



25 years of experience



Incomedia & WebSite X5: BUSINESS PRESENTATION



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Who We Are

www.incomedia.eu →

Incomedia

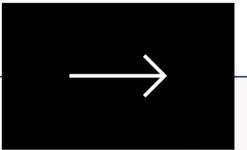
We are an Italian software company specialized in the development and marketing of software, committed to offering new web solutions for merchants, artisans, and SMEs.





Goals

We contribute to the **digital transformation** of small and medium-sized enterprises, organizations, merchants, and artisans.



We think that technology should be: **for everyone, high quality, simple and intuitive, serving people's needs.**

These are the values that have guided Incomedia in the development of its software over the past twenty years.

With the software solution designed and developed by Incomedia, anyone can create their own **website, blog and online shop**, even without programming skills.



WHAT we do?

To help you unleash your potential, we make sure that our software does not require programming skills, offering a cozy, user-friendly, and fully visual working environment.



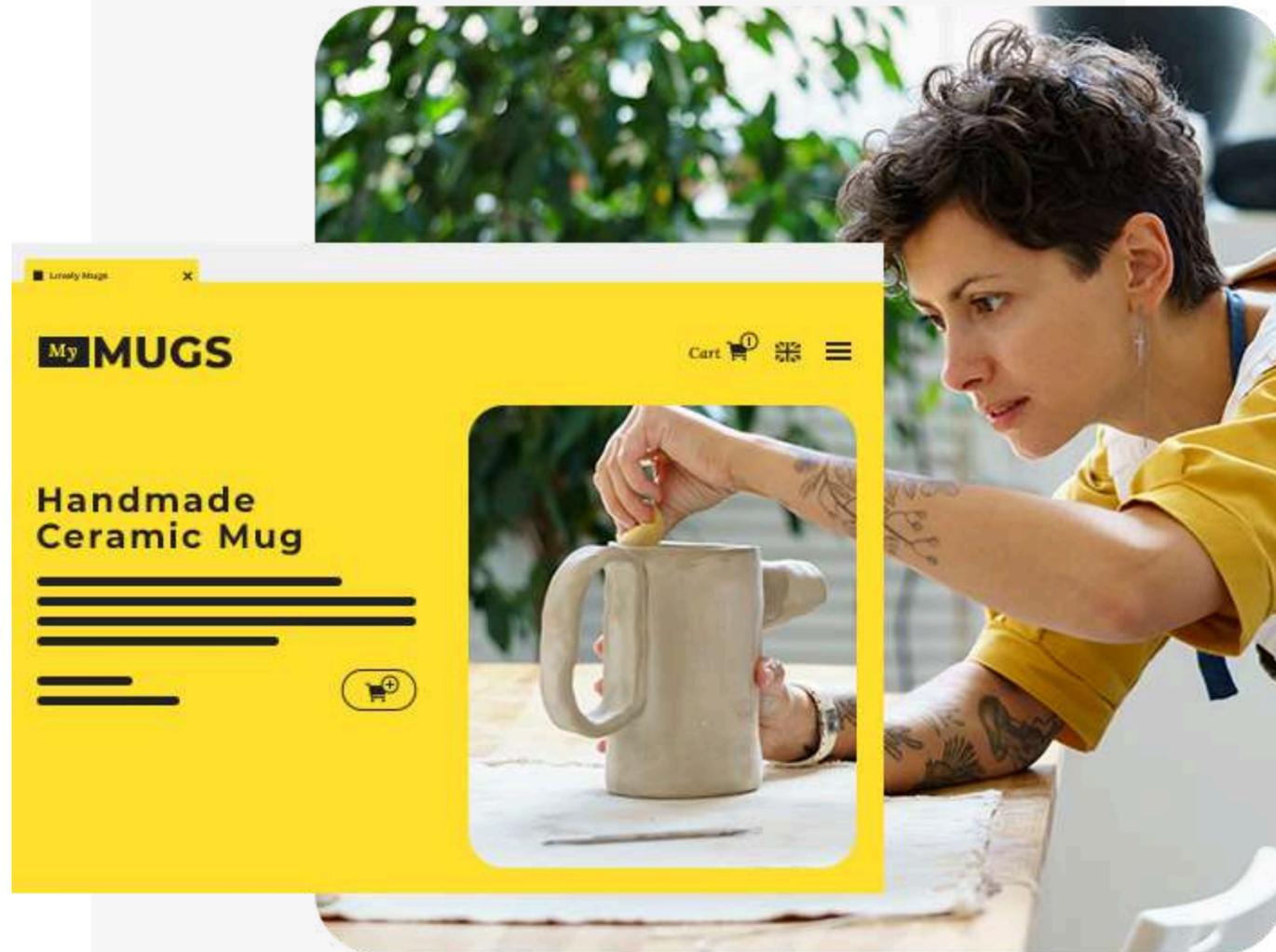
www.websitex5.com →

WebSite X5 is our flagship product

