



DynamicWeb™ White Paper

## **Introduction:**

Do a simple check of your browser's bookmarks. How many of the resources will be unchanged every time you look at them? My guess is not many.

The websites that get traffic are those that provide timely information, or at least something different, every time you return.

The problem for website owners has always been how to provide relevant, timely information to the client without incurring high cost and time overheads.

These problems are especially acute for the small business: You have paid for a web-site to be designed and taken care to ensure it is visually appealing but your target audience does not visit often enough to cover its continued development.

While server page technologies like ASP (Microsoft) and JSP (Sun) can provide dynamic content, they come at a high cost in that most economical webspace provision is not compatible and the coding costs are high. They also both suffer from slowness due to the work of updating the site being done each and every time the client is requesting the information rather than once, behind the scenes, when the fresh content becomes available.

Since developing DynamicWeb™ we have located other companies doing somewhat similar services. Our main advantage is our personal service (Both support for implementation and development of new applications) but a subtle technological advantage is also important: Our technology results in pure HTML with no external links to third party servers. Not just does this speed up access and leave security and reliability within your grasp but, more importantly, search engines will see the fresh content on your site and hence searchers will be directed to your fresh content.

DynamicWeb™ technology was designed to provide a transparent way of updating a web page using just email, sms or even mms messages.

The messages sent in can be validated and processed to the web manager's specification and then used to generate a new web page automatically.

Now web managers can concentrate on web-site content rather than implementation, since new content is directly displayed to clients. Likewise, webmasters can get on with presentation and structural development rather than constantly updating small areas of the site that can now be updated by email or sms.

## **End user guide:**

This section will enable potential updaters to see how they would need to format emails and/or SMS messages for processing by DynamicWeb.

The apparent complexity is due to the wide range of ways we can configure the messages to work. This is for your convenience and once decided upon, the end user will only need to learn the format that applies to their pages.

### **Simple Message.**

The simplest message is called (strangely enough) simple message! At its most basic, a sample email to update such a message might be:

*0 Hello world*

Note the opening zero digit and the following space before the message content. The opening number is called the tag ID. Each place in your site where DynamicWeb content will be inserted will have a unique (For you) ID. By using this ID the DynamicWeb engine can find the required protocol for handling the message content and convert it into fresh content on your webpage.

This email must be sent to your Quasarsoft email account. Usually something memorable like [mycompanyname@quasarsoft.co.uk](mailto:mycompanyname@quasarsoft.co.uk)

In addition the email will be checked for its reply address. This must be one of potential several addresses stored as valid for your company.

When a simple message is sent, a confirmation email will be returned confirming the message has been received and will be processed. As long as you have credit for that message left it will be converted into new content and you can check on your URL within minutes of sending the original email.

This same message could just as easily have been sent via a mobile phone. Assuming your mobile phone number is stored as the valid number for the account, and your account has credit for an SMS, sending the following to your approved sms2email service will have the same result.

*0 Hello world*

In this case, as long as the message passes all verification, a confirmation SMS will be sent back to you. The DynamicWeb engine only accepts the SMS from your phone making security quite good. For emails it is not hard to fake return addresses so it is common for clients to request validation of their Quasarsoft ID in the subject line of the email. For example if your ID is 5500 then you would have to put those 4 digits in the subject line for the email to be accepted. Your ID is not available to third parties and should be kept secret to retain this simple security mechanism. If this mechanism is not used then the email subject is normally ignored.

Note this is an example of a repeatable message: That is everytime you send a message it gets added to any that you have previously sent. It is placed inside the formatting your web master decided in conjunction with Quasarsoft at the time of development. For example on the Quasarsoft website the demonstration ([http://www.quasarsoft.co.uk/demos/simple\\_message.html](http://www.quasarsoft.co.uk/demos/simple_message.html)) places each new message in a new table row below the last.

When these messages become out of date you will need to log on to your control panel and delete any you do not want. See [Control Panel section](#).

