



Content Management: Pictorial Introduction

Each content management system we install and deliver is built using the content management libraries we have developed. The libraries include functionality that allows a web site manager to create pages, upload images and files, manage navigation bars, post blog entries, and even manage a basic e-commerce presence.

The screenshots and descriptions below will provide a general sense of how a website is managed using this content management system. Most of these screenshots show the management back-end of the site. The front-end, which is customizable to match your look-and-feel, is depicted in a few images below. Features that are not provided by default can be added in bespoke modules. We can work with you to define the requirements of those modules.

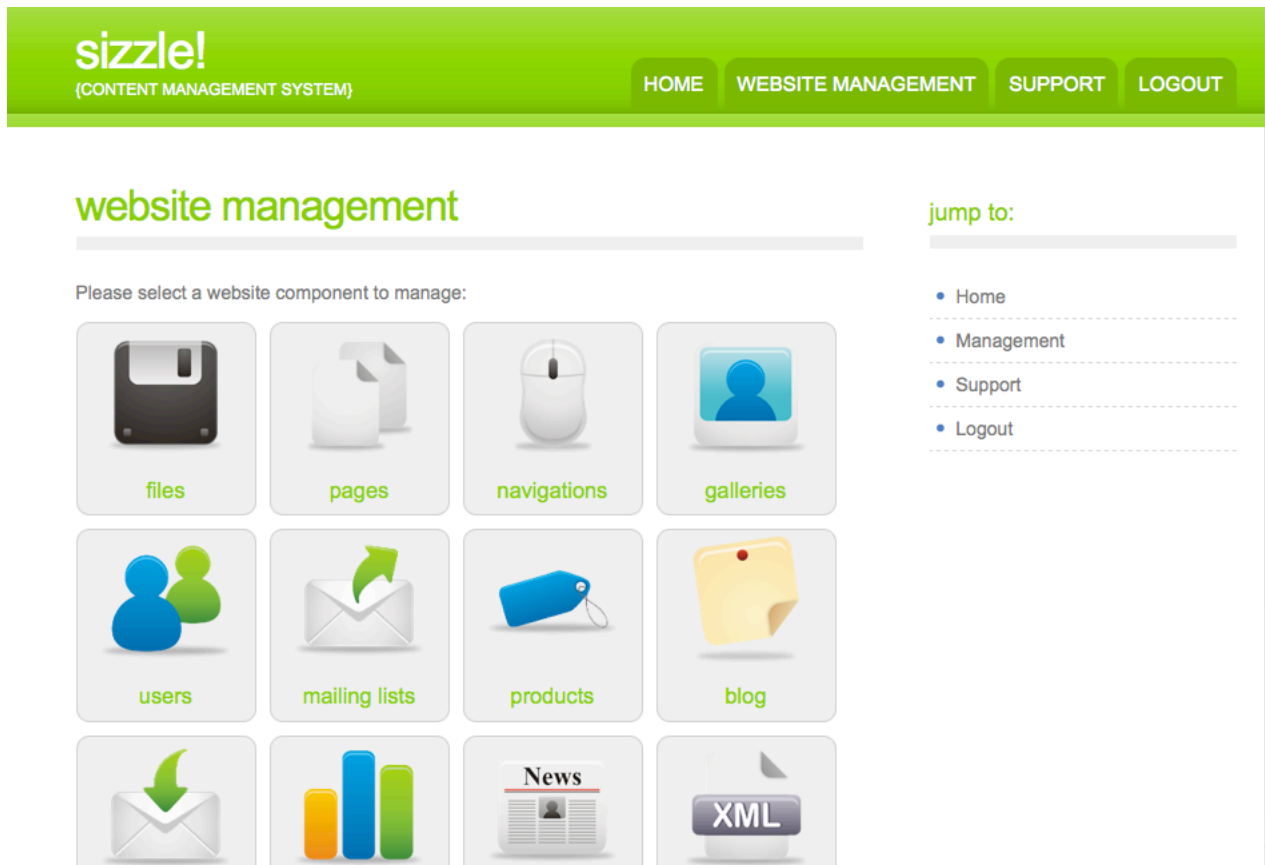
These images do not capture all of the features available. Please see the features document for a list of all the features provided by the content management framework.



Management Back-end

Dashboard

From the below main page, all information and controls are accessible: help, file management, page management, and so on. From here a website manager merely clicks on a component to manage that part of the site.





Page Management

Clicking on page management brings up a list of pages with links that allow the pages to be edited or deleted and new pages to be added.

