

WEB CONTENT MANAGEMENT



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Please refer to 'Common Features Explained' and 'Glossary of Terms' in this document.

To arrange a live demonstration of e-glu™ please call us on 020 3320 8750 or email sales@forfront.net

1. INTRODUCTION

e-glu™ is a Database Driven, Web Content Management System (CMS) also referred to as Dynamic Publishing System (DPS).

To learn more about database driven CMS/DPS please read our No-Nonsense Guide to Dynamic Websites, available from the main Forfront.net website.

e-glu™ Web Content Management System uses a web browser (Microsoft Internet Explorer) with an intuitive and simple user interface to maintain websites and web applications. Administration and authoring tasks can be carried out quickly and efficiently by authorised individuals within the organisation. This enables an organisation to bring the control of their content in-house, as part of everyday workflow so minimising cost and time to publish.

The structure of an e-glu™ website or online application is based on standard pre-built e-glu™ modules with customisation and bespoke coding to achieve the client's specific requirements.

The main advantages of this approach:

- › Cost effective projects that can be delivered on-time
- › Reduction in Maintenance budgets
- › Integration to Back Office, CRM, legacy and ERP systems when required
- › Flexible and scalable solutions which can be easily upgraded according to client's requirements and business changes

e-glu™ is divided into two sides - Public and Administration.



Public Side

This is the website interface that site visitors and users can access. Forfront.net creates a structure made from the required components (e-glu™ modules) dressed in its original creative graphic design. The site is customised to the client's requirements and can incorporate any e-glu™ modules with customised pages or background applications as required.



Admin Side

This interface enables site administrators (authors, webmasters) to manage the site and maintain content. It is intuitive and simple to use. Every dynamic database-driven section of the site is controlled from this console. It also includes reports and logs for sections such as contact us, enquiry forms and transaction logs.

2. COMMON FEATURES EXPLAINED

Throughout this document, several features are mentioned.

Sort order

Items such as products, news items, etc. can be ordered on the site by various methods:

- › Manually assigning a sort order (1,2,3,4,etc.)
- › Automatically by date of publishing
- › Automatically by ascending or descending price

The method will be specified in the site technical specification subject to consultation with the client.

Visibility (View/Hide options)

Items such as news items or products can be listed in the administrator's console but switched off on the public side. A checkbox allows SAs to show/hide it on the site e.g. you may wish to schedule a news item or press release to be visible on the website from a future date. This can be done either manually (with a checkbox) or automatically by choosing a future release date (optional). Control item visibility for Site (standard control) Homepage (optional) and Archive (optional).

Search with highlighted results

Search facility where the search keyword or phrase is highlighted within the results.

HTML Editor

The HTML editor enables the layperson, with no knowledge of HTML (see glossary), to paste content and format it with bold, italics as well as the inclusion of links and images.

Print-friendly

HTML was not conceived with a view to print formatting. Either the printout does not accurately reflect the web page, or text is truncated on the right hand edge. Pages that are most likely to be printed by visitors tend to contain details of a job, a product or service or company contact information.

Email a colleague

Send a link to the page (product details, job, location map etc.) to an email address of a friend or colleague. These can be logged on the administration console.

Content Staging / Vetting

Where the updated content needs to be proof-read and authorised before publishing. It is also used in sites that contain elements which are updateable by visitors such as forums. These are 'vetted' or 'staged' by the SA to ensure text and images conform to a level of decency. Each item requiring vetting can either be published or deleted. For example:

1. Publishing - An administrator enters product descriptions and his/her manager checks and authorises text before publishing.
2. Visitors enter/update information. An SA will check information for suitability and publish (or delete if inappropriate).

Uploading

Enable visitors to upload files to the website or to be emailed to you. Common examples are property sites enabling sellers to upload pictures of their property or job candidates uploading their CVs. All formats available (e.g. .doc, .pdf, .zip, .xls, .txt, .ppt). For added security, we restrict uploadable file formats to relevant types.

