HMI Tech ezSite Builder

Features of ezSite Builder:

Given below are some salient features of HMI Tech ezSite Builder. These should not be construed as a comprehensive list as all the features are innumerous based on the open source design. The list below contains some of commonly used features of the site builder.
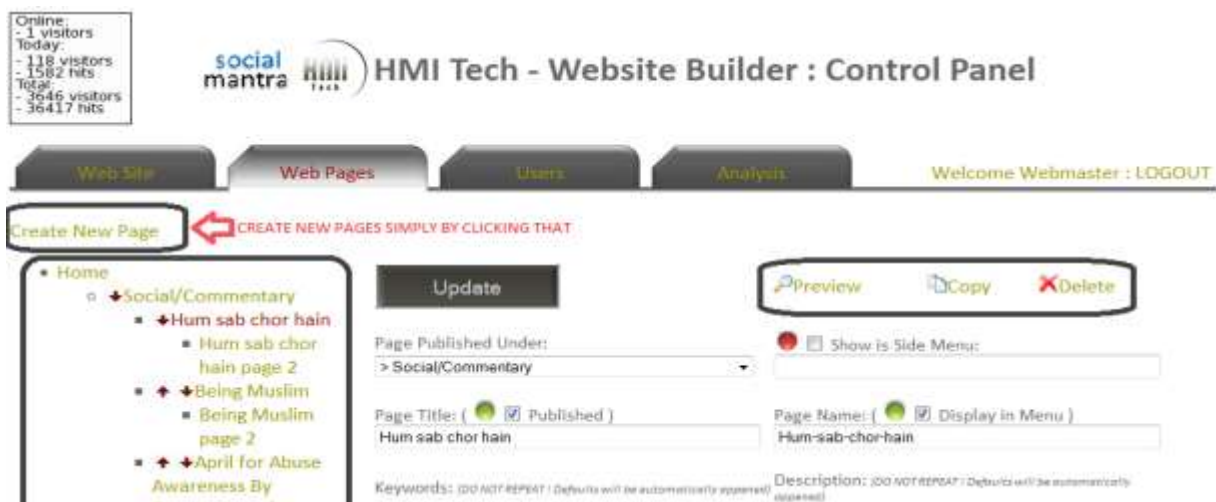
Fully editable content using MS WORD like editor.

You don't need to be an HTML guru to edit the content in the ezSite builder.

Simply use our MS Word like editor to edit all the content including changing images, links, flash and much more.

Ability to create new, edit, delete and publish web pages from the control panel.

You have complete control over the content of your site.

Visitor Tracking and Analysis (Visitors Online)

View the visitors online and keep track of your site with the built-in analysis tools.

- *Unique Visitors*
- *Page Views*
- *Referrers*
- *Search engines*
- *Keywords*
- *Visitor Retention*

- *Much more …*

Automatic Search Engine Optimization (SEO)

ezSite Builder Automatically takes care of most of your SEO requirements and gives you the ability to control the process.

- *Automatic Google **sitemap.xml**.*
- *Automatic **SEO friendly url** rewriter.*
- *Automatic **Robots** exclusion.*
- *Ability to edit **Meta Data***
- *Ability to edit **Alternate Text***
- *Ability to edit **title for links***
- *And much more*

Simply Social Media Integration (SMO - Facebook, Twitter, etc)

Adding social media is a breeze with the ezSite. Simply add an anchor text and the ezSite builder will automatically replace it with the relevant social codes.

No need to copy and paste code from Facebook and such sites. Add any of the following:

- *Facebook Like*
- *Facebook Comments*
- *Facebook Activity Feeds.*
- *Facebook Updates*
- *Facebook Recommendations*
- *Twitter Share Button*
- *Twitter Feeds*
- *RSS feeds*
- *YouTube Videos*
- *Facebook Login*
- *Much more …*

Graphical built-in File Manager.

Use our built-in web based file manager to upload multiple files to the server for use within your site.

The File Manager give you complete control over the media included in your site like images, documents, flash, videos, etc.

Customizable User interaction forms. (User Engagement)
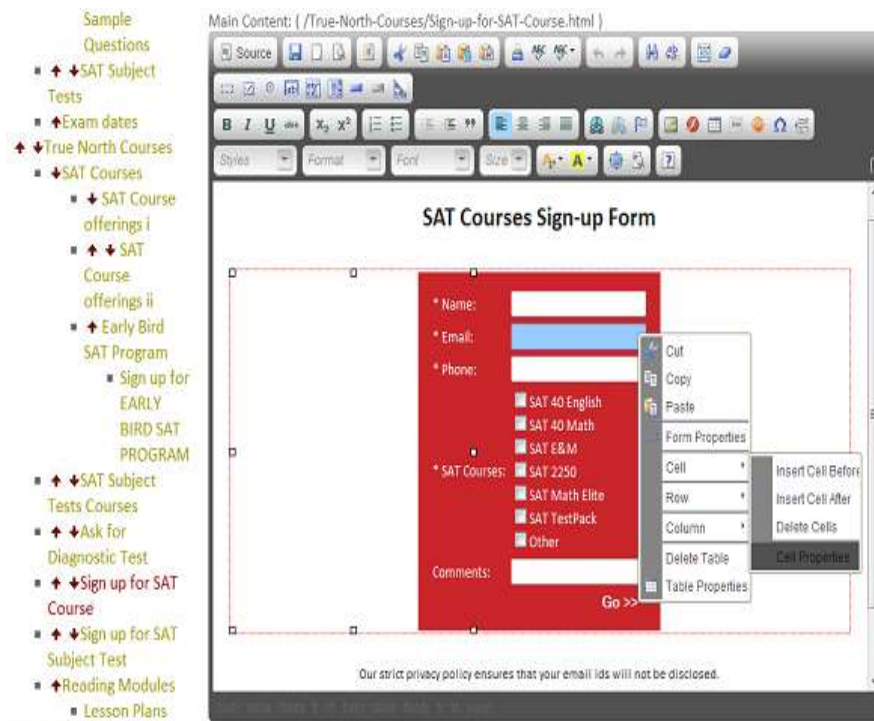
Create custom user interactions forms with email support within your site.

