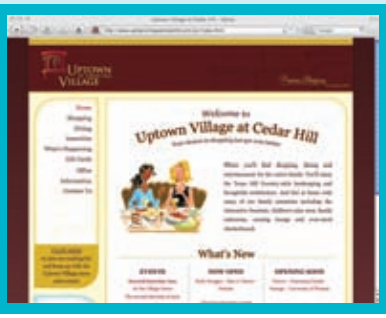
What makes Dialogs the most powerful, feature-filled web implementation tool around?

DIALOGS™



Take a look.

You mean business. Don't play around with the internet.

Dialogs is the web development tool that means business.

Some web development tools were meant to be blog tools. Some were meant to be simple CMS. Dialogs is much more. Dialogs is the most design-accurate web development tool around. If it can be done on the web, Dialogs can handle it.

Dialogs delivers pages with innovative, interactive features but also empowers you to maintain your own content. With Dialogs you can edit, add, or delete website content from your internet browser from anywhere in the world.

With Dialogs, you work the web.

When is Dialogs the right choice?

Dialogs has been successfully deployed for businesses of all sizes – from businesses still seeking their fortune to corporations listed by *Fortune*. It has been used for municipalities, educational institutions, restaurants, shopping centers, real estate developments, architecture and construction companies, healthcare institutions, national retailers, and local shops.

Dialogs can manage small brochure sites with only a few pages of content as easily and efficiently as it manages large corporate sites with thousands of pages. Best of all, it is far more cost effective than the large enterprise level solutions, plus it includes many features like blog and forum tools and project management tools that the bloated systems charge extra for (or can't provide at all).

Dialogs has the features you want.

CONTENT MANAGEMENT

Great things happen when technology and design work together.

DESIGN ACCURACY

Where designers don't fear programmers, and vice versa.

SEO TOOLBOX

A great website isn't so great if no one can find it.

SOCIAL NETWORKING

Successful sites embrace current communication trends.

WEB 2.0 EXPERIENCE

Websites can be fun to use and still be good for business.

FLASH AND RICH MEDIA

Beancounters no longer frown on Flash and other rich media.

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Content Management sounds like a good idea ...

Content Management Systems keep progressive websites current while enforcing design and style rules. The original intent of CMS was to separate content from design – once the design was in place, site content could be maintained from simple browser-based forms without breaking the design. Unfortunately, CMS has gotten a bad reputation by trading design accuracy for content flexibility.

Dialogs imposes no limitations on creative expression.

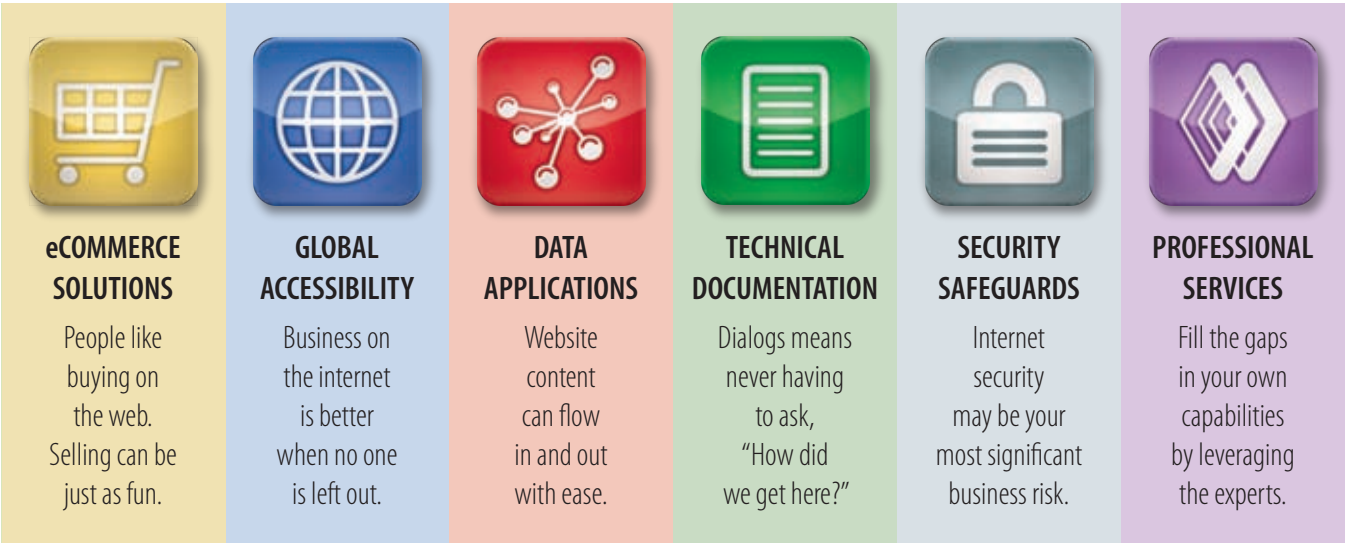
Designing for a Dialogs website means never hearing, "That can't be done." If it can be done on the web, it can be done in Dialogs. Dialogs-driven websites are built to support web standards (XHTML, CSS, HTML, RSS), ensuring efficient and consistent rendering of your information.

Finally, CMS the way it was meant to be.

Dialogs presents simple-to-use but powerful tools to author, edit, and approve content with minimal technical knowledge and training. Low-level staff may author original content and then flag it for editing, illustration, or design work by more skilled staff before final approval and deployment on the live site. Content may be scheduled for automatic archiving or deletion to eliminate the risk of stale site information.

Dialogs delivers efficiency. Dialogs may be configured to store content in the manner that best suits the site. Information entered once may easily be re-used on multiple pages – content is instantly updated on all pages that use it.