## **Dated Message.**

This more useful standard message takes an expiry date so you can usually avoid having to delete it manually. The demonstrational version viewable at [http://www.quasarsoft.co.uk/demos/dated\\_message.html](http://www.quasarsoft.co.uk/demos/dated_message.html) shows the expiry date before the message content although this is only one of many possibilities your webmaster will be offered at development time. So sending an email as below might increase your sales greatly if annoy your packers!

1 25/12/2007 By before Xmas and your widget wrapped in shiny paper for free!

Note the digit 1 at the start. The tag ID is not fixed to a specific type of tag: It is just a way of specifying which of your tags you wish to process the message with. You should have a list of your available tags with their formats and what webpage and where in it that content will appear. For this tag only messages with a valid date in dd/mm/yyyy format will be acceptable. Others will be ignored and an error message returned. Once completed, these messages will disappear after the expiry date. If you wish to delete them before that you can use the [control panel](#) in the same way as a [simple message](#).

One major advantage of DynamicWeb over competing solutions is the limitless variation we can apply for clients. In the case of the dated message alternative versions do not print the expiry date before the message. In this case the date might not be relevant or the format of the date might want to be self styled. The above message might well look better without the date being shown.

### **Past Future Message.**

A similar message to the [dated message](#) above but with extra functionality. You still send similar messages, for example

3 12/10/2007 Autumn trip to paradise.

Up until the twelfth of October 2007 the message will appear in the location referred to as the past message location. After that date it will vanish from that location and reappear at the location referred to as the future message location.

If you look at [http://www.quasarsoft.co.uk/demos/pastfuture\\_message.html](http://www.quasarsoft.co.uk/demos/pastfuture_message.html) you will see a simplified idea of how this message might be employed.

## **Discount Message.**

Although this is a valid tag its exact application is likely to differ between implementations. As every we aim to develop tags to fit in with the clients webmasters wishes.

In general and in the specific case of our own demonstration at

[http://www.quasarsoft.co.uk/demos/discount\\_message.html](http://www.quasarsoft.co.uk/demos/discount_message.html)

you need only send a number to alter the discount rate used by the webpage when displaying prices.

For example

4 33

This would result in a discount rate of 33 percent being applied. If the rate is outside of the range 0 and 100 then the figure is ignored. Your own tag will probably result in a different output than our demo but the input message is likely to be the same.

## **Picture Message.**

This tag allows you to upload images rather than text. To do this we require the image to be an attachment. This way we can provide alternative versions that use textual content alongside the image. The size of the image can be limited by the webmaster when the tag is designed. If it falls outside that limit or your account has not got any image credits left, it will fail and a message explaining this will be sent out.

The email text content is limited to just the tag ID in our demo. If you look at [http://www.quasarsoft.co.uk/demos/picture\\_message.html](http://www.quasarsoft.co.uk/demos/picture_message.html) you will see the result of sending an image as describe above.

More complex versions expect a text message after the tag Id, and a separating space. This content is usually used to provide a title or alternative text for the image.

## **Vote Message.**

This message is also likely to be formatted to suit each clients requirements but the input message will probably be just as simple. Using our demonstration tag which you can see the result of at [http://www.quasarsoft.co.uk/demos/vote\\_message.html](http://www.quasarsoft.co.uk/demos/vote_message.html)

you have a choice of voting for one of five candidates. The input message for the tag is just the tag ID followed (after the delimiting space) by a number from 1 to 5.

6 3

The above message sent to the correct email address by a valid source will result in the third candidate having one extra vote. For most online voting situations better solutions exist but this gives a flavour of the possibilities, plus restricts voters to a select group.

## **Past Future Picture Message.**

Just like the difference between a normal textual message and the [past future message](#) this message applies a timeline to an image. An image file is attached to the email while the textual content would be something like the below

7 10/03/2007

This would result in the image appearing in the future image location until that date had expired and after that it would 'move' to the past image location. This location might be on the same page or elsewhere. In the demonstration example both past and future sections are on the same page. Take a look at [http://www.quasarsoft.co.uk/demos/pastfuture\\_picture\\_message.html](http://www.quasarsoft.co.uk/demos/pastfuture_picture_message.html)

## Control Panel