



ZapSite™

Website Content Management & Publishing System

Feature

Documentation

address 7811 L Street
Omaha NE 68127
phone 402.697.1277

© Cyzap Inc. 2003

fax 402.697.1343
e-mail info@cyzap.com
web www.cyzap.com

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Introduction to zapSite™

ZapSite is an intuitive, feature-rich, web-based Content Management and Publishing System. It makes it easier for you to create, edit and publish content on your Website or your Intranet.

ZapSite stores content in a database separately from the templates that control its appearance, so content can be updated or reused in various contexts without anyone touching the HTML.

ZapSite helps you streamline your website management and publishing processes. It allows you to develop an information architecture that is robust, yet flexible. It allows you to manage your content efficiently and cost-effectively.

Historically, website publishing has required significant technical skills (HTML, programming). ZapSite allows non-technical authors and editors to easily and quickly publish their content.

The features are divided into the following key areas:

1. Content Creation
2. Content Management
3. Publishing
4. Members-only Access

1. Content Creation

ZapSite provides a robust Web-based interface for site planning and authoring content. Intuitive Web forms guide you through the entire page creation process.

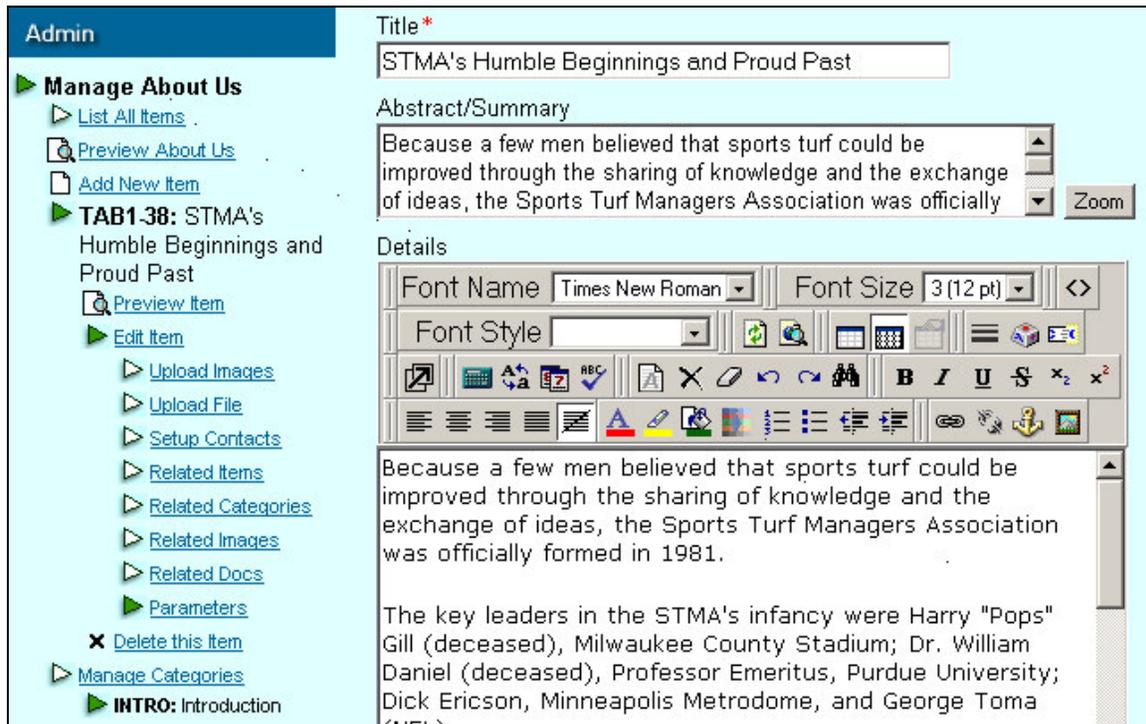
The built-in WYSIWYG HTML editor and Image manager gives you complete layout flexibility without losing consistency.

Pages that normally would take hours to create using traditional Web-editing tools like FrontPage® or Dreamweaver®, only take minutes using ZapSite.

1.1. Integrated authoring environment

ZapSite provides a seamless and powerful environment for content creators. This ensures that authors have easy access to the full range of features needed to complete their task. The authoring environment includes:

- Intuitive Web forms
- Context-sensitive menus
- WYSIWYG HTML Editor
- Numerous data validation checks



1.2. Content Item

At the heart of ZapSite is the concept of Content Items. A Content Item is the smallest unit of content comprising of text, related images, links, files, contacts, and formatting parameters. Based on the context, a content item can represent an entire page or a section within a page.

Good Evening - Thursday February 12, 2004

Home | Member Services | Log Out

Home About Us Get Involved Professionalism Chapters Resources Conferences Men

ABOUT US

- Introduction
- ⊕ Headquarters
- ⊕ Board of Directors
- ⊕ Types of Memberships
- ⊕ Committees
- ⊕ The SAFE Foundation
- ⊕ Messages from the Top
- ⊕ Home Page

Home > About Us > Introduction > STMA's Humble Beginnings and P...

STMA's Humble Beginnings and Proud Past

Because a few men believed that sports turf could be improved through the sharing of knowledge and the exchange of ideas, the Sports Turf Managers Association was officially formed in 1981.

The key leaders in the STMA's infancy were Harry "Pops" Gill (deceased), Milwaukee County Stadium; Dr. William Daniel (deceased), Professor Emeritus, Purdue University; Dick Ericson, Minneapolis Metrodome, and George Toma (NFL).

After sharing the office, executive secretary and conference facilities of the National Institute of Parks & Grounds Management in Appleton, Wisconsin, for three years, the sixty STMA members decided to venture into independence in November 1984.