All this, without compromising design.



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Website content structure that makes sense.

Dialogs websites are configured to make it easy to maintain content with minimal technical understanding and without fear of "breaking" the site. Website content is accessed by using the items in the Content menu ❶ in the primary navigation in the left column.

Some content is organized by Pages.

There are a variety of ways to organize content in Dialogs. Some content within the website may be edited by locating the specific page ❷.

This table shows pages of content. The "Position" ❸ field controls the order content will appear in the navigation. For example, the page with a position of 03 (SEO Toolbox) ❹ appears in the nav before 04 (Social Networking) ❺.

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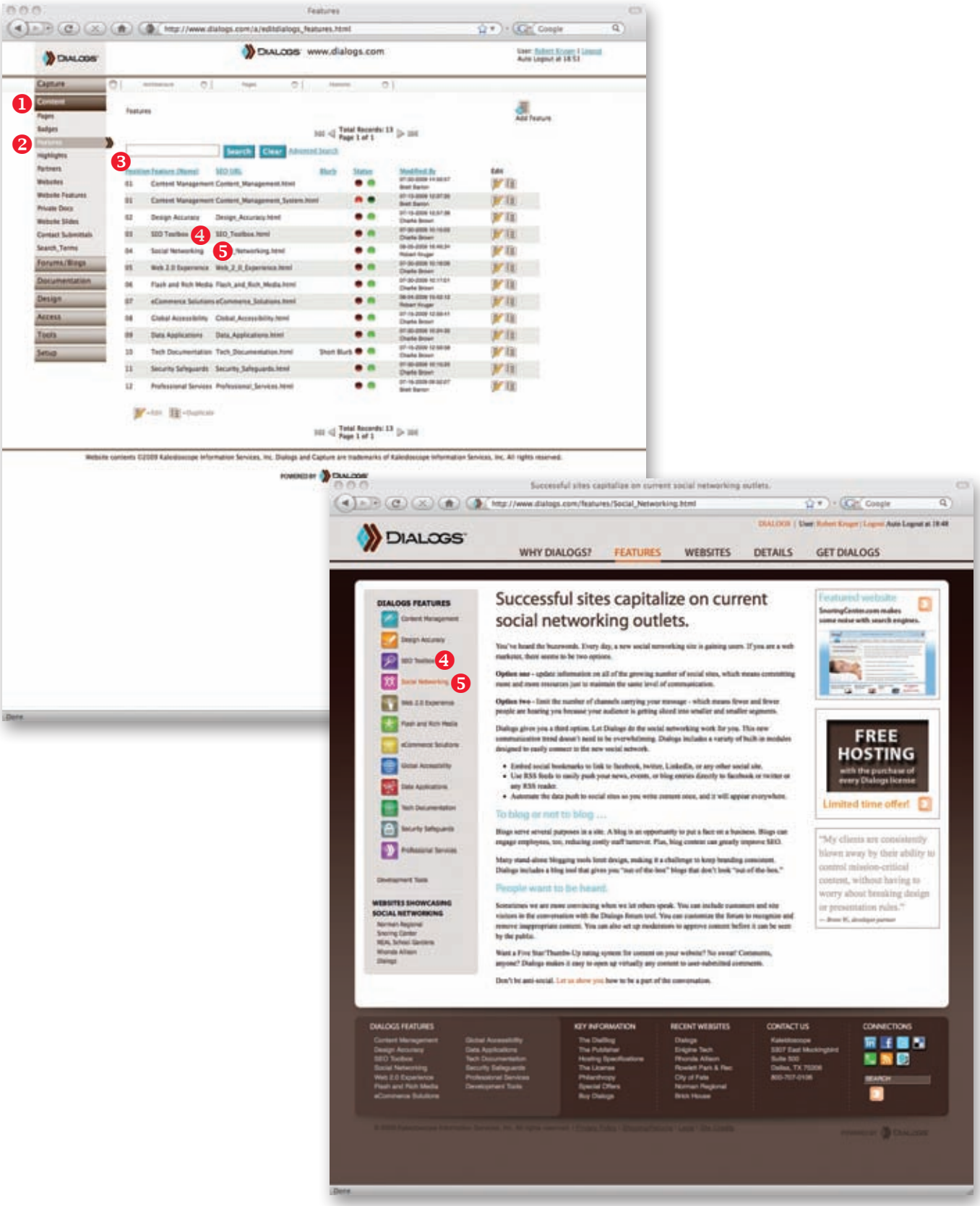
Features
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Content
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Highlights
Partners
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Website Features
Private Docs
Website Slides
Contact Submittals
Search_Terms
Forums/Blogs
Documentation
Design
Access
Tools
Setup
Search
Clear
Add Feature
1
2
3
4
5
Successful sites capitalize on current social networking outlets.
WHY DIALOGS?
FEATURES
WEBSITES
DETAILS
GET DIALOGS
DIALOGS FEATURES
Successful sites capitalize on current social networking outlets.
FREE HOSTING
with the purchase of every Dialogs license
Limited time offer!
To blog or not to blog ...
People want to be heard.
WEBSITES SHOWCASING SOCIAL NETWORKING
KEY INFORMATION
RECENT WEBSITES
CONTACT US
CONNECTIONS

Website content structure (continued).

Some content is organized by Lists.

A unique feature of Dialogs is the use of content "Lists." Lists add flexibility to how you present your message, it creates a dynamic user experience, and it increases the productivity of content managers. Here's how Lists work:

• A List can contain a variety of content items including headings, body copy, or visual assets.

• List items may be tagged so the list items can appear with related content.

• Lists (or individual List items) may be re-used on multiple pages throughout a website. Each appearance of re-used content can have its own unique design or formatting.

