






Comparing MAGIX web editing software

MAGIX, the market leader in web editing software*, offers two alternative solutions for creating websites, whose focus, functionality and design options were conceived and optimized for the two key user types and most common application areas.

MAGIX Website Maker 4 is the ideal solution for creating dynamic Flash® websites with a real entertainment touch – absolutely no previous knowledge required! Its unique combination of efficient online software, modern animation technology, customizable templates, 5,000 MB webspace and a personal included domain have made Website Maker 4 a multiple award winner.

MAGIX Xara Web Designer 6 goes beyond web editing basics, offering various innovations for designing freely expandable websites that are also of interest to advanced users and those already working with other website applications, as well as website producers and professionals working on commercial projects.

This chart outlines the most important differences:

		
WEB EDITING	MAGIX Website Maker 4	MAGIX Xara Web Designer 6
	The all-around package for dynamic <i>Flash®</i> websites	The innovative complete solution for your own perfect website
GENERAL		
Design principle	Customize templates individually (incl. assistant with step-by-step instructions)	Complete design freedom (incl. templates)
Technological basis	Adobe Flash® (incl. animation technology)	HTML (incl. Flash® elements)
Operating mode	Online (creation & publication directly in the web browser)	Offline (Internet connection only required for publication)
Free updates and program add-ons	✓	-
PUBLICATION		
Website publication (hosting)	Only with MAGIX Online World	With any provider (FTP publishing)
Free storage space with personal web address	5,000 MB (expandable to 10 GB)	500 MB (MAGIX Online World)
Included domain (www.yourdomain.co.uk/.com)	✓	-
Register domains & email accounts (com, net, org, biz, info, nl, es, it, fr, co.uk, name, eu, tv)	✓	-



TEMPLATES		
Website templates	Over 150 web designs, 750 subpages	Over 30 web designs, 250 subpages
Object library	Over 1,250 design elements, animations, effects, widgets (guest book, counter, etc.)	Over 500 navigation elements, buttons, clip arts, interactive photo objects, widgets
Endless variety thanks to homogeneous re-coloring options ("linked colors")	-	✓
Individual page formats & lengths for every page	-	✓
Interactive mouseover & pop-up effects	Predefined	Design freedom
FUNCTIONS		
Image optimization	External (with MAGIX Xtreme Photo Designer 6 and in MAGIX Online Album)	Integrated
Shapes can be adjusted to text length, if desired	Text frames	Text frames & buttons
Repel text around objects ("flowing text")	-	✓
Spell check	-	✓
Symbol functions	-	✓
Freely design, embed, and export animations	-	✓
Export media players, movie strips, galleries, photo tables via HTML code	✓	-
PROJECTS		
Search engine optimization (SEO)	For homepage	For homepage, subpages and text
Viral marketing via Facebook & Twitter	✓	-
Password protection	✓ (For every subpage)	-
Contact management & sending invitations	✓	-
ELEMENT ADDITION		
Integration of external HTML widgets (e.g. for page counters or website analysis tools like Google Analytics™)	-	✓
Integration of external Flash elements (media players, for example)	-	✓



Integration of websites created using MAGIX Website Maker and players	-	✓
FILE SUPPORT		
PDF import	-	✓
FTP import for quickly importing bitmaps from any Internet address	-	✓
Supported formats	See product info	See product info
MISCELLANEOUS		
Beginner's course ("How to build a website" / manual/PDF)	✓	-
User website gallery	✓	-

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*From the market leader in website editing software: MAGIX Website Maker is the top-selling software for the creation of websites in the German-speaking retail industry. Basis: GFK Weekly TrendSetter Software/ Germany/ Web Editing & Design. Period: April 2009 to April 2010. [As of April 2010]