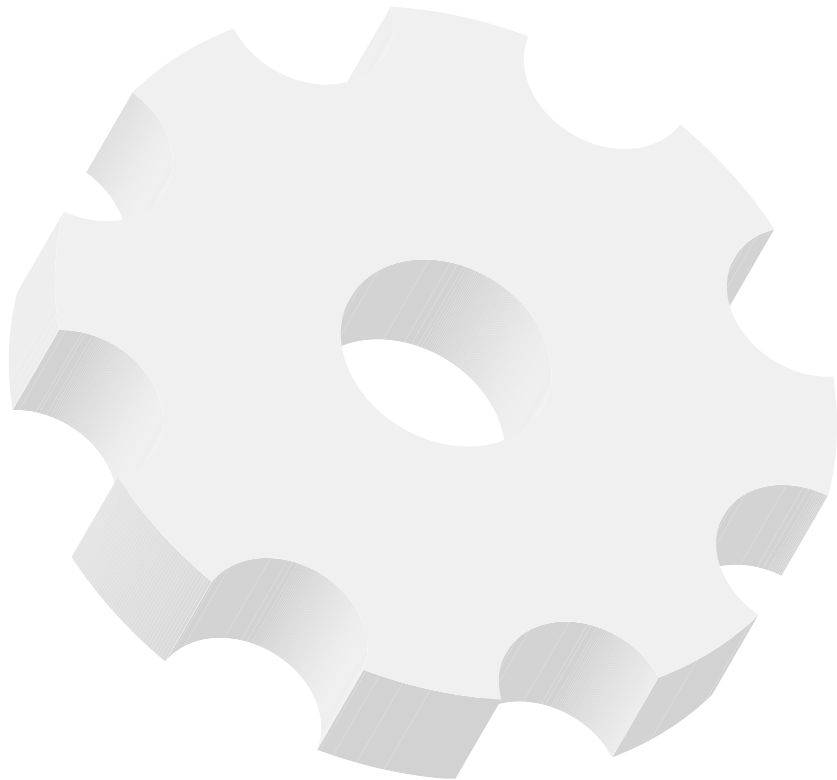
Multi-lingual support

For clients that service or support customers in different countries/languages. The site content can be translated and managed in several languages.

Email alerts

Alert your customers and prospects to new products, special offers etc. This is a proven method of proactively inviting prospects to revisit the site. An example would be an estate agent site where home buyers leave their email and search criteria on the site and will be automatically prompted by an email when a new instruction comes in.

3. THE MODULES AND ELEMENTS OF A WEBSITE OR APPLICATION



ARTWORK & DESIGN

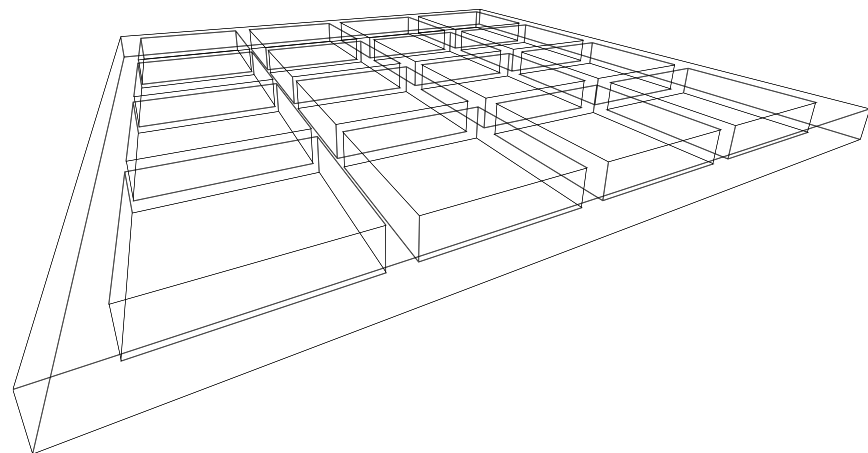
The purpose of good graphic design is to project a professional look and feel which will build confidence with existing and prospective clients and to display information in a simple manner with logical flow and intuitive navigation. Forfront.net's skilled designers will study a client's brief and translate it to a graphic image to be approved by the client. The design is based on the company's corporate identity. In some cases (usually new initiative or business) Forfront.net will produce the corporate identity together with any stationary and printed material templates. Careful planning is invested in the user interface to create a user-friendly scheme that will contribute to the visitors' overall experience.

Forfront.net will emphasise that designing for the web and designing for printed media are poles apart in terms of usage and methods by which the end result is achieved. Forfront.net enables dynamic content, which means that the design and structure of the website has to allow for different length of text and image sizes. It also ensures that despite the lack of industry ratified standards, the structure and design will perform in popular web browsers e.g. Microsoft Internet Explorer, Netscape, FireFox etc.

E-GLU FOUNDATION

Purpose:

The framework structure and the administration console for the e-glu™ modules.



HOME PAGE

Purpose:

The first page visitors view when arriving at your website. Highlight certain areas of your site here. See other modules for options to feature extracts (e.g. case study; testimonial) on your home page promoting navigation to other sections.