A simple and professional tool that, through a guided process organized in five steps, enables the creation of multimedia and interactive educational content, websites, e-commerce stores, and blogs in a very short time.

Now with AI

With this **Artificial Intelligence**-based text generator assistant, you can write **any kind of text** you need, **optimized for SEO**.



W5 WebSite X5

It's the ideal software for anyone who wants to bring their business and passions online, even without programming skills.

WebSite X5 is available in two editions:

- Evo (perfect for showcase and personal websites)
- Pro (perfect for corporate websites and online shops).

[Check out our video tutorial →](#)

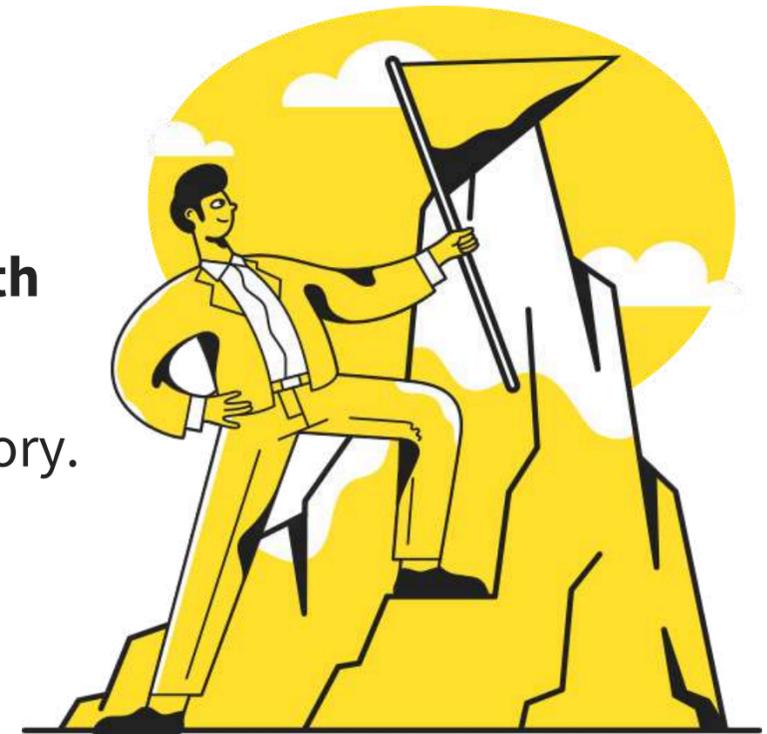


WebSite X5 NUMBERS

- **More than 600,000 websites**
created with WebSite X5.
- **120 Countries**
in which WebSite X5 is sold.
- **19 Languages**
in which WebSite X5 is available.
- **Support**
in five languages.

Milestones achieved:

Since 2005, we have become **4th in Italy, 9th globally** in the "simple website builder" category.





WHY choose WebSite X5

- 01. **Super easy.**
- 02. **Immediate.**
- 03. **Comprehensive.**
- 04. **Creative.**
- 05. **Fun.**

01

Follow the guided 5-step process, always work visually, and never touch HTML code

02

Learning times are reduced, and you start working immediately: your website is online sooner than you imagine.

