

## RealOnline CMS Solutions Standard Features – Stage 1

The admin area of this release is 100% valid XHTML and has been designed to work in an extended browser list: Internet Explorer 7+, Firefox 2+, Opera 9+, Chrome and Safari 3+. (*NB: support for Internet Explorer version 6 or lower has been dropped with this release*).

Where appropriate modern WEB 2.0 techniques (most notably AJAX, drag 'n' drop, modal pop ups) have been implemented to assist with general work flow and speed of use throughout the admin.

The core JavaScript Library in use is jQuery, for both the admin and for all front end display. Additional to the base library, over a dozen integrated plugins including jQuery UI are included to allow for creative and/or unique implementations of any site content.

All RealOnline CMS solutions come with the following as standard:

- **## WEBSITE (front end) CONTROL ##**

- **ALL front end (display) of the website is controlled from the Admin area.**

- State of the art techniques are used to condense and display information in a super fast manner with a base Performance Grade of A(97) as rated with YSlow.
  - Search Engine Optimisation (SEO) as can be seen in the admin, is reflected on the output of the website to enhance the position a website is found in the search engines with only a little effort on the part of the content creator.
    - Automated robots.txt file
    - Automated XML sitemap following universal guidelines
    - Canonical tags included to assist with ALL search engines identifying what is duplicate content
  - All page output is valid and compliant XHTML allowing all browsers to operate in Standards (not-Quirks) mode.

- **## ADMIN AREA CONTROL ##**

- **Dashboard**

- Configurable dashboard on login highlighting the goings on with your website
    - Active resources - a configurable snap shot available on all pages of the admin
    - Internal Instant Messaging (IM) for all registered users online (off line staff can still be left messages via this IM) – Activities can be used in this manner currently. **Second stage release**

- **Real Office (the RealOnline Calendar and Contact Manager / CRM )**

- **Calendar overview** of all upcoming activities (reminders, call backs, inspections [realestate] meetings etc).
      - Multiple display options for viewing day, month, overview of all upcoming activities, overdue activities etc...
      - With permission the ability to view other members calendars
      - Activities can be attached to other content or stand alone
      - Data sharing with iCalendar supported programs (gmail, windows live, outlook, mail [iphone] ). **Pre Second stage release**
    - **Sortable Contact Manager** overview and working list/s
      - Ability to quickly filter all data and label the filtered results for later profiling
      - Contacts viewable based on assigned rules of

- non assigned (viewable to all)
  - team assigned (viewable to all in that team)
  - user only (viewable to only the assigned user)
- Contact profile highlighting contact details, giving access to;
  - activities (current/archived) for this contact
  - general notes about the contact
  - custom data fields (unique to the website) for unique fine tuning of contact data (eg monies paid, next due date, product request, etc...)
  - com. centre, to send and record all individual emails sent to this contact (SMS integration for single SMS communication. Bulk SMS in **Second stage release**)
  - definition control
    - contact groups
    - contact importance
    - contact source (referrer)
  - custom data pages unique to this individual contact (via password access) **Pre Second stage release**
  - unique media (documents, files, etc.) for this contact
  - tracker : (information provided in **Pre Second stage release**)
- **Contact Definitions** to fine tune data mining (classification) of all contacts
  - Importance a single level per contact as a way of manually assigning an urgency (importance) level to a contact
  - Source, the single referral source that originated the contact
  - Groups. Contacts can belong to 1 or more group or sub group, useful for search, data mining, reports, newsletters
- **Email Templates** for use in both Newsletters and for individual contact sending.
  - Email templates including site wide and personal templates
  - Element usage enabled within emails
- **Newsletter** sending and reporting
  - Send to any selected group/s with contacts
  - Will send email off browser where the user sets the delay time for the sending process to start (an email will be sent to the user when the send has finished)
  - Data tracking of most clicked on links, number of removals, number of people opening the mail etc...
- **Action Plans** to create custom plans per site/user to easily apply a set of tasks and reminders to an individual contact **Possible second stage release**
- **Reports** includes a custom report builder to generate data sets for common queries.
  - As per our current programs completely custom reports merging any data from across the system can be created and inserted into the reports area. Each of these is priced per application.
  - **Company Manager**, a simple storage area similar to Contact Definitions to enable the ability to assign a contact/s to a company.

