

Advanced Features of Our CMS

Shopping Cart / eCommerce

FYWD helps you develop and manage all types of eCommerce applications, regardless of their scope. Effortlessly set up product categories, shipping, taxes, accepted payment methods, exchange policies, and much more; all without typing a single line of code.

You can further extend your eBusiness by using the Shopping Cart in cooperation with other advanced feature-sets available in FYWD:

- Send eNewsletters to Shopping Cart customers.
- Restrict access to wholesale and distributor-only products and pricing
- Populate your entire product catalog with only a few clicks

Unique features available to each individual item

- Add an unlimited number of items to your eCommerce store
- Define keywords for product searches
- Assign thumbnail and full size product images
- Specify price variations for different product-specific options
- Create item descriptions and full detail pages
- Require form data when item is purchased
- Promote with related items and accessories at checkout

Popular payment methods for painless transactions

- Choose from online and offline processing methods
- Use any combination of payment methods you wish
- Accept specific credit cards with offline or online processing
- Accept customer payments through Pay Pal (no merchant account required),

PayPal, WorldPay, Verisign, and other popular gateways

- Secure shopping cart orders with an SSL certificate
- Charge shipping by item and sub-total
- Apply state taxes based on shipping address
- Display privacy, shipping, return/exchange, and other policies

More powerful options for profitable online catalogs

- Organize products into multiple categories
- Automatically decrement inventory upon purchase
- Choose, create, or customize colors and store layout
- Create product searches and up-selling associations
- Remember repeat customer information automatically
- Allow site visitors to make product comments
- Restrict access to specified products and/or bulk pricing

Site Security / Secure Users

Protecting portions of your website from public access is one of the most common tasks in creating any type of membership-based website. Aside from extensive user-management functions, the Secure Users feature also allows you to create multiple 'clearance levels' so that certain areas are available to some users but not to others.

Issue members and clients a "VIP pass" to your website.

- Grant Secure Users access to special content, features, and pricing.

- Billing and shipping data can be automatically "remembered" when Secure Users make Shopping Cart purchases
- Allow Secure Users to manage their own information through your website
- Provide secure users with personal Event Calendars that they can maintain.
- Create custom searches for rosters, member directories, etc, that allow users to edit their personal data when viewing their own record in the search results.

Administrative tools for managing a community of customers.

- Restrict access to virtually anything: Site Pages, Shopping Cart products and categories, Event Calendars, and all features therein
- Organize users into groups with different "clearance levels"
- Create an unlimited number of secure users and groups
- Batch authenticate thousands of users at once with Database Table Manager
- Give users access to multiple clearance levels on an individual basis

Database Tables

Managing MySQL database tables has never been so easy. The Database Table Manager gives you total control over you're MySQL database tables. You can change and add fields, edit individual entries, and also search your tables within FYWD Edition.

Should you need to download your shopping cart invoices, customer lists, or other data files from your website, you can do so through the View / Download Site Data module. Database tables can be downloaded and modified through Microsoft Excel, or other such programs, then imported back into website data tables.

Easily create robust, database-driven features for your site

- Create and delete user database tables
- Add, delete, and modify individual records

- Rename, delete, and add fields to your data tables
- Batch authenticate thousands of Secure Users in only a few clicks
- Create custom searches for rosters, member directories, etc, that allow Secure Users to edit their personal data when viewing their own record.

Save countless hours by updating parts of your site all-at-once.

- View and empty all site data tables, including system tables
- Download data tables in .csv format and modify them as spreadsheets
- Import .csv data from spreadsheets (i.e. Excel ®) into shopping cart, secure user, and other system data tables
- Add and update thousands of Shopping Cart products in less than one minute

Email Marketing

Electronic mailing campaigns are a great way to generate repeat business. Simply select your desired content page, which you can build in the Page Editor, and then choose the list of email addresses you would like to send it to, such as your Shopping Cart customers.

Foster repeat business with email marketing campaigns

- Create, send, and manage unlimited text and html campaigns
- Design dynamic eNewsletters in the Page Editor
- Populate send-to list with any data table
- Create personalized greetings for thousands of subscribers automatically
- Send eNewsletters to Shopping Cart customers
- Include site pages, Shopping Cart items, Event Calendars, and Web Blogs eNewsletter campaigns
- Unsubscribe email addresses manually or automatically

Traffic Reports

The Site Statistics feature generates reports and graphs that illustrate basic information about your site's visitors and their browsing habits. By learning your visitor's surfing behaviors, such as which pages are the most popular, you can hone the effectiveness of your marketing message.

Fine-tune your website by studying visitor trends

- Total unique visitors per month
- Visit frequency of unique visitors
- Most popular site pages per month
- Page views by hour of the day
- Browser and OS statistics
- Total page views per month
- Number of pages viewed per visit
- Page views by day of the month
- Referrer site rankings and statistics

Web Blog

Essentially the digital incarnation of newspaper and magazine columns, Web Blogs are rapidly gaining popularity with budding writers and experienced journalists everywhere! With a familiar word-processor interface and automatic archiving of past entries, the Blog Manager eliminates the technical barriers of Web Blogging, and lets you concentrate on what matters most - your opinion.

Just think of it as your own "Digital Soapbox"

- Create unlimited Web Blogs to cover an infinite range of topics
- Compose and post unlimited entries to each subject
- Enhance your Blog with links, images, tables, bullet lists, and text formatting
- Automatically organize blog entries by the date you post them
- All entries filed in Blog Archives automatically
- Drag-and-drop Web Blogs onto site pages

Event Calendar

Especially useful for membership-based websites, the Event Calendar Module makes it easy to create and manage interactive event calendars for your website. When used in conjunction with the Site Security feature, you can specify the extent to which users can view and/or edit public calendars and events.

Searchable event calendars keep everyone up-to-date

- Create unlimited searchable event calendars, organized into categories
- Allow site visitors to submit events to calendars they have access to
- Allow registered Secure Users to create and maintain private event calendars
- Describe events with titles, short descriptions, and detail pages
- Create individual and recurring events
- Include site pages, Shopping Cart items, Event Calendars, and Web Blogs eNewsletter campaigns
- Unsubscribe email addresses manually or automatically