03

Everything you need to create a professional website is included. From forms to databases, from galleries to the online store, and so much more.

04

You can customize everything because, even if you decide to start from a template, the style must be unique – yours.

05

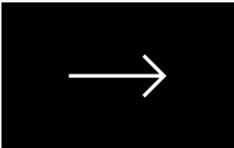
Follow your inspiration and shape your ideas: you can focus only on the enjoyable part of the job





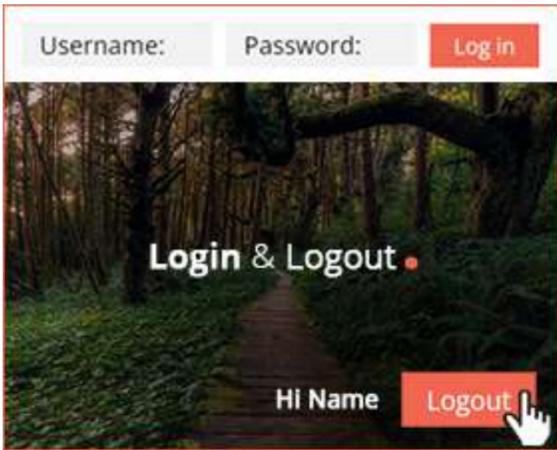
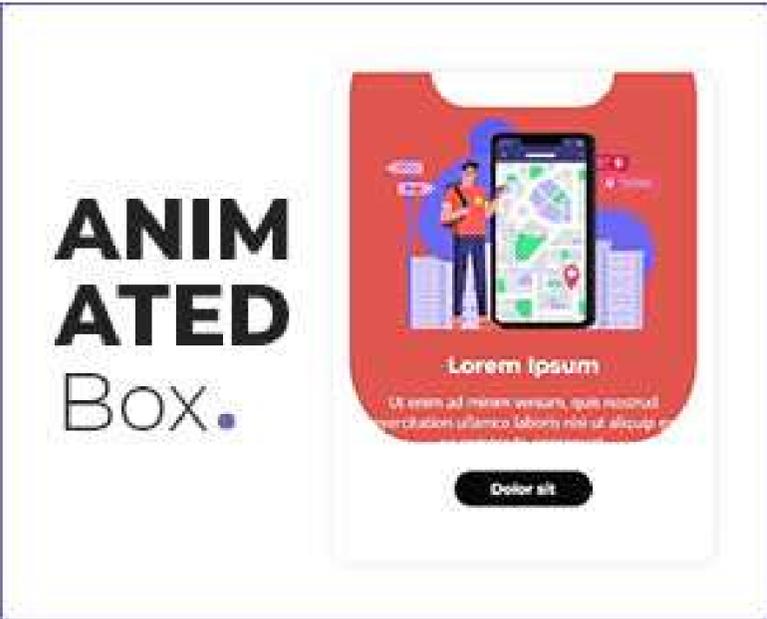
Creativity

