

OBOOKO responsive membership site

New development: <http://www.obooko.com/free-ebooks/>

Current static site: <http://www.obooko.com/>

I am always open to ideas and suggestions so please let me know if you think things can be done in a better way. *And, I don't expect you to understand everything about my site straightaway, so please keep firing questions at me. Never try to guess anything!*

The site can be built on my server as it is now or remotely on your hosting facility.

1. [New Site requirements](#)
2. [Membership system](#)
3. [URLs](#)
4. [Site architecture](#)
5. [CMS admin](#)
6. [Development pages](#)
7. [Star Rating system](#)
8. [File Storage](#)
9. [User downloads](#)
10. [Advert manager](#)
11. [Feedback form](#)
12. [SEO](#)
13. [New feature](#)
14. [Account pages](#)
15. [Upgrading accounts](#)
16. [Responsive testing](#)
17. [Speed optimisation](#)

1. NEW SITE REQUIREMENTS

The new site will do EXACTLY the same as my current static live site www.obooko.com with the following differences:

1. *Page creation etc., will be managed via the CMS*
2. *The new site will be responsive and 100% mobile friendly across all modern browsers, devices and operating systems ... within reason.*
3. *Registered Users will now each have a separate account page.*
4. *Authors will also have their own account page and have better control of book submission/file uploads/download data.*

2. CURRENT DEVELOPMENT PAGES

Apart from those pages that require attention (see attached fix list as if we were taking the fixing route) all pages should look EXACTLY as they do now in the development site.

You will have seen the original PSDs and the html templates but there are some small differences. Mainly the size of the book cover thumbnails on the homepage and category pages. I can provide you with marked-up screenshots to highlight any of the changes if you wish.

2. THE MEMBERSHIP SYSTEM (this part is CRITICAL!)

The current site uses a custom version of the [Sitelok](#) php membership system. This is supposed to have been integrated into the new site by previous developers but it has NOT been done so correctly. THIS IS WHAT THEY COULD NOT GET THEIR HEADS AROUND BECAUSE THEY DID NOT DO WHAT I ADVISED BELOW:

***IMPORTANT:** I advise you to [Register](#) on the old static site to see how it all works: change your password, download books, send a [Submission Form](#), upload files, Check out the transactional emails sent to you. **Try everything!** This is the ONLY way you will fully understand how the current site operates

and how the new site will work. If you don't do this you will definitely struggle to understand. The few minutes this will take will make all the difference!

1. All Sitelok scripts can be found in the 'slpw' folder. Code is standard as per [Sitelok manual](#) on most pages, but there have been mods made (by the Sitelok developer) to some of the pages and forms. I can give you the developer's email address if you need to contact him direct. I will also provide you with any or all html pages from the static site so you can take a look at the Sitelok php code.

2. A duplicate copy of slpw is located in the current free-ebooks folder: this contains all the Sitelok scripts. The previous developers have altered some of these scripts but I do not know what changes they have made or if they are viable. **You should use a fresh copy as per my static site.** I will let you have a copy.

3. There is an [admin control panel](#) within slpw, which is used to record and manage members: you will need access to this to ensure the registration process and updates made by users are working. Talk to me for a full explanation and access to my current admin.

NOTE: *I am prepared to replace Sitelok completely if there is an alternative that will be easier to integrate and will make the site perform safer and better. But I will need to have my current member database carried over.*

3. URLs

1. The main folder for the site will now be re-named 'ebooks-books' an example absolute url will look like this:

<http://www.obooko.com/ebooks-books/romance/secret-kiss-alexia-praks>

This is because I intend to also sell books in the near future, so not all the ebooks will be free. Also, using both 'ebooks' and 'books' will be good for SEO

2. Also, is it possible to have <http://www.obooko.com/ebooks-books/> as the url for the homepage? It would be good for SEO to get the keyword in there. Please let me know if this is not possible.

3. URL REWRITING: all urls must be semantic: no query strings, and all letters must be converted to lower-case. All must look like natural, static urls.

4. SITE ARCHITECTURE (advice/opinion required)

This is not a task, I just need your opinion/advice. I have recently found out about siloing for SEO purposes (<http://www.bruceclay.com/eu/seo/silo.htm>) and restructured my current static site accordingly. This improved my search rankings slightly. I wonder how this can be done with a dynamic site? Please let me know your thoughts.

5. CMS ADMIN

1. I like the current user-interface: it is easy for me to use. Please try to keep a similar layout and remove any menu items that are not being used.

<http://www.obooko.com/free-ebooks/admin-login>

6. DEVELOPMENT TEST PAGES

1. Use any images and text from the current development site to create dummy test pages on the new site. You do not need to create any 'real' pages. I will delete all the test pages and will create the real ones when the site has been built and tested ... I have over 2000 to do!

7. STAR RATING SYSTEM

1. This was supposed to be the same as the one I use on my static site, but with larger stars. I don't like the one the previous developers have used. Can my current one (javascript) be used? Or something very similar? I will however need the option to transfer all the current rating figures from my static site. I am prepared to enter these manually in the cms admin for each page if necessary.

