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Websites are now as common as business cards. If you don't have one, your business is not taken seriously, or at least it makes people (prospective customers) wonder why you don't have one. And most will tell you that just having a website is no longer good enough. Your site has to be aesthetically pleasing and functional.

Currently, individuals and businesses that do not have their own experience in web development have two choices when developing a website; pay a web developer tens of thousands of dollars for the creation, design, and maintenance of a site or make your own site via complex 3rd party tools or very limited online-based Internet content management systems (CMS).

The young team that makes up Empowered Internet Solutions (EIS), a new, Hawaii-based high-tech company, has been proving they have the solution to this predicament most businesses face. Recently launching WebOS, a hybrid CMS with full-site management capabilities and a library of extended functionality, EIS has been generating quite a stir in the local web development community.

The software, called WebOS, represents a fundamental change in Web development and offers two things that the leading Web-development programs lack, says EIS CEO Rob Bertholf, 26. WebOS combines many Web site building features into one software and also allows Web sites to be updated directly from the Internet with little or no technical background.

"We believe WebOS will be the new standard in website management and have taken on the job of breaking down the technological barriers of the web," added Bertholf.

Typically for a site to be updated all the changes must be made on a hard copy of the site stored on a computer and then a loaded onto a server. WebOS allows all those changes to be made directly to the website, from the website.

Bertholf says WebOS doesn't limit the design to "cookie cutter" layouts and allows for a high-quality look and feel. Customers can get a new site completely up and running in just a weeks time or convert an existing site in just a few hours. Empowered Internet Solutions has

secured strong partnerships with local web design and content consultants to help enhance the work of WebOS.

“Anyone can easily perform routine maintenance on their website without relying on a webmaster, saving them time and money,” says Bertholf.

But it’s not just the speed, ease of use and affordability provided by WebOS, it’s also the extensive range of features not offered by the typical online-based CMS. WebOS’s includes comprehensive content management, multi-language international support, secure website access control, skinnable template management, contact form generators, document and image gallery management, an internal site search engine, and various reporting features. WebOS can also offer customized backend programs including a real estate manager, event manager, communication manager, HR/employment manager, and much more.

Bertholf sees WebOS as a low one-time investment with unlimited long-term savings. The starting price start of \$1499 will get your existing site transferred to the WebOS management system. For \$1000 more, customers can receive a complete website makeover or a brand new site design. The highest priced package offers multimedia-enabled website creation for \$3499.

Empowered Internet Solutions currently services over 50 customers using WebOS, ranging from personal websites such as Bertholf’s mother’s gardening website up to Marc Resorts, the American Lung Society, and the soon-to-be constructed KSSK Radio's Perry & Price website.