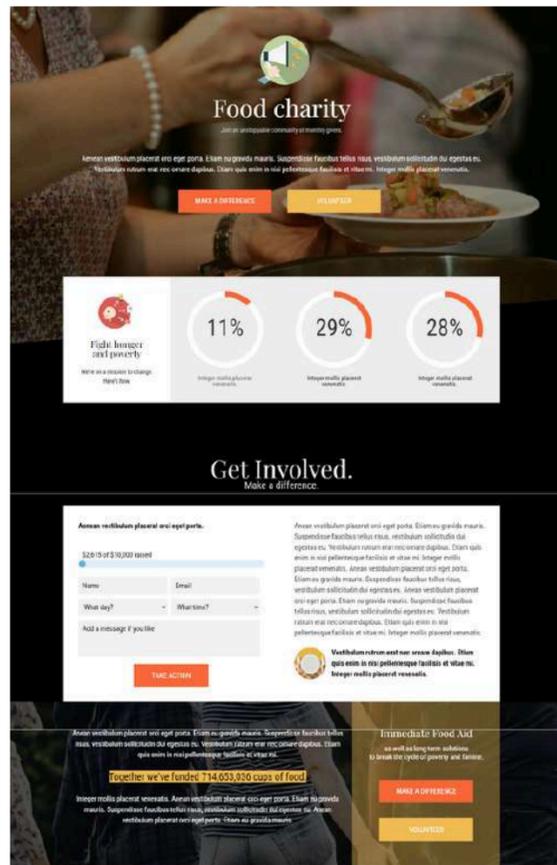
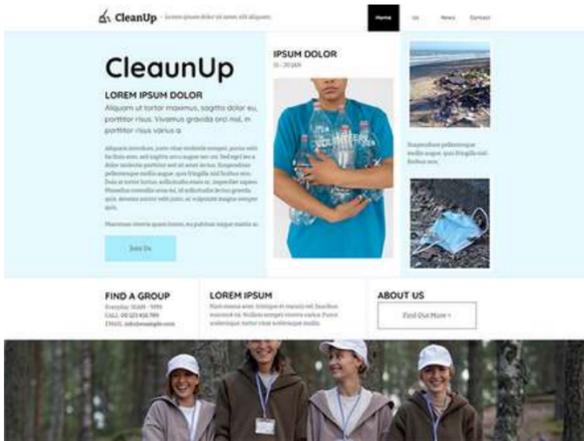
WebSite X5 offers many Templates you can start from, as well as many multimedia Objects you can use to build the pages of your websites. Moreover, with **AI**, writing texts has never been easier.



Optional Objects

In addition to the features and benefits mentioned, all editions of WebSite X5 include two **libraries of images (over 25,000,000 images) and videos (over 18,000 videos)**, one premium in collaboration with DepositPhotos and one free through integration with Pixabay.





W5 Templates



It's great to know you're free to do what you want!

You can create your own template from scratch or save time by choosing from 100 predefined ones. You can customize it in every aspect and add all the pages you need, composing them with your content. You can easily integrate Google Fonts, use the rich libraries of included images/videos, and take advantage of all the customization options available.

We like to think that

«if you can imagine it, you can do it».



MagicText ✨

The new Artificial Intelligence-based text generation assistant integrated into WebSite X5.

Never run out of ideas

Are you looking for inspiration? Do you need an efficient product sheet or a new blog post? Use MagicText and find new ideas.

No more writer's block

MagicText only needs a few hints to create quality text. It's a good starting point to achieve the final draft real quick.

Only quality texts

Improve your requests, change tone and language: MagicText will generate several text variants, you will be free to use them as they are or to edit them.



Find new ideas



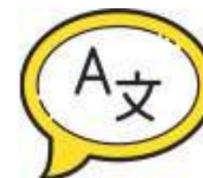
Write titles, short & long texts



Generate SEO titles



Generate tags



Write in the correct language



Use the best tone



W5 The main functions

Thanks to **5-step guided process**, WebSite X5 allows all users to build their own website or online store **independently**.
Make the most of your online potential with the **many features included** free of charge in the program.

Unlimited
Projects

Write your contents
with the Artificial
Intelligence

More than 140
Templates included

Maximum
graphic
customization

Intuitive
Drag&Drop Editor

Blog Optimized
for Search Engines

Advanced Seo
Tools

E-Commerce With
Unlimited Products

Mobile
Optimization

Secure Payments
for the E-Commerce

[Discover all features →](#)



Included **HOSTING** service

Starting from September 2021, purchasing a copy of WebSite X5 Evo/Pro gives you free access to the hosting service developed in collaboration with HOST.it, an Italian company and leader in the sector. Why use the included hosting?



Hosting evo



Hosting pro



Dedicated Hosting:

A service specifically designed for WebSite X5, ensuring maximum compatibility for different operating systems.