Public side

Selection of home page elements.



Administration

If, for example, case studies are selected with the home page option, controls are available to assign one case study to show on the home page.



Optional

- > Update content of description or welcome message
- > Include updateable images

ABOUT US

Purpose:

This is a section visitors will expect from your website. Usually providing general company information, it enables visitors to evaluate your company in terms of vision, ethos, capabilities and background. Include optional sub pages to provide information on e.g. company history, corporate responsibilities, charity work etc.



Public side

One page with headings, text and images defined by the client



Administration

By default, this is a static page without administration controls



Optional

- > Update content of specific section(s) of the page
- > Include updatable images
- > Sub pages (e.g. company history, corporate responsibility)

ADMINISTRATOR'S USER MANAGER

Purpose:

Manage access and permissions for multiple webmasters and content authors, i.e. where a website or online application has more than one person responsible for the content and when each person may need a different level of access. Global administrators are given unconstrained access across the site while other administrators might only have access to the sections they are responsible for.



Public side

Visitors are unaffected by this module.



Administration

- > Search for users by name, email, username, password and date range
- > List of users showing selected details with options to add, edit and delete.
- > Editable fields for: Title; Username; Password.



Optional

- > Level of access and administrative role for each user determined by username and password
- > Manage permissions for content staging
- > Manage read/write access rights

PRODUCT CATALOGUE

Purpose:

Enable your visitors to navigate and view your product range.



Public side

Products are usually arranged in a hierarchy starting with a list of clickable products with image, linking to a details page showing all product specifications.



Administration

- > List of products with selected details. Options to add, edit and delete.
- > Editable fields for: Sort order; Title; Product Code; Price; Short Description; Long Description; Image; Image Caption;



Optional

- > Product group
- > Categories
- > Sub categories
- > Search with highlighted results
- > Related products - shown alongside product details
- > Related case studies - shown alongside product details
- > Related testimonials - shown alongside product details
- > Available options (e.g. colours, sizes)
- > Featured product on home page
- > Randomised featured product on home page
- > Favourite products list - for repeat visitors to store their desired items (requires user registration module)
- > Print-friendly version - see Common Features Explained
- > Downloadable product documents
- > Email alerts (requires e-shot™ engine) - see Common Features Explained
- > Content staging - see Common Features Explained



Integration

- > Integrate with the shopping cart
- > e-shot™ – send emails about your products to targeted recipients (requires e-shot licence)
- > Special Offers
- > New Products

SERVICES CATALOGUE

Purpose:

Enable your visitors to navigate and view your range of services. Similar structure to Product Catalogue.



Public side

Services are usually arranged in a hierarchy starting with a list of clickable services with image, linking to a details page showing all service specifications.



Administration

- > List of services with selected details.
- > Editable fields for: Sort order; Title; Service Code; Price; Short Description; Long Description; Image; Image Caption;



Optional

- > Services group
- > Categories
- > Sub categories
- > Search with highlighted results
- > Related services – shown alongside service's details
- > Related case studies – shown alongside service's details
- > Related testimonials – shown alongside service's details
- > Available options
- > Featured service on homepage
- > Randomised featured service on homepage
- > Print-friendly version (see Common Features Explained)
- > Downloadable documents (e.g. service brochure, technical specifications, white papers)
- > Email alerts (requires e-shot engine) - (see Common Features Explained)
- > Content staging (see Common Features Explained)



Integration

- > Integrate with the shopping cart
- > e-shot™ – send emails about your services to targeted recipients (requires e-shot licence)
- > Special Offers
- > New Services

SPECIAL OFFERS

Purpose:

Attract attention with temptingly priced offers and packages. This enables the SA to assign reduced prices (with original price shown as a comparison) to individual products or services.



Public side

Visitors can see special offers in two ways: a) Special Offers listed in order defined by SA as links to product/service details; b) Flagged (e.g. with 'on special offer' icon) amongst all products. Clicking a title displays full special offer details with an optional link to online shopping or enquiry form.



Administration

Special Offers are managed from within the products administration console.



Optional

- > Feature special offers on your homepage for maximum promotion
- > Randomised featured special offer on homepage
- > Package deal products or services for purchase at a discounted price
- > Print-friendly version - see Common Features Explained
- > Search facility on Public side
- > Content staging - see Common Features Explained



Integration

- > Integrate with the shopping cart
- > e-shot™ – send emails about your special offers to targeted recipients (requires e-shot licence)

NEW PRODUCTS/SERVICES

Purpose:

Highlight your new products/services.



