



# CoCommons™

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**CoCommons** facilitates desired control to manage collaborative and distributed content/media-rich Websites. The overall community gains significant value from the participation of many community members, leaders and even organizations, within an organized and strategically managed process – *authentic and fresh, user-generated content within a well-managed environment.*

**Version 2.0**

## Sample Sites

[www.explorejacksonvilleil.com](http://www.explorejacksonvilleil.com)

[www.escapelocally.com](http://www.escapelocally.com)

[www.johnsoncountyil.com](http://www.johnsoncountyil.com)

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# CoCommons™

Community Publishing and Commerce Platform

## Presenting CoCommons

CoCommons is an Internet Platform used to create and manage Websites that integrate the interests of a distributed network, joined by a common focus, mission or agenda: often providing gateway or portal-like functions to the “community.”

CoCommons is comprehensive in its scope and ability to develop and maintain Websites that are especially useful and valuable for distributed communities of interest: **geographic, corporate, organizational, product or activity-based.**



### Benefits of CoCommons – A Community Publishing and Commerce Platform

- ✓ Feature rich – Lots More ‘Bang’ for Way Less ‘Buck’
- ✓ Flexible, client responsive “Mix and Match” Modularity – Precisely Achieving Client’s Objectives
- ✓ Targeted user-generated content within well-managed environment – Fresh and Relevant Content
- ✓ Easy, flexible, dynamic, extensible, cost competitive – Exceeding Client’s Value Expectation

## The Primary “Mix and Match” Building Blocks of CoCommons

**Client Branded:** While CoCommons is based on an existing and feature-rich set of “Mix and Match” Modules, CoCommons sites are individually branded to meet each client’s unique visual design requirements.

**Triple-Positioned Navigation:** Three menu positions with individual styles are provided, resulting in a wide variation of navigational and content structure options for each client’s application.

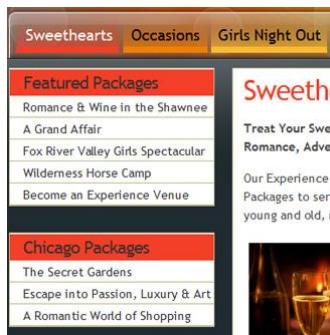
**Top Menu** – The Top Menu is optional; however, the space is provided within the design. Use of the top menu is completely client controlled and can link to internal pages, external sites, or downloadable files.



**Main Menu** – The Main Menu comes in two primary styles (*with customization options*). These two styles are shown below. The Main Menu is very flexible regarding choices of colors, wording, font characteristics and number of menu items.

The Main Menu typically links to primary sub-sections of the site. These sub-sections are color coordinated to match each menu item, providing a more intuitive experience for the site visitors.





**Left-Side Menu Modules** – CoCommons allows for the creation of dozens of unique menu (navigational) modules. These modules are also color-coded to match the section of the site where they are placed.

Any page can optionally have one or more Left-Side Menu Modules associated with it. Site managers have total control of the placement, order and menu items for these menu modules which can link to internal pages, external sites, or downloadable files.

**Left-Side Call-Out Positioning:** Also on the left-side is the option to place similar modules that are used to call attention to something such as an announcement or special feature. The call-outs can include text and images and are editable by site content managers. The content, placement and order of the call-out modules are completely flexible.

**Note:** Any page within a CoCommons site can optionally have menu or call-out modules placed to the left of the page. Pages without left-side modules will be wider than pages with left-side modules.

**Page Content Structures:** Content on CoCommons pages can be organized in two ways, enhancing the distributed content management feature of the Platform. An article is a discrete block of content with its own system attributes and features such as: editing rights, meta tags, printing and e-mailing capabilities.

**Single-Article Page** – A Single-Article Page is appropriate for pages composed of content from a single source / author, with no requirements for content modularity, separate editing rights or other unique content block attributes.

**Multi-Articles** – A Multi-Article Page is useful for the page composed of content from a multiple source / authors, with requirements for content modularity, separate editing rights or other unique content block attributes.

**Built-In Advertising Engine:** CoCommons includes a built-in advertising system that is optionally used by the site owner. This Advertising Engine facilitates flexible placement of banner ads and content ads within many areas of the site. Views and clicks can be tracked and ads can be turned on and off based on dates, or a pre-determined number of views or clicks.



## Specialty “Mix and Match” Building Blocks of CoCommons

**E-Commerce Marketplace:** CoCommons site can include a primary section (linked from the Main Menu) that is used as a “community” marketplace. The Marketplace offers many optional e-commerce services such as: *store-fronts, reservation and ticketing systems, coupons, special announcements, e-mail marketing tools and private-branded social networks.*

**Local Experience Packages:** CoCommons site can include a primary section(s) (linked from the Main Menu) that is used to feature local Experience Packages and associated concierge-type services. Check out [www.escapelocally.com](http://www.escapelocally.com), with additional details *available from the Dot World Group.*

**Community Gateway:** CoCommons site can include a primary section (linked from the Main Menu) that features individual elements of the overall Community: towns, departments, product lines, service categories.

## Component Platform “Mix and Match” Building Blocks

**Community Commerce Storefronts:** Community Commerce allows a wide-variety of local businesses (or branches) to operate online storefronts within a single community-oriented shopping service. These storefronts can also be accessed independent of the overall CoCommons site navigation.

Businesses ranging from retail stores, restaurants, coffee houses, retail food outlets, and wineries are supported by a very powerful e-commerce engine with features such as:

- Multiple storefronts accessed from a single community interface
- Easy-to-use individualized product display pages, shopping cart and payment processing for each participating business (*complete turn-key online store*)
- Comprehensive and easy-to-use content updating for products, pricing and recordkeeping



**Reservations System:** Many businesses and organizations offer time slots where appointments and reservations online would be appreciated by the client and helpful to business. We offer an easy-to-use, yet sophisticated system for online reservations, serving restaurants, hair salons, medical offices and more. The reservation system can be integrated into a CoCommons site or accessed independently.

**Ticketing System:** Some businesses or organizations have events and activities where offering tickets online would be very useful - allowing people to access and pay for tickets online with an easy-to-use, yet sophisticated system. Online ticketing can be especially beneficial for music venues, fundraisers, special events, and more. The ticketing system can be integrated into a CoCommons site or accessed independently.

**E-Mail Communications:** E-mail is a great tool for marketing, announcements and newsletters. We provide an easy-to-use system with client-branded templates, opt-in forms, group filters and campaign reporting.

**Private Label Ning Social Media:** We offer private, client-branded, feature rich social networks that focus specifically on your community’s areas of interest - providing a very powerful communications tool for your community (*geographic, corporate or organizational*).

## Platform Services Offered to CoCommons Clients

**Local Community Coordination:** The Dot World Group can provide expert community development guidance both on-site and off-site. We can assist with the coordination and training of community participants and publishers and assist in organizing and conducting local promotions. *Details are available from the Dot World Group.*

**Experience Agency Development and Concierge Services:** The Dot World Group has developed and tested business methods for promoting and managing entertainment, leisure, and hospitality services for individuals and organizations in local destination markets. *Details are available from the Dot World Group.*

**Support, Maintenance and Content Creation:** CoCommons clients can choose from a number of support options and agreements. Our support agreements can simply focus on assisting with administrative questions or can include services such as, ongoing creation of site content or the training of new content publishers.