Sports Turf Managers Association
Original STMA Logo

Good Afternoon - Sunday February 22, 2004

Home About Us Chapters Resource

ABOUT US

- ⊕ Introduction
- ⊕ Headquarters
- ⊕ Board of Directors
- ⊕ Types of Memberships
- Committees
 - ⊕ Annual Conference
 - ⊕ Awards
 - ⊕ Bylaws
 - ⊕ Categories
 - ⊕ Chapter Relations
 - ⊕ Certification
 - ⊕ Education
 - ⊕ Finance & Audit

Home > About Us > Committees

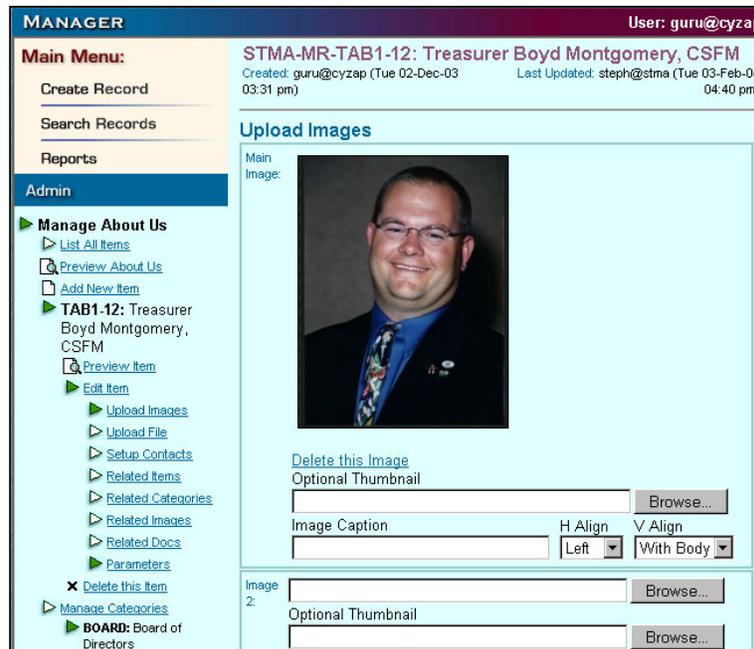
Committees

- **Annual Conference & Exhibition Committee**
Mission: To develop the annual conference including: date, location, program and trade show.
- **Awards Committee**
Mission: To review/establish selection criteria, and carry out the application, nomination and selection processes.
- **Bylaws Committee**
Mission: To evaluate and maintain the bylaws, objectives and mission of the association.
- **Categories Committee**
Mission: To increase educational opportunities and information exchange between sports turf managers of all types of facilities; to serve as a resource within the organization.

1.3. Image Management

ZapSite allows you to attach unlimited number of images with each content item. You can use the 'Upload Image' feature to upload one or more images without worrying about image size or other formatting parameters.

ZapSite automatically stores the images and then places them intelligently on the Web page to match the content. Even a novice user can create visually appealing pages with minimal effort and no HTML experience. Advanced users can use the WYSIWYG editor to gain full control of image placement and sizing.



1.4. Document Management

With ZapSite, you can attach any number of files and documents (of any format) with each Content Item. ZapSite automatically stores those files and easily lets you insert links to those files within the text of your Content Item.

MANAGER User: guru@cyzap

Main Menu:
[Create Record](#)
[Search Records](#)
[Reports](#)

Admin

- ▶ **Manage Professionalism**
 - ▶ [List All Items](#)
 - ▶ [Preview Professionalism](#)
 - ▶ [Add New Item](#)
 - ▶ **TAB3-91: Scholarship Program**
 - ▶ [Preview Item](#)
 - ▶ [Edit Item](#)

STMA-MR-TAB3-91: Scholarship Program
 Created: guru@cyzap (Wed 10-Dec-03 03:20 pm) Last Updated: steph@stma (Tue 10-Feb-04 12:48 pm)

Related Documents Display Format: Bullet List

Section Heading: Bullet Indent:

Document 1

File:

Alias: Save As Filename:

Title:

Documents can be easily uploaded from your local drive

Admin

- ▶ **Manage Professionalism**
 - ▶ [List All Items](#)
 - ▶ [Preview Professionalism](#)
 - ▶ [Add New Item](#)
 - ▶ **TAB3-91: Scholarship Program**
 - ▶ [Preview Item](#)
 - ▶ [Edit Item](#)
 - ▶ [Upload Images](#)
 - ▶ [Upload File](#)
 - ▶ [Setup Contacts](#)
 - ▶ [Related Items](#)
 - ▶ [Related Categories](#)
 - ▶ [Related Images](#)
 - ▶ [Related Docs](#)
 - ▶ **Related Document Paths**
 - Doc 1: [Scholarship Application form.pdf](#)
 - ▶ [Delete](#)
 - ▶ [Manage Categories](#)
 - ▶ **SCHOL: Scholarship Program**
 - ▶ [List Categories](#)
 - ▶ [Sort Categories](#)
 - ▶ [Edit Category](#)

Title*

Abstract/Summary

Details

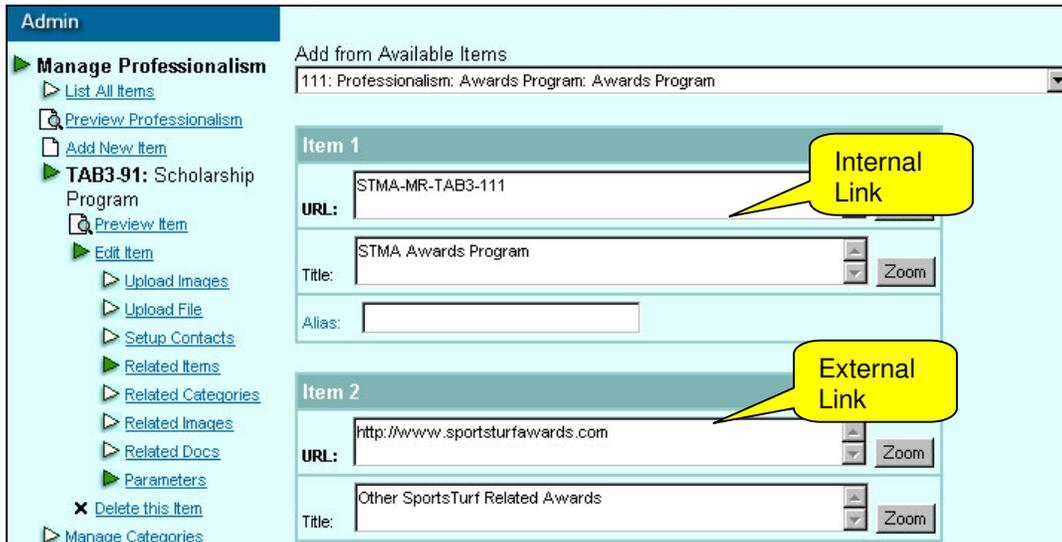
Font Name: Verdana Font Size: 2 (10 pt)