These forms are a great way to get new customers. Simply create forms and offer your products and services through them.

Editable Flashing Banner Images for each page

Include **Flashing Banners** which keep changing the images to keep visitor interested. Images used can drastically change the user experience.

All the images and setting are editable from the control panel. Include custom banner images for different pages on your site and see them stand out.

MAKE Downloads sections for your visitors

Create a '**downloads sections'** to let your visitors **download** brochures, pamphlets, reports, etc.

A host of files can be available for download including **PDF**, **Word**, **Excel**, **PPT**, **PPS**, etc.

The site builder also has the facility to allow the user to download the file only after filling in custom forms.
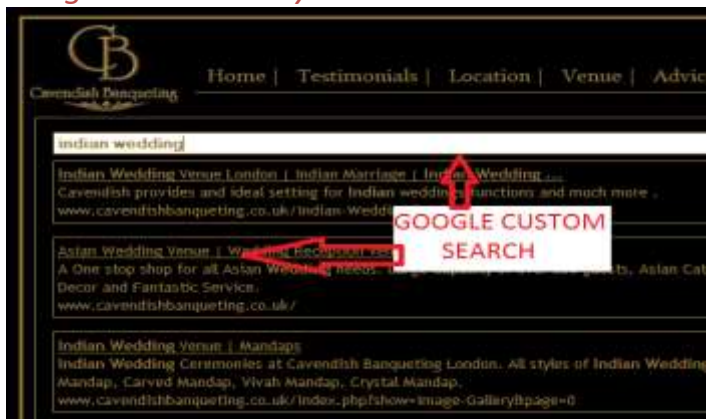
Google Maps integration

Easily add a **Google map** plug-in to any page to display your business.

A Google map will help your SEO as well as help people locate you.

Google search ready

Add a **Custom Google Search** to your site if the pages become too many.

A GOOGLE search can help the site's SEO as well.

Editable drop down menus

Use the check boxes in the control panel to display or hide any page from the **drop down menu**. The site builder will automatically build the CSS based drop down menu from the choices you select. Controls are also provided to move the order of the menu items.

It's as simple as checking a box and clicking update. You have fully control over the look and feel as well as the content of the menus.

Add Flash to make the site really come alive.
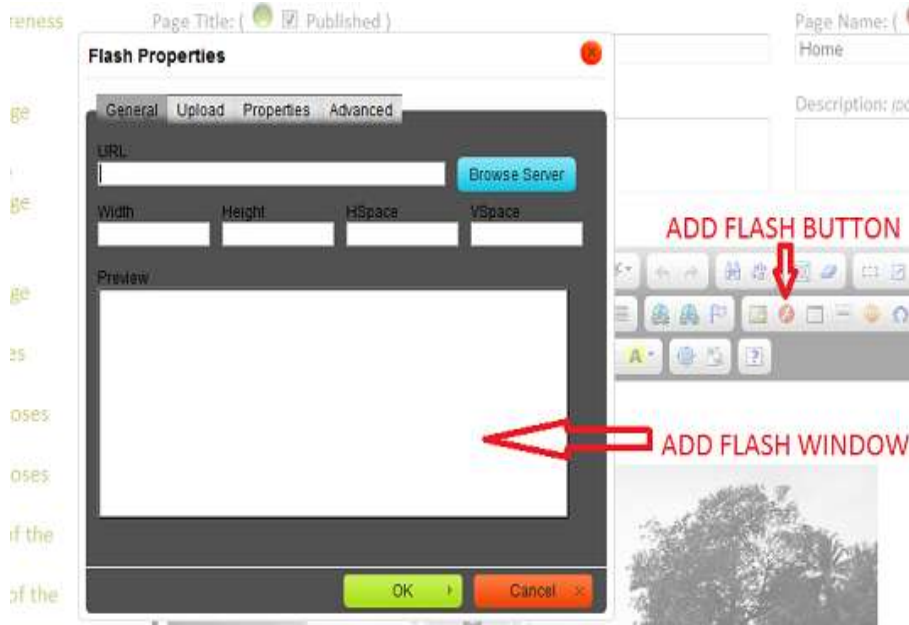
The site builder offers an easy way to include any flash content in the site. Simply click the **'add flash button'** in the control to panel to add any flash content to your site. Although flash is not very SEO friendly it can drastically improve the user experience.

Add JavaScript to create intuitive animations and effects.

The site builder already comes with **jQuery** and other frameworks can be added from the back end.

JavaScript can be used for advance functions like **Ajax** and much more.

Create rich User Experience for your visitors using sessions and cookies.

Use **cookies** and **sessions** to remember the visitors to your site so that they do not need to fill in his details multiple times.

This means that if a user fills in a one form, **the site builder will remember** the details and auto populate it when the user visits other forms.