



Additional Services Offered by Moonlight Computing

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.

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 missions section of the Presbytery Missions web site (www.presbyterymissions.org/missions.php) provides a good example of a database incorporated in a web site design. Organizations can submit their mission information which is added to the mission database. Web site users can search the database for questions like “show me food and clothing resources within 60 miles of zip code 62294.”

www.chamberswmc.com/members.php provides a good example of a backend database with search capabilities. The twist 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.

Search Engine Optimization – www.reneesgourmetcatering.com provides a good example of what we can do from a search engine perspective. Even though Renee closed her business last year, the site appears at the top or near the top of Google searches of “Collinsville Illinois Catering” and other nearby communities. Search Engine rankings are a constant battle and we continually monitor and tweak web sites to improve their rankings.

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.

Blogs – www.cultivatemission.org/wordpress/ provides an example of a blog that we customized for our customer.

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 – the Troy chamber sends out e-news weekly newsletters that interface directly with the website allowing the chamber 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.

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.

Online Auctions – As part of the annual fund raising auction for the Troy Chamber, we installed an online auction that enabled bidding of auction items to be performed online much like eBay. Provided an administrative back end where auction items could be loaded and options set.

Craig’s List - We have installed a Craig’s List like software on one of our web sites <http://www.troycoc.com/carl> to allow sharing of resources within the local community. Ads for items or services may be placed for free or for sale.

Mobile Web Sites – Currently, we are developing mobile web sites for several of our customers. This provides a scaled down version of the full web site that is more suitable for mobile devices.

ADA Compliant Web Sites – We are currently working on a web site for a library that will be ADA Compliant. 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 are currently working on a Google-like zoom-able community map that will be incorporated in a web site. See an example at <http://www.bellevillechamber.org/mapviewer/Test2.htm>.

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.

Online Assessment – provide question and answer format for an online assessment. Results lead the web site visitor to different parts of the web site depending how they “scored” in the assessment. You can see a sample at <http://cultivatemission.org/assessment.php>.

Room/Facility Scheduling – We are currently in the process of developing a facility scheduling system for the Troy city park system. They will be able to schedule pavilion rentals. Web site visitors will be able to see which facilities are available and make online requests.

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. Good examples can be found at www.maryvillraceway.com and www.gameworldevents.com.