

Psiclopedia™ Jr. System Module Structure & Basic Descriptions

As of April 2009

Base Metal CMS

Included with Jr.

The "CMS" refers to the underlying content management database system that is the cornerstone of the entire Psiclopedia technology. It provides the ability to edit the content on all the pages of the site. The structure of the website is presented in a tree layout, and you can select any page of the site to edit. Content is managed through a series of "paragraphs" that you edit individually. Editing does not use a WYSIWYG system. You are presented with an online form that allows you to type your copy directly without worrying about the design format. You are able to use any HTML tag in the editing process, and the most useful tags are available to drop into the "paragraph" using convenient links on the edit screen. HTML is not needed since the website design styles are already pre-set, but a full world of extra control is available to you if you take the little time to learn how to apply basic HTML tags.

The "paragraph" system allows you to add content without worrying about how it will be laid out. This allows you to divide jobs between a staff copywriter and staff designer. (In other words you can let a part time employee do the typing and then you can get back later to lay it out yourself.) Once the content is entered you have the flexibility to change the entire design layout of each individual page by selecting one of dozens of "Content Layouts". Each Content Layout uses a different layout pattern to show the paragraphs in different places on the page. When you combine the Content Layouts with a little HTML knowledge your options become limitless. There is no limit to they type of HTML code you can store in a paragraph.

The CMS includes a few important features for managing the success of your website. You are able to edit the Title Tag, Meta Keywords, and Meta Descriptions of every page. Each page of the website can be turned off from public view when needed, for example, if you have a special events page that will be blank for 6 months you should turn it off from view instead of having no content on it.

The built in security system gives you the ability to create unlimited Admin users and set different back office permissions for each user.

Navigation Sitemap Module

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This is a "foundation module" which is needed for functionality of other sub modules in the system. With the Navigation Module you are able to manage the structure of the website, create unlimited pages, and move navigation links from one sub-section of the site to totally different areas of the site (effectively you are changing your entire sitemap). For those interested in SEO you will be happy to know you can completely control the directory names and page names of everything on the site. You can delete pages, and add pages. The ability provided with this module is very powerful, and it is what makes "psiclopedia" the Psiclopedia™ System. This module is not intended for casual users, it is difficult to master the power, and you can easily destroy your website when improperly used.

Semantic Code Design

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Semantic Code refers to the practice of separating design and structure, or separating visual appearance vs. content. This is not so much a module as it is a methodology of creating your site in such a way that maximizes website visibility in search engines (ask for details why this is a huge SEO boost), while at the same time gives you the flexibility to allow your website to appear correctly, and be fully functional, on any device... including cell phones. Fully semantic code takes longer to initially design, but it gives your users the freedom to use your website from any device they wish. Future design alterations to the site are easy to change since typically only the style sheet needs to be changed.

SEO Module

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This module is considered another "foundation module". Typically you would not use this module without also having the Navigation Sitemap Module, and also having Semantic Code, but it is certainly possible. The SEO Module give you the ability to select special content layouts that are designed to operate within the semantic code standard. You are also provided with professional guidelines for editing meta keywords, meta descriptions, and the titles of every page. A special meta robots tag is added to the system which forces the search engines to pay attention to your meta description on every page. Additional features include the ability to add white hat keywords and links to the footer of every page of the site. You also have the ability to edit the meta author, and Google verify tag on every page of the website. You can also set pages with nofollow links.

Product Module

Included with Jr.

The "foundation" Psiclopedia™ Product Module includes about 20 fields of information that can be entered and customized for your unique website layout. There is a dedicated field for you to paste in the BuyNow Button code from Google Checkout or PayPal. The Product Module does not have a shopping cart or checkout process.

If The SEO Module is installed you are also able to modify the Meta tags on a per item basis.

There are built in layouts and features to display the products to the public. On a per product basis, whatever fields of information you fill in are automatically visible to the public; yet any fields left blank are removed from public view so it does not look unfinished.

Repair Module

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The Repair Module provides a way to enter your repairs into the website for use as a job status lookup as well as a job completed notification. A consumer is able to visit a page on the website and enter the repair ticket number to view the status. A simple notice of "Completed" or "In Process" is provided as the status, and certainly no personal information is returned.

Repair ordered are entered though the Stand of the website. During the initial entry you will also enter the customer's email address and/or cell phone number. When later you mark the repair as completed, an email and/or text message will be sent to the customer indicating the completed repair, balance due and any other brief message.

Bridal Registry Module

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With a large online inventory and active customer accounts, someone is able to select items from the product catalog and place them on their bridal registry. Another shopper is able to look up a registry by last name and first initial. Items on the registry are displayed, and the shopper can purchase them using a BuyNow button or call the store directly.

Display Windows Module

Included with Jr.

This module gives you 100% freedom to display products throughout your entire website, on every page other than your product catalog. This module was developed after extensive study of website visitor movement. As visitors browse your website and read about your services, educational information and store events they can also be presented with a selection of thumbnail items from the product catalog. This is considered a soft sell since the intent is to capture their interest without them intentionally browsing your online catalog.

The Display Window can be set on every page in a vertical or horizontal direction. You also have the ability to set it for random items or a specific set of items. Clicking any of the thumbnail images will bring you to the individual product detail screen for that item. From there the shopper can keep browsing the catalog or purchase the item using a BuyNow button.

Links & Resources Content Layout

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This content layout is specifically designed to help manage a large number of community links you might have on your website. You have the option of using a standard content page with a content layout, but this layout is available when your number of links becomes too large to manage with the paragraph system.

Meet Our Staff Content Layout

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This content layout is specifically designed to help manage your staff information. You have the option of using a standard content page with a content layout, but this layout is available when you want a more efficient method to manage your employee layout than with the paragraph system.

Designer Lines Content Layout

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This content layout is specifically designed to help manage a large number of designer logos and links to their websites. You have the option of using a standard content page with a content layout, but this layout is available when your number of designers becomes too large to manage with the paragraph system.

FAQ Content Layout

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This content layout a small database specifically designed to help manage a large number of frequently asked questions you might have on your website. You have the option of using a standard content page with a content layout, but this layout is available when you have more than 10 questions, thereby making it difficult to manage with the paragraph system.

Client/Customer Testimonials Content Layout

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This content layout a small database specifically designed to manage the testimonials you want to publish on your website. Testimonials can be presented using a standard content page with a content layout, but this layout is available when you have more than 10 questions, thereby making it difficult to manage with the paragraph system.

Join Our Mailing List Content Layout

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This mailing list form is a special contact form that asks for the user's address, birthday, anniversary, and the opt-in permissions to add them to your mailing list. Additional questions can be customized for your needs. The form generates an email to you.

Newsletter Module

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This module gives you the ability to create, display and archive an unlimited number of newsletters on your website. The newsletters are edited using the same content paragraph system which is the basis for Psycopedia, but there is an extra feature that allows you to generate HTML code which you can copy and then paste into Microsoft Outlook Express. This module provides a way to permanently create pages on your website (which is needed for SEO domination) and also gives you the ability to manage your own monthly eNewsletter list without having to pay extra for a more in depth, unneeded email service.

Email Messaging Module

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If you are interested in managing an unlimited number of email subscribers and email marketing campaigns then you need a stand alone module to do it. The Email Messaging Module can import records and capture them from the Join Our Mailing List Layout. You can select from different email HTML layouts or simply send a text email. The email member list is similar to the screens in the customer module, and this module could be used to manage customer accounts very similarly. In fact, if you do not have a shopping cart, or other sub-modules that require the customer module, you can use this module as your customer relationship management system.

There is no limit to the number of emails you send monthly from the module, although you are limited by your hosting bandwidth. You can establish an unlimited number of email address list groups, and an unlimited number of email marketing campaigns. You are able to reuse any marketing campaign, and send each to a new list group. In other words you can create a "Welcome" letter and send it out to all the new list members at

the end of this month. Then next month you can send that same Welcome email to the next set of new list members.

Email campaigns can be duplicated and edited to save time in their initial setup. There is also a built in throttle control on how fast the emails are sent. This throttle control prevents the blacklisting that sometimes happens to people when they send too many emails at the same time.

Unlike the other modules that are a one time fee only, the Email Messaging Module has a monthly maintenance fee.

Blog Module

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This blog module is not meant to compete with professional blogging websites like Blogger and WordPress. This module allows you to write articles and create pages on your website. People are able to post comments which you can review before they are posted. You can also indicate keywords for each article. The Blog Module has a different, more compact way of displaying articles and published pages than the Base Metal CMS.

Guestbook Module

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This module provides a way to get direct feedback from your website visitors, and easily post that feedback onto the website. The comments are stored for approval, and you are sent an email notification that you have a new comment. You can approve and display the comment, or delete it if inappropriate.

Contest Module

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This is perhaps one of Psiclopedia's most powerful viral marketing tools. This module has a very sophisticated database that allows the customization of questions, and the types of answers that are required. Answers to questions can be fill in the blank, yes/no, multiple choice, essay, video, image or audio. When someone enters the contest you are notified via email. After approval of the contest entry, you can create a real web page for the contestant.

It is recommended for each contest to allow entries for a minimum of 45 days, and a maximum of 60 days. During that time, the contestants will come back to your website to view the contest entries. When they see their dedicated entry page they will link to it from their MySpace and Facebook. That linking will generate permanent traffic to your website. With strategic planning you can add in the Display Window module to the contest pages so visitors to the website will have that soft sell as they are reading the contestant's entry.

After the contest is over you will wait for another 2 weeks until announcing the winners. This extra delay will keep generating traffic as people continue to return in anticipation.

After the contest is over you will keep those contestant pages on your website forever because the links from MySpace and Facebook will also be available for a very long time. As long as the Display Windows are still active you will maintain a potential for sales.

Google Sitemap Module

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Sitemaps are very useful pages for people when they can't find what they are looking for on a website. (Actually, if someone is lost on your website then it means it's time for a redesign or a restructure.) The Sitemap page is usually tucked away in the footer of every page of a website. The sitemap page will create a public version of your website directory tree. If you have the SEO Module, then this sitemap page will be generated using the Google nofollow link guidelines. This module includes the ability to generate the sitemap.xml file that you will need for your Google Webmaster Account. You will have to generate the xml file every time you add a new page to your site. For very active sites, like those with blogs and contests, the sitemap.xml file can be set to recreate itself once daily.

CAPTCHA (stand alone add-on to each form on the entire website, in any module)

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CAPTCHA = **C**ompletely **A**utomated **P**ublic **T**uring test to tell **C**omputers and **H**umans **A**part. This is the method by which a numeric box is added to any form on your website to prevent attacks from "bots". Many malicious computer programs attempt to hack websites and computer daily. These autonomous computer programs are calls "bots". Sometimes they bots simply want to deliver a spam message, and sometimes they are actually trying to hack into a website to siphon credit card data. The Psiclopedia CAPTCHA feature can optionally be added to any form on the website.

PDF Uploader Module

Included with Jr.

Although this module is included for free in the Base Metal CMS, it deserves mention. This module allows you to upload any PDF file to a special directory on the website. You can then easily copy the website URL associated with the PDF and paste the hyperlink into any "paragraph" on the site.

This allows you to upload your monthly PDF newsletters and publish them online, or a PSF of a local newspaper article, or a PDF of your recent press release. Whatever the need, this feature is already built in.

SWF Uploader Module

Included with Jr.

Although this module is included for free in the Base Metal CMS, it deserves mention. This module allows you to upload any Flash SWF file to a special directory on the website. Once uploaded you are given the chance to copy the <embed><object> code needed to display the Flash file in any "paragraph" on the site.

It is not recommended to upload SWF files more than 3MB in size. Flash file you upload should be limited to short commercials or brief video information. OneTrueMedia.com or YouTube is recommended for a more intensive video solution. Whatever the need, the ability to upload a Flash/SWF file is already built in.

List of Important Psiclopedia Jr Features

Included Modules

- Base Metal CMS
- Navigation Sitemap
- Product
- Display Windows
- PDF Uploader
- SWF Uploader

Optional Modules

- SEO Module
- Repair Status Module
- Bridal Registry
- Sitemap (includes Google Sitemap)
- Newsletter (email archive version)
- Email Messaging Module
- Blog
- Guestbook
- Contest Module

Available Advanced Content Layouts

- Links & Resources
- Meet Our Staff
- Client/Customer Testimonials
- FAQ
- Designer Lines
- Join Our Mailing List Form (emailed)

Optional Special Features

- CAPTCHA for any form