Font Style:

Pop-up list of related documents allows you to easily link them through the HTML editor

1.5. Link Management

ZapSite allows you to associate any number of links with each Content Item through the 'Related Items' option. The links could represent other content items (which can be quickly selected from a drop-down list) or refer to external sites. You can then easily insert the defined links through the HTML editor or let ZapSite automatically display them when publishing the page.



1.6. Separation of content and presentation

With ZapSite, users only need to focus on creating and managing the content. The system automatically formats the content and navigation structure to adhere to your site's overall look and feel. Any site-level changes can be easily propagated throughout the entire site with just a couple of clicks.



1.7. Contact Roster

ZapSite lets you quickly publish a contact roster by simply filling out a contact form. You can pick from various formatting styles to display the contact list within your page content.

Current Contacts

STMA Headquarters
 Steven Trusty
 Angela Collinson
 Suz Trusty
 Donna Lynn

Contact 8	Address
Name: <input type="text"/>	Company: <input type="text"/>
Title: <input type="text"/>	Position: <input type="text"/>
Email: <input type="text"/>	Address: <input type="text"/>
Phone: <input type="text"/>	Address 2: <input type="text"/>
Fax: <input type="text"/>	City: <input type="text"/>
Phone 2: <input type="text"/>	State: <input type="text"/>
Alias: <input type="text"/>	Zip/Country: <input type="text"/> <input type="text"/>
Image URL: <input type="text"/>	<input type="button" value="Zoom"/>
Web URL: <input type="text"/>	<input type="button" value="Zoom"/>
Remarks: <input type="text"/>	<input type="button" value="Zoom"/>

[Home](#) [About Us](#) [Get Involved](#) [Professionalism](#) [Chapters](#) [Resc...](#)

ABOUT US

- Introduction
- Headquarters
- Board of Directors
- Types of Memberships
- Committees
- The SAFE Foundation
- Messages from the Top
- Home Page

Home > About Us > Headquarters...

Headquarters

STMA Headquarters is staffed by Trusty & Associates. Under the executive Steven Trusty since 1996, STMA has grown from 554 members and 4 chapters to 554 members and 4 chapters. STMA and Trusty & Associates have an effective, professional, working relationship over the years.

STMA Headquarters
1027 S. 3rd Street
Council Bluffs, IA 51503 [\[Show Map\]](#)
Phone: 800-323-3875
Fax: 800-366-0391
Email: stmahq@st.omhcoxmail.com

Office Manager
Angela Collinson
Email: Angela@st.omhcoxmail.com

Certification Coordinator
Donna Lynn
Email: donna@st.omhcoxmail.com

Executive Director
Steven Trusty
Email: steve@st.omhcoxmail.com

Communications Director
Suz Trusty
Email: suz@st.omhcoxmail.com

Administrative Assistant/Newsletter Editor
Stephanie Watts
Email: Steph@st.omhcoxmail.com

Automatically formatted based on contact data

address 7811 L Street
Omaha NE 68127
phone 402.697.1277

Page 11/24

fax 402.697.1343
e-mail info@cyzap.com
web www.cyzap.com

1.8. Metadata-based Management

Capturing metadata (creator, subject, keywords, etc) is critical when managing a large content repository. This also includes keyword indexes, subject taxonomies and topic maps.

ZapSite allows you to classify your content by section (Tab), date, category, sub category, title, and several other parameters and then utilizes that information to render web pages, site map, navigation and pop-up menus, navigation paths, and search options.

The screenshot shows the 'MANAGER' interface with a user profile 'User: guru@cyzap'. The main menu includes 'Create Record', 'Search Records', and 'Reports'. The 'Admin' section is expanded to show 'Manage About Us' with sub-options: 'List All Items', 'Preview About Us', 'Add New Item', and 'TAB1-24: Awards Committee'. The record details for 'STMA-MR-TAB1-24: Awards Committee' are shown, including creation and update timestamps. The form fields include: Date* (12/4/2003), Category* (Committees), Sub Cat (Awards), Status (Active), Title* (Awards Committee), and Abstract/Summary (Mission: To review/establish selection criteria, and carry out the application, nomination and selection processes.). A 'Zoom' button is also present.

The screenshot shows a website page with a navigation menu on the left and a main content area. The navigation menu includes 'ABOUT US' with sub-items: Introduction, Headquarters, Board of Directors, Types of Memberships, Committees (expanded to show Annual Conference, Awards, Bylaws, and Categories), and Professionalism. The main content area has a breadcrumb trail: 'Home > About Us > Committees > Awards > Awards Committee'. The page title is 'Awards Committee' and the mission statement is: 'Mission: To review/establish selection criteria, and carry out the application selection processes.' The chair is identified as 'Chair TIMOTHY MOORE CSFM, THE BRICKMANGROUP, LTD.' with an email address: 'Email: TimMoore@brickmangroup.com'. Three yellow callout boxes point to specific features: 'Context-sensitive Navigation Menus' points to the 'Awards' item in the menu; 'Title as Page Header' points to the 'Awards Committee' title; and 'Navigation Path' points to the breadcrumb trail.

1.9. Automatic Index Pages

With ZapSite, you can automatically create index pages for a section or group of pages. The index pages can be formatted as bulleted lists, news headlines, thumbnail views, FAQ style, or any custom format.

