

MIS, Inc. Web Site Features

Our Design Standards and Features

Each web site builder follows design standards selected from a variety of influences and choices. The following show MIS, Inc.'s featured standards.

○ WEB DESIGN - TOOLS OVERVIEW:

Here at Millennium Ideas & Solutions, Inc., the home of the Onemaster software, we have developed a Manager's web building functionality using the latest in the highly rated and advanced open-source technology tools in a Web 3.0 offering. We build HTML5 pages, which is the fore-running wave of the future. Other tools include MySQL (database); PHP (a server-side programming language); JQuery (a handy scripting language), JavaScript (a client-side programming language) and CSS (HTML stylesheets). All of these reside on our preferred Apache server which Blue Host, our web hosting service, features.

○ WEB DESIGN - STANDARDIZED STYLES:

We use CSS (Cascading Style Sheets) which are the improved way of formatting HTML layouts. These allow for: 1) styling changes to be edited in one place and yet reflect throughout an entire web site. 2) more flexible positioning of page elements 3) a separate printable media style, i.e. switching your styles to provide a different color set for printing on paper.

○ WEB DESIGN - BROWSER WINDOW SIZE:

Wherever possible, we use flexible CSS formatting commands which allow for each page to display full size in your window, regardless of the browser setting on a visitor's computer. This improves upon the normal web development offering which must either: 1) choose a display size (causing shrinkage or scroll bars or even loss of page information) or 2) create different display sizes for each dimension. Dynamic page size adjustment also this helps your organization meet new federal standards which require handicap compatibility.

○ WEB DESIGN - VIEWPOINT:

We encourage our clients to consider a home page presentation which primarily addresses the visitor's viewpoint. It is important that we identify together the interests of your visitors upon arriving at your site and target your presentation to those interests. It is common for web sites to use flashy pictures, icons in a presentation intended to impress visitors, as if visitor intent was to enter your art gallery. This is known to SEO and internet marketing experts to potentially present a distraction from their interest. In effect it can prevent their exploring further on your site what they most commonly are pursuing... a specific viewpoint for desired information. The old adage is true here in the web design realm - It is not about you, but about somebody else! Your visitor is that someone else.

○ WEB DESIGN - TARGETED SEO:

We work with you to identify, by your service offerings, your targeted audience and their potential viewpoints. Of consideration is analyzing what your potential visitors would, for instance, search for on Google or other popular search engines. We provide tools to assist in helping them to arrive at your particular site and see the results right there. We recommend making readily available to them on your home page the wording which appeals to their viewpoint along with highlighted portals on how to proceed to readily get access.

MIS, Inc. Web Site Features

○ WEB DESIGN - TEMPLATES:

We develop and utilize header, footer and page templates which present a simplicity of design. When desired, these can then be easily modified and the change reflected throughout your entire web site. Generally, your web site should be standardized in design to promote a pleasing visual experience.

○ WEB DESIGN - MAINTAINABILITY:

Preferring dynamic websites, i.e. those which process information using a Server database, we design our web sites offering an Administrator logon and privileges. These privileges will vary dependent upon your web site offerings and our customization. These privileges include logons and authorizations changing menu titles, uploading files, managing links to resources and as many additional maintenance items as you desire.

○ WEB DESIGN - MERCHANT ACCOUNT PROCESSING:

For those desiring E-Commerce capability, we offer an MIS developed shopping cart which provides an interface for visitors to purchase from and/or contribute to your organization. We can assist you in setting a merchant account through Bluehost or interface directly into your online Quickbooks accounting system.

○ WEB DESIGN - SIMPLICITY:

Keeping things simple increases the visitor's ability to maneuver and easily access all your pages. This involves a menu structure which provides an up-front arena for visitor targeted interests and then drills down appropriately into further interests. It is proven that too many styles, too many fonts, too many colors, all in changing design patterns actually distract a visitor from seeing and finding what they need. It is difficult to explore a web site when you don't know where you are, while not sure where you're going.

○ WEB DESIGN - PAGE SIZE:

Statistics have shown that a huge proportion of visitors don't bother to scroll down (or over if the page does not fit their browser window)! When you have a lot of information to display, it must be broken into content subtitles (toward viewer interest) and presented in sliders or tab options, or finally, in separate shorter pages.

Platform selections

Each web site designer selects from varying platform tools to create a web site. These involve not only the company hosting your site on their server, but the server script language and a server database (for dynamic web site processes). If elected, we can also provide an interface between our own One Master software offering or another internal office management system for exchange of information with your web site.

○ BLUEHOST.COM SERVER:

We have selected Blue Host as our hosting web site primarily because of its integrity, technology, tools and affordable cost. After much research, this is a company we appreciate as well for its economical pricing (less than \$100 per year) and additional rich features. They do offer one free domain name for life-time and unlimited additional domains each for \$10 per year. Should you wish to add SSL security and a dedicated IP address for e-commerce, this is available at an additional, but affordable charge.

MIS, Inc. Web Site Features

○ MYSQL DATABASE:

The MYSQL database is an open source (free) database that has quickly become the choice online database of enterprises. MIS, Inc. is currently using the MySQLI (improved) interface SQL syntax that is offered on versions 5 and above.

○ PHP SCRIPT LANGUAGE:

PHP is a server-side scripting language. One advantage of using a server-side scripting language is faster and more secure processing when accessing your database information dynamically.

○ JAVASCRIPT:

Javascript is a popular programming language that is supported in all Web browsers and other Web tools. It enables interactive functions to be added to Web pages, which are otherwise static.

○ JQUERY:

jQuery is a fast and concise JavaScript Library that simplifies HTML document traversing, event handling, animating, and Ajax interactions for rapid and pleasing web development.

○ DOM - QUICK PAGE REFRESHES:

Using DOM (the Document Object Model) gives us the ability to change web pages dynamically within a modern scripting language. What does this mean to you? It offers the advantage of a web design, whenever possible, whereby your web pages can simply be refreshed with new information without the visitor having to wait for a refresh of the browser.

○ AJAX:

AJAX (Asynchronous Javascript and XML) is a group of technologies whereby HTML and CSS can be used in combination to mark up and style information. The DOM is accessed with JavaScript to dynamically display, and to allow the user to interact with the information presented.

○ SESSION VARIABLES:

Session variables are a more secure way of monitoring necessary information required from your web site visitor's experience, rather than Cookies (a more unsecured and possibly impolite way to store values). Sessions variables are completely removed when a visitor's session, or timed experience on your web site, is over.

○ NAVICAT DATABASE INTERFACE:

Navicat allows for imports/exports between your web site database and your internal office databases. If you elect to use this interface we can assist by processes whereby you will be able to broaden your internal office processes to retrieve and further manage your dynamic web site information.