Speed and Performance:

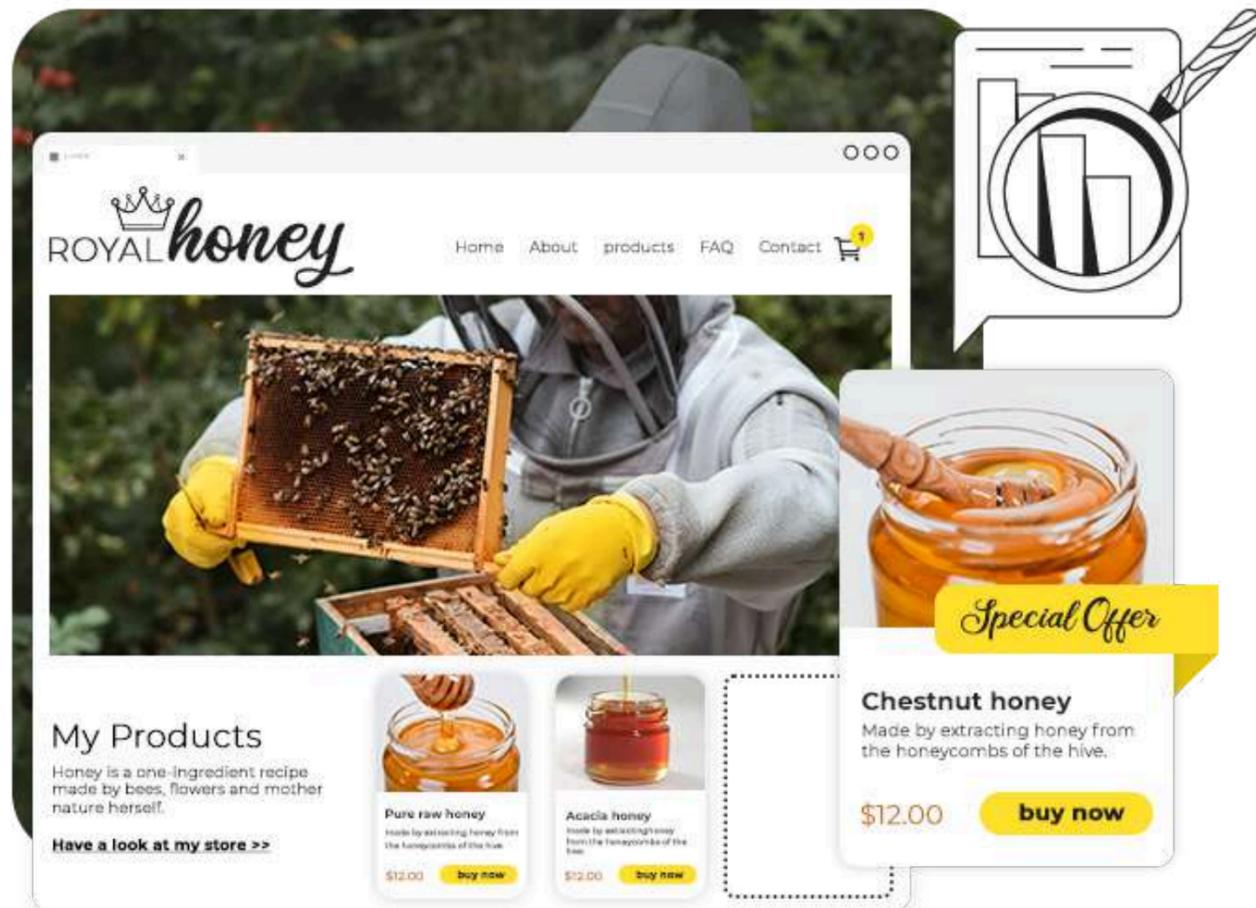
Thanks to SSD disks, HTTP/2, and advanced caching mechanisms we guarantee top website performance.

Security and Reliability:

We chose an exceptional partner that has been designing and implementing hosting services since 2002 so that websites can always stay online.



Incomedia Partner



Create your online shop with WebSite X5

Starting an online shop is easier than you think:

- No fees and No commissions
- No programming skills required
- Secure payments with all major systems
- 12 months of hosting and updates included
- Free support in five languages





W5

SAMPLE
websites

W5 Edo Sartori - Instrument Maker



“

I chose WebSite X5 because it guaranteed that I could do it myself.

