# CMS

**Objective:** To capture and convert the organic traffic searching for resume, cover letter, formats .

**Performance Metrics:** Organic traffic, bounce rate

**Requirements:**

* On each CMS page, CTA= download the particular format.
* On click on download, open lead form and once user submits the form open the pdf format (uploaded from backend) in a light box (as discussed) . Provide action button as download, share on G+, Twitter & Facebook on the same.

Provide following options at back-end to create a particular page.

* Name of the Page ( character limit 156) (Mandatory)
* Active(flag to make it live)
* SEO elements for a page(Mandatory & editable):
  + Page title(to be shown on tab):
  + Url
  + Meta description:
  + Keywords:
  + Schema
  + Provide uploader for SEO elements against the urls.
* Bread crumb logic: Home> Name of Page (SEO wants to set it manually, lets discuss & close)
* Logs to be maintained for the page:
  + Created by (id from which page was created)
  + Last modified by (id from which it was modified)
  + Last modified on(date of modification)
  + Published on(date on which it became active, it will be overwrite but maintain logs of history at backend)
* Metrics to be shown:
  + Total Sample downloaded
  + Total samples shared on twitter/g+/facebook
* Two type of pages need to be created:
  + Landing pages and children pages
  + Landing pages (same CMS ) need to be created for different type of formats e.g. Resume format, Resume Templates, Cover letter, Resignation letter, LinkedIn summary etc.
  + Under each landing page, further CMS pages(children) will be created on the basis of categories like Designation, Functional Area and Experience.
  + On landing pages all defined children under those categories will be shown in the widget.
* Description (text field with all editing options)(Mandatory) (Tools to be provided: Bold , italic, underline, Hyperlinks, Bullets (number and circle)
* Formats (Mandatory)
* Option to select the format out of the already uploaded formats (of resume, resignation letter , cover letter etc.) .
* Only one format can be selected at a time.
* Users can download the selected format from the particular page (as provided in the design).
* Maintain a separate table for uploading formats.
* Provide following fields while uploading:
  + Name (to be shown as name of pdf)
  + Image(to be shown as an image)
  + Image alt (SEO element to be visible to google crawler)
  + Document (pdf,doc)(to be downloaded by user)
  + Maintain logs as :
    - Created by (ID from which resume was uploaded)
    - Last Modified by
    - Last modified on
* Expert Section(Mandatory):
* Option to select the expert review out of the already uploaded views.
* Only one expert view can be selected at a time.
* Maintain a separate table for adding expert view.
* Provide following fields while adding:
  + Writer ID (the one who added the view)
  + Writer Name( to be shown on page as shown in design)
  + Writer Designation (to be shown on page as shown in design)
  + Writer Image(to be shown on page as shown in design)
  + Description (with text editing tools as explained above and to be shown on page as shown in design)
  + Maintain logs as :
    - Created by (ID from which it was added)
    - Last Modified by
    - Last modified on
* Banner: Maintain following fields for a particular banner widget (Mandatory)
  + Banner Id
  + Image
  + Re-directing Url
  + Uploaded by (ID from which it was uploaded)
  + Last modified by and date
* Comments/reviews/Feedback:
  + Comments will be shown on the page and user can comment only in logged-in state(as provided in design)
  + Provide a separate interface for all Comments from CMS pages, Blog pages and product pages to approve the comments. Make an entry in the queue with following fields:
    - User id and email id
    - Product Var id and Name
    - Page type: Course/Job assistance service/
    - Publish(flag, if set comment will be made live on the respective page)
    - Ratings
    - Question1 and answer1(Objective answers)
    - Question2 and answer2(Objective answers)
    - Question3 and answer3(Objective answers)
    - Detail (open ended)
    - Added date
    - Is testimonial (flag, if set will be shown on homepage)
    - Maintain logs:
      * Approved by
      * Published date
      * Maintain history of changes in the approval flow