Home > About Us > Board of Directors

Board of Directors

President - Bob Campbell, CSFM Past President - Murray Cook President-Elect - Mike Trigg, CSFM

Home > Get Involved > Power Links

PowerLinks

Vital sports turf product/service categories are listed below. Click on a category of interest to you to see who supplies solutions for that category. To learn more about the product or service, simply click on the suppliers' logo. If you'd like to sign up for PowerLinks contact [Headquarters](#).

- [Introduction](#)
- [Aeration / Aerification](#)
- [Chemicals / Fertilizers / Pesticides](#)
- [Construction / Design / Renovation](#)
- [Consultants / Consulting](#)
- [Rock Concert Covers](#)
- [Seed](#)
- [Seeding and Overseeding](#)
- [Sideline Protection](#)
- [Sod, Stolons](#)

1.10. Page Editing by Access code

You can designate an access code for each content item. This allows any user, who has the access code, to update the content for that particular item without needing access to the entire system.

Additional Parameters

Alias File Name <input type="text"/>	Include this Item in the Index of Exclude From All Index Pages ▾
Page Edit Code Arizona	Save As Static Page Auto* ▾
Page Header Auto* ▾	NVAR File <input type="text"/>
NVAR File Parameters (name=value pairs - one per line) <input type="text"/>	
Zoom	

Good Evening - Thursday February 12, 2004 Home Member Services Log Out



[Home](#)
[About Us](#)
[Get Involved](#)
[Professionalism](#)
[Chapters](#)
[Resources](#)
[Conferences](#)
[Members Only](#)
[Contact Us](#)

Member Services

Login

Enter Edit Code

Good Evening - Thursday February 12, 2004 Home



[Home](#)
[About Us](#)
[Get Involved](#)
[Professionalism](#)
[Chapters](#)
[Resources](#)
[Conferences](#)
[Members Only](#)
[Contact Us](#)

Member Services

- Arizona Chapter Events
- Arizona Chapter Contacts

Users can edit only their designated pages through their access code

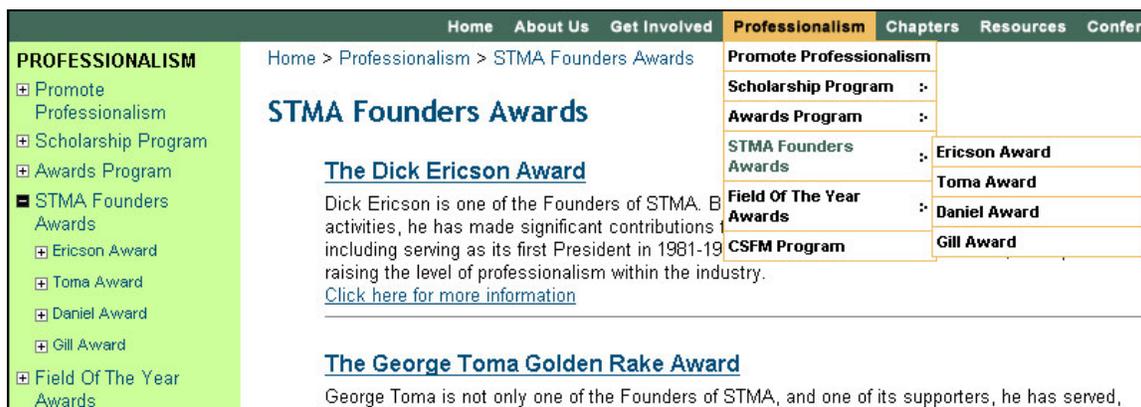
1.11. Multi-user authoring

ZapSite allows a site to be authored by multiple simultaneous users. It also allows you to manage who creates, edits and publishes content. You can allocate specific publishing rights to individuals on a section-by-section basis.



1.12. Pop-down menus

ZapSite automatically displays pop-down menus to help visitors quickly locate information within your Website. The menus can be automatically updated to reflect any changes to the site structure.



2. Content Management

ZapSite completely automates the storage and management of textual content and all related resources thereby eliminating the headaches of naming files and folders.

The built-in indexing agent provides fast and robust site search functionality. Web pages are initially generated dynamically but then stored as static files for maximum performance.

2.1. Storage Management

ZapSite stores the text content and all the meta-data (site structure, formatting parameters, indexes etc) in a central relational database. The associated images and documents are stored in separate folders and subfolders but their paths are cross-referenced in the database.

The database-based framework helps in bulk-modifications and establishing import/export processes that may otherwise prove cumbersome using the Web data-entry interface.

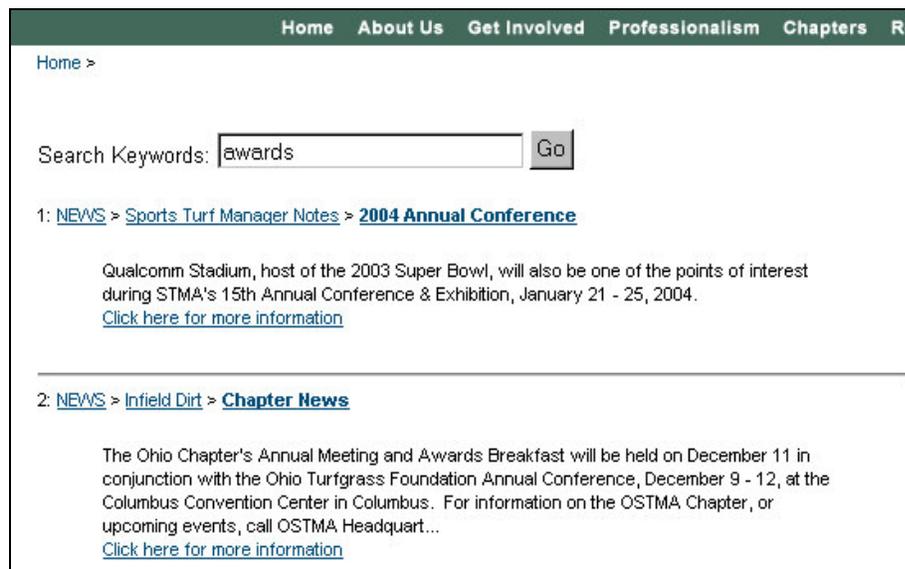
2.2. Human Readable Page and Path Names

ZapSite stores all the Web pages statically with simple page names such as /aboutus/ or /news/pressreleases/.

