

System Option Descriptions

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Basic Plugins

1. Admin Post Navigation

Adds links to the next and previous posts when editing a post in WP admin. It is only used from the Admin screen.

2. Advanced Category Excluder

Hide unwanted categories, from defined parts of the blog. ACE can override your search results, your RSS feed listing, your category listing, your recent post, and recent post widgets and also your entry page, or even hide whole categories of posts.

3. Akismet

Akismet checks your comments against the Akismet web service to see if they look like spam, and lets you review the spam it catches under your blog's.

4. Category Icons

Assigns icons to categories with WordPress 2.3 or higher

5. Category Order

Reorder your categories in any order via drag and drop.

6. Category Posts widget -

Adds a widget that can display posts from a single category.

7. Comment Rating Pro

Comment Rating makes "user moderated content" possible. This plugin automatically embeds clickable images in comments using simple light-weight AJAX javascript (not heavy-weight jQuery) to allow visitors rate comments in Like vs. Dislike fashion. The votes are displayed along with the comments in either two numbers, one combined, or both.

8. Duplicate Post

Clones a post creating a draft copy.

9. Efficient Related Posts

Plugin determines related posts based on the number of overlapping tags. This related posts plugin works quickly even with thousands of posts and tags.

10. Google Custom Search (note: implemented without use of plugin)

Search Powered by Google. Allows searching of your site based on Google's index of the site. Provides fast and relevant search results. New feature Enable auto-completions for your search engine to help your users get to the right results faster.

11. Google XML Sitemaps

XML-Sitemap compliant sitemap of your WordPress blog. This format is supported by Ask.com, Google, YAHOO and MSN Search. Includes auto notification.

12. HeadSpace2

An all-in-one meta-data manager that allows you to manage meta data and fine-tune the SEO potential of your site. Allows you to tag your posts, create custom titles, and descriptions that improve your page ranking, change the theme or run disabled plugins on specific pages.

13. HTML Special Characters

Within WP Admin, this widget is used on the Write Post page for inserting HTML encodings of special characters into the post.

14. KF Most Read - Meq

This plugin provides a function to register/output/return a list of the most viewed posts.

15. Mequoda Password Manager (Improved User Experience)

Provides a more user-friendly forgot password process than the standard WordPress process.

- User clicks "lost password"
- User enters their E-Mail address and submits.
- User gets an E-Mail with a link
- User follows the link to a page that lets them enter a new password

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- User is logged in and their password is set to the new one they chose.

- 16. Mequoda Previous Next Post Link**
Allows previous and next links on single post pages to stay within a specific topic id.
- 17. Mequoda Registration**
Allows user login with email address and password rather than username and password. Allows custom user registration form and user login form. Modifies WP pluggable functions and defines new functions for user registration.
- 18. Mequoda Source Tracking**
Collects info on how the user got to the site. Determines original source code and arriving source code and stores it in the database.
- 19. Mequoda Track Plugins**
Plugin allows view of all plugins associated with websites where plugin is installed.
- 20. Mequoda Transaction Tracker**
Populates the transactions table with subscribe data, order data, and unsubscribe data. Also displays transaction data on the screen in WP admin, and allows export of the data based on a date range.
- 21. Mequoda-Settings**
Allows for site-specific values to be defined from the WP Admin panel for use in scripts and facilitates sites running in dev and production environment seamlessly.
- 22. Most Comments – Meq**
Displays posts with the most comments. You can either use the widget in the sidebar or integrate the plugin as template tag in your theme files.
- 23. Mequoda Order Process**
This plugin is used when the scope of the project includes an single product ecommerce order flow.

- 24. PJW Page Excerpt**
This gives enables pages, in addition to posts, to have an excerpt available. By default, pages do not have an excerpt field. To use, add text to excerpt field then script will call excerpt as needed.
- 25. Redirection**
Redirection is a WordPress plugin to manage 301 redirections, keep track of 404 errors, and generally tidy up any loose ends your site may have. This is particularly useful if you are migrating pages from an old website, or are changing the directory of your WordPress installation. This will be installed as needed.
- 26. Reveal template**
This plugin relieves the aggravation of figuring out what template is being used on each page by assisting designers and developers by displaying the template being used to render the currently displayed page in WordPress in the footer. This plugin is helpful for designers and developers and is only needed in the development, not production environment.
- 27. Revision Control**
Allows the user to set a blog-global setting (Settings -> Revisions) for pages/posts to enable/disable/limit the number of revisions that are saved for the page/post. The user may change this setting on a per-page/post basis from the Revisions Meta box.
- 28. Role Manager**
Allows you to define and manage multiple subscriber profiles - called Roles and their Capabilities. Also you can create new Roles and Capabilities.
- 29. SEO Slugs Plugin**
Removes common words like 'a', 'the', 'in' from post slugs to improve SEO.