• Lists can control textual content, graphic content, or entire content areas such as banners or badges.

In www.Dialogs.com, we manage a list of badges ❶. There are four different styles of badges (text, feature, image, and website) ❷. Each style has its own rules for behavior.

Text badges are used for testimonials ❸. Because these badges vary in height, they never appear on the home page, where the badge height must remain a constant. These badges don't link out to anything.

Feature badges promote the 12 key features of Dialogs ❹. These badges are animated GIFs, and appear on all pages. These badges link to other pages within the site.

Image badges are used as promos ❺. These badges link to other pages within the site and to external websites like Facebook.

Website badges promote specific site in our portfolio ❻. These badges link to the "Websites" section, with the site shown on the badge highlighted.

Each sub-page throughout the site randomly displays three badges, but no two badges are the same type.

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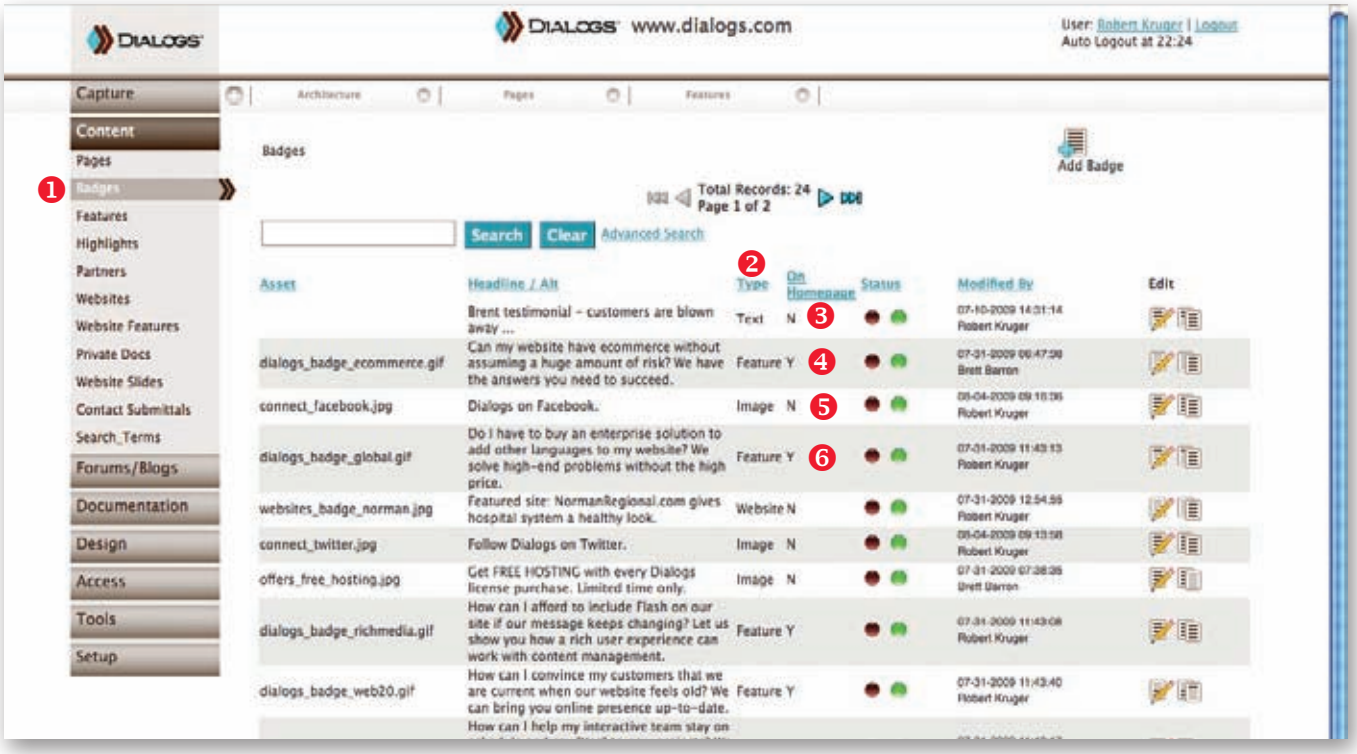
DIALOGS
DIALOGS www.dialogs.com
User: Robert Kruger | Logout
Auto Logout at 22:24
Capture
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Website Features
Private Docs
Website Slides
Contact Submittals
Search_Terms
Forums/Blogs
Documentation
Design
Access
Tools
Setup
Badges
Add Badge
Total Records: 24
Page 1 of 2
Search
Clear
Advanced Search
Asset
Headline / Alt
Type
On Homepage
Status
Modified By
Edit
Brent testimonial – customers are blown away ...
Text N
dialogs_badge_ecommerce.gif
Can my website have ecommerce without assuming a huge amount of risk? We have the answers you need to succeed.
Feature Y
connect_facebook.jpg
Dialogs on Facebook.
Image N
dialogs_badge_global.gif
Do I have to buy an enterprise solution to add other languages to my website? We solve high-end problems without the high price.
Feature Y
websites_badge_norman.jpg
Featured site: NormanRegional.com gives hospital system a healthy look.
Website N
connect_twitter.jpg
Follow Dialogs on Twitter.
Image N
offers_free_hosting.jpg
Get FREE HOSTING with every Dialogs license purchase. Limited time only.
Image N
dialogs_badge_richmedia.gif
How can I afford to include Flash on our site if our message keeps changing? Let us show you how a rich user experience can work with content management.
Feature Y
dialogs_badge_web20.gif
How can I convince my customers that we are current when our website feels old? We can bring you online presence up-to-date.
Feature Y
How can I help my interactive team stay on
1
2
3
4
5
6

DIALOGS
WHY DIALOGS?
FEATURES
WEBSITES
DETAILS
GET DIALOGS
Great things happen when technology and design work together.
Dialogs is the professional web tool.
Find us on Facebook
Dialogs on Facebook
3
4
5
6

Getting around in Dialogs is easy.

