

Power Site
Getting Started Manual

Overview

Welcome to your new website!

Your site is based on Fast Track's Power Site, an easy to use, powerful, scalable, and fully customizable website platform. Power Site gives you the foundation you need to grow your business online.

Some of the things you can do with your Power Site:

- Customize text, graphics, and styles
- Add and remove pages
- Manage a storefront and conduct online commerce
- Track visitors and their site activity
- Host the site anywhere you like
- Create a unique brand presence
- Create and manage newsletters
- Easily integrate your social media networks with your website
- Make any other change you want to the site – contact us for more information.

Power Site is the first step towards a strong online presence, but to maximize its value you'll want to keep it updated, promote it via social media, and tune it for search engines. We can help! If you haven't already done so you can purchase a website management plan from Fast Track for as little as \$19/month. [Contact us](#) for more information.

Getting Started

Power Site is comprised of three main components, integrated and enhanced with custom Fast Track code:

- A Content Management System
- An E-commerce Storefront
- An analytics package

Content Management System

The Content Management System used by Power Site is mojoPortal, an easy to use and popular Content Management System for the .NET platform.

Click [here](#) for a short tutorial of the Content Management System.

Below are the descriptions of the primary areas within the Power Site CMS and the function of each feature:

Administration (located on bottom menu):

Site Settings:

This features site wide settings to help the website manager make general changes.

Content Manager:

This section enables the user to manager the various forms of content within the site.

Content Templates:

This section features management options for the various design templates that the site uses on different pages.

Add/Edit Pages:

This section allows the site administrator to add new pages, as well as make changes to specific pages, including creating page hierarchies using subpages.

Role Administration:

This section allows the site administrator to dictate which users have certain privileges and titles, including administrators, content administrators, and authenticated users.

File Manager:

This section is where you can manage the files that you have uploaded for use in the website.

Member List:

This section is used for adding/removing users and includes a list of all members of the site.

Add New User:

This section is for adding a new user for the website.

Newsletter Administration:

This section has all the tools needed to send and manage newsletter campaigns to your users.

Core Data Administration:

The site administrator can manage a variety of geographic settings, including tax rates, currencies, and geographic zones.

Advanced Tools:

The site administrator can access settings to manage the URL, create redirects, and ban certain IPs, among others.

System Information:

This section includes summary of the current versions of the software that are in use by the site.

File Manager (located on bottom menu):

This section is where you can manage the files that you have uploaded for use in the website.

New Page:

Add a new page to the site.

Edit this Page:

Edit the different features that are located on the page, including adding new features and articles.

Page Settings:

Edit page settings, including certain SEO tools.

For more information about the mojoPortal Content Management system, [click here](#).

E-commerce Storefront

The E-Commerce Storefront used by Power Site is nopCommerce, a powerful E-Commerce system for the .NET platform.

Click [here](#) for a short tutorial of the E-commerce Storefront.

Below are the descriptions of the primary areas within the nopCommerce suite and the function of each feature:

Dashboard:

The main dashboard displays an overall summary of your ecommerce store, with statistics like accounts receivable, best sellers, order statuses, and much more!

Catalog:

The catalog includes all the products you sell, with features like product reviews, product mappings, SEO options, SKUs, and discounts.

Sales:

The sales section has all the tools you need to manage sales orders, as well as options for reporting based on specific criteria.

Customers:

This section of nopCommerce allows the administrator to manage their customers, including applying roles, price discrimination, site statistics, and how many customers are online at any given moment.

Partners:

Under Partners you can view important contact information, orders they have from customers, and Profit/Loss figures.

Promotions:

This section features management options for promotion campaigns, as well as price lists, discounts, and affiliates.

Content Management:

The Content Management section is full of options for managing templates, product copy, blogs, and forums, among others.

Configuration:

This section contains all the nopCommerce-wide settings for your eCommerce suite. These include, but are not limited to: blacklists, taxes, shipping, payments, third party integration, location, and activity log settings.

System:

The system tab contains activity logs and important system information to ensure your store is running properly.

For more information about the nopCommerce E-Commerce system, [click here](#) for the User Guide.

Analytics

The Analytics Engine used by Power Site is Google Analytics, a comprehensive analytics package for companies looking to analyze and improve their web presence.

Click [here](#) for a short tutorial of the Analytics Engine.

Below are the descriptions of the primary areas within the Google Analytics dashboard and the function of each feature:

Audience:

This section of the dashboard is full of demographic statistics so you know exactly who your audience is, and what their tendencies/characteristics are.

Advertising:

This section of the dashboard deals specifically with AdWords, and helps to measure their success with your target market.

Traffic Sources:

This section of the dashboard highlights the ways in which consumers are coming to your site: directly/social media lead referrals/search engines etc, and which keywords entered into search engines are driving traffic to your site.

Content:

This section of the dashboard has tools and statistics to help analyze individual page performance on your site – which pages are holding the attention of users, and which ones are driving them away. It also has website-wide statistics like average load times in different browsers.