Public side

Visitors can see new products and services in two ways: a) Listed in order defined by SA as links to product/service details; b) Flagged (e.g. with 'New Product' icon) amongst all other products/services.



Administration

Manage new products from the products or services module.



Optional

- > Feature new products on your homepage for maximum promotion.
- > Randomised featured new product/service on homepage
- > Print-friendly – see Common features explained.
- > Search facility in both Public and Admin sides.
- > Content staging – see Common features explained.



Integration

- > Integrate with the shopping cart.
- > e-shot™ – send emails about your new products/services to targeted recipients.

ONLINE SHOPPING

Purpose:

Offer visitors the ability to purchase securely online. Statistics and predictions show that a company offering this facility increases its chances against competition considerably by widening accessibility.

All transactions with credit cards are carried out on a secure server using SSL (see Glossary).



Public side

Shoppers can browse products and add them to a 'shopping basket'. When they have finished making their choices, they can review the details, quantities, delivery charges, tax charges, etc. and, at this point, can amend or confirm the purchase. When confirmed, they are transferred to the Secure Site to choose their payment method and complete the transaction. The successful transaction is confirmed on screen and by email.



Administration

Manage from within the products/services section.



Optional

- › Delivery charge calculation based on weight, size, country
- › VAT calculation based on country
- › Online credit card authentication with Barclays EPDQ or equivalent (please see glossary)
- › Tracking facility to enable shoppers to view the progress of their orders online
- › Email tracking – inform the buyer at each point of the process until shipment (requires e-shot™ licence)
- › SA can track and analyse past orders in the sales history reports



Integration

- › Integrate with registered users (see user management module)

NEWS

Purpose:

Inform visitors about recent events e.g. mergers, acquisitions, appointments, major sales, new offices etc. Keeping your news updated helps to build brand confidence and encourages repeat visitors. You can also subscribe to an external newsfeed service and deliver up-to-the-minute news relevant to your target audience.



Public side

Users view a list of news headlines ordered chronologically. Click a headline to view the full story with an optional image.



Administration

- › List of the news items with selected details. Options to add, edit and delete.
- › Editable fields for: Sort order; Title, Image, Headline. Control visibility for Site.



Optional

- › Feature selected news headlines (linked to the full story) on homepage
- › Ticker of featured news headlines (linked to the full story) on homepage
- › Control sort order on the public side (if not by date)
- › Categorise news stories
- › Archive news stories
- › Multiple images for each news story
- › Print-friendly version - see Common Features Explained
- › Search with highlighted results
- › Content staging - see Common Features Explained



Integration

- › e-shot™ can be integrated with the website news by automating the process of sending news items to a list of recipients
- › External news feeds

PRESS RELEASES

Purpose:

Publish your press releases on your website and thus enable all visitors or specific professionals quick and easy access to them. This feature usually reflects the size of an organisation and contributes to the dynamic feel of the site.



Public side

Titles for each release are listed in reverse chronological order (latest first) with each title linking to the full text and optionally downloadable PDF document.



Administration

- › Search Press releases by title, author, description and date. Highlighted results - see Common Features Explained.
- › List of the press releases with selected details. Options to add, edit and delete.
- › Editable fields for: Sort order; Date, Title, Author, Short Description, Long Description, Image, Image caption. Control visibility for Site.



Optional

- › Schedule a press release to become visible on the public side on a specific date
- › Download press releases, e.g. in PDF or MS Word format
- › Feature a press release on your homepage linking to the main Press Releases section
- › Organise press releases by category
- › Archive press releases by month / year
- › Multiple images per press release
- › Control sort order on the public side (if not by date)
- › Print-friendly version - see Common Features Explained
- › Search with highlighted results
- › Content staging - see Common Features Explained



Integration

e-shot™ can be used in conjunction with this module

EVENTS

Purpose:

Events are valuable opportunities to network with clients and prospects, showcase the latest products or raise the company's profile. If you run seminars, open days or invite clients to industry events, use this facility to organise/advertise to prospective attendees.



Public side

Users view a list of events, ordered chronologically. Clicking on an event title displays the full details of the event including a booking form (if applicable).



Administration

- › Events are listed with selected details. Options to add, edit and delete.
- › Editable fields for: Date; Title; Image; Time; Venue; Bookings made (clickable). Control visibility for Site.