ZapSite automatically keeps these static Web pages synchronized with any content changes.

2.3. Searching and Indexing

ZapSite automatically indexes your site's content and allows it to be searched via keywords. ZapSite also allows you to add your own abstract for each content item for better control on indexing and displaying of search results.



The screenshot shows a web search interface with a navigation menu at the top: Home, About Us, Get Involved, Professionalism, Chapters, Re. Below the menu is a search bar with the text "Search Keywords: awards" and a "Go" button. The search results are displayed in two numbered items:

1: [NEWS](#) > [Sports Turf Manager Notes](#) > [2004 Annual Conference](#)

Qualcomm Stadium, host of the 2003 Super Bowl, will also be one of the points of interest during STMA's 15th Annual Conference & Exhibition, January 21 - 25, 2004.
[Click here for more information](#)

2: [NEWS](#) > [Infield Dirt](#) > [Chapter News](#)

The Ohio Chapter's Annual Meeting and Awards Breakfast will be held on December 11 in conjunction with the Ohio Turfgrass Foundation Annual Conference, December 9 - 12, at the Columbus Convention Center in Columbus. For information on the OSTMA Chapter, or upcoming events, call OSTMA Headquart...
[Click here for more information](#)

2.4. Content Review Workflow

ZapSite provides a simple but effective content review process. Essentially, you can place any content item under review and pass that item's link to the reviewer. The link allows the reviewer to view the content item in its Web page format.

After the review process is complete, the content item can be activated instructing ZapSite to immediately publish it on the Web site.

2.5. Content Archiving

ZapSite allows you to archive any section or page of your Website by simply setting its visible status to hidden. ZapSite removes the archived content from the navigation and pop-up menus but does not change the URL paths of those content items.

This ensures that all internal or external links to those content pages stay intact. Archived content is accessible via the search and site map features.

3. Publishing

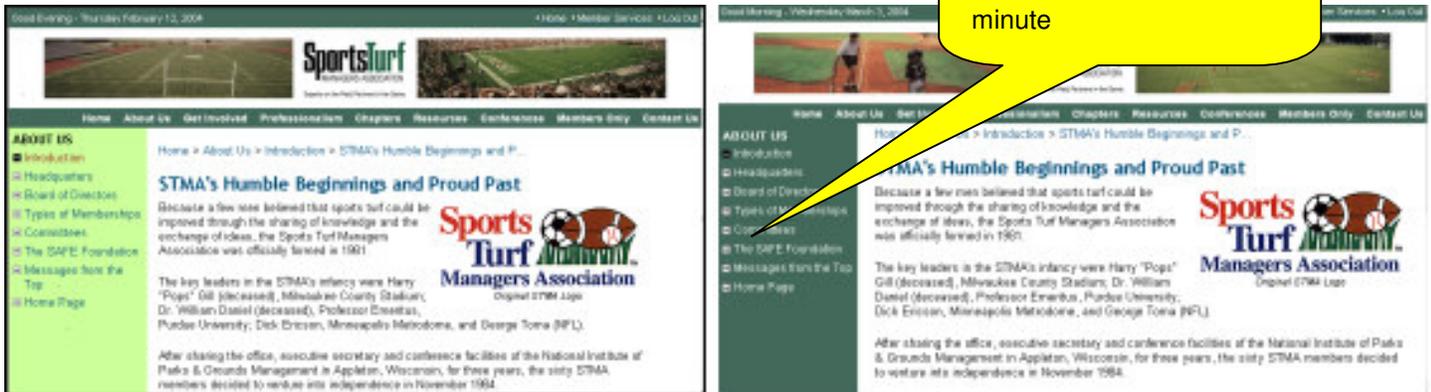
ZapSite includes a versatile publishing engine that takes the stored content and metadata and generates the final Web pages. Each page adheres to the designated template, style sheet, and other formatting options to depict a consistent, professional appearance.

Smart-caching algorithms built into the publishing engine dramatically improve overall rendering speed while always reflecting the latest content.

3.1. Appearance

ZapSite allows the final appearance to be controlled through the use of style-sheets and page templates. This allows you to make site-level changes easily and quickly.

Changing the fonts and background on the entire site took less than a minute



3.2. Support for Multiple Formats

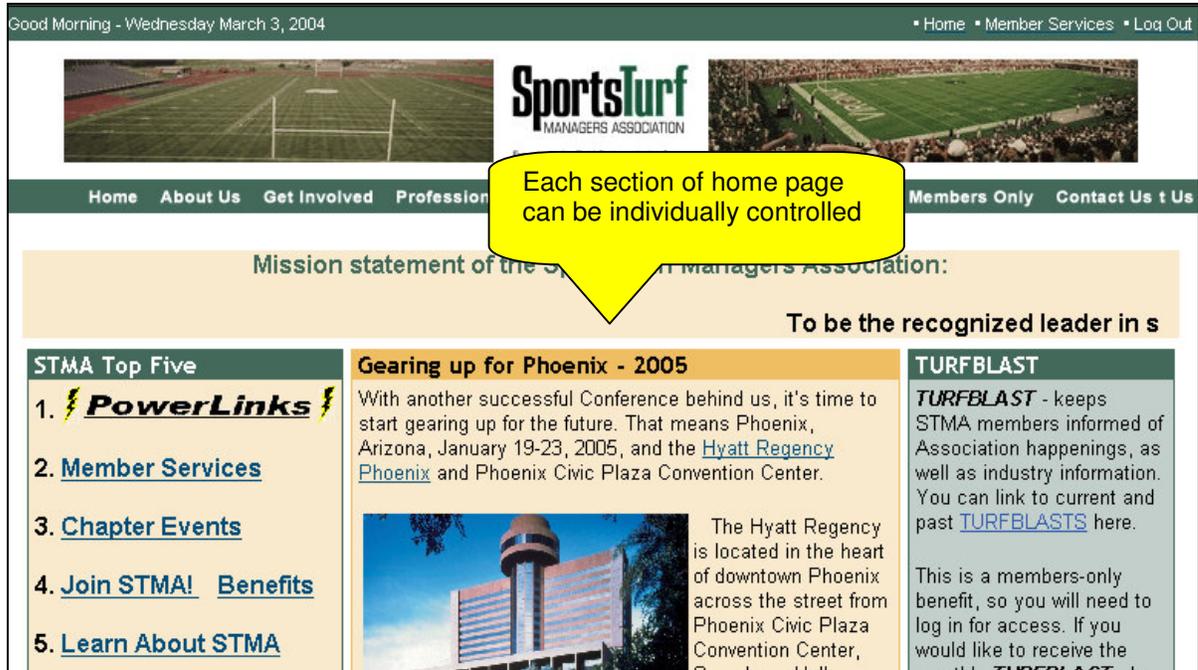
ZapSite allows your pages to be published in multiple formats such as HTML (web), printer-friendly, or email-compliant newsletters.

