



01

Flexible

Does your current New Media agency try to shoehorn your website projects into a “one size fits all” solution? At Interdirect we bend over backwards to develop solutions that are precise fits to our clients’ needs. SiteMachine, our content management system, is so flexible it will adapt to almost any situation – and if it won’t, we will change it and not your requirement!



SiteMachine: custom solutions that don't cost bespoke prices!

When we analysed our clients' website needs we realised that a sizeable proportion required almost exactly the same features - and those that differed, did so only slightly.

In response, we developed SiteMachine – a tool so feature-rich and so flexible, it can satisfy the majority of our clients' needs “straight out of the box”.

But how is SiteMachine a custom solution? Firstly, every SiteMachine front-end (what your website visitors see) starts life as a blank canvas. You are then free to work with our design team to get the result you want – there are no constraints.

Secondly, if SiteMachine does lack some functionality that you require then, because we developed the technology, we can change it. SiteMachine is perpetually evolving in response to our clients' needs – adding functionality for you today that will benefit our clients tomorrow.

03

Stop Seeing Red

Are you fed up with waiting for your website to be updated and wish that it was you in control of its content; and not your website's designers? Then SiteMachine, Interdirect's content management system is for you. It puts you firmly in the driving seat and gives you a permanent green light to managing your content.

Put yourself behind the steering wheel of your website and start driving its content.

SiteMachine enables non-skilled users to update their company's website and decrease its reliance upon busy web designers, significantly reducing the cost of website maintenance.

But the benefits don't stop there. Because SiteMachine is used for so many of our projects, we have managed to fine-tune our production process, allowing us to deliver your project extremely quickly without compromising quality.

Also, because SiteMachine has been developed over several years and for many clients it has become an extremely reliable, well tested and "battle-hardened" product, ensuring that it should never disappoint your website visitors.

Lastly, as SiteMachine has been used for so many projects we have been able to amortise the development costs widely, making SiteMachine great value for money.

05



Taking Shape

Very few items in life are truly unique and those that are usually attract extremely high prices. Instead, most things are made from one sort of template or another – the result of careful consideration about how the item should look, function and what it should cost. Shoes, cars and even aeroplanes are all the results of such a process and SiteMachine is no exception.

SiteMachine templates are cut from very different cloth.

SiteMachine templates give you many of the cost savings of mass production with the individuality of bespoke design. The best of both worlds!

SiteMachine has a suite of templates to fit almost every imaginable purpose. Each template is programmed to “plug into” SiteMachine’s back-end database and to have a completely blank front-end. So when you need a template we can create you a truly custom design that is as individual to you as your company’s name.

If you need to create a company news section, we’ve got a News Template for you. Or if you want to arrange events that require booking – once again we’ve got it covered. In fact we can’t think of a template that we don’t have. Maybe you can?

Another great feature of our templates is their ability to be rendered in an Accessible Version, ensuring compliance with the Disability Discrimination Act and demonstrating that your company takes its corporate social responsibility seriously.

07

Where Now

How often have you visited a website and quickly become lost and disorientated? Not really sure which direction you have travelled in and which way you need to go? Website usability is a vital component of successful websites and why SiteMachine has been designed to include so many features that help visitors keep track of precisely where they are.



It's like Satellite Navigation for your website visitors.

Automatically updating navigation aides such as “breadcrumbs” and the site-map are standard in SiteMachine and help to maximise your website visitors' awareness of where they are and where it is that they need to go.

Additionally, user-friendly URLs (web page addresses) make it much easier for website visitors to understand where they are within a website and to remember website addresses for future reference. They are also excellent for Search Engine Optimisation.

Finally, SiteMachine has an integrated site-wide search facility allowing your visitors to search the entire content of your website for certain keywords.

09

A school of fish swimming in a blue ocean. Most of the fish are blue and green with dark spots. One fish in the lower-left quadrant is red with dark spots, making it the 'odd one out'.

Odd One Out

With so many websites online today it is vital to the success of yours that any and every potential visitor is able to find it quickly and easily – even if they have never heard of you. SiteMachine maximises your website's search engine visibility, ensuring that the big one never gets away!

Stand out in a crowd.

SiteMachine enables your Search Engine Optimisation (SEO) specialist to individually tune metadata and content for every page of your website; thereby enhancing each page's visibility.

Search engines attach greater significance to the code at the top of web pages. In poorly designed pages, menu code etc. is often ahead of page content code which should be of greatest importance. SiteMachine's templates solve this problem by using techniques that hold page content code ahead of menu code yet still enable menus to be positioned above content, when rendered by your browser.

SiteMachine's ingenious "Page Moved" facility tells search engines the new address of a page that has moved; thereby retaining the page's all important ranking that your SEO specialist has worked so hard to accrue.

Finally, SiteMachine contains an interface to Google's Site Map facility that enables Google to download a site-map of your website rather than having to infer it by analysing data captured by its spider programs.

11

Action!

Imagine your website is a television studio and your website's pages the television programmes recorded in it. The studio sets would be your website's design and the actors and their props your website's content and images. In such a world, SiteMachine firmly casts you as the director; in control of everything broadcast.



Behind the scenes.

The real power of SiteMachine is its ability to put you in control of your website. SiteMachine's back-end is where you harness that power.

SiteMachine's SiteManager shows you a hierarchical view of your website its sections and pages. Adding, editing and deleting pages is as easy as drilling down through your website's structure and clicking on the appropriate button. Even moving entire sections of pages is a breeze with SiteManager.

The "What You See Is What You Get" (WYSIWYG) editor embedded into each page enables you to perform advance editing tasks with just a few simple clicks of your mouse and minimal technical ability.

Content ownership can be assigned in a hierarchical fashion, meaning that if required, one person can only edit content but another can both edit and publish it.

Content Scheduling enables content to be pre-programmed many months in advance – automatically changing your website without any intervention from you.

13

Bags of Experience

In spite of many false dawns, the promise of e-commerce is still shining brightly. More of a slow-burn rather than the predicted Big Bang the undeniable and inexorable rise of e-commerce is still set to revolutionise mass-market retailing in the UK. Will you be ready to take advantage?



Secure, powerful & controllable e-commerce for everyone.

We have been creating e-commerce systems since e-commerce was invented and MallMachine, the e-commerce module for SiteMachine, represents the culmination of all this experience.

MallMachine enables you to manage your e-commerce store in the same way as you manage your website's content — by using SiteMachine's back-end system. You can add, edit and remove products from your shop, monitor sales activity and evaluate stock levels. Most importantly of all, MallMachine includes the very latest credit card fraud protection techniques, giving you the greatest possible level of confidence before you ship your goods.

MallMachine's front-end system gives you the features that you would expect from an advanced e-commerce system including shopping baskets, wish-lists, best sellers, most recently viewed items, buyer/product associations and much more.



Interdirect Milton Keynes
Whitsundoles Farm
Salford
Milton Keynes, MK17 8BU
Tel: 01908 422 242

Interdirect Manchester
6th Floor
8 Exchange Quay
Manchester, M5 3EJ
Tel: 0161 932 1053

Tel: 0845 121 5566
Fax: 0845 121 5577
Email: info@interdirect.co.uk
Web: www.interdirect.co.uk

Registered Office: Whitsundoles Farm, Salford, Milton Keynes, MK17 8BU
Registered in England Number: 3119666. VAT Registration Number: 683 9718 77.