



Makers of:



Award-winning software for auto sales and leasing automation



SiteMentor functionality & specifications

SiteMentor is a content management system that utilizes a database to allow users to manage content more easily. It offers the ability to input products, generate a dynamic shopping cart, and utilize standard headers/footers - yet offers all the benefits of having static pages. SiteMentor employs a hybrid scenario between static and dynamic website functionality offering the best of both worlds.

Benefits of Static Pages

Fast-

Static websites are several orders of magnitude faster than a dynamic website. The HTML is already produced. Information isn't created dynamically on the fly when a user requests content.

Caching -

Static pages are easily cached mitigating problems encountered with proxy servers. Load on the server will be reduced because it will use the cached copy. Web browsers can handle caching and refreshing more intelligently.

Load -

Static pages require little to no processing overhead. They are read from the hard drive and pushed out through the internet. This is a very well understood function. The operating system and the web server have many ways to speed up that operation and to cache it.

Consistent Results -

On dynamic websites, each time a visitor goes to the website the resultant HTML is assembled together real time and delivered to that specific visitor. Because it is running each time, it could generate different results. These could include resource limits being hit or the database not being available. With SiteMentor, once a website is published everyone will see consistently and reliably see one version of the webpages until changes are made in the admin and the website is republished.

Work Once, Not Every time a webpage is viewed -

SiteMentor does all the work in order to assemble the content on a webpage.

Administrators can make changes to HTML and content and preview that content prior to publishing. If you're only making changes to a few pages, why waste time republishing the whole site? With SiteMentor, you can selectively choose to publish only the pages that changed.

The work of putting together the code and content is done only once at the time that the site is published. With a dynamic website, this would be done each and every time someone views a webpage. This means that we can perform very complex work in order to produce

your website that otherwise would not be available. The way we can layer content, content within content, and deep nested content provides for a great amount of information that can be placed on a single webpage without the extra overhead and work to produce it.

Security -

Using static pages minimizes the dynamic content on the website. Thereby, mitigating many security concerns as well. On static pages the files do not change. There is no information being passed to the pages. This is not the case with dynamic websites. Dynamic websites are programs running real time that must receive information about what to display from the user viewing the page. Many hacking attempts can occur by exploiting these dynamic pages through various means including SQL injection attacks. Because these programs are running on the host's web servers it means that the malicious programs can corrupt data and be used to hack the server that the dynamic website resides on.

SiteMentor is SEO Friendly

SiteMentor produces real file names -

On many dynamic websites the urls don't make obvious human sense. This is because they pass database keys, session information and other things to the web server. Sometimes you can have the same url representing many separate pages of information due to sessions or cookies. SiteMentor has very English, human readable file names that generally represent the content of a particular webpage. This file name represents one webpage/one view. As such is easily bookmarked and gives consistent results when visiting that link. By default, urls are created directly from the content title, but they are also customizable for even more search engine optimization options.

Pages created are easily spidered by search engines -

Because of the obvious filenames and structure, search engine spiders are able to automatically crawl the pages of the website and look at each page to easily use that information in the search engine results. Long ago, search engines would completely ignore dynamic style content and would not index it at all. This is no longer exclusively the case, but there are still benefits to using static webpages.

SiteMentor provides traditional meta content -

SiteMentor produces static pages offer traditional meta content data and search engine friendly titles. Meta tags may be constructed across three levels: global metas that span the entire website, page specific metas based on type or category of page and on individual pages themselves. These multiple levels of meta tags offer customizable options for even greater SEO control.

Google SiteMaps -

We have integrated the ability to create and upload a Google SiteMap of your site through our SiteMentor product. This can help alert Google to up-to-the-minute changes about your website pages, prompting more frequent and efficient crawls by their Googlebot. Other benefits of using Google SiteMaps include the ability to ensure that your web pages are categorized and prioritized exactly how you want them to be. Google SiteMaps also can

speed up the process of getting a brand new site seen by Google and get new content pages in more quickly. It also eliminated the waiting and guesswork of checking to see when spiders crawl your site.