❶ **Favorites**: You may have access privileges to many Dialogs tools and features. Marking items as favorites simplifies navigation around the Dialogs backend.

❷ **Page Groups**: Site content can be organized in one or more page group; Dialogs administration pages are contained in /a/.

❸ **Search and Clear**: type a word or words in the search field and click “Search”; click the “Clear” button to remove your search criteria and display the entire table of data.

❹ **Sortable Column Headers**: line items in tables can be sorted (ascending or descending) by clicking once or twice on a column header.

❺ **Edit Icon**: This button is used to open the content entry screen (see page 13) for a List item or a Page.

❻ **Copy Icon**: This icon is used to duplicate an item, including all design formatting and content. Duplicating an item (and then editing the content in the duplicate) is often easier than creating a new item.

❼ **Preview Icon**: Clicking this icon opens the associated page in a new browser window or tab. This icon is only available for Pages.

❽ **Status Buttons**: These buttons control where the page is displayed. Green means the item is live to the public and is included in navigation. Yellow means the page is not in the navigation, but the public can see the page if they know the exact URL of the page. Red means the page is inaccessible.

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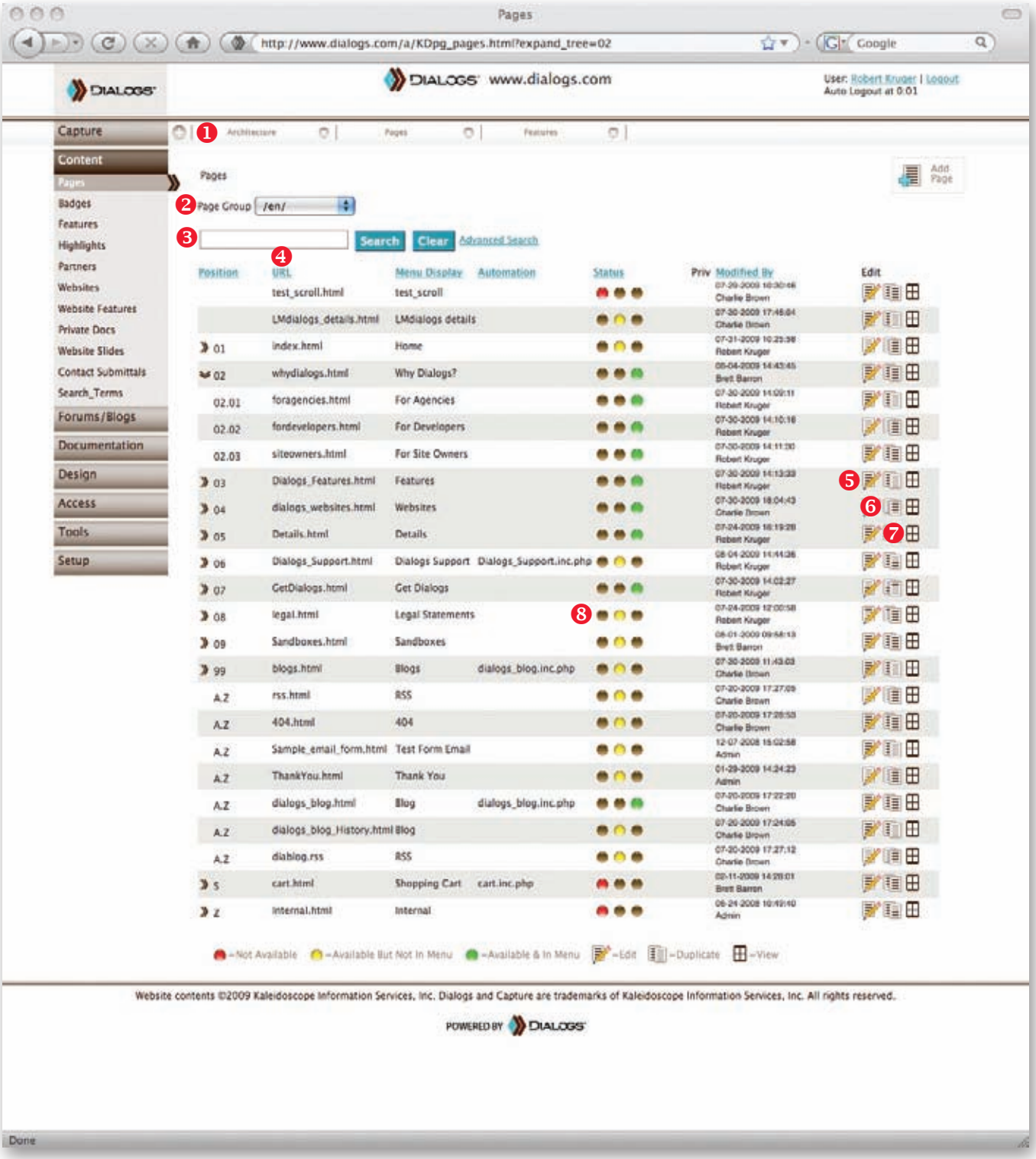
Pages
http://www.dialogs.com/a/KDpg_pages.html?expand_tree=02
Google
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User: Robert Kruger | Logout
Auto Logout at 0:01
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Private Docs
Website Slides
Contact Submittals
Search_Terms
Forums/Blogs
Documentation
Design
Access
Tools
Setup
1
Architecture
Pages
Features
Add Page
2
Page Group
/en/
3
Search
Clear
Advanced Search
4
Position
URL
Menu Display
Automation
Status
Priv
Modified By
Edit
test_scroll.html
test_scroll
LMdialogs_details.html
LMdialogs details
01
index.html
Home
02
whydialogs.html
Why Dialogs?
02.01
foragencies.html
For Agencies
02.02
fordevelopers.html
For Developers
02.03
siteowners.html
For Site Owners
03
Dialogs_Features.html
Features
04
dialogs_websites.html
Websites
05
Details.html
Details
06
Dialogs_Support.html
Dialogs Support
Dialogs_Support.inc.php
07
GetDialogs.html
Get Dialogs
08
legal.html
Legal Statements
09
Sandboxes.html
Sandboxes
99
blogs.html
Blogs
dialogs_blog.inc.php
A-Z
rss.html
RSS
A-Z
404.html
404
A-Z
Sample_email_form.html
Test Form Email
A-Z
ThankYou.html
Thank You
A-Z
dialogs_blog.html
Blog
dialogs_blog.inc.php
A-Z
dialogs_blog_History.html
Blog
A-Z
diablog.rss
RSS
S
cart.html
Shopping Cart
cart.inc.php
Z
internal.html
Internal
5
6
7
8
=Not Available
=Available But Not In Menu
=Available & In Menu
=Edit
=Duplicate
=View
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Done