Optional

- › Show events summary on home page
- › Interactive events calendar adds value to events listing online
- › Control sort order on the public side (if not by date)
- › Display additional images
- › Add a link to the venue's website
- › Search with highlighted results
- › Log all booking forms in the administration
- › Printer-friendly version - see Common Features Explained
- › Content staging - see Common Features Explained



Integration

e-shot™ integration can automate the generation of emails with relevant links to send to subscribers and prospects

TRADESHOWS

This uses the same structure as the **Events module** with the ability to set a start and end date.

TESTIMONIALS

Purpose:

Positive quotes from satisfied customers are proven to influence prospective customers and build confidence in products or services.



Public side

List of testimonials including a title, client name, description and the actual quotation.



Administration

- › List of testimonials and selected details with options to add, edit and delete.
- › Editable fields for: Sort order; Image; Title; Client name; Quote. Control visibility for Site.



Optional

- › Randomised featured testimonial on homepage
- › Show testimonials summary on home page
- › Print-friendly version - see Common Features Explained
- › Related products/services
- › Related case studies
- › Content staging - see Common Features Explained
- › Allow customers to send testimonials from website. Check in admin and, if relevant, publish to public side.

CASE STUDIES

Purpose:

Encourage visitors to read how your company helped others achieve their business needs. Write a description of the problem with the approach and solutions you implemented.



Public side

Visitors view a list of case studies titles and click to view full text and image where applicable.



Administration

- > List of case studies with selected details with options to add, edit and delete.
- > Editable fields for: Sort order; Image; Title; Client name; Description. Control visibility for Site.



Optional

- > Randomised item on homepage
- > Show case studies summary on home page
- > Display additional images (logos etc)
- > Related products/services
- > Related testimonials
- > Print-friendly version - see Common Features Explained
- > Content staging - see Common Features Explained

CLIENTS

Purpose:

If you have a number of major companies which use your services, listing these can be an effective method of impressing on visitors the range and capabilities of your services.



Public side

Client names listed.



Administration

- > List of clients with selected details with options to add, edit and delete
- > Editable fields for: Sort order; Title; Headline; Long Description; Client website; Image and Image Caption. Control visibility for Site



Optional

- > Feature clients on homepage
- > Display additional images
- > Related Case studies
- > Related Testimonials
- > Related products/services
- > Print-friendly version - see Common Features Explained
- > Content staging - see Common Features Explained

PARTNERS

Purpose:

Take advantage of the opportunity to affiliate your company with those you enjoy a business relationship. Include a logo and short description. Informing visitors of your partnerships can increase customer confidence in your business.



Public side

List of Partner companies with description, logo and link to partner website.



Administration

- > List of partners and selected details with options to add, edit and delete.
- > Editable fields for: Sort order; Title; Headline; Long description; Partner website URL; Image; Image caption. Control visibility for Site.



Optional

- > Display additional images for each partner.
- > Print-friendly version - see Common Features Explained
- > Content staging - see Common Features Explained

TEAM MEMBERS

Purpose:

Show your visitors how amiable you all are! If your business relies upon building strong personal relationships, this module can establish an effective connection with your visitors. Include a short biography of experience and interests to further acquaint yourselves. You can also link team members to specific services/products.



Public side

List of team members with photo and biography.



Administration

- > List of people and selected details with options to add, edit or delete
- > Editable fields for: Sort order; First name; Last name; Long description; Image; Image caption. Control visibility for Site



Optional

- > Display additional images for each team member
- > Content staging - see Common Features Explained



Integration

- > With products/services
- > With contact form (e.g. by clicking a link on a specific product/service page to contact the representative in charge of that product or service.)

FREQUENTLY ASKED QUESTIONS (FAQS)

Purpose:

Enter the most popular questions asked, along with their associated answers, and avoid having to field unnecessary telephone calls. It will leave more time to concentrate resources on your prospects. FAQs are widely recognised by web users as a help feature likely to assist with simple enquiries.



Public side

Visitors to the site will see a list of questions with the associated answers.



Administration

- > List of the FAQs and selected details with options to add, edit and delete.
- > Editable fields for: Sort order; Question; Answer. Control visibility for Site.



Optional

- > FAQ categories
- > Search facility with highlighted results – this is useful for large numbers of FAQs.
- > Allow user to submit a question. If visitor can't find relevant FAQ, they submit their question. This is fed into the admin where the SA can edit, add an answer and then publish or delete.

