

Content Management System Features



Main Features of Web Hosting & Content Management

- Use SiteWalk to edit your web pages on the fly
- Use FTP to manage your website just like you would with any other web hosting
- Integrated customer database that grows as customers enquire or interact with your website
- Make any type of content secure
- Share and syndicate any type of content using RSS
- Build communities using forums, blogs and collect customer comments on any type of content
- SEO integration into Google, Yahoo and Windows Live
- Sophisticated ready-to-go reporting, no need to add any code to your web pages



Publish any type of Content

- Announcements, FAQs, Literature
- Set Release and Expiry dates on your content
- Make any type of content secure
- Share and syndicate any type of content using RSS
- Create micro-communities by allowing customers to comment on any type of content
- Create your own type of searchable content using Web Apps (All-in-One solution only)
- Create re-usable content snippets which you can use anywhere



Integrated Customer Database

- Grow your customer database every time your customers enquire or interact with your website
- Keep a history of all past customer enquiries
- Allow customers to view their past enquiries via secure "member only" areas
- Allow customers to keep their details updated via secure "member only" areas
- View on a per customer basis details on every action they've taken on your site
- Customize and extend the Customer Database to suit your business (All-in-One solution only)



Manage your Website and Web Pages

- Use SiteWalk to edit your website on the fly
- Use a Microsoft Word like WYSIWYG editor to edit web pages
- Use Module Manager to add business functionality without any programming
- Make web pages secure
- Archiving & Rollback for every web page and template
- Automatically creates a working copy of web page until you publish
- Apply content approval rules to any web page or template
- Use templates to create a consistent look and feel
- Use FTP to upload and download web pages
- Work directly inside Dreamweaver using our plugin Triangle



RSS

- Create an unlimited number of RSS channels
- Syndicate and share any type of content e.g. blogs, web pages, news and announcements, FAQs etc
- Set update frequency of your RSS channels
- Reports on RSS usage and items selected from within a feed



Secure "Member Only" Areas

- Make any type of content secure (web pages, announcements, Blogs, FAQs, Forums etc)
- Manage your customers' access to any secure area
- Set expiry date for customer access to any secure area
- Easily email login details to every customer in a secure area
- Report on customer logins to each secure area



Website Reporting

- Comprehensive reporting without having to add a single line of code to your web pages
- Geo-location reporting. See a map of the world.
- Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more
- Detailed reporting on every type of content
- Search engine reporting, e.g. search phrases, when your site has been indexed and more
- Sophisticated customer reporting framework.
- Filter on any system or custom field
- Save any report and run later
- Export any report to Microsoft Excel for further analysis



Web Form Builder

- Build customer enquiry web forms without any programming
- Add any number of custom fields to your web form to suit your business
- Automatically captures and populates every enquiry in your customer database
- Use built-in business workflow framework to automate follow-up, set reminders and escalation rules. Choose to be notified via email and/or SMS.
- Report on web form submissions including custom fields and easily export to Microsoft Excel
- Allow customers to upload files within web forms
- Allow refer-a-friend functionality within web forms
- Add Image Verification to web forms to stop spam submissions by bots
- Automatically subscribe customer to a Secure Zone upon submission of a web form
- Easily add web form to any web page hosted at GB or elsewhere
- Customize the landing page customers see after submitting an enquiry
- Customize auto responder email sent to customers after they make an enquiry



Build Communities with Forums

- Create any number of forums
- Set moderation level on new customer posts
- Customers can subscribe to any thread and be notified when new posts are added
- Make any forum secure
- Set release and expiry date on your forms
- Reporting on forum usage
- Easy to use administrative interface for managing threads and posts
- Limitless customizability of forums



Amplify your voice with a Blog

- Full blogging platform
- Customers can leave comments on any blog post
- Approve all incoming trackbacks
- Trackbacks to any other blog
- Permalink
- Set release dates for blog entries
- Tagging and Tag cloud module
- Blog calendar module
- Recent blog post module
- Blog post by month module
- Report on blog post readership
- Integrated RSS channel for each blog
- Make your blog secure
- Limitless customizability of blogs
- Ability to import WordPress or TypePad blog



Photo Galleries

- Create any number of photo galleries
- Easily add a photo gallery to any web page
- Add a description to any photo
- Customize layout and appearance of photo galleries



Ad Rotators

- Create any number of ad rotators
- Rotate images, HTML snippets or Flash objects
- Report on number of impressions, click thrus for any period



Meta Data

- Built-in meta data framework
- Create your own meta data tags and easily add them to any web page