The content entry screen is organized for simplicity.

❶ **SEO Toolbox**: Search engines primarily rank search results by comparing body copy to the page title and the H1 tag. Search engines use meta keywords to organize indexed content within their own databases. The contents of the meta description field is commonly displayed as the search results blurb. Dialogs organizes these four key SEO fields for easy optimization. In addition, Dialogs can quickly create SEO phantom pages – duplicate pages built around specific search terms to further strengthen the site's SEO.

❷ **WYSIWYG**: the WYSIWYG (What You See Is What You Get) bar allows users to perform simple HTML edits like style tagging, bolding, italicizing, and bulleting. WYSIWYG can be turned off for users who prefer to work in HTML.

❸ **File Uploads**: content entry screens for Pages or List items may include an option for content editors to upload one or more photos or downloadable documents. Files may also be moved to the web server via ftp, and the filename can be entered in the content form.

❹ **Revisions**: the "Go Back To" dropdown will undo to any previous save of the page or list item (***all*** previous versions are saved permanently); the "See Differences" dropdown will display (in a new window) the difference between the current version and any previous save of the page or list item.

❺ **Save, Save and Previous, Save and Next, Delete (With Assets)**: when you edit the content of a page or list item, that change is not added to the website until one of the "Save" buttons is clicked; clicking "Save" saves the current edits and returns the user to the previous List table; clicking "Save and Previous" saves the current edits and moves the user to the previous item from the List table; clicking "Save and Next" saves the current edits and moves the user to the next item from the List table; Delete will delete the page or List item from the website permanently.