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- 30. SexyBookmarks**
Displays a series of customizable social media links (approximately 50 choices) such as twitter, facebook, linked in on the button of the post.
- 31. Sidebar Shortcodes**
Allows shortcodes to be used in the sidebar text widget.
- 32. Survey Me – Best Practice** when Survey functionality is required. You can design many contact surveys with various type of data collection including checkboxes ,radio buttons, textboxes textareas and many more and allows you to choose which fields you want to be mandatory. It also contains a simple CAPTCHA to help prevent SPAM
- 33. Terra billboard**
Plugin allows for featured posts (slideshows), Should only be installed (not automatically for all sites) if client wants a slideshow.
- 34. TweetMeme Retweet Button**
The button shows a live count of the number of times your webpage or blog post has been tweeted.
- 35. User Photo**
Allows a user to associate a profile photo with their account.
- 36. WordPress SEO by Yoast**
All-in-one SEO solution for WP WordPress. Includes the following features
 - i. Post titles and meta descriptions
 - ii. Robots Meta configuration
 - iii. Canonical
 - iv. Breadcrumbs
 - v. Permalink clean up
 - vi. XML Sitemaps
 - vii. RSS enhancements
 - viii. Edit your robots.txt and .htaccess
 - ix. Clean up head section

- 37. WP Page numbers**
With page numbers instead of next and previous links users can easily navigate much quicker to the page they want. It is good for SEO (Search Engine Optimization) as well, because it creates a tighter inner link structure.
- 38. WPDB Profiling**
Used in development environment. Plugin provides the total number of queries to the database per page, as well as the total time it took to render those queries out to the page.
- 39. WP-Email**
Allows users to send your WordPress blog's post to a friend.
- 40. WP-PageNavi**
Adds a more advanced paging navigation to your WordPress blog.
- 41. WP-Print**
Displays a printable version of your WordPress blog's post/page.
- 42. Year / Month**
Best Practice plugin for Subscription Websites.
Allows operator to assign a Year and Month to a product in WP admin via a dropdown.

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Premium Plug-Ins

1. Mequoda Advanced Offer Manager

User interface allowing operator to easily set up multiple offers for a single product. Variables include price, premiums, and term. Source codes are assigned to each offer, and system will apply appropriate offer to an order based on source code. Includes implementation, testing, bug fixes, and training.

2. Mequoda Advanced Import Manager

The Mequoda Advanced Import Manager allows you to upload a CSV file of users and associated data such as original source code, external system id, password, etc. Includes error processing and display of total counts and reason codes for rejected records. System creates WordPress user, creates WhatCounts user, registers user for appropriate email newsletters, logs subscribe records in transaction log and sends welcome email to the user. Operator choices include: email newsletters to signup users for, free report, defining email content. Includes requirements gathering, testing, bug fixes, and training.

3. Mequoda Auto User Login (WC)

The Mequoda Auto Login allows a user to be autologged into the website after verifying user ID and token. Operator can choose which links within a WhatCounts email campaign should autologin by coding the links appropriately. Fee includes requirements gathering to determine how client would like to use the plugin, implementation, bug fixes, and training on link building associated with the requirements.

4. Mequoda Customer Service Manager

Allows backend order entry via WP admin. CSM is integrated with the Mequoda Advanced Offer Manager allowing operator to choose any available offer for the product. Enables operator to subscribe or unsubscribe users from email newsletters based on request.

Integrated with Paypal for real time payment processing. Includes implementation, testing, bug fixes, and training.

5. Mequoda Email Builder

User Interface allowing operator to build email newsletters for daily and weekly templates based on components that exist in WP, such as posts and ads. Operator has ability to define a subject line. Once email components have been selected/defined, the WhatCounts email management system will grab the HTML and mail out the campaign.

6. Mequoda Email Source Report

Email performance report providing revenue per thousand emails sent data for each campaign id. Data by campaign: opens, clicks, number of emails sent, revenue, and revenue per thousand emails sent calculation.

7. Mequoda Key Word Autotagger

Administrative interface allowing operators to upload a CSV file of keywords and associated definitions. System will automatically assign tags to appropriate posts based on post content. Glossary / Tag pages will be automated generated with associated definition if one exists. Includes implementation, testing, bug fixes, business process training and system training.

8. Mequoda Shopp

Shopping Cart Plugin for WP. This plugin is used when the scope of the project includes a Shopping Cart store enabling a user to purchase multiple products in one order flow.

9. Mequoda Side Bar Manager (Query Posts)

Gives operator control of sidebars. Includes requirements, implementation, testing, and training. Includes 5 variations. Includes 1 custom style sheet that client has control of on an ongoing basis. Does not include custom formatting by Mequoda on an ongoing basis. Does not include custom programming of widgets on an ongoing basis (ex: new fields)

10. Mequoda Text Include Manager

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Allows operator a one-time set up of text ads to use in multiple posts. Includes implementation and training.

