REC+ CMS FEATURES

Introduction

REC+ is a proven, marketing-led, continuously updated system for creating websites to successfully promote and generate leads for your business.

BUSINESS FOCUSED SOFTWARE

Our team has the strong blend of marketing and engineering skills needed to create a superior product for online marketing, search engine friendliness and usability. Our engineers have optimised the software to run as fast as possible on our own highly-tuned, data secured hardware environment.

FUTURE-PROOFING YOUR WEB INVESTMENT

Your software is always kept up to date with the latest enhancements, security updates and software patches, avoiding costly upgrades in the future because you're always kept up to date with regular, tested updates. In the industry, it's called "CI" or Continuous Integration" and ensures reliable and secure operation of your web site. This is really important "under the hood" stuff which you don't need to worry about because we've got it covered, while you get regular new features to help you promote your business.

KEEPING THINGS SIMPLE IN A COMPLEX WORLD

Competing online has become more complex, especially in terms of advertising opportunities, so we work hard to bring in the latest enhancements seamlessly and all backed up with strong, friendly support services.

MADE & SUPPORTED IN THE UK

The software development team is UK-based and have worked together on the product since the first line of code was written in 2008. Importantly for many

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clients, all support is UK-based by specialists who understand the web, online marketing and search engines and who communicate in plain English.

Freedom To Create Beautiful Designs
Mobile-friendly responsive design with app-building functionality

Easily Build Your Web Content & Messages
Flexible, easy-to-use content management & search optimisation

Personalise User Experiences
Appeal to different prospect personas with customised content

Run Successful Email Campaigns
Run profitable marketing campaigns with full analytics & ROI metrics

Capture Form Data & Generate Leads
Gather visitor form data and trigger alerts to key staff

Share Content On Social Networks
Push out your content easily on Facebook, Twitter & LinkedIn

Robust Technology & Support
Secure, high availability infrastructure and support services

ENGINEERED FOR HIGH AVAILABILITY & SECURITY

Businesses need peace of mind that their website is secure against attacks from hackers and their data is safely stored and backed up. We have engineered a

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resilient hardware environment with robust and proactive security protection which automatically mirrors your data across two geographic locations via a high speed fibre link as well as onto a long term data store. This means your data is effectively backed up in 3 separate places in dedicated data centres provided by business hosting specialists, Bytemark. Our software release process uses industry-leading Acunetix web vulnerability scanning technology to check we are secure against known threats.

KEY FEATURES AT-A-GLANCE

- **Easy-To-Use**
    - As easy to use as Word or Google Docs
    - Suitable for people with even the most basic computer skills
    - No need to learn code to enter content
    - Lets you see what content looks like as you enter it using the best WYSIWYG web editor in the world with 15,000,000 downloads
    - Simple to organise different content on each page with drop-down selections and drag-and-drop layout
    - Navigation menu builder uses simple tickboxes and drag-and-drop to get your pages into the nav bar and in the right order
    - Easily copy existing pages to new ones using page import feature
    - In-built page apps let you add sliders, picture galleries, testimonials, downloads, banners, drill-down FAQs, youtube playlists, news lists and a sitemap
    - Business card system lets you create and display recommended service providers, partners, reseller channels and more
    - Easily turn pages on or off so you can retain pages for future use

- **Promote Yourself Via Blogging & Curated Content**
    - In-built easy-to-use Blog Manager
    - Creative content made easier with Story Curator feature to allow "stories" to be built up using links to other relevant articles, tweets

and videos
- ○ Categorise blog posts and easily display on pages
- ○ Integrated apps allow you to create news lists and monthly archives of your posts
- ○ Control who can see and comment on your posts
- ○ Feature blog posts on key pages

- **Auto-Generate Search Rankings Using Tag Technology**
  - ○ In-built tag system creates more rankings and traffic to the site automatically based on user search queries
  - ○ Easily manage search terms in the tag wall

- **Perform Better On Search Engines By Controlling Your SEO**
  - ○ Stand out on Google Search results with full edit access to page meta data including page title, keywords and description
  - ○ Decide which pages search engines can crawl and index
  - ○ Run SEO Report on individual pages to check content is relevant and optimised
  - ○ Ensure links on pages are not broken with in-built Link Checker

- **Share Content Easily**
  - ○ Easily share blog posts on Twitter, Facebook and LinkedIn
  - ○ Schedule posts to go out to Twitter, Facebook and LinkedIn
  - ○ Create specific text used when content is shared on Twitter and Facebook
  - ○ Check mentions and comments about you on Twitter and Facebook and reply directly via the integrated Social Media Console

- **Send Personalised Email Campaigns**
  - ○ Import your contacts into personalised user groups

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- Easily add content to your email campaigns
- Preview content prior to sending
- Send out in responsive design mode for mobile-friendliness
- Save campaigns as templates to save time in the future
- Send targeted campaigns to user groups
- View effectiveness with sent, open and click through rates
- Export users to Mailchimp as an optional way to send emails

- **Personalise The User Experience**
  - Display different web content to different user groups
  - Hide content unless users are logged in
  - Display content to selected user groups only
  - Automatically personalise navigation menu for user groups

- **Capture Form Data, Create Triggers & Workflows**
  - Create forms to capture data on web pages
  - Preview forms as you build them
  - Create workflows and user-specific journeys by combining multiple form sessions together
  - Create and email triggers based on specific user form selections, such as sales teams being informed of prospects fitting your ideal customer profile
  - Easily view and administer form replies using filtering and edit facilities
  - Avoid spam by using Google Captcha to block robots

- **Control Administrator Access**
  - Control administrator access and rights
  - Determine which programs administrators can use
  - Set what actions administrators are allowed

- Restrict administrator access to specific content only
- Block repeated attempts to log in to the Admin Centre by unauthorised users

- **Secure Peace Of Mind**

  - Robust engineering to secure against attacks from hackers
  - High availability using automatic mirroring of your data across two geographic locations via a high speed fibre link
  - Data backed up in 3 separate places in dedicated data centres provided by business hosting specialists, Bytemark.
  - Continuous software updates including security updates, software patches and maintenance
  - Web vulnerability scanning technology from Acunetix checks the web software is secure against known threats.

- **Receive Excellent Support and Ongoing Enhancements**
  - Built-in apps that fully integrate into the system and work, unlike many plug-ins for open source platforms
  - Fully tested and security scanned during software build process
  - Supported by specialists and dedicated UK development team
  - Fast responses via telephone, email or support tickets
  - Knowledge base available online
  - Rigorous browser checking procedures in place for all software releases
  - Stable and mature platform running on superior, robust infrastructure built for businesses serious about their online presence
  - Updated technology with new enhancements rolled out on a regular basis, all free-of-charge
  - Major enhancements typically released on a quarterly basis, with optional new modules that may be chargeable

ADDITIONAL UPGRADES

- **Ecommerce**
  - Sell products and take online payments
  - Manage orders
  - Feed into Google Adwords for online marketing
  - Fully integrated into your site
  - Full support and training available

- **Prospect Manager**
  - Add, track and manage campaigns and prospects
  - Measure performance via dashboards
  - Analyse your sales funnel
  - Send low cost email campaigns
  - Receive alerts when prospects open proposals
  - Fully integrated into your site
  - Full support and training available

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