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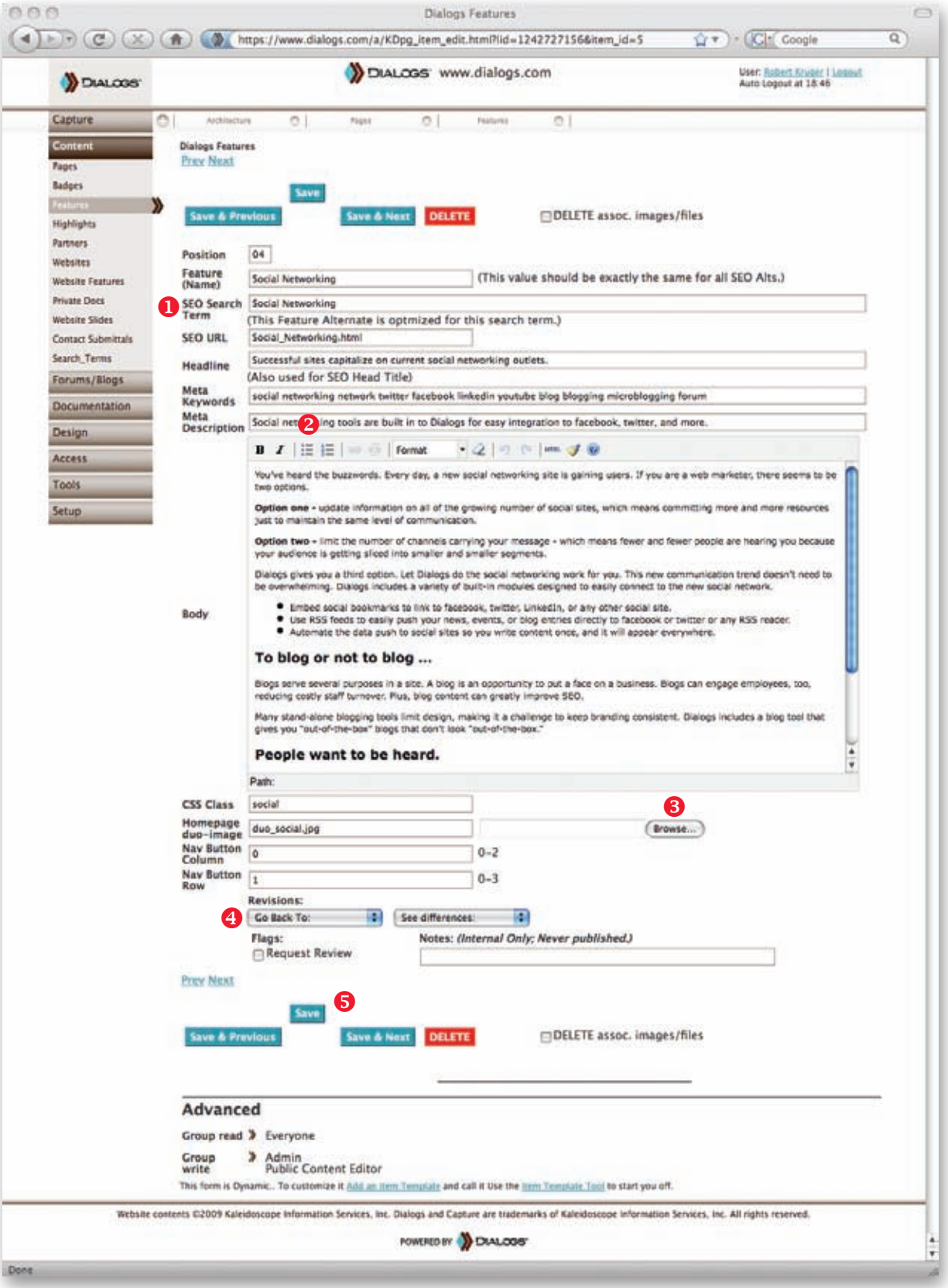
Dialogs Features
https://www.dialogs.com/a/KDpg_item_edit.html?id=1242727156&item_id=5
Google
DIALOGS www.dialogs.com
User: Robert Kruger | Logout
Auto Logout at 18:46
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Partners
Websites
Website Features
Private Docs
Website Slides
Contact Submittals
Search_Terms
Forums/Blogs
Documentation
Design
Access
Tools
Setup
Dialogs Features
Prev Next
Save
Save & Previous
Save & Next
DELETE
DELETE assoc. images/files
Position
Feature (Name)
Social Networking
(This value should be exactly the same for all SEO Alts.)
1
SEO Search Term
Social Networking
(This Feature Alternate is optmized for this search term.)
SEO URL
Social_Networking.html
Headline
Successful sites capitalize on current social networking outlets.
(Also used for SEO Head Title)
Meta Keywords
social networking network twitter facebook linkedin youtube blog blogging microblogging forum
Meta Description
2
Format
You've heard the buzzwords. Every day, a new social networking site is gaining users. If you are a web marketer, there seems to be two options.
Option one - update information on all of the growing number of social sites, which means committing more and more resources just to maintain the same level of communication.
Option two - limit the number of channels carrying your message - which means fewer and fewer people are hearing you because your audience is getting sliced into smaller and smaller segments.
Dialogs gives you a third option. Let Dialogs do the social networking work for you. This new communication trend doesn't need to be overwhelming. Dialogs includes a variety of built-in modules designed to easily connect to the new social network.
Embed social bookmarks to link to facebook, twitter, LinkedIn, or any other social site.
Use RSS feeds to easily push your news, events, or blog entries directly to facebook or twitter or any RSS reader.
Automate the data push to social sites so you write content once, and it will appear everywhere.
To blog or not to blog ...
Blogs serve several purposes in a site. A blog is an opportunity to put a face on a business. Blogs can engage employees, too, reducing costly staff turnover. Plus, blog content can greatly improve SEO.
Many stand-alone blogging tools limit design, making it a challenge to keep branding consistent. Dialogs includes a blog tool that gives you "out-of-the-box" blogs that don't look "out-of-the-box."
People want to be heard.
Body
Path:
CSS Class
social
3
Homepage duo-image
duo_social.jpg
Browse...
Nav Button Column
0
0-2
Nav Button Row
1
0-3
Revisions:
4
Go Back To:
See differences:
Flags:
Request Review
Notes: (Internal Only; Never published.)
Prev Next
5
Save
Save & Previous
Save & Next
DELETE
DELETE assoc. images/files
Advanced
Group read
Everyone
Group write
Admin
Public Content Editor
This form is Dynamic.. To customize it Add an Item Template and call it Use the Item Template Tool to start you off.
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Done

Dialogs Capture – project management and documentation that stays with the site.

❶ Capture is a forum that documents the information architecture of your website and discussions about implementation. Capture enables you to communicate with developers and colleagues. Posts to Capture may be directed to an individual's attention or to groups.

Capture can also be used to document how the website has been customized. This documentation stays with the site permanently, providing helpful information now and in the future.

There are four parts to Capture:

❷ **Architecture**: This is an outline of all content included in the site. Click on the name of a content item to access the comments forum.

❸ **All Tasks ToDo**: This is a complete list of ToDo items. Before writing a comment about a revision, review this ToDo list to see if someone is already working on the issue.

❹ **Recent Posts**: This lists all ToDo tasks and comments in chronological order. This is a convenient way to review activity during busy periods of development.

❺ **Dashboard**: (shown) This shows all tasks and comments directed to your attention.

Set user privileges with complete flexibility.

Each contributor to your website will have a unique user profile ❻. Access privileges can be set for each user according to their role in the project.

Dialogs manages permissions for each item of content using an Access Control List (ACL) which defines read and/or write permissions at the Group level ❼. Allowing a user permission to read or write a particular piece of content in Dialogs is as simple as adding them to the correct Group.

A user with admin privileges will see (and can edit) all aspects of the site including content, page templates, CSS, automation, user profiles, etc.

In this example, the user is the designer. This user will only have access to the parts of the site that pertain to design ❽ – this user will not even see the other Dialogs navigation items ❾.