FORUM

Purpose:

Forums offer a truly interactive experience for visitors to your site whether to gain or impart information, advice, stories or personal experiences. A well administered forum with interesting categories can attract customers and encourage them to return to the site. However, we recommend to use forums only where you can assign a member of staff to maintain and 'moderate' the forum.



Public side

All visitors can view all categories, topics and replies but must register in order to reply or post a topic.



Administration

- > List of the forums/categories/topics with options to add, edit and delete.
- > Manage user profiles.



Optional

- > Use moderation to vet and authorise new topics/replies by users
- > Multiple forums – busy sites can offer multiple forums to divide interests to more manageable sections
- > Email subscribers when a comment or reply is posted to their topic.

CONTACT US PAGE AND CONTACT FORMS

Purpose:

We recommend using forms wherever you want to capture visitors' details and offer an interactive experience. Forms enable you to ask the questions you need the answers for and give a better and more efficient service. The use of contact forms (instead of the 'mailto:' option) is recommended as 'mailto:' simply opens an email client e.g. MS Outlook. If the visitor does not use his/her own PC or does not have an email client (uses a webmail service e.g. Hotmail, Yahoo mail) they will not be able to communicate with you. Using 'mailto': also exposes you to email viruses and requires that email addresses are visible to spammers who search websites for valid email addresses.



Public side

As well as company address, telephone and location map, the contact page contains a simple contact form.



Administration

- > List of contacts received from visitors with selected details. Options to view full details and delete.
- > Search for contacts by name, email, phone and date range



Optional

- > Companies may have more than one contact form in their site. To simplify the administration, they are grouped into one section offering a log of all contacts made.
- > A designed location map of your offices (see overleaf)
- > Print map and directions page
- > Email map and directions to a colleague
- > Offer a 'vcard' (virtual business card) file to visitors. This means that full contact details can be quickly imported into Outlook/Outlook Express.



Integration

- > Email manager to control who the email is sent to within the company and manage the content of the auto-respond emails (requires Website Email Manager)

WEBSITE EMAIL MANAGER

(See also: **Contact Us Page and Contact forms**)

Purpose:

When a visitor fills in a form on your website, whether it is a contact form, order form, survey etc, you have full control over where the submitted forms are sent to. For example, a visitor with a technical query selects 'Technical query' from a list and submits which will be sent to the technical department while sales enquiries are directed to the sales team etc. You can also manage the content of auto reply emails.



Public side

Visitors will not notice any difference to their experience except for selecting the relevant destination. All functionality of this module takes place behind the scenes.



Administration

- > List of contact forms (e.g. enquiries, confirmation) and selected details. Option to edit settings.
- > Control who receives emails in the organisation including CCs (carbon copies) and BCCs (blind carbon copies).
- > Editable fields for: Form name; Subject; Mail to; CC; BCC; Confirmation message.



Optional

- > Customise the e-mail's header and footer
- > Manage the text content of auto-replies

JOBS / CAREERS

Purpose:

Showing job vacancies on a website is an effective method of recruitment. It also reflects on the size of the organisation.



Public side

Visitors view a list of job titles, along with the reference number. Clicking on a job title displays all details of the vacancy plus the ability to apply for the job online. Visitors can download documents if they are uploaded.



Administration

- › List of the jobs and selected details with options to add, edit and delete.
- › Editable fields for: Sort order, Title; Reference number; Send applications to email; Short description; Requirements; Upload file



Optional

- › Categorise jobs by dividing them into departments or responsibilities
- › Allow users applying for a job to attach their CV (via upload facility). This option will enable logging of all applications (as a form is used rather than a 'mailto')
- › Log of all job applications in the administration (subject to the above)
- › Content staging - see Common Features Explained

DOWNLOAD CENTRE

Purpose:

Provide visitors with additional information that can be downloaded to their PC and used offline. For example, product brochures, specification sheets, price lists, printable order forms, images, presentations and spreadsheets.



Public side

Users view a list of document titles with a corresponding icon indicating the type of document (e.g. PDF, MS Word, PPT), description and the size of the file (shown so that download time can be anticipated).



Administration

- > List of files for download on the public side and selected details with options to add, edit and delete.
- > Editable fields for: Sort order; Title; Short description; Long Description; Upload file. Control visibility for Site.



Optional

- > Search based on title and description
- > Categorized download files listing



Integration

Integrate with products.

USEFUL LINKS (EXTERNAL RESOURCES)

Purpose:

The internet depends on links for its existence. They help website visitors find related information easily. For example, a recruitment website may have links to sites where advice is given on interview techniques etc. Moreover, exchanging links with other websites will increase the number of visitors to a site as well as improve 'page ranking' with search engines.



