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## Frontline Site Solution: The “next level” becomes affordable

**Overview:** Frontline Site Solution is web-based software which is integrated seamlessly into your site’s design. Simply put, no one but you will know it’s there.

Unlike most of the popular site management tools developed today, the Site Solution backend can accommodate several design solutions to meet your marketing objectives. Professional designers will build your base site pages to deliver the IMPACT you need, and from there, you can take control.

When installed on your website, Frontline Site Solution gives you the control to manage your page content and provides the tools which allow you to integrate the data obtained from your live site into your business operation – with pinpoint efficiency and ease of use. All site management is done through your web browser, with a username and password, so no additional software is needed.

**Who uses Site Solution:** Any individual or any agency that produces websites, web content managers, or any organization with limited staff and resources necessary to maintain its website.

### What Site Solution provides:

- **Page Content Manager-** Update existing content on any eligible page and create saved, multiple versions of pages for future use.
- **Contact Center-** Assign topics for your contact page and set the recipient email address for each. This allows you to determine the best channel to direct your live web inquiries.
- **Registration Manager** – See who has registered on your site and assign privileges to the registrants – which range from “members only” pages to “opt-in subscribers” lists.
- **Announcements Mailer-** Build your announcements and store them for a future release. You can create simple to elaborate email announcements and set them to automatically go to all – or a selected group - the opt-in registrants on a specified date.
- **Calendar and Events Manager-** Enter all your important dates and provide as much detail as desired. You can categorize your listings to make searching easy for your users.
- **Resource Center** - Upload files like PDFs, photos, Word documents, movies, and more to your website and write descriptions for greater search-ability. The resource Center can also be used as a Media center for public relations events.
- **Photo Gallery-** For the visually-minded, upload photos with descriptions and categorize entire albums or selections for personal management.
- **Banner Rotation Manager-** Create multiple banners for your site and assign them to appear on specific pages – or at random on all pages. Banners can reinforce messages on certain pages or have an impact to your site overall.

### The costs to expect

Site Solution is licensed for a monthly fee. Our non-profit rate is \$85 per month/per site, which includes support and upgrade maintenance on the software. We also include a one-time hour-long training orientation before site launch and offer online support to our clients.

Your site design and development cost is mostly dependent on its size. We will estimate a cost when we get an assessment of the content you wish to have on your web site.

Also, increased functionality like; e-commerce, streaming video, etc., is subject to additional monthly costs, but we typically find great values for our clients.



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## Site Solution Tools

### 1.) Site Solution Page Manager

The Page Manager allows you to manage many aspects of the pages on your site.

Building and editing pages on your website with the page editor can be done whether you are an experienced programmer or a novice. There are two modes by which you build or edit web pages:

HTML mode – Used primarily for web managers who have an understanding of programming code, or the

WYSIWYG mode – Means “What You See Is What You Get.” This mode allows you to style text and graphics like a page layout or word processing program.

Both modes have a “Preview Page” feature which allows you to see your page how it will look on the web site before you publish it.

The Page Manager also allows you to:

#### Manage multiple versions of your site’s pages

You can create and save versions of any eligible page on your web site. This is particularly helpful for a recurring event (i.e.-Annual Picnic) where only a few changes need to take place. All it takes is a simple click to publish a stored page in your library.

#### Assign Access Privileges to site visitors

Some pages on your site may have restricted content that you only want certain people or groups to see. This feature allows you to assign which group gets to see what on your site. Common usage for this feature would be: “registered members only” pages, limited-time demos for clients, and sensitive material that you wish to restrict to known visitors.

#### “Access Denied” messaging

Another function of page configuration is the "Access Denied" page message. When unauthorized site users try to access restricted content, you can craft the language necessary to assist them – whether it be encouraging them to register or giving them information on who to contact.

#### Make your pages Search Engine friendly

You can create, review or update page meta data, such as page descriptions and keywords. This is really valuable for search engine marketing and will help you to get indexed correctly in Google, MSN, Yahoo, etc.



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## 2.) Site Solution Calendar and Events Handler

The calendar and events handler is designed to be all-inclusive and versatile. Every item you put in your web calendar can be personally categorized (i.e.- staff meetings, special events, to all employees, etc.) and titled to enable easy site searching.

You can be as comprehensive as necessary with your descriptions and add links to other parts of the site for more information.

After you enter in all relevant data pertaining to a calendar event, users on your site can enjoy multiple ways of searching your calendar. Among them are:

### Calendar “By-month” browsing

This provides a small calendar thumbnail view of the entire month selected. Highlighted dates on the calendar indicate that there are events occurring on that date and become “clickable” for an expanded view.

### Category browsing

Your site users may be looking for a specific item defined by a category (i.e. – staff meetings). This will save time browsing through the months.

