



## web design for the rest of us

### Why is Xara Web Designer different?

Traditional web authoring tools are really just HTML editors, designed to create text layout with few, if any, graphical capabilities. You are expected to use separate graphics tools to create your web graphics and photos, despite the fact that the vast majority of websites are primarily graphical designs.

Traditional web authoring tools tend to be complex to use, are often aimed at programmers, and provide features such as HTML and script editing.

Xara Web Designer is different. It takes a new approach to web creation by being design-based. It gives you the freedom to place anything anywhere on the page - text, photos, graphics, animations, widgets - in an entirely WYSIWYG way; What You See (in Web Designer) Is What You Get (on the final web page). It provides all the graphics features you are ever likely to require. No other software is required.

Further, it provides an easy way to create interactive effects, such as pop-up photos, NavBar menus or mouseover effects that are all commonplace on the web. You can reposition text around objects on your page, or have non-straight edges to your text - things that are traditionally very difficult, even for advanced web designers or HTML coders.

And it does all this without requiring a single line of HTML or script. Web Designer offers no HTML code view and no ability to program JavaScript, but it does provide the easiest, fastest way to create great looking websites - and that even includes responsive websites with (for example) mobile and tablet variants!

Web Designer includes a wide range of pre-designed web templates to get you started (whole pages and even ready-made sites, plus collections of individual items such as NavBar, icons, buttons, text panels, etc) and a large collection of Widgets for adding functionality from forms and maps to e-commerce.

### Product Information

#### Choose a web page or website template

- Choose from hundreds of pre-built page designs created by professional designers, or even pick a ready-linked site
- Each can be fully customized; reposition objects, buttons, headings and photos, anywhere on the page with pixel accuracy via drag & drop
- Smart page resizing and object positioning automatically adjusts page size and object position as you add new content
- One-click change of site-wide theme colors and linked shades.
- Drag & drop extra items from the Designs Gallery, such as buttons, text panels, speech bubbles, widgets and more

### Product Information continued

- Add additional pages by dragging a new page layout from the Designs Gallery. All colors automatically matched
- Drag and drop replacement of photos with your own
- Click to edit - customize the text and links as you wish
- Items repeated on every page, such as NavBar or headings, can be updated with a single edit.



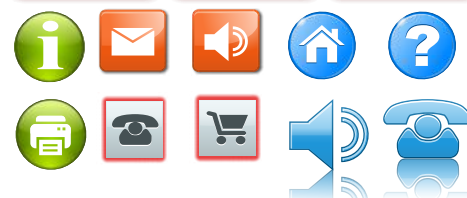
### Or create your own page designs

- Start with a blank page and add the key elements, photos, graphics and text, animations and Widgets, with absolute freedom to place anything anywhere.
- Pixel accurate text placement - across all browsers
- The freedom of design of Photoshop™ but with resolution independent vector graphics, non-destructive editing and all the HTML and JavaScript created for you.

### Add graphics

- Import a wide range of graphic types. EPS, PDF, layered PSD files, TIFF, SVG, RAW as well as GIF, PNG, JPG and more
- Automatic optimization of photos and graphics
- Create and embed Flash files, with accurate, anywhere on the page, positioning
- Use the built-in graphics tools to draw common page graphics, such as rounded rectangles, with graduated color and transparency. Vector graphics tools include line and shape drawing, 3D extrude, soft shadow, bevel, mold, plus fill, transparency and feathering
- Or pick ready-made graphics from the Designs Gallery which includes button bars, icons, misc web graphics, text panels, headings and more, all easily customizable
- Full support for transparent PNG images.

Button Text 1 Button Text 2 Button Text 3





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### Product Information continued

#### Add animation, widgets and effects

- Really easy mouseover (rollover) and pop-up effects
- Add DHTML menus to your NavBars
- Easy thumbnail creation with animated pop-ups
- Create Flash animations or animated GIFs
- Pop-up layers (containing text, graphics and photos)
- Make your site more dynamic by adding third party widgets such as Google Maps, YouTube movies, photo & content sliders, Facebook & Twitter buttons, news feeds, forms, charts and graphs, e-commerce solutions and many more
- A large collection of these widgets is included in the Designs Gallery.



#### Work with photos

- Includes a non destructive, ultra fast photo tool, with crop, auto-enhance, adjust contrast, brightness, blur, sharpen, red-eye correction and a panorama maker
- Replace photos in the templates by simply dragging and dropping your own on top, or add new photos by dropping them into the required place on the page
- Automatic conversion of photos to the correct optimized format at web resolution
- Easy thumbnail creation with animated pop-ups
- Designs Gallery includes a collection of ready-made customizable photo objects and frames.



Your caption here

#### Work with text

- The first web authoring software to provide automatic text flow around irregular shapes such as photos, and text anchoring.
- Simple text objects, resizeable text columns, or flowing text frames, all placed with pixel accuracy
- Live, interactive font size and font style selection, including 600+ Google Fonts
- Embedded fonts feature gives freedom to use far more than the usual so called 'web safe' fonts

## Font Embedding

*These fonts are embedded into your website using the entirely automatic font embedding feature, so web browsers display just about any font you use, and the text remains Search Engine friendly.*

### Product Information continued

- Check-as-you-type spell check in 7 languages
- Flexible Text Styles feature
- Text panels & buttons that automatically stretch as you type
- Any text can be rotated, even columns of text, any angle
- Add soft shadows, transparency or even color fills to text
- Import text from Word (docx) or import as RTF.

