

Additional Services Offered by Moonlight Computing

Responsive Web Sites – Currently, we are actively developing responsive websites for redesigns and new customers. Responsive websites provide the ability for the content on the site to shift and adjust depending on the device being used. So all of the content is available and easily viewable on all devices. This ability is used by search engines to help determine search rankings.

QR Codes – These codes are used to bridge print media and online marketing. By using a QR code, you can greatly increase the amount of information available to your clients. QR codes are also used to access a database or other custom software solution. QR codes can be set up to generate an email once the code is scanned to help you track advertising efforts.

Search Engine Optimization – <http://stlouischristmasdecor.com/> provides a good example of what we can do from a search engine perspective. The site appears at the top or near the top of Google searches of “Christmas decorations st Louis”, “christmas decorations creve couer”, christmas decorations ladue” and most other nearby communities in the St. Louis area. Search Engine rankings are a constant battle and we continually monitor and tweak web sites to improve their rankings.

Blogs – We can customize templated blogs, but prefer to use “mini-blogs” that we’ve developed. These blogs provide a means of adding keyword rich search terms to the website while providing informational content for your readers. A “comments” section can be added to facilitate feedback.

Ticket Support System – This system allows the user to assign tasks to members of a team for enhanced communication and accountability.

Live Web Site Support – Database and technology to allow visitors of a web site to click “Live Support” & be able to chat with an operator in real time. Operators can dialog with potential customers via chat sessions. Provides very efficient use of phone operator time as multiple chat sessions can be handled at the same time as normal phone duties. Operators can provide immediate answers & feedback to customers who are not inclined to call, but prefer the anonymous nature of chatting. Software allows you to monitor your visitor web site activity in real time & initiate conversation if desired.

Database development - The “Search Resources” section of the Belleville Cares website provides a good example of a database incorporated in a web site design: <http://bellevillecares.org/organizations.php>. Organizations can submit their information which is added to the database. Web site users can search the database for resources within 60 miles of zip code 62294.”

<http://www.chamberswmc.com/members.php> provides a good example of a backend database with search capabilities. The twist for this organization is that the database is actually loaded from a spreadsheet rather than maintained on the web site. (They use the spreadsheet for a variety of purposes such as mail merge letters, etc.)

Forms development – We have created web site forms that serve a variety of purposes. The results of the form submission can be sent to someone via e-mail or else placed in a database for other purposes. A sampling of forms we have developed includes donation forms, online tickets sales, payment forms, membership applications, employment applications, job submission forms, baseball and soccer league signup forms, city-wide yard sale sign up forms, request for estimates, mission submission and correction forms, auction item donation, anonymous suggestion forms and others.

Intranet Web sites - We maintain “intranet” web sites for several of our customers. This provides a password protected area for employees to login to view things like work schedules and other internal documents.

File Downloads and FTP Site – We provide the ability to include downloadable PDF documents on the web site. In addition, we provide “ftp” sites where businesses and customers can share files. One example of this is a construction business that uses the FTP site to place architecture drawings for their subcontractors to download and view.

Volunteer Scheduling – We created a volunteer scheduling system for a marching band. Allows events and work shifts to be managed. Volunteers can login and signup for various work shifts.

Mailing Lists – We have installed mailing list managers for several of our customers and have assisted with the development of HTML based e-mails (as opposed to plain text)

Newsletters – We assist several organizations and businesses to send out e-news newsletters that interface directly with the website. Our E-newsletter template is similar to constant contact, but allows our clients to send out a shortened version of the newsletter that readers can click to “read more” which takes them to a longer version located on the website. The advantage to archiving the newsletters on the website is that it gives you more seo-rich words on the site itself, and that will help with search engine rankings. If you prefer this could also be used to send a pdf –type newsletter or just regular mass emails without using the e-newsletter template. The mailing list manager throttles the sending of the emails so that you are not in danger of being blacklisted as a spammer, and it does only list one email recipient per email.

Photo Galleries – We provide several options for displaying your photos. We can display them as a slide show or also as an album. We also can provide options that show one large photo and thumbnails of others that allows users to click on the thumbnail to switch out the large photo.

ADA Compliant Web Sites – We have completed several ADA Compliant websites. Standard features include the ability to show the content only version of pages for those with screen readers. Text can be resized and pages can easily be provided in regular and ADA compliant versions.

Interactive Maps – We can provide a Google-like zoom-able community map that can be incorporated in a web site.

Asset Management and Google Map Integration – We provided a database system used for tracking the location of assets such as storage containers and dumpsters. It is integrated with Google maps to allow truck drivers to quickly pull up a Google map for directions to the customers drop off site.

E-commerce – We have developed several e-commerce sites. Some use Paypal to accept payments whereas others have a completely integrated credit card gateway & merchant account. Customers are able to maintain their own catalog of items. Web site design was incorporated into the E-Commerce software & we make customizations for the sites.

Room/Facility Booking/Scheduling – We are developing an online booking system for a vacation home rental business. The system allows the property owner to administer the property rentals so that customers can easily see availability. We provide the option for potential customers to book a property online and pay with a credit card. We plan to expand this option to provide booking/scheduling of any facilities (i.e. park pavilions, banquet rooms, and other facilities).

Coupons – Many of our web site customers use discount coupons as a way to get people to seek additional contact. We often require a name and e-mail address to be filled out before showing the coupon which provides a way to contact them.

Treasure Finder – One of our sites imbeds a “treasure chest” at random places on their web site. Web site visitors can click on the treasure which reveals a coupon such as “Free chocolate malt to the first two people to present this coupon”. This encourages customers to frequent and explore their web site.

Embedded Video – We often embed video from sites such as You Tube and Vimeo. Videos are also indexed by search engines and helpful to SEO efforts.