### Topic (or “Title”) view

This works as the descriptive headline of a calendar event. Many entries can be self-explanatory with just a title on a given date (i.e. – 11,15.2006, All timesheets due). But if greater detail is necessary, there is a “more info” link that will navigate the user to all details.

### “More Info” view

This is the expanded view of a calendar topic. This is an ideal place to put directions or links to other pages.

## 3.) Site Solution Announcements and E-mail Engine

This is the area to create announcement lists and messages to keep your registered users informed. You can compose your announcements in either HTML or WYSIWYG mode and schedule them to be automatically sent immediately, or on a specified date, to subscribers in your list.

Part of the convenience of doing this through your web site is scheduling with the E-mail engine, which can be enabled 24/7 to send your announcements to your recipients on the precise date and time you select. You also have the option of selecting to publish your announcement only to your web site’s “Announcements” page on the specified date, and not be mailed at all.

### Manage Announcement Items

You can create and store a library of scheduled announcements and mailing lists here. You can also edit or delete the announcement lists and messages you create.

### Subscribers

You can view or download the contact information for announcement list subscriptions. Editing of the subscribers information will take place in the registration area.



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### Manage General Configurations

You can set the common areas of your messages here. This would include things like: name of sender, email address of sender, standard message footer, and the alternative message that would appear if the recipient of your message can't read an HTML formatted message.

#### **4.) Site Solution Registration Manager**

Registration management is a vital part of your online strategy. This is the most efficient way to build and manage your mailing lists for online mailings. Your site visitors can register themselves or you can do it for them.

After their information is entered, you can manage account registrations on your site by:

##### Assigning them access privileges

You can enable or disable logging into your site and choose which restricted pages each registrant can view.

##### Selecting which announcements they will receive

After you create your mailing lists in the Announcements program, you can select or deselect which lists each registrant will receive. Note: a registrant who receives announcements by his/her own request becomes a "subscriber."

##### Mail lost account information back to the subscriber

Occasionally, users of your site will request to have their login information emailed back to them. You can easily do that from here.

##### Reset passwords

Forgotten passwords can be re-set by the administrator here.

##### Conduct a search in a large database

Even if your registration list gets large, there is no problem finding people in it. You can search your entire list by: creation date, login, alpha, "name contains," "email contains," sign-up range, and sign-in range.

#### **5.) Site Solution Contact Center**

The Contact Center allows you to traffic inquiries from your site through the necessary channels within your organization. The primary reasons for channeling is to ensure the most accurate answer can be given and increase the response time.

The contact center allows you to create and manage message topics. You can create names for departments topics (i.e. – Billing Department, Customer Service, General Information, etc.) and assign a unique email address and name to each topic.

After a site user types in a message in the text field on your contact form, they will be presented with a pulldown list of the message topics you created. By selecting the most accurate topic, the message will get delivered to right person in your organization.

##### Contact Sidebar

We have also created a "sidebar" look for general information you wish to publish on your web site, like office hours, phone, fax, toll-free numbers and mailing address (U.S. Postal).



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## 6.) Site Solution Image Gallery

The Site Solution gallery can help you manage your site's photo and image assets in a highly efficient manner. This is an ideal place to build volumes of photo collections or other images (i.e.- PowerPoint slides).

A key feature to this gallery is the auto thumbnail generator. When you upload photos, the application automatically scales your image and creates a thumbnail for placement in your selected albums.

In the Image Gallery, you can:

### Create Albums

Give your album a title like, "2006 Company Picnic" and write a synopsis of the event if desired. After your album is created, you can begin to load pictures and captions (entries) to it.

### Add Entries

Upload your photos or images, give them titles and descriptions, and choose which album you would like each photo to appear in. Your site visitors will see nicely formatted pages with thumbnail images which they can select and get an enlarged view of the photo.

## 7.) Site Solution Resource and Media Center

The Resource and Media Center can help you manage your organizations hardcopy resources that you wish to make available via download on your site. You can upload newsletters, forms, press releases, brochures and various other media files to your site and make them accessible for download.

The Resource and Media center can support most any media type and is extremely versatile in design and layout options.

### Create categories

For extensive libraries, you can create specific categories that make it easier for your site users to find. A sample category might be, "Employment Applications."

### Assign Resource items to a category

You can assign any uploaded item to one or multiple categories. For example, your Employment Application PDF might fit into the "Employment Applications" and "2006 Forms" categories.

## 8.) Site Solution Quick Polls

Quick Polls are unscientific (but fun!) ways solicit the opinions of your site's readership. With the Quick Poll, you can create questions with multiple choice answers to appear on any page of your site in a pre-designated area.

When your readers make a selection, the results-to-date appear with the number of people who have participated. On the results page, you have the option of writing (and citing) a synopsis or editorial which can provide deeper understanding to the question asked.