Public side

Visitors view a list of links, each with a short description. Links will always open a new browser window making returning to your website as easy as possible.



Administration

- > List of the links and selected details with options to add, edit and delete.
- > Editable fields for: Sort order; Link title; URL; Description. Control visibility for Site.



Optional

- > Add categories for sites that have many links
- > Attach logos to accompany links
- > Search with highlighted results

BANNERS

Purpose:

Banner advertising can be used to promote sections of the website e.g. a new service or special offer. Additionally, they offer opportunities to boost income by selling advertising space on certain pages/sections of a website. Usually relevant to portals.



Public side

Visitors to your website will view banners in the allocated positions on web pages. Clicking on banners takes visitors to the linked page or open a new window to an external website.



Administration

- › List of the banners available and selected details with options to add, edit and delete.
- › Search for banners by title or link
- › Editable fields for: Title; Link URL; Number of banners on page; Image; Image caption. Control visibility.



Optional

- › Randomised banner on homepage
- › Control how often a banner will be displayed, relative to others if there is more than one banner in the same position/page/section
- › View and report on how many clicks were made on each banner
- › Manage banners on multiple pages

SURVEYS (VOTING / POLLING)

Purpose:

Run surveys to gather valuable statistical information about any subject by offering interactive polling/voting on the site while also encouraging repeat visitors. Enter a question and a few possible answers and watch the results coming in.



Public side

Visitors will see (usually on the home page) a panel posing a question with a selection of possible answers.



Administration

- › List of surveys and selected details with options to add, edit and delete
- › Search by title, date range.
- › Editable fields for: Date; Question; Answer 1; Answer 2; Answer 3; Answer 4. Control visibility for Site.



Optional

- › Archive previous polls and their results
- › Show dynamic flash graph
- › Run statistical reports from the results

USER REGISTRATION

Purpose:

User registration is necessary for both subscription-based ('pay for service') and registration based (no payment, but registration required) access. Usually visitors go through a registration or subscription process that will add them to the contact list. This is an excellent opportunity to capture clients' and prospects' details and to offer them a personalised experience with lists of favourites (products/links), transaction history and more. Necessary in all subscription/payment sites.



Public side

Returning visitors are required to log in while new visitors will need to register via a customised form. Where personalisation is enabled, users can save their settings.



Administration

- › List of the contacts and selected details with options to add, edit and delete.
- › Search for users by name, email, username, password and date range.
- › Editable fields for: Active/Inactive; First name; Last name; Phone; Mobile; Email; Username; Password; Organisation; Address fields.



Optional

- › Manage users subscription level, permissions and access rights
 - › Manage concurrent users' rights based on subscription licence. Concurrent users refers to where a licence allows for e.g. 5 users to use a service at the same time under the same login on different computers. If a 6th user attempts to log in, they will be unsuccessful.
 - › Send login details to users by email
 - › Create reports based on the available information
- For a 'pay for service' you can manage subscribers, status, payment details, levels of access etc.



Integration

- › With personal profile module to enable personal experience
- › With e-shot™ to send email messages and newsletters to subscribers
- › With automatic alerts For example, users can opt to receive an email when a suitable job or property for example is added to the system.

PERSONALISATION (MY PROFILE)

Purpose:

Adding value to a visitor's experience reflects well on your company. If you give your visitors the opportunity to personalise settings relevant to them they are likely to return to the site more frequently.



Public side

A dedicated profile page enables visitors to save preferences e.g. search results, favourites, details etc.



Administration

See User Registration.



Optional

This module can be customised to the client's requirement.



Integration

- › This can be achieved with other modules such as products. Save a product as a favourite for example.
- › Allow users to save their searches in a directory or information site.
- › Offer specific customers preferred status with a discount in an on line shopping site.

SITE SEARCH

Purpose:

Enable your visitors to search across selected parts of the website.

**Public side**

A search box is shown on the homepage or in a separate search page. Results are returned in list format with highlighted results.

**Administration**

Not required

SITE MAP

Purpose:

For complex, multi-page websites, a sitemap can be helpful to visitors in locating where they are and where they can link to. All pages are listed, arranged according to site section.

**Public side**

All pages in site listed by section. Click to navigate to page.

**Administration**

Not required

SEARCH ENGINE OPTIMISATION (SEO)

No matter how good your website is, if it does not generate any traffic it will not generate customers. SEO is the job of making sure that prospects and customers can find your website. The job involves:

- › Making sure your website is optimised for the key phrases that are not only relevant to your company but the ones that people actually use.
- › Managing a link community that compliments your website and raises the rankings that search engines generate.

