

Cleaner
Fresher
Smarter
Quicker

Smart SiteBuilder

www.smartdecat.co.uk

For Website Developers

SmartDeCat® SmartSite Builder™ has been exclusively designed for today's marketplace where offering clients the ability to pay for what they need and the ability to expand within a few cost effective clicks is paramount.

Driving SmartDeCat® is its total ambition to ensure the very best quality content management system solution is provided to resellers and end users alike.

While all SmartDeCat® products contain advanced coding techniques and full compliance, SmartSite Builder™ takes website, safety, speed and reliability to a whole new level.

Cleaner – fresher - safer – smarter – quicker

..... Unique!

Cleaner

Of course it is easy for any company to say their software is cleaner than before or compared to competitors, yet SmartDeCat® SmartSite Builder™ truly sets the standards above others.

Just a few examples;

- **Cleaner** – stylish and simple colour coding design optimised for cross browser compliance.
- **Cleaner** – designed to ensure all clients can equally use the software without compromise regardless of browser type or ability.
- **Cleaner** – navigational areas only show what's turned on and in use speeding up administration page load times, work flow and productivity.
- **Cleaner** – the ability to run the site in two completely separate modes to ensure each administrator sees what they need, when they need it.
- **Cleaner** – remove static pages and images at the same time.
- **Cleaner** – pick images already uploaded rather than re-uploading them.
- **Cleaner** – file sizes reduced to their bare minimum to ensure faster loading and reduced bandwidth usage.
- **Cleaner** – advanced compression to ensure all content saved to the database is 100% optimised.

Smarter

Outstandingly SmartDeCat® SmartSite Builder™ actually thinks for you, yet in a none intrusive way; enabling you to spend time on the important stuff in life rather than fighting with software.

Just a few examples;

- **Smarter** – SmartSite Builder™ ensures you keep within SEO recommendations.
- **Smarter** – expand your site as you need it.
- **Smarter** – change your design within a few seconds
- **Smarter** – W3C, HTML, XHTML, CSS and Disabled Discrimination Act compliant.
- **Smarter** – never overwrites existing static page names.
- **Smarter** – only installs database tables as required.
- **Smarter** – ensures images keep within specific dimensions.
- **Smarter** – finds missing content.
- **Smarter** – deletes content on the fly in part and in full.
- **Smarter** – checks itself to ensure every file is original.
- **Smarter** – encrypts sensitive content to 256 bits.

- Smarter – supply a site with what the client needs.
- Smarter – upload a new banner image within the administration area.
- Smarter – corrects static file names for full SEO compliance.
- Smarter – removes none used html content.
- Smarter – corrects image and file names while being uploaded.
- Smarter – dynamically works out the size of standard image types to ensue faster page load and compliance.
- Smarter – removes empty lines and spaces during content saving for faster load times and reduced database size.
- Smarter – automatically optimises itself.
- Smarter – automatically converts text to the HTML equivalent when required.
- Smarter – automatically converts external links to the correct paths.
- Smarter – unique encryption keys per site.
- Smarter – intuitive control of core site navigations.
- Smarter – ensures passwords meet sensible security standards.
- Smarter – Access, MySQL and MSSQL database ready.

Safer

Without compromise all SmartDeCat® products adhere to stringent safety and security tests. SmartSite Builder™ is no different yet goes that extra step other CMS systems don't even come close to.

Just a few examples;

- **Safer** – SmartSite Builder™ ensures the latest hack prevention techniques are used.
- **Safer** – SmartSite Builder™ prevents unauthorised access to your administration area.
- **Safer** – SmartSite Builder™ encrypts sensitive content.
- **Safer** – SmartSite Builder™ has the ability to test itself for unauthorised changes to all core site files. Be confident that no one has played with your site.
- **Safer** – SmartSite Builder™ and all updates are fully tested by leading security firms.
- **Safer** – SmartSite Builder™ ensures your database is not downloadable by anyone other than you.
- **Safer** – SmartSite Builder™ allows you to have multi administrators with varying degrees of access.
- **Safer** – SmartSite Builder™ allows you to run an anytime validation scan to ensure the site is using a legally purchased copy.

Quicker

A few seconds does not sound like a lot but add the time up over a year and you'll soon notice the difference. SmartDeCat® SmartSite Builder™ is about productivity, speed and reliance for both administrators and visitors alike.

Just a few examples;

- **Quicker** – adding and changing content is saved within a split second.
- **Quicker** – run your site with a reduced view to ensure you see what you need when you need it.
- **Quicker** – visually enhanced to ensure you can find what you need when you need it.
- **Quicker** – basic tasks like deleting images and files are always close to hand and can be run automatically.
- **Quicker** – database content is optimised on each save.
- **Quicker** – reduced administration pages. Add and modify content using fewer clicks.
- **Quicker** – optimised file sizes ensure you and your visitors don't wait for a page to load.
- **Quicker** – only features you need are installed reducing database size and reports run.
- **Quicker** – reduced database calls and advanced usage of static files ensures your visitors browse your site quickly and efficiently.

Advanced revenue

We all like to make money; we wouldn't be doing what we are if we didn't. Yet a one off sale is all too final. SmartDeCat® SmartSite Builder™ allows you to actively generate additional renewable income with no intervention.

