Asbru Ltd.

Asbru Web Content Management System

Introduction and Overview

Easily & Inexpesnsively
Create, Publish & Manage Your Websites

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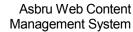
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Introduction

This document is the introduction and overview for the various user guides for the Asbru Web Content Management System and for the various Asbru Web Content Management System Editions and Add-On Modules.

The user guides are divided into nine separate documents:

Introduction and Overview – describes the Asbru Web Content Management System user guides, Editions and Add-On Modules.

Installation Guide – describes how you, the system administrator and website administrator, install and configure the Asbru Web Content Management System software on your website.

Configuration Guide – describes how you, the "superadmin" website administrator, use the Asbru Web Content Management System to configure your website and web content management system settings.

Website Editor Guide – describes how you, the website editor, use the basic Asbru Web Content Management System to update your website content.

Website Administrator Guide – describes how you, the website administrator, use the advanced Asbru Web Content Management System to update your website content.

Website Developer Guide – describes how you, the website developer, use the more advanced special codes and HTML forms of the Asbru Web Content Management System to "program" your website content and functionality.

Special Codes Reference Guide – compact reference guide for you, the website developer, with the special codes and HTML forms used in the Asbru Web Content Management System.

Programming API Guide – describes how you, the website programmer, install, configure and use your own program scripts to be used in and with the Asbru Web Content Management System to create, publish and manage your websites.

Hosting Edition Guide – describes how Web hosting service providers and larger organisations can use the special Hosting Edition of the Asbru Web Content Management system to run any number of separate client websites on a single, easy to maintain and support installation of the Asbru Web Content Management system.

1   Asbru Web Content Management System

The Asbru Web Content Management System is a web solution allowing you easy access to create and update the content of your Internet website as well as your Intranet and Extranet websites. The system is full-featured but very easy to use and highly flexible. By default it is configured with a minimal set of features enabled to be as simple as possible for you, the website administrator, to use. More advanced web content management features can be enabled when needed.

The Asbru Web Content Management System is available in different programming language versions with the exact same functionality and with support for all major website platform operating systems and database servers for maximum freedom in choosing – and even changing – your technical website platform.

The Asbru Web Content Management System is available in different editions for different numbers of website administrators and for more or less advanced website and web content management administration functionality. A number of optional E-Commerce, Community, Databases, Statistics and Experience Add-On Modules are also available.

The Asbru Web Content Management system is modular with many configuration options to enable and disable website administration functionality to suit your current requirements, and with easy access to add website functionality and to reconfigure the website administration functionality to suit your changed requirements.

All functionality for both the Personal, Small Business and Professional Editions as well as for both the E-Commerce, Community, Databases, Statistics and Experience Add-On Modules are included in all versions of the Asbru Web Content Management System, and you simply need upgraded or additional software license keys to unlock the additional website functionality and web content management system features.

The Asbru Web Content Management System can be used in different ways by different types of users:

- Casual, non-technical website editors can easily use the Browse & Edit mode to make occasional additions and changes to your website content.

- More advanced, non-technical website administrators can use the full web content management administration pages functionality for more advanced functionality including advanced website content creation and publishing workflow functionality.

- Technical website developers with knowledge of HTML, CSS and Javascript as well as the Asbru Web Content Management System special codes and forms can develop advanced website content and functionality.

- Website programmers can customize and extend the Asbru Web Content Management System functionality with their own custom program scripts, and can use website content from the Asbru Web Content Management System in their own and third-party web applications.

2   E-Commerce Add-On Module

The E-Commerce Add-On module for the Asbru Web Content Management system enables you to create and manage e-commerce websites and turn your website visitors into website customers.

You can define any number of products and product pages using the full flexibility and power of the Asbru Web Content Management system. Your website visitors can browse and search product pages like any other pages on your website.

For easy updates of product prices and other product details and synchronization with existing product databases, product details can be easily exported from and imported into the Asbru Web Content Management system E-Commerce Add-On module.

Any currency and any number of currencies can be defined and used for your products with automatic handling of currency exchange rates. You can also create multiple versions of your website for different markets with each version using the local currency with automatic handling of currency exchange rates.

From your product pages, your website customers can select to add the products they want to their virtual website shopping cart. When your website customers have selected all the products they are interested in they can proceed to checkout and order the selected products by entering their payment, delivery and invoice details. Optionally, your website customers can pay for their orders by credit/debit card through the PayPal (www.paypal.com) payment processing service provider or another payment service provider.

Any type of shipping costs and taxes can be defined for different products, product types, product groups, order quantities, order totals and delivery countries and states.

Your website customers are sent order confirmations by email and your website order administrators are sent order notifications by email for all completed orders. All completed orders are also stored in your website database for easy order administration and as backup for the email notifications so that no orders are lost due to eventual email problems.

All product, shopping cart, checkout and ordering web pages as well as order confirmation and order notification email messages are fully customisable using the Asbru Web Content Management system features.

3 Community Add-On Module

The Community Add-On module for the Asbru Web Content Management system enables you to create and manage user community websites and turn your website visitors into participating users.

You can define pages for your website visitors to register as users to get access to personalised content, email newsletters, and access restricted content and services.

You can define personal pages for registered users for them to use as a personal business card web page and to access personalised content.

