



SiteBlox. Better CMS. Better Results.

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SiteBlox

Get your new site live with full web content management in weeks. Not months.
No hardware. No software. No problems.

You login from a web browser, modify your web content, preview it and publish it. Your site is refreshed in minutes. Leave the rest to us.

We host your web solution, we monitor it, we support it, and we constantly enhance the CMS product. And it is all included in your monthly fee. Nothing extra. Nothing hidden. No IT required.

Our Product

SiteBlox is an enterprise grade web based Content Management System (CMS) system designed for marketers to support custom websites that include rich media, social media, commerce, events, portals, and web2.0 features. SiteBlox is sold in a Software as a Service (SaaS) model. You login to SiteBlox via a web browser and maintain your content. We do the rest – the backups, the hosting, the monitoring, the technical support, the upgrades. With SiteBlox, your content is in your control.

Site Builder



PAGES



CONTENT



MEDIA



CATEGORIES



LOCATIONS



FORMS



PUBLISH



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The Features

Standardize your brand	<ul style="list-style-type: none"> • Template based rendering of content • Management of website theme elements including CSS, HTML, javascript • Tiered user management model with segregation of content editing and publishing, and segregation of page level content editing vs. theme level content editing
Build and support a custom, sophisticated site	<ul style="list-style-type: none"> • Include custom banners and headers with animation • Incorporate social media links, graphics and video • Incorporate discussion threads to involve your users
Configured for your content model	<ul style="list-style-type: none"> • A configurable content model to support your unique business including product data, bios, news, events, and any custom content types required
Maintain your pages and create new pages	<ul style="list-style-type: none"> • Create new pages leveraging the centralized brand/style of the site CSS • Widget based page body editing including a Rich Text Editor, access to the source HTML and drag and drop positioning
Create a centralized digital asset library	<ul style="list-style-type: none"> • A digital asset library for storage of linked images and documents
Manage your site navigation	<ul style="list-style-type: none"> • Manage and build site navigation elements via widgets
Offer your visitors a full text site search	<ul style="list-style-type: none"> • Full text site search can be implemented with SOLR or Google
Incorporate internal and external links	<ul style="list-style-type: none"> • Easily add links to internal pages, dynamic links to content items, or links to external sites
Manage multiple sites	<ul style="list-style-type: none"> • Multi-site management from the same console • Includes support for portals with secure user login
Include electronic forms	<ul style="list-style-type: none"> • Include contact us forms and custom forms in your site
Manage Events	<ul style="list-style-type: none"> • Offer event registration with locations and maps, with or without payments
Publish a blog	<ul style="list-style-type: none"> • Built-in support for blog authoring and publishing
Publish product information	<ul style="list-style-type: none"> • Custom content types allow for diverse product catalogs
Run your commerce site	<ul style="list-style-type: none"> • A configurable product catalog and shopping cart with integrations to PayPal Pro and Authorize.net
Include videos and photos	<ul style="list-style-type: none"> • Integrations with YouTube, Vimeo, VZAAR, and Flickr
Preview your changes in a full website preview instance	<ul style="list-style-type: none"> • Control what you publish by previewing all changes before they are live
Improve your SEO	<ul style="list-style-type: none"> • Meta-tag management at the page level and on custom content types
Review analytics	<ul style="list-style-type: none"> • Google Analytics integration
Integrations	<ul style="list-style-type: none"> • A flexible, proven model for integrations to bring data into or out of your website
Cross-browser compatibility	<ul style="list-style-type: none"> • Cross-browser testing is part of our testing methodology
Control your brand with publishing workflows	<ul style="list-style-type: none"> • A publishing workflow with audit trail and comments • Control of who can publish vs. edit