The screenshot shows the 'sizzle!' content management system interface. At the top, there is a green header with the 'sizzle!' logo and the text '(CONTENT MANAGEMENT SYSTEM)'. To the right of the logo are four navigation buttons: 'HOME', 'WEBSITE MANAGEMENT', 'SUPPORT', and 'LOGOUT'. Below the header, the main content area is titled 'view all pages'. On the left, there is a table with three columns: 'ID', 'Title', and 'Actions'. The table lists several pages, including 'Home *' which is marked as the current homepage. On the right side of the interface, there is a section titled 'actions:' with a list of options: 'View', 'Add', 'Edit', 'Delete', and 'Options'. Each option is preceded by a blue dot and is separated from the others by a dashed horizontal line.

ID	Title	Actions
#22	Blog	Edit Delete
#11	Contact	Edit Delete
#1	Home *	Edit Delete
#12	Mailing List	Edit Delete
#23	News	Edit Delete
#21	Photos	Edit Delete
#25	SANDBOX!	Edit Delete
#24	Sitemap	Edit Delete
#20	Store	Edit Delete

(*) indicates your current homepage.

actions:

- View
- Add
- Edit
- Delete
- Options



Clicking edit or add brings up another screen that allows text to be added into the editable area of a web page. The template, which will include the site's design, will later be displayed around this editable area when a visitor requests a web page. Using the page editor, links to other sites and pages within the site can be added. Images can also be added.

Content:

A screenshot of a content editor interface. The main content area displays a heading "Our mailing list..." followed by a paragraph: "This is an example of the mailing list functionality." Below this is a code block containing "{mailinglists:4}" and a paragraph of Lorem Ipsum text. At the bottom, there is a rich text editor toolbar with various icons for bold, italic, underline, list, link, and other formatting options, along with a "Format" dropdown menu and a "Replacement" dropdown menu.



Navigation

It is not just page content that can be edited. The navigation links can be edited too. Below, in the primary navigation that runs across the top of the site under the header, the website manager has seven links. The pages themselves are managed using the page editor above. Clicking on the links and dragging them into the desired position reorders the links.

Title:

Navigation:

Add a new menu item:

⚡ Title: URL:

⚡

⚡

⚡

⚡

⚡

⚡

Add a new menu item:

Image Gallery Management

Image galleries can be created, images added and removed from those galleries, and information about the images inserted. When the images are displayed on the website, they can be enlarged in a lightbox.

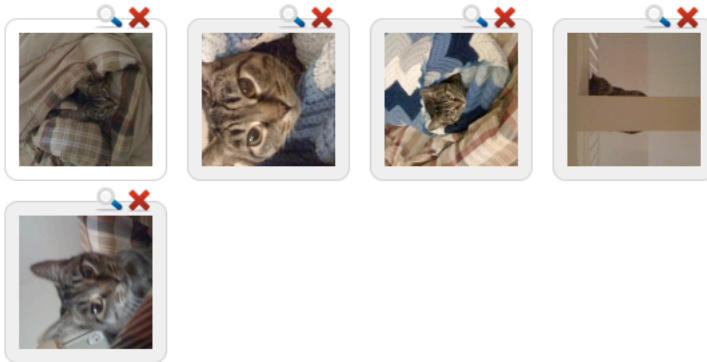
edit galleries

Title:

To upload new gallery image(s), click the "UPLOAD" button.
You may re-order gallery images by clicking & dragging them into the proper order.
Your first image in the series will be used as a gallery "showcase" image.

Images:

UPLOAD



actions:

- View
- Add
- Edit
- Delete

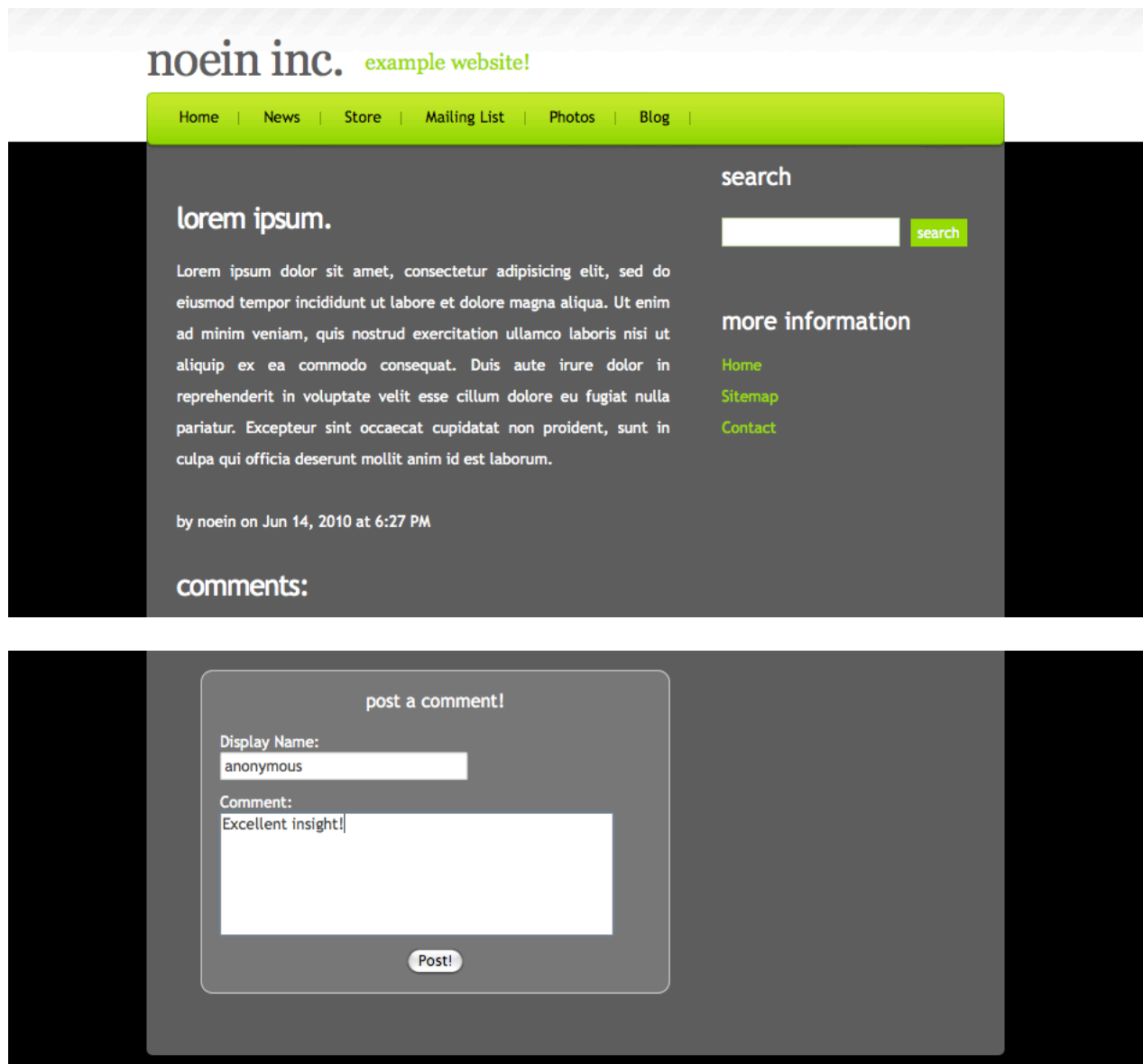


Front-end Features

Blog, Twitter, and Facebook

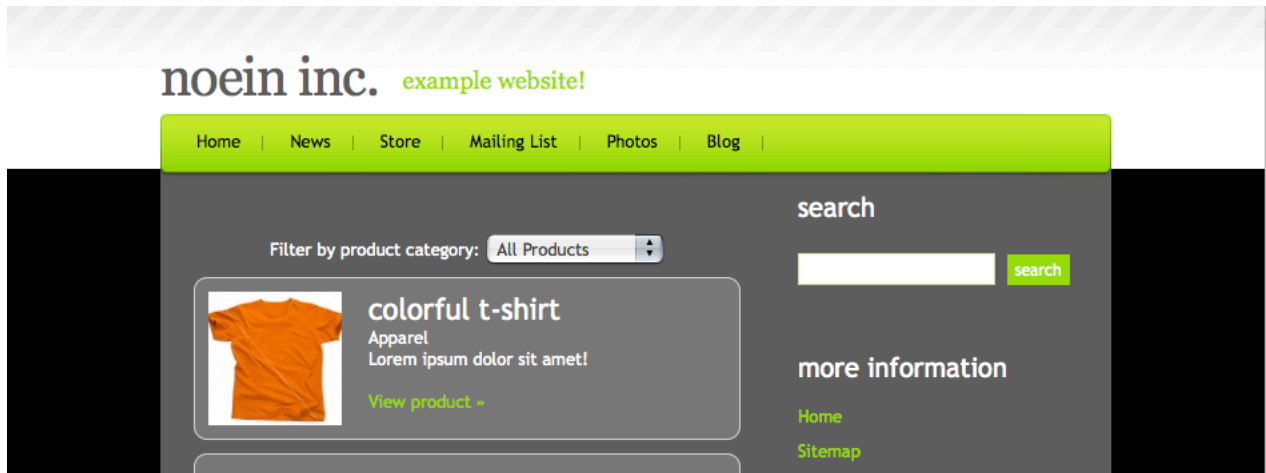
The blog displays posts and allows users to comment. These blog posts were automatically posted on Twitter and Facebook when they were posted on this example website. News entries are also posted automatically to Twitter and Facebook.

The design below is from an example site. It can be customized extensively to meet your needs.



e-Commerce

The framework supports a basic e-commerce functionality. Products are displayed in a list that can be filtered by category. A link is provided to click into the product and see details.