Just a few examples;

- **Revenue** – sell a site with the features a client needs no more, no less.
- **Revenue** – automatically allow clients to upgrade their page allowance. Once you have received payment the software automatically activates the purchased allowance for the immediate access of your client.
- **Revenue** – automatically allow your clients to expand by adding new features as and when they need them. Within seconds of your account receiving payment the required plug-in is automatically generated and installed, to the immediate advantage of your client.
- **Revenue** – automatically collect account renewals. For resellers using SmartDeCat® hosting your clients will automatically be asked for payment at the right time. Once they login they will be taken to a unique renewal page and upon completion and the money in your bank, their services will be automatically updated.

You have the ability to add additional profit to our pricing and the client as always pays “You”. Late payers! Don't worry we have this covered; any client allowing their services to expire will automatically be charged interest.

- **Revenue** – use discreet banner advertisement to showcase your services and link directly to your site.

Unique

Unique in its approach, SmartDeCat® SmartSite Builder™ allows you to actively supply a site to your clients with varying degrees of features and abilities.

Just a few examples;

- **Unique** – not only supplied with professionally developed website templates, you have the ability to install your own custom designs and allow your clients the ability to automatically switch between them.
- **Unique** – provide a site with a limit to the number of pages they can add allowing you to offer several packages from one system.
- **Unique** – supply features your clients need and allow them to upgrade on demand with no intervention from you.
- **Unique** – white label SmartDeCat® SmartSite Builder™ to ensure a full and seamless service to your clients, backed by our support.
- **Unique** – SmartDeCat® SmartSite Builder™ is incredibly small, taking up an exceptionally small amount of disk space. Your clients can be assured they have room to expand and not spend extra money on bandwidth usage.
- **Unique** – SmartDeCat® SmartSite Builder™ includes as basic, features often only seen and available to clients purchasing expensive systems.
- **Unique** – SmartDeCat® SmartSite Builder™ is built for the future and can easily accept custom coding requirements.
- **Unique** – SmartDeCat® SmartSite Builder™ is supplied with over 23 features which can be installed on demand.

Eco friendly

Being Eco friendly is not just about reducing resources to save the planet, it's much more! In fact it's about the things we should be doing to save ourselves time and money. Fortunately SmartDeCat® SmartSite Builder™ ensures you save time, money and the planet without human intervention.

Just a few examples;

- **Eco** – reduced coding ensures each website takes up as little physical space as possible saving money for the user and server resources.
- **Eco** – optimised database calls ensure faster response times, reduced server demands and less energy used.
- **Eco** – advanced techniques ensure content is served in optimised packets to fit within standard HTTP requests, reducing resources and faster page display.
- **Eco** – streamlined administration ensures faster administration and reduces the time needed for local computers to be switched on.
- **Eco** – integrated tool tip help notifications ensure help is in the right place, when you need it with no need for printed manuals.
- **Eco** – install and use what you need when you need it. Just in time expansion.
- **Eco** – advanced usage of static pages ensures reduced server and computer resources. Reducing costs and increasing productivity.
- **Eco** – Optimised and advanced templates mean faster search engine recognition and reducing SEO costs.

Features - basic

SmartDeCat® SmartSite Builder™ advertised as basic is far from it! Feature rich you can offer your clients almost anything they need from within one easy “off the shelf package”.

Just a few examples;

- Feature – SEO ready pages
- Feature – advanced image uploading capabilities
- Feature – automatically create thumbnails
- Feature – intuitive find and replace
- Feature – social networking capabilities
- Feature – database compact and repair
- Feature – easily controllable navigational menus
- Feature – FAVicon uploaded
- Feature – quick and easy CSS editor
- Feature – site design changer
- Feature – advanced contact forms
- Feature – advanced form options
- Feature – simple navigation
- Feature – pictorial learning
- Feature – straightforward administration
- Feature – see who’s on line
- Feature – advanced home page
- Feature – interactive searching
- Feature – in-depth content pages with the ability to create parent pages
- Feature – page and image deletion, keep your site clean as you go
- Feature – static page creation for advanced SEO
- Feature – unrivalled security checks
- Feature – service renewal notifications
- Feature – direct access to web mail, hosting accounts and services
- Feature – use extra images on associated pages
- Feature – site wide tool tip help
- Feature – use different CSS files per page.

Features – plug-ins

SmartDeCat® SmartSite Builder™ is supplied with some 23 additional features you can either enable at the start or allow your clients to upgrade to on demand. Now you and your clients truly can have what you need and when you need it.

Just a few examples;

- Feature plug in – blogs
- Feature plug in – download links
- Feature plug in – FAQ's
- Feature plug in – Image galleries
- Feature plug in – links pages
- Feature plug in – portfolios
- Feature plug in – SmartPlayer
- Feature plug in – testimonials
- Feature plug in – ad marketing
- Feature plug in – site polls
- Feature plug in – newsletters
- Feature plug in – send emails
- Feature plug in – Google analytics
- Feature plug in – search stats
- Feature plug in – image capture
- Feature plug in – bulk upload
- Feature plug in – missing images
- Feature plug in – missing pages
- Feature plug in – SEO reports
- Feature plug in – bread crumb navigation
- Feature plug in – multi admin
- Feature plug in – member login
- Feature plug in – random home page content

SmartDeCat® SmartSite Builder™

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