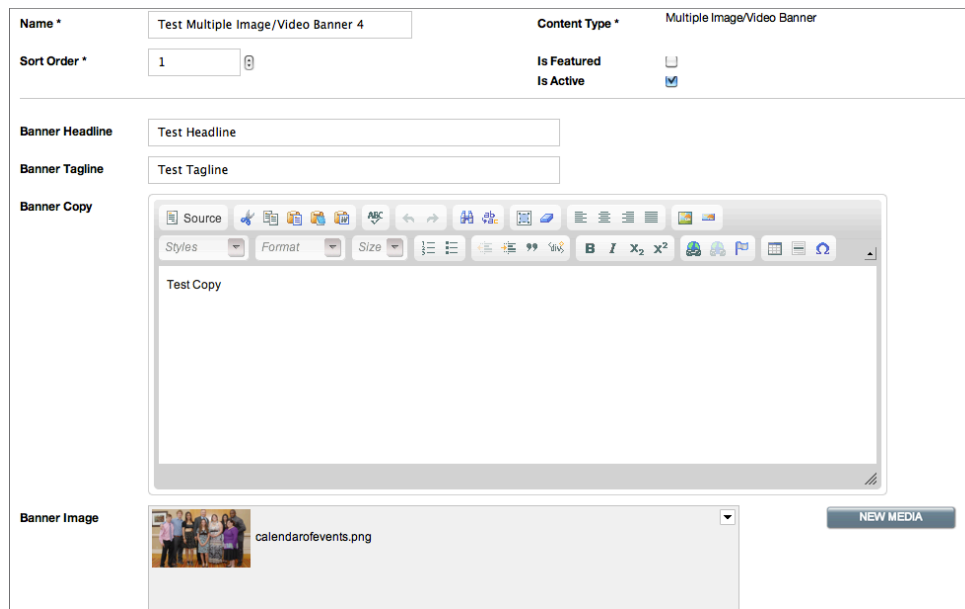
Technical Information

Architecture, Availability, Scalability

SiteBlox was architected as a multi-tenant, high availability platform, to offer Software-as-a-Service CMS and Commerce tools to support rich, custom websites. This multi-tenant model offers improved scalability, operational efficiency, and a more efficient Software Development Life Cycle management. SiteBlox built sites offer consistently high speeds and constant uptime from a high-security data center. As your site traffic grows, no need to scale your hardware, the technical capacity is already built-in based on the SiteBlox hosting model.

Content Model

Our system allows the creation of content items by configuration. To add a field to a content item (e.g. a product offering, or service line, or company contact person), is a configuration, and does not require database or code level changes. Content items are rendered into HTML using templates. Templates are defined as part of the design process.



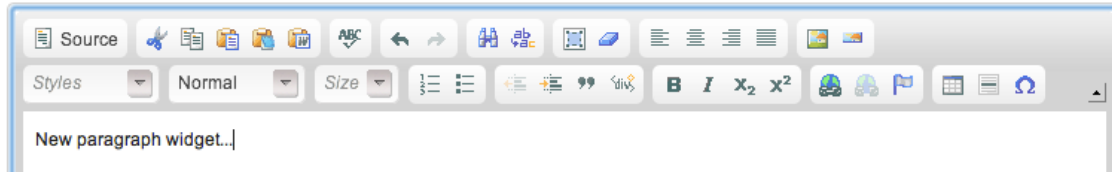
The screenshot shows the configuration interface for a content item. At the top, the 'Name' field is 'Test Multiple Image/Video Banner 4' and the 'Content Type' is 'Multiple Image/Video Banner'. Below this, the 'Sort Order' is set to '1'. There are checkboxes for 'Is Featured' (unchecked) and 'Is Active' (checked). The main editing area contains three fields: 'Banner Headline' with the text 'Test Headline', 'Banner Tagline' with 'Test Tagline', and 'Banner Copy' which is a rich text editor containing 'Test Copy'. At the bottom, the 'Banner Image' field shows a selected image 'calendarofevents.png' and a 'NEW MEDIA' button.

Page Body Editing with Widgets

Users of SiteBlox can add, edit, and delete pages in their site. Page layouts are selected using drop down selections tied to the overall site CSS (1 column, 2 column (N/W), 3 column (N/W/N), etc. Banners and footers can be modeled as content items to support unique banners and footers. SiteBlox offers out of the box widgets to build pages. Out of the box widgets include:

- Navigation widgets – to add navigation to your pages.
- Paragraph widgets – to add text and links to your pages. The text is tied into the site CSS to enforce consistent styling. Links can be created to internal documents, internal pages, and external sites. This widget also gives the user access to the source HTML if needed.
- Image widgets – to display images on your site.