Forfront.net works closely with search engine marketing specialists who help our clients to achieve SEO. Typically the process involves three stages:

1 **Research and Planning**

The whole process starts with in-depth research into the market place and competition. By comparing key phrase popularity, relevance of searcher and manner of competition, a list of key phrases is generated that will determine the most efficient way of reaching the most customers.

2 **Optimisation of a website**

The website is designed so that it is search engine friendly and optimised to the chosen key phrases. Then the website is mapped into a complimentary link community that is designed around the key phrase chosen in the research and planning phase. The website is then submitted to all the main search engine and directories.

3 **Ongoing Optimisation***

After initial submission, the website is monitored and updated according to changes in search engine algorithms and the competitive corporate landscape. Continual communication with external websites and subsequent alteration of link pages to build the best link profile.

* This service is optional and may incur further charges.

E-SHOT™ PRO

e-shot™ Pro is used to integrate the website's subscription to a newsletters module with the powerful e-shot™ email merge and broadcast engine. This combination creates an extremely effective pro-active marketing solution that was described as "every marketer's dream". For more information please read the e-shot™ product documentation.

Newsletter (subscription page required for e-shot™)

E-SHOT™ CORPORATE

Same as above for more than 10,000 contacts with enhancements. Please see e-shot™ brochure.

NEWSLETTER (SUBSCRIPTION PAGE REQUIRED FOR E-SHOT™)

Purpose:

Collate information about your visitors to offer them improved interactivity and better targeted marketing efforts.



Public side

Simple capture form customised to client requirements



Administration

- > List of subscribers with selected details and options to add, edit and delete
- > Search for subscribers by name, email
- > Editable fields for: Name; Company; Email; Format preference



Optional

- > Offer a selection of newsgroup interests (e.g. New cars, used cars, classic cars)



Integration

- > Integrate with e-shot™ to automatically add contacts to e-shot contact lists. If newsgroups are selected, contacts will be assigned to the appropriate group. This enhances targeted marketing

4. GLOSSARY OF TERMS

HTML

Hyper Text Markup Language. A markup language used to structure text and multimedia documents and to set up hypertext links between documents, used mainly on the Internet.

CMS

(Content Management System) Software that manages documents for websites. It provides for the storage, maintenance and retrieval of HTML and XML documents and all related elements. Content management systems are built on top of a database and typically provide publishing capabilities to the content of the website.

DPS

Dynamic Publishing System (similar to CMS).

CRM

(Customer Relationship Management) integrated information system that is used to plan, schedule and control the presales and post-sales activities in an organisation. Although the dividing lines are not crystal clear, CRM generally does not include the marketing function and could be said to be enterprise relationship management (ERM) without the marketing component. Sales force automation (SFA) evolved into CRM, which became a greatly hyped buzzword by the turn of the century.

The clear objective for CRM is to enable a customer to interact with a company through various means including the web, telephone, fax, e-mail and snail mail and receive a consistent level of quality of service. The integration of all activities means that an order placed by phone can be tracked on the web and vice versa.

ERP

(Enterprise Resource Planning) An integrated information system that serves all departments within an enterprise. Evolving out of the manufacturing industry, ERP implies the use of packaged software rather than proprietary software written by or for one customer. ERP modules may be able to interface with an organisation's own software with varying degrees of effort, and, depending on the software, ERP modules may be alterable via the vendor's proprietary tools as well as proprietary or standard programming languages. An ERP system can include software for manufacturing, order entry, accounts receivable and payable, general ledger, purchasing, warehousing, transportation and human resources.

SA

Site Administrator, person responsible for the management of the site content.

Webmaster

Same as SA.

Web Author

Person responsible for some of the content, usually for a specific section.

SSL

Secure Sockets Layer is the leading security protocol on the Internet. When an SSL session is started, the server sends its public key to the browser, which the browser uses to send a randomly generated secret key back to the server in order to have a secret key exchange for that session.

Online Authentication

Facility to pay on line with credit/debit cards where the card details are authenticated online in real time directly with the bank. This means that the card information (number, expiry date, etc.) is never transmitted to the supplier. It is entered by the client on a secure server, the data is encrypted, sent to the online authentication agent or bank, where it is decrypted and authenticated. If successful, the buyer's card is automatically debited and the supplier is notified back (within seconds) to release the goods.



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