Printer Friendly Version



3.3. Home Page Management

With ZapSite, you can also manage and populate different sections of your home page with contents from different articles. You can add featured stories, display latest news headlines, quick links, etc. - all with a click of a button.



Good Morning - Wednesday March 3, 2004 Home Member Services Log Out

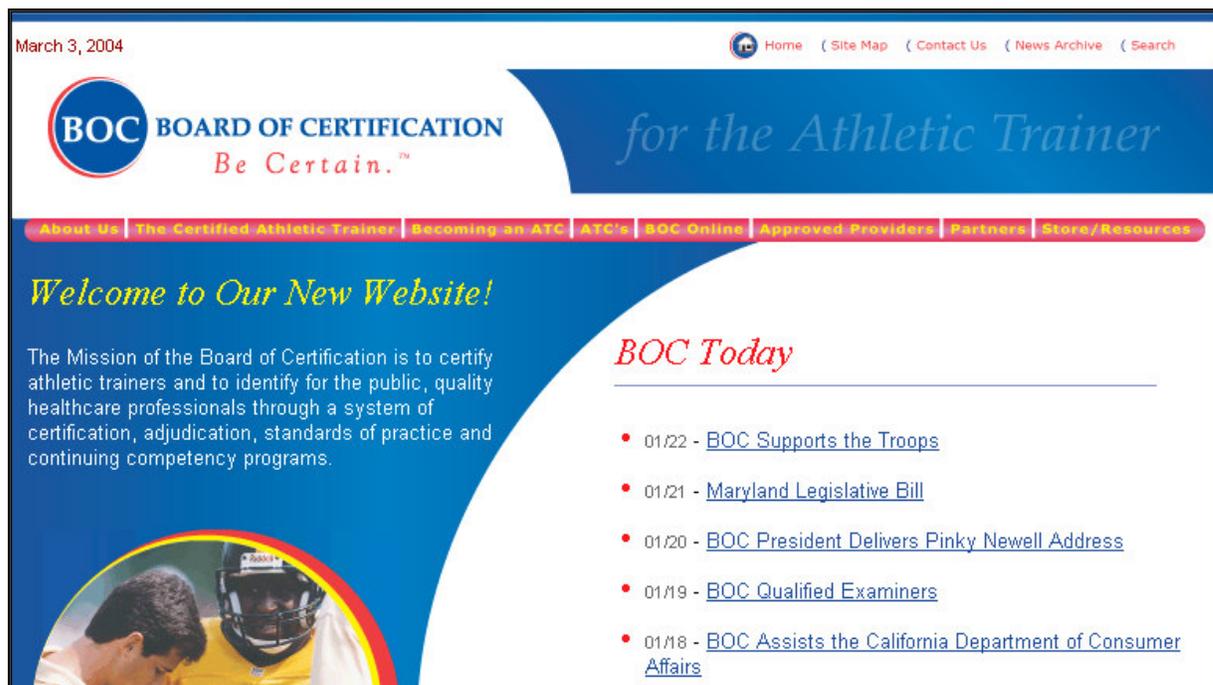
SportsTurf
MANAGERS ASSOCIATION

Home About Us Get Involved Profession Members Only Contact Us t Us

Mission statement of the SportsTurf Managers Association:
To be the recognized leader in s

Each section of home page can be individually controlled

<p>STMA Top Five</p> <ol style="list-style-type: none"> 1. PowerLinks 2. Member Services 3. Chapter Events 4. Join STMA! Benefits 5. Learn About STMA 	<p>Gearing up for Phoenix - 2005</p> <p>With another successful Conference behind us, it's time to start gearing up for the future. That means Phoenix, Arizona, January 19-23, 2005, and the Hyatt Regency Phoenix and Phoenix Civic Plaza Convention Center.</p>  <p>The Hyatt Regency is located in the heart of downtown Phoenix across the street from Phoenix Civic Plaza Convention Center, Sunbany Hall,</p>	<p>TURFBLAST</p> <p>TURFBLAST - keeps STMA members informed of Association happenings, as well as industry information. You can link to current and past TURFBLASTS here.</p> <p>This is a members-only benefit, so you will need to log in for access. If you would like to receive the monthly TURFBLAST be</p>
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March 3, 2004 Home Site Map Contact Us News Archive Search

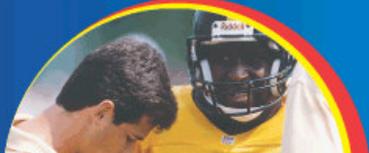
BOC BOARD OF CERTIFICATION
Be Certain.™

for the Athletic Trainer

[About Us](#) | [The Certified Athletic Trainer](#) | [Becoming an ATC](#) | [ATC's](#) | [BOC Online](#) | [Approved Providers](#) | [Partners](#) | [Store/Resources](#)

Welcome to Our New Website!