APIs

1. WhatCounts Email Management System API

Realtime API between WordPress and Whatcounts. Provides realtime update of new email subscribers, unsubscribers and email preference changes. Fee includes Requirements gathering, programming, testing, bug fixes. Fee also includes our consulting on best practice integration points, and business implications of integration decisions. Set up of 3 templates (editorial, promos, and week in review), list set up, and custom field set up is included in fee. Dedicated IP is included in usage fee. Training and Domain Key (optional) are separate fees.

2. PayPal Payment Processing API

Enables realtime credit card processing and error handling by Paypal while users are within a WordPress order flow. Users receive optimal user experience with a consistent user interface, never leaving the order flow and receiving realtime feedback. Plugin stores both live and sandbox API credentials and allows you to switch back and forth easily. All NVP API calls are passed through the framework and default values such as API version, API credentials, and even currency code are added to the request based on settings from the admin panel. Fee does not include Paypal reporting training or Virtual Terminal training. Fee includes requirements gathering, implementation, testing, and bug fixes.

3. Advanced PayPal Payment Processing API

Auto renewal capabilities, listening capabilities to get data back from Paypal into the db (allowing website to be aware of subscription cancellation and extensions).

4. Other Payment Processing API

Realtime Credit Card processing using a solution other than PayPal.

5. Other Email Management System API

One way API between WordPress and Email Management System other than WhatCounts. Fee includes Requirements gathering, programming, testing, bug fixes. Fee also includes our consulting on best practice integration points, and business implications of integration decisions.

6. Mequoda Fulfillment Interface (per API)

Interface options include: 1. One Way Realtime API between WP and a fulfillment system to pass order data and associated user data. 2. One Way realtime API to get offline order data from a fulfillment system into WP for reporting purposes or to provide online access to back issue archives for Subscription Products. 3. Import/Export process as opposed to a realtime API for the two options above. Includes requirements gathering, research, data mapping, programming, testing, implementation, and training.

7. Mequoda Ecommerce Interface (per API)

Interface options include: 1. One Way Realtime API between WP and another system to pass order data and associated user data. 2. One Way realtime API to get offline order data from another system into WP for reporting purposes or to provide online access to back issue archives for Subscription Products. 3. Import/Export process as opposed to a realtime API for the two options above. Includes requirements gathering, research, data mapping, programming, testing, implementation, and training.

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Set up Options

1. Google Analytics & Conversion Architecture Reporting

Google analytics code is added to the bottom of all of the web pages enabling Google Analytics Reporting. Set up of funnels for up to 3 free report flows, which allows you to see the entrances and exits for each page of the flow. Includes, set up, testing and training client staff to set up the funnels themselves.

2. OpenX Conversion Architecture Zone Management

Set up of ad serving based on Mequoda Best Practice conversion architecture. Includes set up of website, 5 zones (1 for floater, 2 for RCLP ofie: channel and ROS, and paid ofie: channel and ROS), 3 channels (website topics), 9 ads (3 floaters, 3 ofies and 3 paid ofies). Includes requirements gathering, set up, testing and training client staff to set up the ads and apply channels themselves.

3. Advanced OpenX Conversion Architecture Zone Management

Set up of ad serving based on Mequoda Best Practice conversion architecture. Includes set up of website, up to 25 zones (floater, RCLP ofie: channel and ROS, and paid ofie: channel and ROS, footer zones, text ad zones with the post, etc), up to 9 channels (website topics, user data, logged in/logged out), up to 20 ads (3 floaters, 3 ofies, 3 paid ofies, flash ads and text ads). Includes requirements gathering, set up, testing and training client staff to set up the ads and apply channels themselves.

4. Google Optimizer (Per Landing Page)

Set up of one Google Website Optimizer test enabling AB testing of 2 pages. Includes set up the test / experiment. Includes training on how to enter the variations into Google Website Optimizer, enabling client to add new variations going forward.

5. Production System Set up

Includes all tasks involved with getting the website ready for launch. Examples include: copying all files from development domain to the live domain, setting file permissions, making copy of development database and doing search and replace as needed for new domain

name, copying modified database to live site, setting up redirects as necessary to honor pre-existing page links (based on list received from client), etc.

6. Rackspace Cloud Video Set up

Client will provide videos in .mov format. Mequoda will upload videos into rackspace cloud, and WordPress will be set up to serve videos in the appropriate website locations. Includes Requirements gathering, RS cloud and WP post set up, testing, upload training and WordPress training.

7. Usability Studies (Gold Members)

Participants in the target audience will be recruited. There will be one on one sessions between the user and moderator. Participants will be given a number of tasks to complete on the website prototype, while the moderator is watching, and observing where the user has difficulties. Afterwards, the user will be questioned regarding the ease of navigation, did they get/see what they expected, aesthetic appeal, how likely would they be to purchase from the website, etc. Based on the feedback we receive, the website prototype will be updated before sending the site to you for client review.

Usability Testing service fee includes our time for usability lab preparation (including user and task analysis), execution of labs, lab results analysis and update of website, usability lab recruitment fees and lab incentives.

8. Mobile Testing