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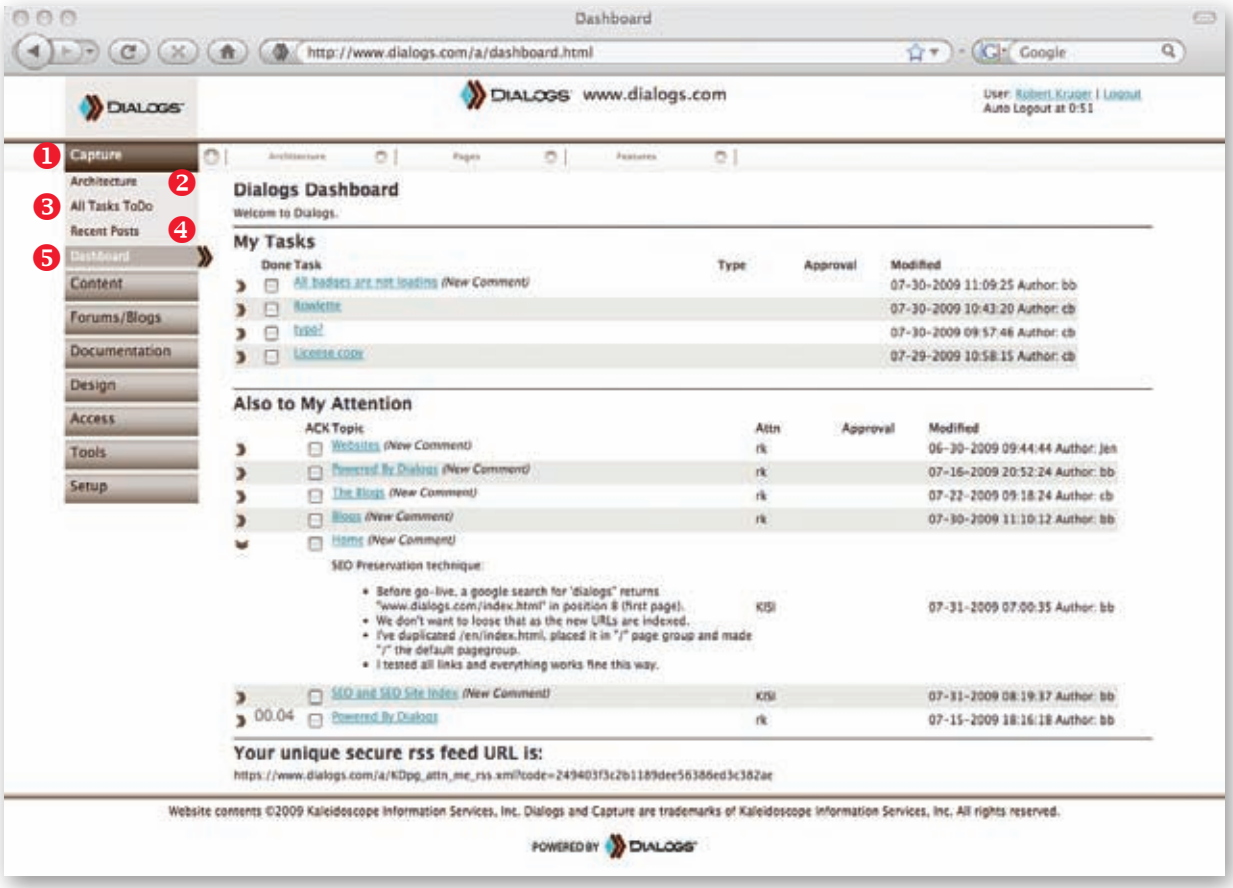
Dashboard
http://www.dialogs.com/a/dashboard.html
DIALOGS www.dialogs.com
1 Capture
Architecture
2
3 All Tasks ToDo
Recent Posts
4
5 Dashboard
Content
Forums/Blogs
Documentation
Design
Access
Tools
Setup
Dialogs Dashboard
Welcom to Dialogs.
My Tasks
Done Task
Type
Approval
Modified
All badges are not loading (New Comment)
07-30-2009 11:09:25 Author: bb
Roulette
07-30-2009 10:43:20 Author: cb
typo?
07-30-2009 09:57:46 Author: cb
License copy
07-29-2009 10:58:15 Author: cb
Also to My Attention
ACK Topic
Attn
Approval
Modified
Websites (New Comment)
06-30-2009 09:44:44 Author: jen
Powered By Dialogs (New Comment)
07-16-2009 20:52:24 Author: bb
The Blogs (New Comment)
07-22-2009 09:18:24 Author: cb
Blogs (New Comment)
07-30-2009 11:10:12 Author: bb
Home (New Comment)
SEO Preservation technique:
Before go-live, a google search for 'dialogs' returns "www.dialogs.com/index.html" in position 8 (first page).