The Mission of the Board of Certification is to certify athletic trainers and to identify for the public, quality healthcare professionals through a system of certification, adjudication, standards of practice and continuing competency programs.

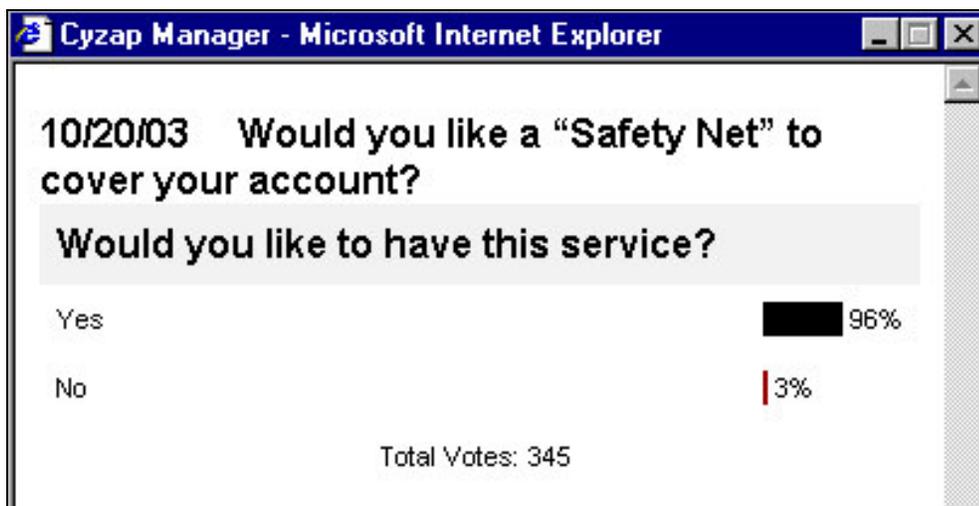
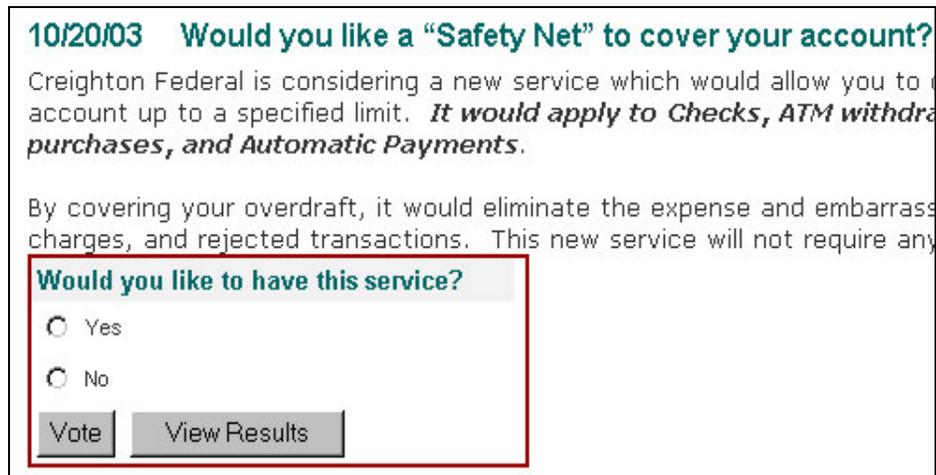


BOC Today

- 01/22 - [BOC Supports the Troops](#)
- 01/21 - [Maryland Legislative Bill](#)
- 01/20 - [BOC President Delivers Pinky Newell Address](#)
- 01/19 - [BOC Qualified Examiners](#)
- 01/18 - [BOC Assists the California Department of Consumer Affairs](#)

3.4. Quick Polls

You can add quick poll option to any article to get feedback from your visitors.



3.5. Search Engine Friendly

ZapSite automatically sets the title of each page based on content and meta data. This not only helps the end user but also allows search engines to index and display each page with the appropriate context.



Each page gets an appropriate title

3.6. Smart Image Handling

ZapSite supports an auto-thumbnail and zoom option for rendering large sized images to match the accompanying textual content. This allows non-technical users to upload their images without having to worry about images sizing and scaling issues.



Moving mouse over the thumbnail image shows actual size

4. Members-only Services

ZapSite seamlessly integrates with ZapManager (Cyzap's powerful Contact and Workflow Management System) to provide a comprehensive framework for creating any types of subscriber-specific online services. Various options for self-registration, login authentication, profile tracking, and online payments are supported.

4.1. Self Registration

The self-registration component allows subscribers interested in your services to register themselves (as per your business rules). The registration could be as simple as subscribing to an email-list or as complex as registering for multiple events at a conference with real-time credit card processing. Common scenarios supported by the self-registration component are:

- Email-list subscriptions
- Volunteer Signups
- Online Donations
- New Member Signup
- Interest Forms
- Conference Registration
- Online Applications



The screenshot shows a web page for Dr. Kathuria's campaign. The header includes the name 'Dr. Kathuria' and 'DR. CHIRINJEEV KATHURIA FOR US SENATE' with a date of 'Tuesday March 2, 2004'. A navigation menu contains links for 'Candidate's Profile', 'The Campaign', 'Issues', 'Donate', 'Videos', 'News', 'Links', and 'Get Involved!'. A sidebar on the left lists 'Home', 'Volunteer Signup', 'Email Subscription', and 'Contribute'. The main content area is titled 'GET INVOLVED' and features a 'Subscribe to Our Newsletter' section. It includes a 'Please Note' warning, an email input field, and fields for 'First Name', 'MI', 'Last Name', 'Suffix', and 'Zip'. 'Submit' and 'Reset' buttons are at the bottom.



Dr. Kathuria DR. CHIRINJEEV **KATHURIA FOR US SENATE** Tuesday March 2, 2004
FOR US SENATE 2004 Candidate's Profile | The Campaign | Issues | Donate | Videos | News | Links | **Get Involved!**

[Home](#)
[Volunteer Signup](#)
[Email Subscription](#)
[Contribute](#)

GET INVOLVED

Volunteer Signup

The success of our campaign heavily depends on your active support. Please fill this form to indicate the areas you would like to volunteer for our campaign.