You can define personal administration pages for registered users to update their personal details, select their personal content preferences, and update their personal business card web page.

You can send email newsletters and other messages to registered users and website administrators.

You can define any number of guestbooks, message boards, weblogs and similar applications. Such applications can be made public for access by all website visitors or the applications can be restricted for access by specific registered users and/or website administrators only.

Combined with the E-Commerce Add-On module you can give your website visitors/customers access to view and post their own product reviews.

For maximum flexibility the Community Add-On applications are implemented just like any other content in the Asbru Web Content Management system. This means that all the Community Add-On applications are fully customisable using the Asbru Web Content Management system features, and the Community Add-On applications can be combined with the general web content management system features such as access restrictions, archiving and workflow. You can also create your own applications similar to (or completely different from) the default Community Add-On applications.

4   Databases Add-On module

All content in the Asbru Web Content Management system is stored in a database, but the Databases Add-On module enables you to create additional, special content databases for structured content that may not be suitable to be presented and managed as ordinary website content pages.

You can define any number of special content databases for different types of data, and you can define any number of attributes/fields for the content in the databases. Special content databases can contain a wide variety of data types including simple text, HTML text, numbers, dates, select options, radio buttons, checkboxes, usernames and email addresses as well as references to other content items (pages, images and files etc).

Special content databases can be used to give your website visitors access to search for and view content in the databases. Searches can be for each individual attribute/field in the content database. How the special content databases and searched and displayed is cully customizable using the general content administration features of the Asbru Web Content Management system and a few, simple special codes.

Special content databases can also be used to collect data from your website visitors. You can create web page forms where the posted form data are stored in a special content database, and an email notification can be sent to the special content database website administrators.

5   Statistics Add-On module

With the Statistics Add-On module website administrators have access to view usage statistics for how your website visitors use your website. This may give you valuable information on your users'/customers' interests as well as on your website and how to eventually improve your website.

The usage statistics are collected and reported in real-time so that the available data are always up to date. You can see who is using your website right now or you can view data for longer/older periods of time.

A wide variety of usage statistics data are available:

- What content your website visitors access on your website – viewed web pages and images as well as downloaded files.

- When your website visitors are visiting your website – at what time of the day, week, month and year.

- Who your website visitors are – from which countries they are visiting and which operating systems and web browsers they are using.

- Why your website visitors visit your website – search engines and other website which your website visitors come from.

- How your website visitors use your website – start and exit web pages and paths from web page to web page(/image/file) as well as time spent on each visit and each individual web page – average/common data for your website visitors or specific details for each individual website visitor.

6   Experience Add-On Module

The Experience Add-On module gives website administrators access to detailed segmentation of the website visitors and personalisation of the website content; and to conduct and analyse experiments with different variants of your website content; as well as to detailed analysis of how the website and individual web pages are used by the website visitors.

Website visitors can automatically be categorised into different user segments based on the available data for anonymous website visitors and registered users as well as dynamically based on how they use the website. The website content can then be personalised to display different versions of content to different user segments, which is likely to result in a better experience for and better response from website visitors.

Different variants of website content pages, images, products and layout templates and style sheets etc. can be created and used to conduct controlled user tests on the website visitors providing statistical analysis on how website visitors respond to the different website content variants giving valuable information on how to design and redesign your website content.

Individual website pages can be analysed using "click" heatmaps showing which text and image links etc. website visitors react to and use giving valuable information on how to design and redesign your website content and web page layout.

With the Statistics Add-On module as well as the Experience Add-On module website administrators have access to view even more detailed usage statistics for how your website visitors use your website with additional usage statistics reports data details for user segments and user tests. This may give you valuable information on your website user/customer segments' interests as well as on your website and how to eventually improve your website.

7   Custom / Third-Party Add-On Modules and Extensions

The Asbru Web Content Management system also supports your own and third-party custom add-on modules and extensions to extend the web content management system administration pages with additional functionality and to add programmed website content – eventually from external systems.

You can add your own and third-party custom add-on modules which add sections, menu items and functionality to your web content management system administration pages – for example for easy access to your other website applications and external systems as well as online services.

You can add your own and third-party custom extensions which add programmed website content for your website pages – for example for program generated or processed content and for content retrieved from external systems as well as from other websites and online services.

You can add your own and third-party custom add-on modules and extensions for payment processing as well as for automated product availability integration with external systems, and for automated product delivery of digital products and integration with external systems.

You can customize/extend some of the web content management administration pages functionality with your own custom program scripts to handle publishing and unpublishing of content items; handle uploaded images and files; validate content details; and validate user account details.

You can use your website content from the Asbru Web Content Management system in your own custom website content delivery scripts as well as in your other own and third-party web applications.

8 Hosting Edition

The Hosting Edition of the Asbru Web Content Management system includes a number of additional features, which enables you to run any number of separate client websites on a single, easy to maintain and support installation of the Asbru Web Content Management system.

Web hosting service providers can use the Hosting Edition features to offer inexpensive web hosting standard packages with full web content management system to their clients. Clients may also be offered single page business card websites (i.e. for Internet domain name registration holding pages or email-only packages), which the clients can update themselves trough a simple web-based administration interface with the Asbru Web Content Editor.

Larger organisations can use the Hosting Edition features to manage multiple, independent websites for different divisions, departments, projects, brands and campaigns etc.