Archive -

You can keep older news and data available and live, even when you aren't directly promoting it on the site. This means that once a page has been picked up by the search engines that page can continue to funnel traffic into your site. SiteMentor makes it easy to archive and categorize pages as potential "link-bait".

ALT-tags -

With the caption feature available in the SiteMentor Image Manager, you can easily describe graphics and images in text for better search engine spidering. Use of alternative descriptor text about your images makes your site more accessible for the visually handicapped population.

SiteMentor is Modular

The inherent design of SiteMentor is modular and flexible in nature. This allows for greater customization and development in greater niche markets. Specific modules for retail/catalog, menus, and real estate are just a few examples of how the modular approach can make SiteMentor a great tool for new development projects. Modules also allow the ability for enhanced custom development solutions for new and exciting vertical markets, such as the auto industry, without significant programming overhead. The SiteMentor program is not themed. Pages are created with standard HTML and textual content. With a few adjustments, most any web design can be recreated within the SiteMentor framework.

Current Modules Include:

- Address
- Website Security
- Reports
- Vendor Management (Portal only)
- Order Management
- Sales Tax
- Shipping
- Catalog
- Menus
- Events
- Coupons
- Commercial Real Estate
- Vendor Permissions Management (Portal only)
- MLS Real Estate
- Image Management
- Profile Management
- Content Management
- Webpage Management
- Manager
- People Management

- Banners
- Portal Banners
- Links
- FAQ (Frequently Asked Questions)
- E-Mail List Management
- Message Management
- Publications
- Site Traffic (Stats)
- Preferences
- Publish Settings
- Froogle Settings
- Suppress Prices
- Pricing
- Login
- Forms Management
- Authorize.net Payment Gateway
- Real Estate

Portal Level

SiteMentor Security Design Credentials

We don't store any username/password credentials within the SiteMentor code. All authentication is passed along to the database and handled at the secured database level.

All Authentication is Database Level

All web authentication is passed along to the database (with a slight transformation). We implement all security at this level so that even if our CGI code were to become comprised, there have no passwords to steal.

Data Permissions

- All Data is restricted per user to the modules that they have been assigned
- Only their personal data is visible via views that run time check
- There is no access to the underlying tables
- All Add/Deletes/Modifies are enforced via database permissions to the views
- All Add/Deletes/Modifies are also enforced via rules
- All permission assignment and check for owner changes are done via triggers
- If you have full access to the database, only normal operations can be completed

Business Rules

A large portion of the business rules or logic is embedded in the database to ensure database integrity regardless of the access method.

Admin Navigation

All admin navigation is created on the fly with the appropriate permission checks, including read-only access and module assignment.

All code is outside the web roots

This is to minimize tampering or modification

Minimize Executed code

Minimize the number of les that can be executed and via the webserver.

Portcullis Design

The admin employs portcullis design - a primary central access point. It verifies permissions, access, state and loads the appropriate code handling a single function. Security from this single page is consistent and easier to audit.

SU-exec

All Code is run with the permissions of the domain owner

Front End Access

A specialized account that only has readonly access to the parts that pertain to the searching, and can only create sessions, banner views, carts, and orders. Within 5 minutes of an order being placed, the client account can no longer access that data.

SSL

128 bit SSL Certificates

Credit Card information

We remove credit card information (ie, blank out all but last 4 digits) when order is completed.

Cookies

- Only used for client access not admin access. There is no administration information kept in browser or on the user's computer.
- We don't store any information except a session key on the client's machine. There is no critical data regarding shopping cart, or payment.
- Only a single cookie is set.

FTP

Admin does not store any client les.
All access is done via HTTP or FTP access.

Each client has a unique rooted environment
No client can access anyone one else's les nor see any system levels.

Authentication

All authentication is done via the FTP server and the permissions are utilized by it. This minimizes code level problems or access permission problems.

Static Files

All client websites are static HTML les. Dynamically generated pages are purposely minimized. This results in:

- Reliability

- Consistency
- Fast Page Load
- Minimizes dynamic interaction and database access

HTTP Auth

All logins and authentication is provided by the HTTP protocol. This is built in and industry standard, and is much more secure than application level w/ cookies or other session tracking methods.