I Want To Help By

Volunteering in the following Activities

Displaying a sign on my yard Distributing Literature
 Donating to the Campaign Helping with Mailings
 Hosting a Neighborhood Coffee Hosting an Event
 Making Telephone Calls Putting a Sticker on my Car

Participating in one of the following Citizen Expert Advisory Committees

Family Issues Health Care Job Creation Social Security Technology

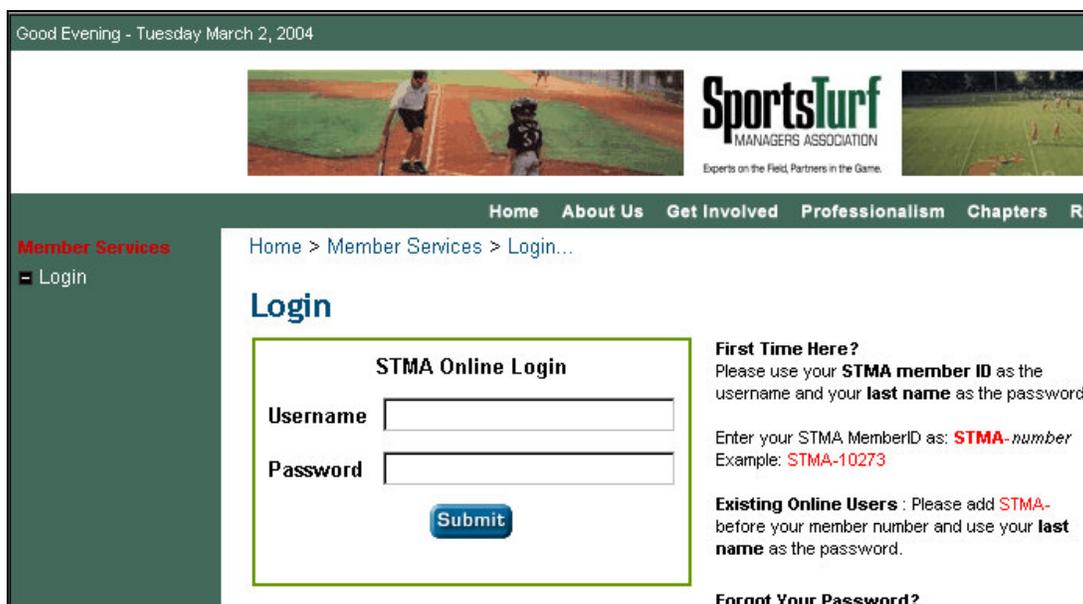
Name And Contact Info

First Name* MI Last Name* Suffix

 Email*

4.2. Login Authentication

The login component allows your subscribers/members to authenticate themselves and have access to their account and online services. The access can be restricted based on any type of business rules. For example, an association can provide the renewal option to any member who has not paid the dues for the upcoming year and hide that option for paid members.



Good Evening - Tuesday March 2, 2004

SportsTurf
MANAGERS ASSOCIATION
Experts on the Field, Partners in the Game.

Home About Us Get Involved Professionalism Chapters Re

Member Services
Login

Home > Member Services > Login...

Login

STMA Online Login

Username
 Password

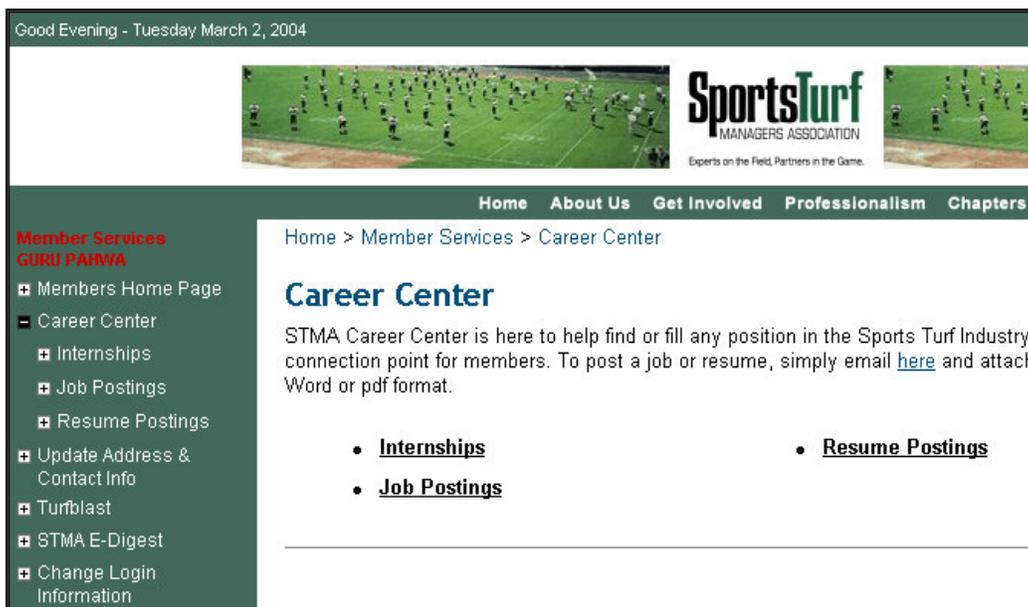
First Time Here?
Please use your **STMA member ID** as the username and your **last name** as the password.
Enter your STMA MemberID as: **STMA-number**
Example: **STMA-10273**

Existing Online Users : Please add **STMA-** before your member number and use your **last name** as the password.

Forgot Your Password?

4.3. Members-only Sections

With ZapSite, you can designate sections of your Website to be viewed only by your members. You populate the content in those sections just like you would populate the content on your public Website. ZapSite takes care of ensuring that only authenticated users get access to that content.



4.4. Profile Updates

You can allow your members to update their contact and profile information. All updates are automatically applied to the database and email notifications are sent to the designated email address.