Conversions:

The final section on the dashboard is focused on consumer conversion, goal oriented reporting, ecommerce, and has advanced tracking algorithms in each of these areas.

For more information about Google Analytics, [click here](#).

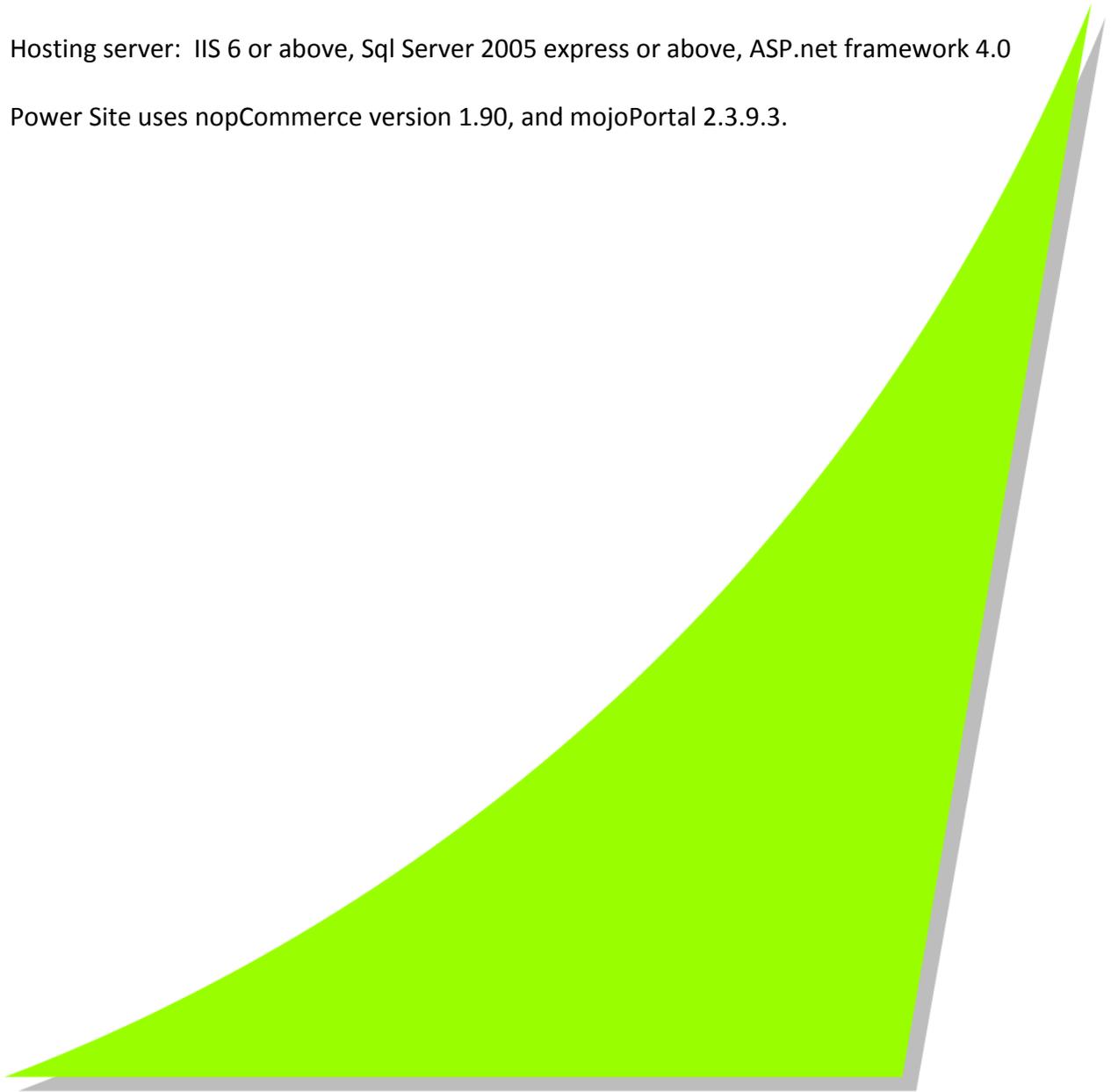
Technical Specifications/Requirements

Below are the tech specs that Power Site requires to run most effectively:

Clients: Power Site supports IE9, IE8, Mozilla 16, Chrome 15, and Safari 5.

Hosting server: IIS 6 or above, Sql Server 2005 express or above, ASP.net framework 4.0

Power Site uses nopCommerce version 1.90, and mojoPortal 2.3.9.3.



Licensing

mojoPortal

The mojoPortal license information can be found at <http://www.mojoportal.com/license.aspx> .

nopCommerce

The nopCommerce license information can be found at <http://www.nopcommerce.com/license.aspx> .

Google Analytics

The Google Analytics license information can be found at <http://www.google.com/analytics/terms/us.html>

Contact Information

Need support or have general questions about Power Site?

[Contact us](#)