Individual products display with rotating images (this product has four images), price, category, and description. From this page, the product can be purchased using Google Checkout or Paypal. Larger sites can use the Authorize.Net payment gateway.





Content Management: Included Features

This document covers the features that are included with every installation of the content management framework. Any features that are not specifically included should be assumed to be not included. Requested features that are not included in every installation will be programmed after they are quoted and agreed to.

Site Design

A design is created based on the look-and-feel requested by the client. Before the design is applied to the content management framework, the client will have the opportunity to review and approve the design.

Small: included

Medium: included

Large: included

Page Editing

Pages can be added to the site, deleted, and edited. The page editor allows the user to add content into the content block in the center of the page. The page editor includes a what-you-see-is-what-you-get editor that supports bold, italics, underline, various fonts, different paragraph styles, lists, images, and links.

Small: 5 pages

Medium: 10 pages

Large: no limit

File Manager

The file manager allows a user to upload files to be linked to in pages. PDFs, images, Word documents, and Excel files can all be uploaded. When uploading a file, the user can set a title and description. Once a file is uploaded, it can be linked to in the page editor. Files can be deleted and downloaded but not previewed in the file manager. Files can be renamed.

Small: no limit

Medium: no limit

Large: no limit

Navigation Bars

Using this feature, navigation bars can be edited. Links to pages and URLs off-site can be added to navigation bars. Links can be edited. When a site includes sub-menus, sub-menu items can be added, edited, and removed. On most sites,



because of design limitations, adding and removing top-level navigation items will look awkward.

Small: 1 navigation bar

Medium: no limit

Large: no limit

Call Me Now

A visitor can type in a phone number and click a button. When clicked, the system will call the owner of the website and the visitor at the number the visitor entered. This is ideal for initiating sales inquiries.

Small: not included

Medium: included

Large: included

Blog

The blog allows a user to post entries with a title and a content body. When displayed the journal entries also include the user's name and the time the entry was posted. The entries are displayed in reverse order of posting. Posts can be added, deleted, and edited. An RSS feed is created, allowing sites like Twitterfeed to pick up the feed and broadcast it to Twitter and Facebook. Visitors can post comments to a blog post.

Small: no blog included

Medium: included

Large: included

Contact Form

The form sends email to one recipient. The form gathers the visitor's name, email address, phone number, and includes a field for the user to provide a freeform description of the purpose of the contact.

Small: 1 form

Medium: 1 form

Large: 1 form

User Manager

A user's name, email, password can all be set or changed using this tool. For some sites, new users can be created. A user with administrative rights can edit pages, create users, upload files, and so on. Users can be granted access at a very



detailed level – e.g., a user can be given access to view, edit, and add blog posts but not delete any posts.

Small: 1 user

Medium: 1 user

Large: no limit

News

News items can be posted. They will show up in a news widget on the home page or some other page. In that widget, the title and a short summary of the item will be included. A link will also be included which will take a visitor to the complete news story. An RSS feed is created, allowing sites like Twitterfeed to pick up the feed and broadcast it to Twitter and Facebook.

Small: included

Medium: included

Large: included

Email Campaign Signup

The email campaign signup allows a visitor to provide his or her email address and name. The address is saved into the database. Visitors who subscribe can later unsubscribe. A current list of email addresses can be downloaded in CSV format from the database. The exported CSV file can contain either all the addresses or all addresses that have not yet been exported. This software does not do list management or allow the website owner to send an email to all subscribed visitors.

Small: included

Medium: included

Large: included

Dynamic Sitemap & Google Sitemap

A sitemap is automatically generated that lists all the pages on the site. Additionally, an XML file is automatically generated that tells Google and other search engines what pages are on this site. This helps improve search engine rankings.

Small: included

Medium: included

Large: included



Google Analytics

The site's analytics account identifier can be entered into the database. It is then included on each page of the site, allowing site visits to be tracked using Google Analytics.

Small: included

Medium: included

Large: included

ShareThis Widget

This widget allows a visitor to share the current page URL with various social networking sites. The widget appears on most, if not all, of the site's pages, depending on the page's functionality and security requirements.

Small: no widget included

Medium: no widget included

Large: included

e-Commerce

This feature allows products to be displayed on a website in categories. Site visitors can place the products in a shopping cart and purchase them. Products can be added, edited, and deleted. Each product has a name, description, and image. This is not a comprehensive e-commerce solution, but it is adequate for small, simple online stores.

While an SSL certificate is included in some packages, we cannot set up the Authorize.Net account. Any costs associated with setting up the Authorize.Net account are not included in this project. Setting up the Authorize.Net account is your responsibility.

Small: not included

Medium: 25 products, Google or Paypal checkout

Large: 100 products, Google, Paypal or Authorize.Net, SSL certificate

Image Gallery

Galleries can be created, and images uploaded to them. Friendly URLs are supplied for each gallery.

Small: included

Medium: included

Large: included