- Button widgets – to add buttons and on-click actions to your site.
- Document listing widgets – to build lists of document links.
- Content display widgets - to display details of a content item or to display lists of content items that auto-link to the content details.
- Script widgets – to add an iFrame to embed a login to a private site.



Mobile Compatibility

We build all websites to be mobile browser compatible, including the iPhone and iPad. We do not use flash, but instead build dynamic functionality using JQuery javascript libraries and JSON. Cross browser testing is part of our test methodology.

Publishing

Our tool allows for the publishing of individual items – a specific webpage, a piece of content (e.g. a news entry), etc. Each item has a status – draft vs. ready for publish. Each item has an audit trail, and offers users the ability to add comments. Comments can be viewed from the publish screen. An individual item can only be published by an authorized user (a publisher).

Locations

We store latitude/longitude data for each location, and then can support search by zip code (based on radius), and by state. We also integrate with Google Maps to display maps and directions.

Search Engine Optimization (SEO)

Our tool allows page level editing of meta-data. Our system offers built-in Google Analytics integration. Our system can generate one or more dynamic site maps in the Sitemap protocol suitable for use by Google WebMaster Tools to improve SEO.

Attributes & Metadata	
Page URL	/home
Parent URL *	/home
Page Name *	<input type="text" value="Home"/>
Internal Title *	<input type="text" value="Home"/>
Display Order *	<input type="text" value="1"/>
Meta Title *	<input type="text" value="Help for Disadvantaged Children and Single Moms Home"/>
Meta Description	<input type="text" value="Arms of Hope is a 501(c)(3) not-for-profit Christian organization focused on assisting and extending a loving hand to some of the most disadvantaged children and single mother families in our..."/>
Meta Keywords	<input type="text"/>



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Hosting Model and Support

Our product is sold exclusively as a Software-as-a-Service (SaaS). We offer a help desk during business hours, email support, and regularly conduct webinar training. All production sites are monitored 24x7.

Our hosting provider is OpSource, an enterprise class hosting provider, whose clients include SAP and Microsoft.

<http://www.opsource.net/>

Our SaaS model allows you to access and manage your content in the cloud. Cloud computing can reduce your risk, your cost, and the time it takes to get your solution up and running. Cloud computing allows you to focus on other aspects of your business by allowing you to:

- Reduce capital requirements
- Outsource non-strategic IT operations
- Shift from fixed to variable operating costs
- Reduce provisioning/hardware setup window and achieve faster time to market
- Optimize on demand utility capacity management

Regular Updates of Software

We support monthly releases of our software. Our platform is multi-tenant; all customers run on the same software platform – all customers run on the latest version of the software. As we increment new functionality for new clients/projects, all clients benefit and receive this new functionality at the same time.

Business Continuity

Our hosted system uses a clustered approach, which allows for us to deploy code and conduct server maintenance without any down time. It also provides redundancy to insure against hardware failure. We use both internal and external monitoring tools to ensure all servers and systems are operating properly. We also have separate QA and regression test environments that allow us to fully test new code deployments on a snapshot of the site before making such deployments.

Integrations

We have a proven track record of successful SOA web service based integrations to/from our platform. We have integrated with Thomson Reuters to provide stock price feeds, with internal client HR databases to drive the rendering of job postings, with under-writing systems to display and search by zip and state for insurance agents, etc.

Security

Security is an important consideration when moving your web content management to the cloud. SiteBlox is compliant with privacy regulations: all personal and other sensitive information is encrypted with 256 bit AES encryption. All secure SiteBlox processes occur over 256 bit SSL encryption. Very strong password management and anti-hacking policies have been implemented.

A Constant Stream of New Features

We add new features to SiteBlox every month. Don't see a feature that you need? Ask us - it may already be in development.

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SiteBlox Product Description

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