS **is hard**

We do it in under 60 seconds



Cloud Cannon is the easiest way for web designers to  
deploy, host and maintain websites for clients.

**It doesn't require any programming and fits in with  
the designer's existing workflow.**

# Customer Problem

A web designer needs a huge range of skills to get a website online and updatable for a client.

There's the creative part of the project, which involves mocking up a design in Photoshop and translating that into HTML/CSS.

Then there's the technical part, which requires the web designer to use a programming language to migrate the website into a CMS, set up and configure a server, then transfer all the website files across using FTP.

Beyond this, the web designer often needs to provide ongoing support to the client, teaching them how to use the CMS platform.



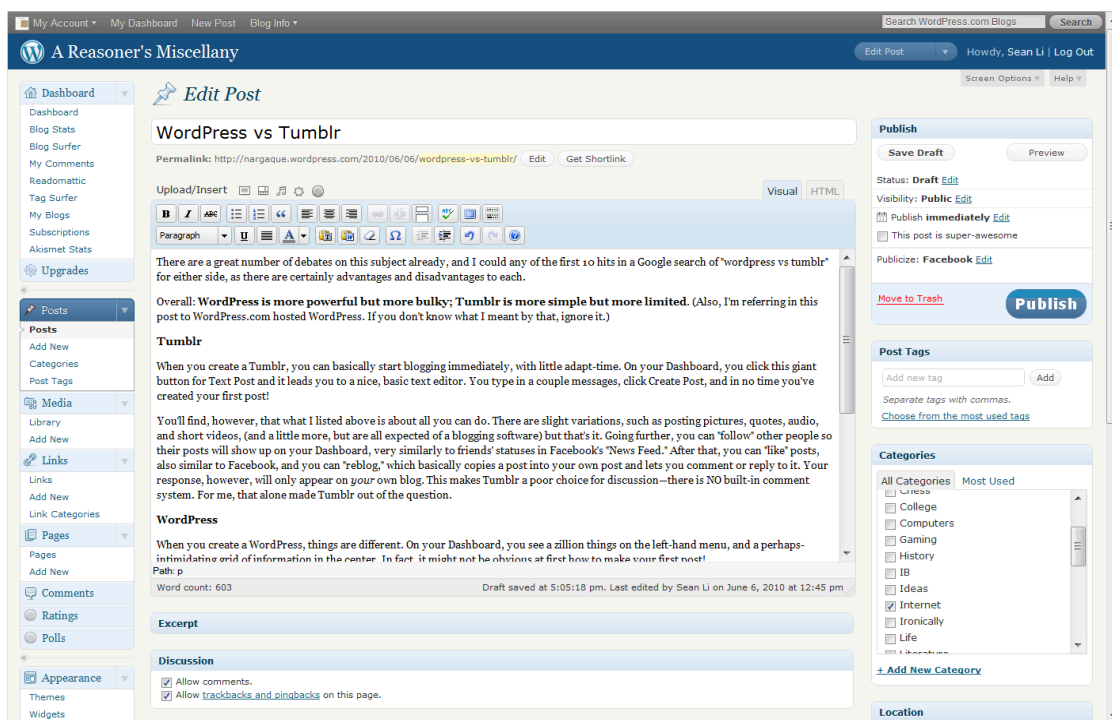
Program into CMS



Set up & Configure  
Server



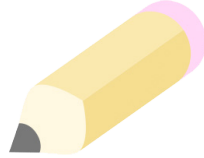
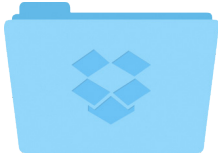
Transfer files



The Wordpress interface is overwhelming for non-technical clients. **The content editing interface looks nothing like their website.** Making changes and viewing changes on the live website are two alternating workflows.