8. FILE STORAGE

1. Users can currently download three filetypes: PDF, EPUB, MOBI (Kindle) These are currently uploaded and stored on my static site in subfolders

ebook-files/romance/pdf
ebook-files/romance/epub
ebook-files/romance/kindle

HOWEVER, if it is easier for the new site, they can be stored like this:

ebook-files/pdf
ebook-files/epub
ebook-files/kindle

9. USER DOWNLOADS

1. User selects the file format of their choice on the download page. For instance, on this page the user selects 'KINDLE ebook' from the dropdown menu.
<http://www.obooko.com/free-ebooks/crime-thriller-mystery/inspector-zhang-gets-his-wish-ebook-1>

Once the file-type is selected, a new page is loaded and the user downloads the file.

http://www.obooko.com/free-ebooks/download.php?dlid=172&book_id=156&format=mobi

FIX/CHANGE: Above the download box, the three default words should read:

Title: Inspector Zhang Gets His Wish Ebook 1

Author: Stephen Leather

Filename: InspectorZhang-obooko-thr0129.epub

10. ADVERT MANAGER (Admin)

The site will mainly be monetised using Adsense. You can see the three display ad' positions at desktop screen size: one 728x90 unit at the top and two 300x250 units in the right column. These will use Google's responsive ad' code, which will load an appropriate ad' size according to the container at smaller sizes. This code is fine for 95% of the pages. However, if a book is only suitable for readers over 17 years of age, we cannot use Adsense because of Google's adult content policy. So, we have to replace the ad's on these pages. This is done by replacing the ad' code with that of a different network; as you will see in the cms admin. This is triggered by entering text in the 'Age Rating' field on the 'Manage Book Listing' template.

If you have any better ideas for managing advertising, please let me know.

11. FEEDBACK FORM

1. Because the books are free, it is not necessary to have comments. It would be like looking a gift-horse in the mouth. Authors prefer the direct feedback system that is currently in place on the static site, which I think is still unique in my marketplace. Users have to be logged in to send the form.

http://www.obooko.com/free-ebooks/feedback.php?book_title=Inspector%20Zhang%20Gets%20His%20Wish%20ebook%201&firstname=Stephen

This page is currently incorrect as you can see:

Url looks messy

Mysql warnings in right column

Strapline and top left text area not displaying

Not lining up on left

12. SEARCH ENGINE OPTIMISATION

1. On all pages, the top left text box should now have a 'Read more' tag. This is to ensure that I input enough text in the top section of the html of each page for SEO purposes.

2. Siloing. Don't forget to get back to me about using silo architecture.

13. NEW FEATURE

1. Many users have complained that they can't remember which books they have downloaded. Can either of these be integrated:

a) A pop-up window opens if the user tries to download a book they have previously downloaded. *"You have downloaded this ebook on a previous occasion. Do you wish to download again?"*

b) list all downloaded files in the USER ACCOUNT (add a menu item 'Download History' or 'Books Downloaded')

14. ACCOUNT PAGES

First, please log in to the development site as a user (admin, admin)

Currently, there are no author account login credentials so these will work for both if, after logging in, you access via the urls below. Note the difference in the menu items and pages:

User account pages: <http://www.obooko.com/free-ebooks/user-account>

Author account pages: <http://www.obooko.com/free-ebooks/author-account>

There are 2 types of member account: **USER** and **AUTHOR**.

USER Account = Free membership only

Menu items:

Account Home

Change Password

Change Email Address

Close Account

Logout

(Plus 'Download History' if we take this route)

AUTHOR account = Free membership *PLUS* author specifics

Menu items:

Account Home

View Download Figures*

Submit Another Book

Revisions and Updates

Change Password

Change Email Address

Logout

(Note: authors cannot close their account: they must notify obooko)

Note: as you can see, both accounts will display a message area. This will show the current message as entered in CMS admin. The word 'messages' should be the title of the message and needs to be included in the admin field: either a separate text field or a html text editor (which would be better for me.)

* Download figures are currently collected and displayed by Sitelok publicly on teach download page on the static site. For the new site, these will be seen only to the author on the *View Download Figures* page within their account. Current download figures will have to be transferred from the static site. (I can do this manually each time I create a page if you can integrate appropriate form fields into the cms template.)

15. UPGRADING FROM 'USER' TO 'AUTHOR'

1. When a user registers, they are automatically logged in until their first session ends. This is to give them a taste of the site. Login details are mailed instantly and automatically. Currently, the user chooses their own username but Sitelok generates a random password. This password can be changed by the user at any time.
2. When the user subsequently logs in for the first time, they will see the [USER ACCOUNT PAGE](#). The user will always see ONLY this account unless they upgrade to author (see item 4.)
3. Everyone has to start with a standard USER account (even authors)
4. Upgrading to AUTHOR: a registered user has written a book and wants to publish on obooko. He or she goes to Menu/[Submit Book](#). This form is common: it is open to ALL logged-in users. It is not a restricted page nor part of any account pages. The user completes and submits the form. This is called the *Author First Submission form*.
5. At this stage the user is still a USER. However, when they submit the form it automatically activates Sitelok to add AUTHOR to their membership. So, they are now upgraded to AUTHOR ACCOUNT.
6. When this user next logs in they will see only the [AUTHOR ACCOUNT PAGE](#). They will never see the standard user account page again. The system now remembers they are an author, so any more books they wish to submit can be via *Submit Another Book* inside author account.

I hope this makes sense. If you can think of better ways to do things, please let me know.

16. RESPONSIVE TESTING

1. All original templates were fully tested and passed on [Browserstack.com](#) for all popular devices, browsers and OS. However, the templates may not have been used by the previous developers so there will be issues that need sorting out and there may be more screen sizes to consider (larger iphone?) Please advise. Once completed, the site needs to be tested for responsiveness and active linking. I don't mind which service is used but it should be on actual devices where possible. [Crossbrowsertesting.com](#) might be a good alternative. If you do not have a testing account with either of these platforms, please let me

know and I will set up an account for a month with one of these services so we can both see exactly the same thing and take screenshots if necessary.

Note: All pages must pass the Google [mobile-friendly](#) test.

17. SPEED OPTIMISATION

1. Final check is for speed: load time to be reduced to absolute minimum; especially for mobile. Caching should be employed.

Note: All pages must pass the Google [PageSpeed Insights](#) test for desktop and mobile.