

# MaxQsoft Video Website Publisher

## Learn the features and functions of the app

**MaxQsoft** video application is an online video site publishing software with Social Media features embedded that allows Businesses, churches, magazines, newspapers, associations etc. to easily and very quickly publish a complete, professional video application with all the required features. At its core, the video directory is a categorized searchable gallery of videos with one click social sharing function.

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## Why videos say it best?

It is because people are geared to respond and act more rapidly to videos. Videos do not require a lot of thinking and relays faster to your customers' minds. In fact, video commercials make the customers' decision for them, which will turn into positive business dollars for the business owner.

**MaxQsoft** video application uses video commercials, featured videos, video addition and banner advertising to generate reoccurring revenue.

## Easy to Update the Design

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Whether you are a beginner or an expert developer, it's easy to update the design, look and feel of your video website by adding an image header and changing the color for the homepage with the color modifier.

## Simple Backend Management

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**MaxQsoft** video application utilizes a powerful yet user-friendly management system and interface. This management system allows you to customize the video application to meet your business needs and take your business to a whole new level.

## Upload your Logo & Header image

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Branding your video site is very important so we make it easy for you to upload your logo and header image. In fact, unlike many other online applications we setup your website for you. So, all need to do is provide your logo and header image and we will upload for you.

## Upload your Banner

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Generating Revenue is a very important function of the video application. Therefore, the video application has a banner system for generating advertising revenue. The images for the banners can easily be uploaded and set to rotate at your desired speed.

## Include Your Social Media Links

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Leveraging the sharing power of social media is incredibly important. That's why we make it easier than ever to seamlessly integrate your social media profiles with your MaxQsoft video website. Simply add your external links to the most popular social media sites.

## Category Browser

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The category lookup allows your website visitors to quickly search for videos by clicking on categories and then subcategories. The two-tier category search is easy to setup simply add all the required industry categories and the related subcategories.

## Video Search

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The search field allows your website visitors to quickly search video content by keyword. The system first searches the title for keyword or phrase and then the description to return the most relevant result.

# PayPal & Credit Card Payment

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Use the built-in payment system to sell recurring subscriptions. Recurring payments are completely automated with no need for any manual processing. The payment system is secure and can process credit cards and PayPal payments.

## SUBSCRIPTION OPTIONS

The administrator of your video site has the option to charge a fee for each of the three account types (user types) available by simply including a price to force payment or enter a \$0 to make it free. When \$0 is placed in the price field no credit card information is required.

## USER TYPE (ACCOUNT TYPE)

- Basic Account
- Standard
- Gold
- Premium

## USER TYPE (ACCOUNT TYPE) Options

- Count Period (The number of periods for which payments will be received)
- Period (days, weeks, Semi-month, Months, years)
- Number of videos
- Number of Commercial videos
- External Link ON/OFF
- Featured Videos ON/OFF
- Pricing

## USER TYPE (ACCOUNT TYPE) Setup

The administrator has the ability to customize the four-user types above. The ADMIN can choose how often the customer will be billed, from daily, weekly, monthly or yearly. The ADMIN can also determine how long the billing will continue to 12 months for 3 years.

# Featured Video Spotlight

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Yet another revenue stream! Help members showcase their videos by providing featured video positions. When a featured video is set into rotation it will in time be seen in the video player visible as soon as a user visits the site. ADMIN can charge a premium for Featured videos spotlight positions. Featured spots are limitless but we recommend a maximum of 16. Selling these valuable positions to your client base is easy. Your members will be pleased to know they are purchasing a worthwhile investment. You only need to turn the feature video feature on for the appropriate account type.

# Customizable Meta Tags

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You can customize your meta tags: Title and description. The tools are easy for anyone to use, within a few clicks you can update your meta data and ensure that your site's SEO is optimized the way you like.

# Upgrade Payment Plan

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Your website's members can easily upgrade their membership plans at any time for additional features & perks that you arrange. The system will automatically prorate the additional amount owed by the member for the specified billing cycle.

# Menu System

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No hassle dropdown menu with submenu items. Maxqsoft video site makes the process of customizing your website's menu and creating dropdown menus easy and intuitive with simple placement settings.

## Several Menu Systems

- Main menu (two tiers: Main menu & Submenu)
- Top Menu
- Footer Menu
- Additional Footer Menu

## Commercial Videos (revenue stream)

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The video application allows your clients and you the site owner to upload and run commercials. You can charge a premium for clients to run their commercials. The commercials are an excellent revenue generation stream. Each commercial is tied to a video category and will play when a video related to that category is requested. The commercials are set to play prior to the requested video. The Administrator can set the frequency the commercials run.

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## Ensure Major Browsers Compatibility

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No two browsers render in quite the same way. The majority of differences are subtle but they become more pronounced as you move toward cutting-edge technologies. A particular feature may be fully implemented in one browser, but not properly in another.

## Video Website is Responsive

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The MaxQsoft Video application is responsive which means the screen is size so it's as easy to use on mobile as it is on tablet and desktop – no pinching or horizontal scrolling required.

# Signup to use the site

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The MaxQsoft Video application has two types of accounts. Free User and manage video account.

## FREE USER ACCOUNT

To obtain the full value of this site Visitors/users should sign up for a FREE USER account. The sign up is quick and easy. Free users cannot add videos but they get the following benefit.

- **Pin Favorite Video** - Pin your favorite videos to your wall for playlist & future play
- **Love/like a Video** - Say you like a video. Number of LOVES a video receives say how good it is.

## MANAGE VIDEO ACCOUNT

The manage video account allows users to sign up and add videos to the site. The number of videos that can be added by a user depends on the type of user account selected. These manage video accounts can be free or paid. Along with the ability to add videos the manage video

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# Calendar Display

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The MaxQsoft Video application displays videos in a monthly calendar format. Videos are shown in the month that they were uploaded.

# Video Approval

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All videos, including commercials and standard videos must go through an approval process before it can be displayed on the website.

# User profile

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The user profile allows the account holder to change password, upgrade account and edit their account information.