- **Website (our core CMS product)**

Where appropriate a syntax highlighter is used for raw HTML / JavaScript, and an advanced WYSIWYG editor is used for most graphic content.

- **Site Sections** - gives the ability to manage larger websites (50 + pages) by defining each section of your site. Each section has;
  - Unique site header and footer
  - Unique JavaScript inclusions per section
  - Setting of base CSS styles to new pages and ability to override all styles for all pages in that section.
- **Site Pages** - the main control behind the front end display of your website. Many control items including;
  - Create unlimited child / parent pages allowing your site to grow as large / small as it needs to be.
  - Navigation is auto generated based on the number of pages you need. Navigation includes all sections, pages, child pages and can be configured via the ADMIN control with the look controlled by the Design Centre.
    - Non page links can be created to appear in the navigation structure (eg. a link to email, out to a different website, etc) **Pre Second stage release**
  - WYSIWYG editor for page content
  - Meta Information control including an auto suggest based on your content
  - Overriding header/footer control at a page level
  - Page specific JavaScript control
  - Page history as a condensed overview of every update to the page
  - Page Settings;
    - selected CSS styles
    - publish and expire dates (for auto showing and hiding your page on the website)
    - XML sitemap controls
- **Site Forms** - create your own forms for use on your web pages
  - Highly configurable with the input types and form setup including auto redirects, and reply emails to successful completion of a form.
  - Form mark up on pages is a semantic layout based around definition lists (dl,dt,dd) tags.
  - Auto collection of data for CRM input and market segmentation
- **Site Elements** - server side includes created as plain text or via WYSIWYG editors. These can be used in almost all areas of the website (including emails).
  - Custom elements to specifically manipulate/display data on your website can be created (with a large library existing already)
- **Site Media** - an overview of all uploaded media (documents,images,files) . Multiple files can be uploaded in bulk, with additional controls of renaming, viewing, removal in a section by section basis.
- **Galleries** - element like in application on a page, galleries allow for multiple styled inclusion of image galleries on site.

- **Site Templates** - similar to elements in application although once placed into a WYSIWYG editor has no reference back to the template. Essentially this is master copy and paste function to save time when creating new content.
- **Design Centre** - the master control over the look and feel of your website section/s, includes;
  - a description of element tags in existence with your page markup
  - Create conditional (browser specific), and media/rule based (print, tv, handheld) style sheets CSS.
    - Browser rules based on a browser type, with the exception of Internet Explorer which has 4 options.
    - Specify the WYSIWYG overrides of a particular style applied to page (to mimic the front end look in the admin)
    - Assign order preference so that when applying multiple CSS sheets to a page the correct effect is in applied.
    - Style history of all previous edits as an overview and backstop for any accidents.
- **Article Manager**
  - Create and manage Articles / Press Releases including;
    - Publish / Archive dates
    - Meta information (including auto suggest)
    - Allow comments (blog) on individual articles
    - Assign category/s and/or tags per article
  - Article Categories consist of a useful way to display an overview of the category to offer explanation and page content listing all articles in that category.
  - Comments, the overview of all comments from any articles that allow blog comments
- **Event Manager**
  - Create and manage events including;
    - Meta information (including auto suggest)
    - Assign category/s and/or tags per event
    - Create one off or multiple dates for a single event description (ideal for recurring events with the same information)
  - Event Categories consist of a useful way to display an overview of the category to offer explanation and page content listing all events in that category.
- **Accounts**

A universal and basic accounts/invoicing system **Second stage release**
- **List Manager – 'The Matrix'**
  - Ability to manage and display list style content. Useful for FAQ, Knowledge Base, Link Directory etc...
- **Admin**

Limited personal access should be given to this area as it controls the access and other features of your website.

  - Email access for clients using POP mail on our servers
  - Statistics overview and quick links to installed items like Google Analytics
  - View and manage all user profiles
    - including specifying individual access areas for each user

- project flow, where users with limited access can only work on draft items that need to be approved by an admin user
- Overall site configuration;
  - installation of specialised items like webmaster tags (Google, MSN, Yahoo)
  - special API Keys required for certain scripts
  - navigation drop down rules (or removal of automatic navigation)
  - site wide common controls (base email, company name, parked domain redirections, captcha image colour controls, page element rules (advanced setting), XHTML tidy level controls, etc...
  - ability to load in custom scripts for site wide use