# Solution

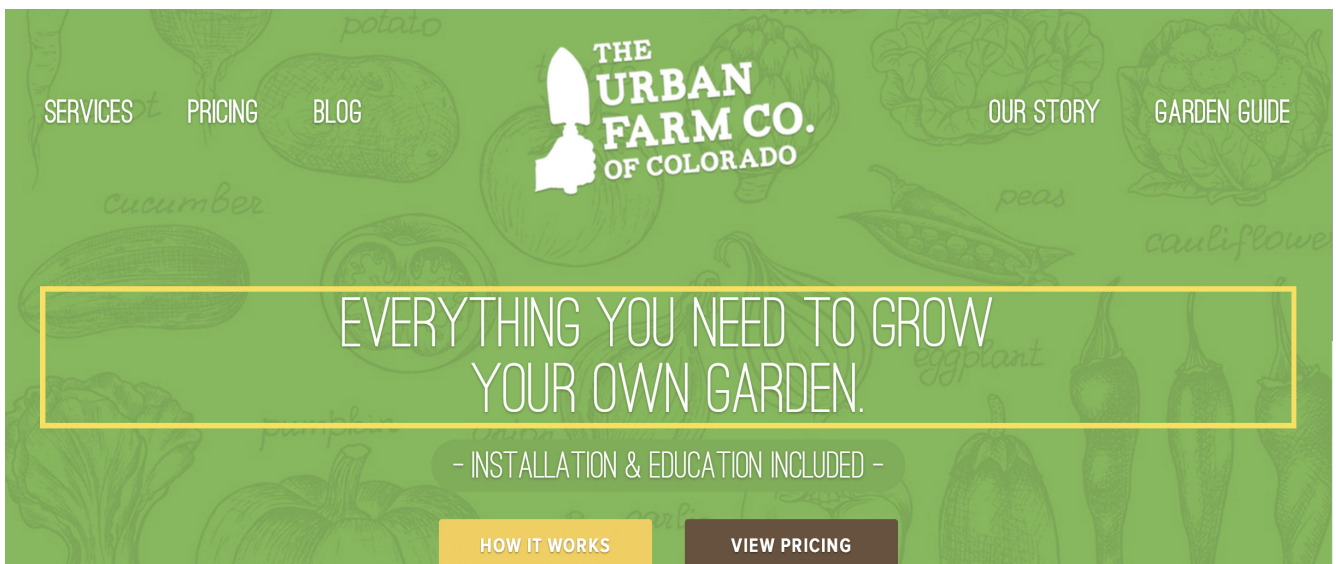
Cloud Cannon eliminates the technical part of the job for the web designer. Now they just need to:



**1** Transfer website files to Cloud Cannon via syncing with popular cloud storage providers or simple drag and drop.

**2** Add class="editable" in the HTML to the text, images, videos and links they want to be client editable.

**3** Hand over to the client.  
Our magic is in the background. The site is now live and updatable.



The client editing interface simply shows their website with yellow boxes indicating the updatable areas. It's so intuitive to use that there's nothing to learn and the web designer has complete control over what the client can edit.

# Benefits of using Cloud Cannon



## Get more done without technical knowledge

Now web designers can cut out an entire portion of their job. Web designers who only know HTML & CSS no longer have to outsource to set up a CMS.



## Supercharged workflow

Cloud Cannon doesn't change the way web designers work. The web designer can still use their favourite code editor and tools, Cloud Cannon just makes the process much faster.



## Fantastic client experience

Cloud Cannon's client editing experience is so easy to use there's nothing to teach. Clients simply click on the area they want to edit and enter in new content.



## Complete Design Freedom

The only creative bounds a web designer has using Cloud Cannon is what they can create in HTML and CSS.

# Extra Features



## Automatic website

We perform a number of background optimizations to Cloud Cannon websites to ensure they are the fastest on the web. Javascript & CSS are minified and all website assets are distributed to a Content Delivery Network.

All of this happens without the web designer having to do a thing. We also have number of additional optimizations in the pipeline such as image smushing.



## Contact Forms

Typically having a contact form on a website requires having a backend to process the data. Well, not with Cloud Cannon.

Web designers can set up a normal HTML form with all the fields they require. Then they add a hidden field to specify an email address to send it to. No programming required.

