

Description

Blue Crystal Directory is a fully featured online business directory system. It has more features and is more flexible than any directory in the market today. Directory System is a web 2.0 application from the ground up that is easy to use, highly configurable and easy to customize

Features

- Template based. – User interface is fully customizable. System is delivered with a template that can be configured into hundreds of color / font combinations given your directory a unique look. You will be able to have additional templates developed and buy them from third parties.
- Feature Rich. – Online Directory includes as base functionality features that are only available as plug ins in other directories. Users can enter logos, pictures, videos, jobs, coupons, classified ads, etc,
- Architected for flexibility. You have flexibility to adapt the system to a particular line of business by adding custom fields for the listings, defining features by listing type, defining the Look & Feel and setting up over 200 hundred configuration points that define the behavior of the system
- Capable of operating in multiple languages. Uses a language files to present user interface in any language for which there is a translation. English and Spanish language files are included with the system
- Architected for modular extensions - We'll continue develop features and make it easy for third part developers to offer extensions
- Built-in Search Engine Optimization
- Uses low cost LAMP technology and requires minimal to none knowledge of it
- You control the Look & Feel and the content with our dynamic template system



Directory System Main Features

Main Listing features

- Contact information (name, address, phone, fax , website, e-mail, other)
- Multiple categories and locations
- Logo, Picture, Banners, Videos, Coupons , jobs
- Products / services / images
- Reviews and Ratings
- Print and Export to PDF
- Maps

Main Visitor Facilities

- Navigation by category and location. "Dual Drill Down"
- Search, Advanced Search and search by proximity
- Image Gallery
- Downloadable Coupons
- Reviews and ratings

Main Site Management Features

- Fully 100% customizable design using templates
- Portal creation. Select How your main page will look like.
- Control Panel Customizable templates:. Admin can define layout, colors, fonts, graphics
- Add custom fields to the listing table
- Create listing types and assign features to listing type
- Add static pages - About Us, etc,
- Content Management. Add Content relevant to your site
- Define Sign up Process Flow.
- Manage e-mails text
- Define Side boxes – Admin can define side boxes and provide HTML content (ideal for goggle ads or other affiliate content)
- Import data
- payment gateways. Fully PCI compliant
- Additional Control Panel options Load site logo, Load Statistical tracking software

Search Engine Optimizations

- Search Engine Optimization Built in.
- 100% Search Engine Friendly
- User directed SEO via keyword maintenance
- Google Site Map
- Meta-information for location and categories
- Auto-generated Site Map for display on site

APPLICATIONS

Blue Crystal Directory can be used in multiple settings.

Internet Directories

- Yellow Pages sites
- Industry directories
- City Guides
- Travel Guides
- Real Estate Advertising
- Classified Websites
- Rental Property sites
- Much, much more
- Internet Media for Newspapers and Magazines

Membership Directories

- Chambers of Commerce
- Professional Associations
- Club Directory
- Alumni Associations
- Who is who Directories
- Company directories
- Catalogs
- Home owners Associations