

MagicCarpet IYP

Find Your Directory & Listings On-Line!

HTML Version-Look & Feel

Look & Feel Directory

With MagicCarpet IYP HTML publishing software you get the "Look and Feel" of your printed book on-line, and also off-line with the [CD-ROM version](#).

MagicCarpet makes it easy to create a powerful, performance-driven, local search platform that connects buyers with sellers and delivers other local listings content. *The product is a generic web site that can be personalized to look the way a publisher desires to include branding elements of the printed book.*

MagicCarpet HTML

The HTML version is universally the most popular format due to its ability to support a wide variety of rich and interactive media content that will help drive sales and traffic for advertisers. This version makes it even easier to create and maintain your directory on your website. Users get the advantage of the familiarity of the look and layout of your printed book, the content, being able to see all the ads and listings in a page spread and have all of the advantages of an interactive site, including powerful search in a very simple to use format. Additionally, the directory does not use Flash software and as a result *can also be viewed on Apple mobile devices, too*, increasing reach and frequency of the use of your directories. All sections of the book can be included.



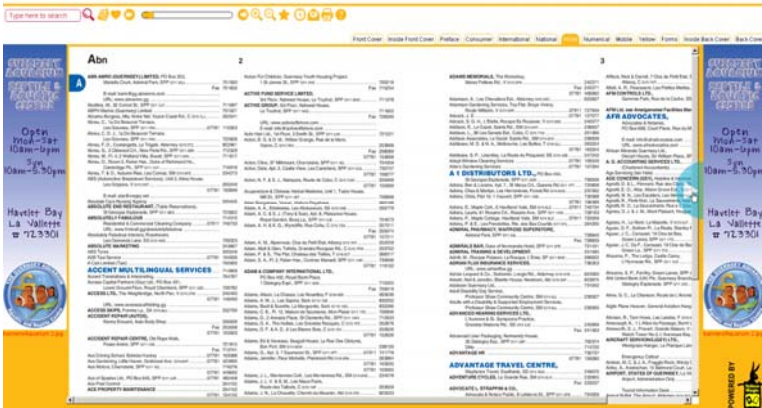
Features and Benefits

Offers search by Name, Category / Classified Heading, Keyword, Address and Phone and also supports multi-language and multi-regional book search. Exactly re-create every page of the book while creating a highly-optimized and interactive website.

The program is also publishing system-independent! It is not mandatory to have a Yellow magic Business Management and Publishing System to use this software. Add banners to each side, top and bottom around the pages. Easy click to Maps, Websites, Emails, See Ads, Audio, Video, Banner Ads, Multiple Listings, Menus, Coupons, Share with Social Networks.



Creates All Sections of the Print Directory!



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MagicCarpet IYP

Type here to search



Tool Bar- Customize your tool bar to include popular icons and colorize them to match your Branded Logo.

The tool bar makes it easy to find whatever you want with plenty of shortcut icons for: Zoom, E-mail listings, History of searches with page number, easy to add "Most Popular" category heading icons, slider bars are on top sides, easy to grab a page move it around to pan and zoom easy, Print left or right page, easy to click on blue arrows on sides to turn pages and easy-to-find tabbed sections. Add Banners and social site links to your Header and customize with colors, graphics and more!

Type here to search



Search by: Categories, Telephone Numbers, Section, Favorites or Most Popular Categories



Contents



Popular Headings, ie: Restaurants, Plumbers, etc



Slide Bar Page Turning, First, Arrow icons for Previous and Next Page Turning



Add and Save your Favorites



View the History of your Searches - Lists Page Numbers



Email and Share Listing Information



Print Right Page or Left Page



Help - How to Navigate Directory

MagicCarpet IYP

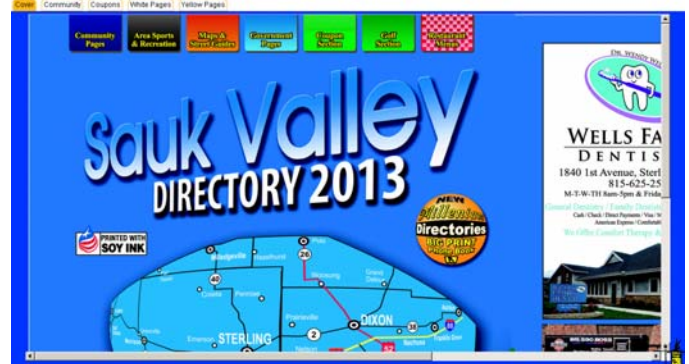
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HTML VERSION-LOOK & FEEL

Feature and Benefits

MagicCarpet IYP HTML publishing software makes creating and customizing your website and CD-ROM effortless with a very user-friendly interface to guide you along.

- Designed to support three side banners
- Flexible to any Headers/Categories Desired
- Easy to zoom in/out with mouse, and Pan
- Easy to change pages with side arrows, sliders or tool bar
- Each pages maintains the look and feel of printed book
- Easy to find and use Menu at the top of the pages
- View two pages at a time
- Heading searches provide an advertisers' banner that replace home page banners when appropriate
- Supports any sections you would like to publish
- Easy Tabs and Popular Heading shortcuts



MagicCarpet IYP

Analytics- Easy to View Pie Graphs, Bar Graphs, Lineal Plotting and more.

MagicCarpet IYP gives you greater, *industry-significant* metrics as a powerful business and marketing tool. Analyze and grow consumer-use of your directory information and strategically assist SME's with their advertising and web presence results.

Monitor statistics for your directory By Sections, Browsers used, by Operating System, by Favorites, by Pages, Links clicked, Banners Clicked, Search Words and more! [Control & Monitor Your Success!](#)
See Below:

Sections	Cumulative Count of Visits by Month /Year and Total Number of Searches per Directory Section, Choose <u>ALL</u> Sections or view <u>Single</u> Sections by Name for results.
Browsers	Cumulative Count of Visits per Browser, i.e. Mozilla Firefox, Internet Explorer, Safari etc, Month/Year.
OS	Cumulative Count of Visits per OS by Name and Month/Year, i.e. MAC, Linux, Windows 7, Windows XP, etc
Pages	Count of Visits per Page, per Section or <u>ALL</u> Sections, by Date Range. Also, Count of Clicks on <u>ANY</u> Link per Page, per Section, by Date Range: To/From. Also, Count of Clicks on <u>SPECIFIC</u> Links per Page, per Section, by Date Range: To/From.
Search	Number of Searches per Month, Number of Searches per Section per Month. Also, Enter Search Word or Search Terms to View Count of Results per word, by Date Range: To/From. Also view <u>Search Results Returned</u> to user based upon Search words.
Favorite	Count of the most <u>Favorite Referenced Sections</u> visited, view by <u>ALL</u> Favorite Sections or by <u>single Section</u> Name, by Page Number and by Date Range: To/From.
Print	Count of Pages Printed down, by Section, by Page Number, by Date Range: To/From.
Email	Number of E-mails Sent per Month.
Help	Number of Help References per Month.
Popular Categories	Cumulative Count of Visits of Popular <u>Categories</u> , i.e. Attorneys, Auto-Repair, Florists, Hotels, Restaurants, etc.
Banners	Cumulative and Monthly Count of Banners Clicked by Location on page, i.e. Top, Left, Right, Bottom. Also, Count by Specific Banner Name and Location, and Date Range: To/From.