It took me years to learn how to make instruments, but I launched my website in just 5 steps.

My website is my second chance, the second life I was waiting for.



W5 Roberto Borghesi



“

I started out by trying different types of software until, somewhat by chance, I discovered WebSite X5. I was immediately impressed by its extreme ease of use, excellent help guide and, above all, the fact that this software has, in a certain sense, evolved with me, sometimes anticipating my operational needs with its updates.

Today, his business is also growing online.

The screenshot displays the Roberto Borghesi e-commerce website. The header includes the brand name 'ROBERTOBORGHESI', navigation links (HOME, SHOP, EXTRA, OUR STORY, CONTACT), a shopping cart icon, and social media icons (Facebook, LinkedIn, Instagram, Twitter). A search bar and a login form are also present. The main content area features a grid of 12 jewelry items, each with a 'NEW' badge, a product image, a title, a description, and a price. The items include:

- Rare art deco bracelet with diamonds, over 28 ct. Austro-Hungarian Empire (40000.00 €)
- Gorgeous Late Victorian Snake Bangle (15000.00 €)
- Art Deco Bracelet (8500.00 €)
- Russian XIX century bracelet (7000.00 €)
- Exclusive diamonds bracelet (5000.00 €)
- Exclusive Damiani diamonds tennis bracelet (4000.00 €)
- Polychrome enamels "moretti" gold bracelet (3500.00 €)
- Amethysts link bracelet (1600.00 €)
- Three pearl string bracelet (1500.00 €)
- Sumptuous Austro-Hungarian garnet bracelet (10000.00 €)
- Coral pearls bracelet (7000.00 €)
- EXPLORE JEWELS... (0.00 €)

The footer contains the Roberto Borghesi logo, customer service contact information, social media links, and legal notices (Privacy Policy, Cookie Policy). The website is identified as the property of ROBERTO BORGHESI d.o.o., located at Prečna ulica 1 - 6210 Sežana, Slovenia, with VAT number SI85994138.



B&B Castello

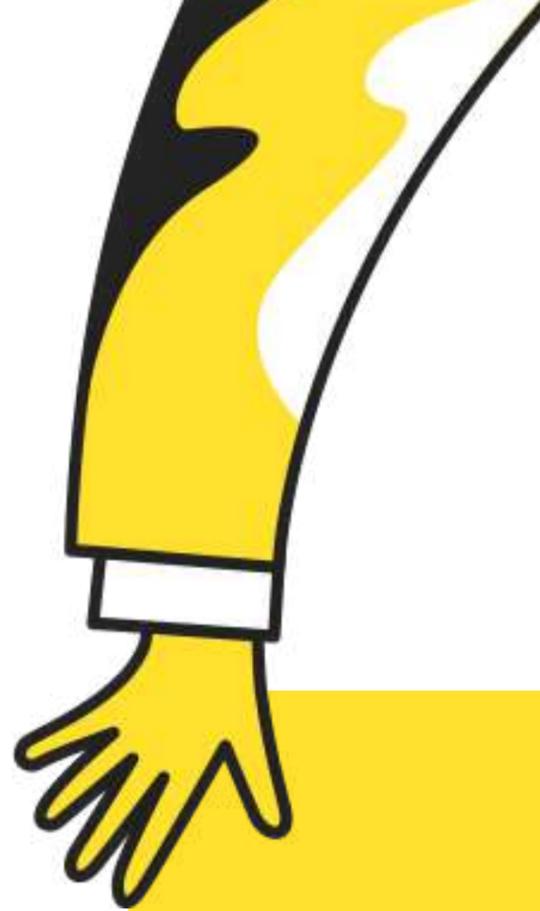


“

I chose WebSite X5 because it gave me the freedom to customize my site the way I want it, with large, full-screen images.

I couldn't have imagined that a simple website could change my life.





Thank you.

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