#### Create presentations

- Create web-based 'slideshow' type presentations that your site visitors can step through using the keyboard arrow keys.
- You can even remotely host a web meeting (a Webinar) sharing your presentation with an invited audience.

#### For the web

- Add page titles, descriptions and keywords for SEO
- Add page tracking (e.g. Google analytics)
- W3C compliant and cross-platform, cross-browser compatible (IE6+, Safari, Chrome, Firefox, Opera) & XHTML
- Auto created sitemaps for search engines.

#### Preview & publish

- One click browser preview (all popular browsers)
- One click publish (FTP upload) to your web server
- Allows multiple user-definable FTP profiles
- Includes a free web hosting option from MAGIX Online World, including 2GB storage and a domain name
- Share menu for easy upload of images to Flickr or Facebook.

#### Advanced Use: Responsive Sites & Supersites

V10 offers two options that will help you create modern stand-out sites:

- A responsive web design solution that allows you to create multiple variants (eg desktop, tablet, phone) with shared content but with the ability to freely customize the layout of the variants to suit the target device size. The layout of the variants is entirely in your control, ensuring a quality result at any size. Web Designer exports a single HTML file that dynamically changes from one layout to another depending on the screen size of the viewer. No coding required!
- Single page Supersites are an opportunity to make small focussed sites that stand out from the crowd. Either present your website as one single, fast scrolling document using scroll or swipe to navigate, or present pages one at a time in the traditional way, but with super-slick animated page transitions, triggered by scroll, or click.







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### What's New in v10

V10 is a major upgrade that introduces new features and content. Key new features include:

- A responsive web design feature
- Single page Supersites (create sites that stand out from the crowd where you scroll from page to page or have animated page transitions)
- New fast & flicker free page transition effects for presentations and Supersites
- New widgets and web themes
- An Online Content Catalog
- SmartShapes, a new and easy way to create some of the most commonly required drawn shapes
- Insert menu for quick addition of new elements to the page
- Password protected MAGIX Online World pages
- Improved Word and PDF import
- Free MAGIX Online World 'M' hosting with 2GB space

For details on these and other new features visit [www.xara.com](http://www.xara.com)

### Why Xara Web Designer?

- No HTML or JavaScript required.
- One software package to create and publish your site. Web Designer offers all the tools you'll ever need for page layout, graphics, text, photos and animation, from concept to completion.
- Complete design freedom; you can literally place anything anywhere on the page. Effects that are traditionally difficult to achieve in HTML editors - such as text with curved edges or at an angle - are a snap in Web Designer.
- It's genuinely WYSIWYG, what you see in Web Designer is exactly what you get on your web page.
- A choice of professionally designed templates, for quick, great looking results. Customize as much as you need or create pages from scratch.
- A great rapid website prototyping tool.
- Loads of clever, time and effort saving tricks such as text flow around objects, buttons and text panels that automatically expand as you enter text, easy mouseover, menu and pop-up effects, and one click changing of site wide theme colors.
- Works with industry standards - W3C compliant and cross browser compatible.
- Outstanding value for money.
- Produces compliant, efficient, compatible websites

### System Requirements / Pricing

- Windows® XP/7/8/8.1 or Vista
- Minimum 500MB RAM, 300MB available hard disc space
- 64 bit or 32 bit
- Format: download with instant unlock  
SRP: \$99.99 or £89.99 inc VAT or €99.99 inc VAT  
(optional back up CD can be added during purchase)

### What The Press Say

Note: These reviews refer to Web Designer 9

"..an excellent WYSIWYG web editor, with a wealth of powerful and user-friendly features that make it simple to build surprisingly sophisticated web pages."

#### Expert Reviews

"This is an excellent application for designing your own website, particularly if you like the idea of doing it yourself."

**V3.co.uk**

"Xara Web Designer 9 is a good WYSIWYG web builder, easy to use and capable of producing quality results."

#### PC Authority

"Xara Web Designer 9 is a great choice offering attractive, feature-packed sites without demanding any web-coding skills."

#### Software Crew



### Other Resources

- The Xara website, including more info, template previews, reviews & testimonials, intro movies and free trial download: [www.xara.com](http://www.xara.com)
- Demo movies: [xara.com/webdesigner/demos](http://xara.com/webdesigner/demos) or on YouTube at: [YouTube.com/user/XaraVideo](https://www.youtube.com/user/XaraVideo)
- Example site and intro to Web Designer (this document is also included in the Designs Gallery): [webdesigner.xara.com](http://webdesigner.xara.com)
- User forums: [TalkGraphics.com](http://TalkGraphics.com)
- Knowledgebase, troubleshooters, FAQs and contact support: [support.xara.com](http://support.xara.com)
- The Xara Xone: tutorials, hints & tips, free stuff & more: [xaraxone.com](http://xaraxone.com)
- Back issues of The Outsider, Xara's monthly newsletter: [xara.com/outsider](http://xara.com/outsider)
- The Resource index, a searchable list of tutorials, movies etc by Xara and third parties: [xara.com/resources](http://xara.com/resources)
- The Widget Guide, a user guide for many of the widgets bundled with Web Designer: [xara.com/widgets](http://xara.com/widgets)
- The Web Gallery, a showcase for websites created by customers with Xara software: [xara.com/websitegallery](http://xara.com/websitegallery)
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