



BLOX

BLOX Content Management System (CMS)

BLOX Content Management System provides tools that help sites reach the next level – including data mining, syndication, enhanced archives, and search engine optimization. Revenue-generating tools include Social Marketplace and an event calendar. In development for the CMS e-Editions and integrated classifieds.

Drag and drop administrative functionality lets you move content around on a page on the fly.

Crop and size photos within the Image Asset Editor. You can even create multiple thumbnails of a single photo.



Tagging is a powerful way to allow content to appear in multiple sections without having to duplicate the entry.

Content syndication allows you to share content with your sister papers.

The Basics

- ▶ Drag and drop functionality for easy content management.
- ▶ Asset tagging allows content to span sections of the site and be more easily searched.
- ▶ Easy manage of all Assets – articles, photos, polls, audio, video, and more – via the Asset editor.

Key Benefits

- ▶ Skins and themes keep the site fresh between redesigns.
- ▶ Library of XHTML, professionally designed templates allowing for more flexibility.
- ▶ Content syndication has never been easier! Share content with sister papers or create a regional/national exchange.

Revenue Opportunities

- ▶ Add online subscriptions with real-time payment processing.
- ▶ Target ads to specific sections of your site and increase sponsorship opportunities.
- ▶ Offer groups and organizations their own pages, for a monthly fee, branded using skins specially created for them.



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Product Features

Search Engine Friendly

The architecture of BLOX follows the latest best practices in search engine optimization (SEO), is continually updated to reflect new industry trends. Standards include attention to the types of HTML tags used, the use of clutter-free HTML markup and auto-injection of SEO-boosting material to title tags. BLOX also gives you complete control over title tags, meta keywords and meta description through a URL map. Each URL can have its meta information tailored to its specific content to help increase SEO.

Reusable Blocks

Blocks are site components that can be moved within site Regions on any page of the site by dragging and dropping them in the Block Editor.

Assets

Assets are the individual components displayed in Blocks. Assets can be articles, photos, polls, audio, video or more. Assets can be tied to articles or be stand-alone. The choice is up to you!

Crop and Size Photos

Small-scale cropping and resizing of photos can be done through the Image Asset Editor. Your content editor won't lose time learning an image editing software, and you won't have to spend money on such software. You can also create multiple thumbnails/previews of the photos from the interface.

Asset Tagging

The tagging of Assets can be powerful. Section tags allow articles and other Assets to appear in multiple sections without the need to duplicate the entry. Keyword tagging makes Assets easier for your readers to find when searching the site. Geo tags make it easy to break down your site into smaller communities.

Topics Pages

When assets are tagged with keywords, topic pages are automatically generated. Topic pages include similarly tagged assets all on one page. Search engines love these pages, consequently improving your search engine optimization, which leads to increased pageviews.

On-Demand Asset Preview

Your content editor will be able to see what content – articles, photos, video, polls, etc. – will look like to the end-user before activating it. This safeguards against the posting of incomplete or inaccurate information.

Full Site Preview

In addition to previewing an Asset, your content editor can preview the entire site with full click functionality to make sure all material flows properly.

Enhanced Search Capabilities

By providing Asset types with section tags and keyword tags, you've created the likelihood that your readers will find what they're looking for. On the back end, tools are in place for staff to be able to search for articles by multiple authors as well.

Simplified Group Management

Single sign-in allows your staff to manage multiple sites in the same session without logging in and out.

Schedules

Easily create block layout schedules so that different content is highlighted on your website on certain days of the week. This is perfect for football previews on Fridays during the fall.

BLOX CMS is not just a new administrative interface. It uses a completely new architecture designed for the content management of online publications.

For more information, visit www.bloxcms.com.



Frequently Asked Questions

What is a Template?

A Template is a page created with a mix of Universal Template Language (UTL), XHTML and Javascript that determines the logic for how the content will be displayed. Consider it the foundation of your site on which everything is built.

What is a Region?

A Region is a specially designated area on a Template page into which content Blocks may be saved. Blocks can be swapped into and out of any Region. Regions are predefined, based on the blueprint you have chosen for your design. Certain items, such as advertising positions, can be locked on Regions so they can't be replaced by other content.

What is a Block?

A Block is the combination of a Block Template and Block Rules used to create a special content Block Instance. Blocks are then placed within Regions, simply by dragging and dropping them using the Block Editor. Block Templates can be reused in many Blocks, streamlining the production of page layouts.

What is an Asset?

An Asset is a content item stored in the website database. Currently, BLOX supports the following Asset types: articles, videos, audio files, images, HTML snippets, polls, Flash files, PDFs, Zip files and external links. User commenting on all Asset types is also supported. Each Asset is treated equally in the system until relationships are made to associate them. Assets are displayed in Blocks and can be tied to articles or be stand-alone. The choice is up to you!

What is a Component?

Components allow for the packaging of related files that can be accessed globally. For example, within each Block there is code to display the title of the Block. Components allow the title to be coded once and then applied to each template.

How will BLOX save my newspaper money?

With BLOX, it will not be necessary for you to seek out and hire Web developers. Anyone at your newspaper can change the look of the site simply by moving Blocks around. They can preview in real-time, making sure the page is set before making it visible to end-users. They can change the content that appears in these Blocks by defining Assets. All of this can be done by someone who is not HTML literate. You can also save money on image editing software, as cropping and sizing of photos is done through the administrative interface. This allows your reporters and editors to focus more time and energy on the news rather than maintaining a site.

Do I need to know HTML to use BLOX?

Absolutely not. The administrative interface is so powerful that you can change the structure of the page simply by dragging and dropping Blocks in the administrative interface.

Will all of the current TownNews.com products be included in BLOX?

In early stages, no. Dual platforms (Newsys and BLOX) will need to be maintained in order for some products to function. As development progresses, everything will be integrated on this single platform.

What's the difference between a skin and a theme?

Skins contain the markup language that dictates the presentation of material on your site. Structurally sound, skins only have minimal core styles until themes are applied. Themes contain the CSS properties that dictate the aesthetic design of your site, giving the page a custom look.

For example, your prep sports and college sports sections can easily share skins because the content matter is so similar. However, a prep theme with logos of area high schools will visually let your readers know they are on the preps page versus the college page.

Have a question not listed? Contact the TownNews.com customer support staff by phone at 800-293-9576, or by submitting a ticket to support.townnews.com to have your question answered.

For more information, visit www.bloxcms.com.