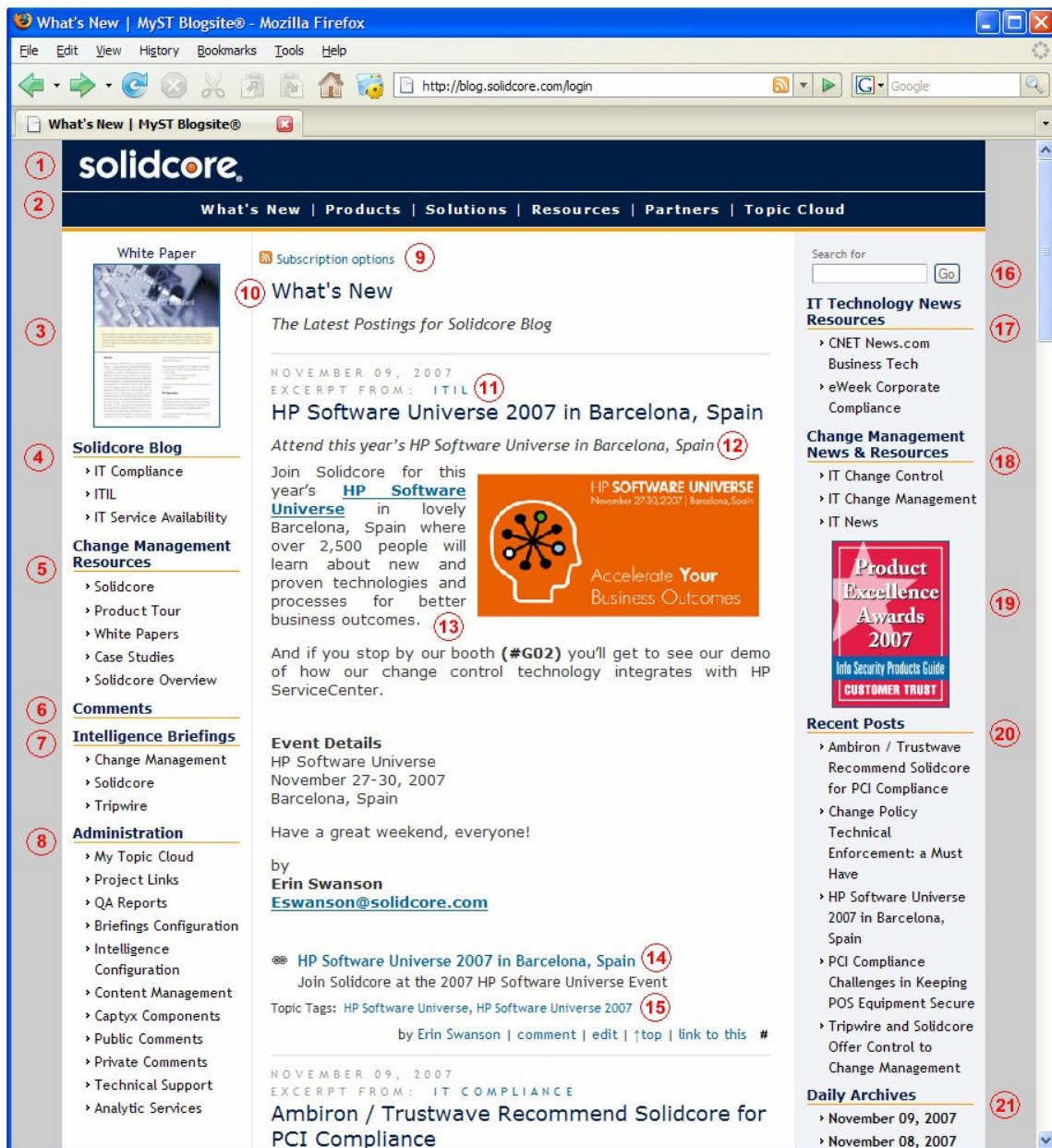


Anatomy of a MyST Blogsite®

A blogsite is comprised of many components not commonly found in any website or weblog. The definition of a blogsite expands upon the basic idea of “weblog” to include features that provide additional ways to create visibility and enhance brand awareness and reputation for your company.



The screenshot shows a Mozilla Firefox browser window displaying the Solidcore blog. The page layout includes a navigation menu, a sidebar with various resource categories, a main content area with a featured article, and a right-hand sidebar with search, news resources, and recent posts. Red circles with numbers 1 through 21 are overlaid on the page to identify specific components:

- 1: Solidcore logo
- 2: Navigation menu (What's New, Products, Solutions, Resources, