

Psiclopedia™ eBusiness System Module Structure & Basic Descriptions

As of April 2009

Base Metal CMS

\$\$\$\$\$

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.

Customer Module

This is included with the Base Metal CMS because it is tightly integrated into the Psiclopedia eBusiness security system, Without a product catalog or one of the other add-on modules the Customer Accounts module does not really have a function to the public view. The customer accounts screens in the admin allow you to manage address and billing information for each customer. You can also track important personal dates for each customer, like birthdates and anniversaries. Extra features are available to turn the customer module into a functional customer relationship manager. Those features include unlimited notes, job tracking, special pricing (price breaks or wholesale pricing). Specific features can be programmed to meet your needs.

Navigation Sitemap Module

\$\$\$\$\$

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

\$\$\$\$

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

\$\$\$\$

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

\$\$\$

The "foundation" Psiclopedia™ Product Module includes more than 70 descriptive fields of information relating to jewelry details. Not only can you indicate the metal type, color and finish of an item, but you can also indicate the length of a bracelet or a chain. There are dozens of fields dedicated to diamond characteristics, include table size, pavilion, shape, carat weight and even treatment types. Other online product systems only include a basic description, whereas this product module could rival the product information you save in your store's POS system.

Built in is the ability to assign related products so you can show suites of jewelry, or simply something similar. You can also assign various product options like available stone size, metal type or ring size. Each option has the ability to modify the item price as it is added to a shopping cart.

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 (add-on for Customer Module)

\$\$

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 Admin 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.

Repair orders can be attached to a customer record instead of retyping the email address and cell phone number. The customer module does not have to be used, but if attached, the customer can view the status of their repair through a password protected "My Account" area of the website. When using My Account, the customer will not need to enter the repair ticket number.

Appraisal Status Module (add-on for Customer Module)

\$\$

The Appraisal Status Module provides a way to enter your appraisal work into the website for use as a job status lookup. A consumer is able to visit a page on the website and enter the appraisal 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.

Appraisals are entered through the Admin of the website and can be attached to a customer record. The customer module does not have to be used, but if attached, the customer can view the status of their appraisal through the My Account area of the website. When using My Account, the customer will not need to enter the appraisal number.

Credit Notes Module (requires Customer Module)

\$\$

The Credit Notes Module is provided as an extra level of website customer service. With it you are able to select a customer and enter the amount of money they have in store credit. The customer will only see this information when they log into My Account. There is no direct functional way to use the store credit to make an online purchase; it is for information purposes only. However, it is used as a reminder and a reason for your customers to visit you again.

Shopping Cart (requires Product Module)

\$\$\$

Having a product catalog online does not automatically mean you are selling online. With the Shopping Cart Module you can unlock the ability to sell online. The shopping cart is designed using the established Amazon.com standards. Customer can add items to the cart, continue shopping or proceed through checkout.

Product options that modify prices will be carried through the entire shopping cart and checkout. During checkout the customer is presented in this order with a screen for shipping information, a screen with shipping options, a screen for billing information, and a screen to enter their payment method. A final review screen is then presented with all the details they entered, giving them the option to go back and edit each item or process the final step and payment.

Available shipping options include a direct tie in to the UPS.com website to calculate shipping costs using your UPS account. Additionally you can enter a table of pre-established shipping charges from USPS or another company. The shipping charges can be keyed off the boxed weight of an item or the price of an item.

A tax table is also included with the shopping cart module. It allows you to set different tax rates for every state, and it even has the ability to set tax rates for states (like California) that have different rates based upon municipality.

During the checkout process, (on the shipping information screen) the user has the ability to enter a Gift Message. That message is later available in the Admin and is used to hand write a personalized note sent with the purchase.

Customer accounts are automatically created for any user who purchases. An email notification is immediately sent to the customer with their new account information. Another email is sent to them with the order receipt. The next time they purchase they will be able to log in before checkout. Customers with login accounts have access to the My Account status screens.

Once an order is received, the website order administrator is sent an email notification. Another part of the shopping cart module is the View Orders area of the Admin. All orders can be viewed, printed and processed from this screen. Invoices and packing lists can also be printed with the website logo instead of printing invoices from your POS or accounting software. This View Orders screen also shows the details for the Gift Message.

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 place the item into the shopping cart and proceed through checkout.

Featured Items Module (requires Product Module)

\$\$

Featured items are items you select as specials for your home page, specials of the month page and the home page of the cell phone version of your website. The product module has a built in ability to select an item as a "home page special" or a "cell phone special". Chosen items are displayed on the home page in a pre-established format to catch the shopper's attention.

The items selected for "cell phone special" will actually display on websites with Semantic Code Design and the option for cell phone display. Such items will appear on the home page of those cell phone sites.

Retailers who have active twitter.com accounts could use the cell phone special in conjunction with a twitter announcement for online social marketing. Send a "tweet" announcing a specially priced offer that is only available on the cell phone version of your website. Followers of your Twitter account will receive your tweet on their cell phone and then naturally go directly to your website from their phone.

Wholesale Pricing Module (requires Product Module)

\$\$\$

Do you sell products to a select group of people at wholesale pricing? This module allows you to grant any registered customer the ability to view wholesale pricing, and make purchases at those lower prices. This feature was created for manufacturers who set up trade B2B websites for their retailers.

Quantity Level Pricing Module (requires Product Module)

\$\$\$

Some people stock 1 item at a time, while others stock cases of the same product. This module provides the ability to set quantity price break levels. You can sell quantity 1-4 for one price, 5-10 for a different price, or 11-15 for yet another price. There is no limit to the number of price break levels you can set up.

Gift Card Balance Lookup (stand alone add-on to Base Metal)

\$\$

Visit your website at <http://www.yourstorename.com/giftcard/> and you will be presented with a field asking for your gift card number. Enter the number and the website will tell you how much money is left on the card.

There is no direct functional way to use the gift card to make an online purchase; it is for information purposes only. You should print the website address on the back of the gift cards. Recipients of the gift cards will be able to look up the value of the card at any future date.

Maintaining the gift card balances online is a manual process, but another value added service you can provide your customers.

Special Requests Form (stand alone add-on to Base Metal)

\$\$

A Special Requests Form is not a module like the others described here, but rather it is a large questionnaire asking for various details (customizable to your needs) about the jewelry they are looking for. The form generates an email to you, and you can follow up with specific items you already have in your store, and on your website, or you can open a dialog for a custom design or special order.

Special Order Status Module (stand alone add-on to Base Metal, or Customer Module add-on) \$\$

The Special Order Status Module provides a way to enter the status of a special order into the Admin. A consumer is able to visit a page on the website and enter the order number to view the status. A simple notice of "On Order" or "Received" is provided as the status, and certainly no personal information is returned.

When Special Orders are entered though the Admin, you can attach it to a customer record. The customer module does not have to be used, but if attached, the customer can view the status of their appraisal through the My Account area of the website. When using My Account, the customer will not need to enter the special order number.

Links & Resources Module (stand alone add-on to Base Metal) \$\$

This module includes a small database 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 module is available when your number of links becomes too large to manage with the paragraph system. This module also includes its own image/logo database.

Meet Our Staff Module (stand alone add-on to Base Metal) \$\$

This module includes a small database specifically designed to help manage your staff information. You have the option of using a standard content page with a content layout, but this module is available when you want a more efficient method to manage your employee layout than with the paragraph system. This module also includes its own image/logo database.

Designer Lines Module (stand alone add-on to Base Metal) \$\$

This module includes a small database 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 module is available when your number of designers becomes too large to manage with the paragraph system. This module also includes its own image/logo database.

FAQ Module (stand alone add-on to Base Metal) \$\$

This module includes 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 module is available when you have more than 10 questions, thereby making it difficult to manage with the paragraph system.

Client/Customer Testimonials Module (stand alone add-on to Base Metal) \$\$

This module includes a small database specifically designed to manage the testimonials you want to publish on your website. Testimonials can be presented on a single page, or they can be displayed randomly around the website amidst other content.

Photo Album (stand alone add-on to Base Metal) \$\$

This module includes a database, paragraph layouts and image uploader. You can store a few hundred photos in your album and organize them by category or event. There are several content layouts available to display the photos, and they can be tweaked to match your website's design.

Join Our Mailing List Form (stand alone add-on to Base Metal) \$

This mailing list form is not a module like the others described here, but rather it 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.

Join Our Mailing List Module (stand alone add-on to Base Metal) \$\$

This mailing list a module includes 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, but also saves the collected information into

a database on the website. The database can be exported as a text file. You can also perform basic sorting on the database. Customization is available to allow transfer of mailing list members into the Customer Module or the Email Messaging Module.

Newsletter Module (stand alone add-on to Base Metal) \$\$\$

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 (stand alone add-on to Base Metal) \$\$\$

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 from the Customer Module, and from the Join Our Mailing List Module. You can also import email accounts through an import screen. 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.

Website Search Module (stand alone add-on to Base Metal) \$\$

This module provides a public area search engine. Search results are pulled from all the "paragraphs" within the Base Metal CMS, and from the descriptions of the products in the Product Module. This search feature provides a fast way for your customers to find a specific product on your website using the product SKU or description.

Blog Module (stand alone add-on to Base Metal) \$\$\$

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 (stand alone add-on to Base Metal) \$\$

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.

Zip Code Retail Store Locator Module (stand alone add-on to Base Metal) \$\$\$

This module comes with a database for you to enter retail locations, and another database of zip codes. The zip code locator will find any retail store within a set distance from the zip code you enter into the search field. The listing of store results will appear from closest to furthest on the locator page. Retail locations can be entered for the United States, Canada, and several other countries. A yearly subscription is available to keep the zip code database up to date.

Contest Module (stand alone add-on to Base Metal) \$\$\$\$

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.

Survey Module (stand alone add-on to Base Metal) \$\$\$

The Survey Module allows you to create basic surveys to post on your website. This system is not as sophisticated as a professional survey system, but it allows you to tie the customer accounts and survey answers together. Reporting is built into the module so you can print and review the results.

Google Sitemap Module (stand alone add-on to Base Metal) \$\$

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) \$

CAPTCHA = **C**ompletely **A**utomated **P**ublic Turing 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 (not an add-on, included in Base Metal)

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 (not an add-on, included in Base Metal)

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.

Tracking Feature: Offline Marketing Tracking

\$\$

This module is a special add on feature that works in conjunction with the standard CMS paragraphs. You can enter up to 10 different tracking codes at a time that are then used in your print media, TV commercials and radio ads--in other words, all your "offline" marketing. The wording of your ads needs to be written in such a way to incentive the consumer to visit your website and take action. Example: "Receive 20% discount via email when you register at our website with the code 1234."

When someone enters that registration code on your website they will be sent the auto-responder message that you pre-set for the code 1234. Their information is also emailed to you. As people take action, and as you collect registrations, you will be able to measure the actual effectiveness of your offline advertising dollars.

You can also use this Offline Marketing Tracking to require pre-registration for a special store event. Perhaps you are having a trunk show and you want to require registration, or perhaps you are having a one day sale for only people who register online. Consumers are looking for excuses to use the latest and greatest technology; and you are looking for ways to legitimately measure your advertising dollars.

The tracking results may surprise you, and they will help you become a more educated media buyer.

Tracking Feature: Registered User Tracking

\$\$\$\$

This optional feature will turn on all the user tracking features of Psiclopedia. With it you can track the IP address or the username of a user as they browse your website. This type of tracking is not available through Google Analytics due to Google's Privacy Policy, so it has been built into Psiclopedia. You can see the pages they viewed and the time they were on your website. Search engine keyword tracking is also available so you can analyze how a visitor arrived at your site and then how they traversed your site.

Activating this feature on your website will require an upgrade of your hosting plan.

Tracking Feature: Product Tracking

\$\$\$\$

Without expensive custom programming of your Google account, Google Analytics is unable to automatically interpret the built in product categories, or measure how many times a product is viewed. The optional Psiclopedia Product Tracking feature will provide easy tracking of all product categories, and individual products. You are provided with easy to read screens showing which product are hot and which are not. This tracking will easily reveal items with little online interest, and perhaps you will find out which product photographs need to be retaken.

Activating this feature on your website will require an upgrade of your hosting plan.

List of Psiclopedia eBusiness Modules

Base Metal CMS

- Customer Module (included in Base Metal)
- Navigation Sitemap Module (foundation module)
- SEO Module (foundation module)
- Product Module (foundation module)

Customer Module (Items listed below require the Customer Module)

- Repair Status Module
- Appraisal Status
- Credit Notes

Product Module (Items listed below require the Product Module)

- Shopping Cart
- View In Person
- Wish Lists
- Bridal Registry
- Layaway Balance & Payments
- Display Windows
- Featured Items
- Wholesale Pricing for selected registered users
- Pricing Levels for quantity purchases

Stand alone module add-ons (Items listed below require the Base Metal CMS only)

- Gift Card Balance Lookup
- Special Requests Form
- Special Order Status
- Links & Resources
- Meet Our Staff
- Client/Customer Testimonials
- FAQ
- Designer Lines
- Website Search
- Sitemap (includes Google Sitemap)
- Newsletter (email archive version)
- Join Our Mailing List Form (emailed)
- Join Our Mailing List Module (saved in a database)
- Email Messaging Module
- Photo Album
- Blog
- Guestbook
- CAPTCHA for any form
- Zip Code lookup of retail stores
- Contest Module
- Survey Module
- PDF Uploader
- SWF Uploader

Available Tracking

- Offline Marketing Tracking
- Registered User Tracking
- Product Tracking