We don't want to loose that as the new URLs are indexed.
I've duplicated /en/index.html, placed it in "/" page group and made "/" the default pagegroup.
I tested all links and everything works fine this way.
KISI
07-31-2009 07:00:35 Author: bb
SEO and SEO Site Index (New Comment)
KISI
07-31-2009 08:19:37 Author: bb
00.04
Powered By Dialogs
rk
07-15-2009 18:16:18 Author: bb
Your unique secure rss feed URL is:
https://www.dialogs.com/a/kDpg_attn_me_rss.xml?code=249403f3c2b1189dee56386ed3c382ac
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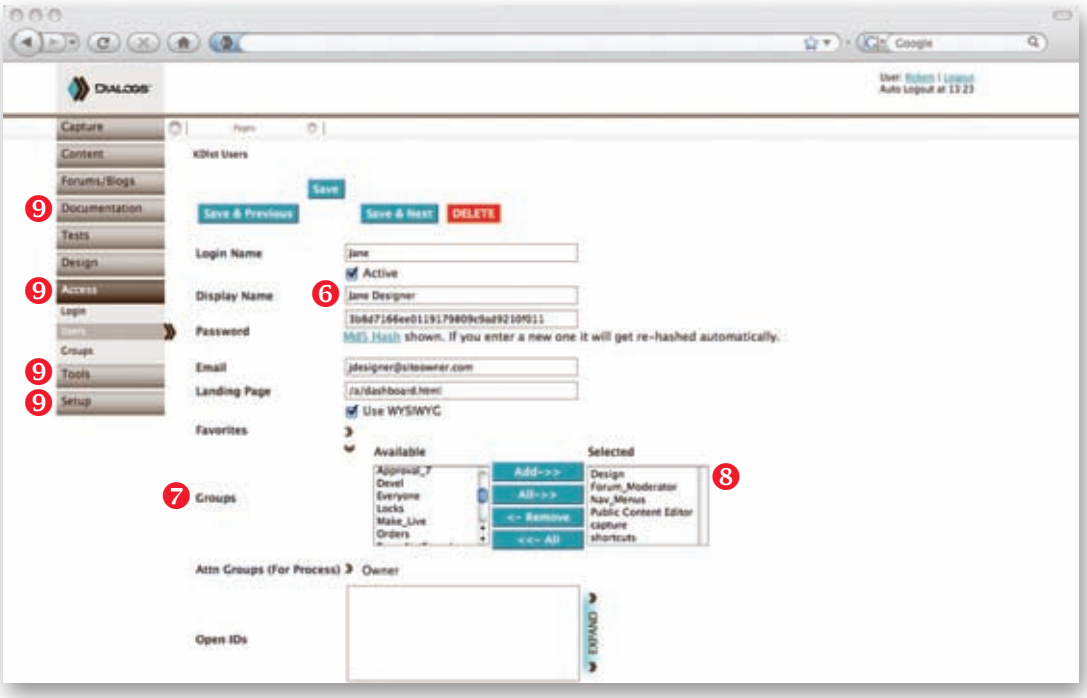
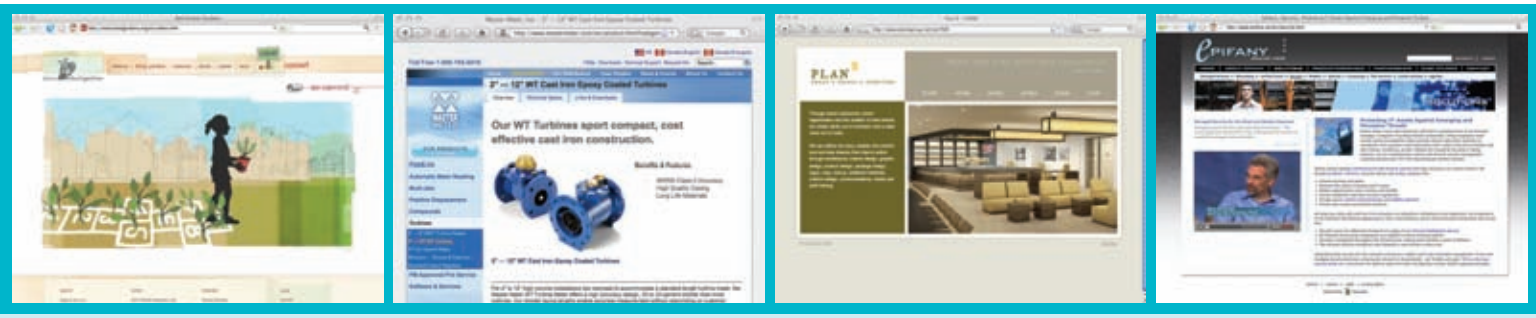
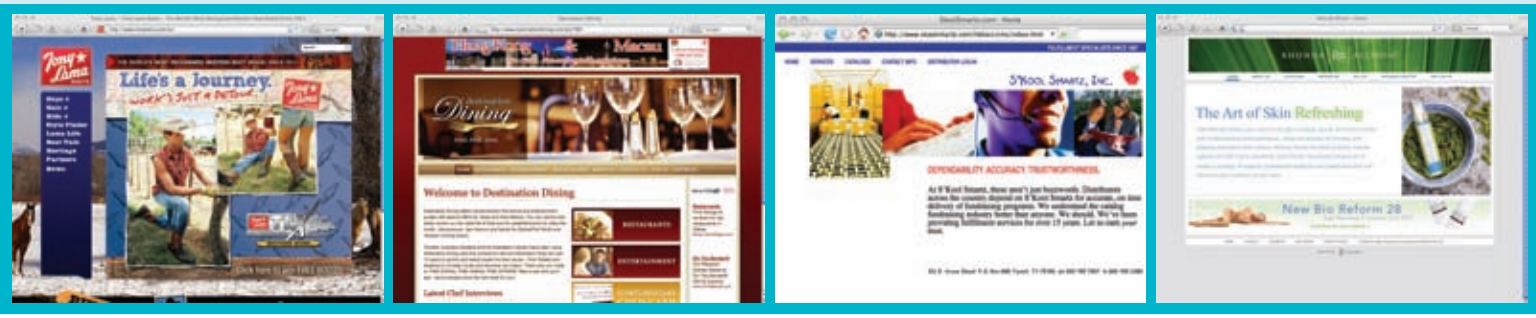

9 Documentation
9 Access
9 Tools
9 Setup
Save
Save & Previous
Save & Next
DELETE
Login Name
Active
6
Display Name
Password
Email
Landing Page
Use WYSIWYG
Favorites
Available
Selected
7 Groups
8
Add->>
All->>
<- Remove
<<- All
Attn Groups (For Process)
Owner
Open IDs

For more information, contact your creative agency or visit www.Dialogs.com



DIALOGS™ Work the web.