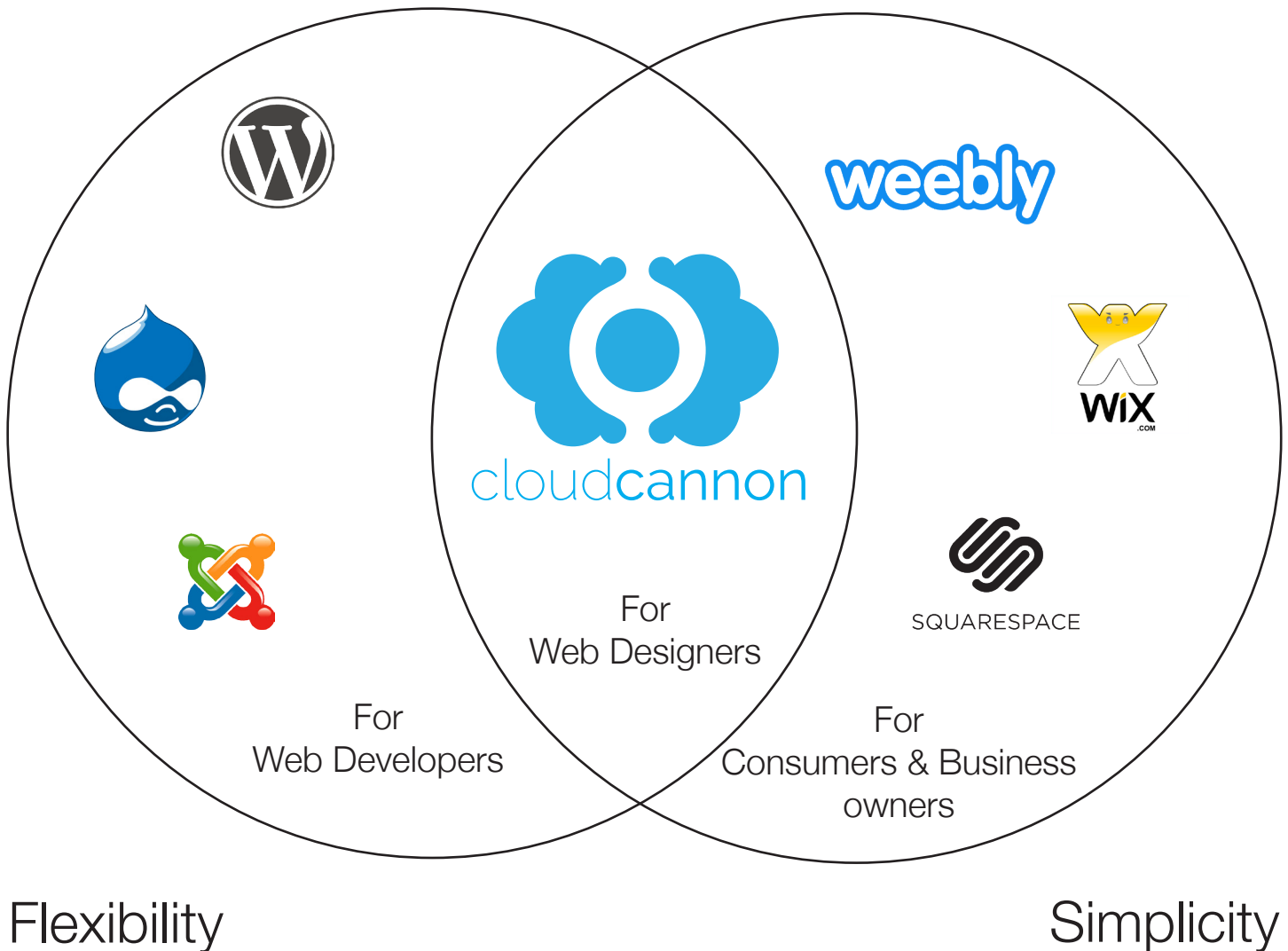


## Includes

Making an update to the footer on a static website requires the web designer to open up all the HTML files which have the footer and making the change. If it's a 50 page website, that normally means making the change 50 times.

Some web designers get around this by using a programming language to include a static footer on every page. Because we don't think web designers should have to use a programming language for a simple website, Cloud Cannon allows you to do the same thing in HTML - just use the following syntax `<!-- include footer.html -->`.

# Competition



Solutions such as Wordpress, Drupal and Joomla are powerful but are overly complex for simple websites. Template solutions like Weebly, Wix and SquareSpace are easy to use but are difficult to customise easily.

Cloud Cannon is the best of both worlds. It's super easy for web designers to deploy and host fully updatable websites, while still having complete control over the design.

# Business Model

Prototype

Free

Production

\$9

per website  
per month

While prototyping the web designer must use a \*.cloudvent.net domain name.  
Upgrading to a production website allows custom domain names to be attached.

## Contact



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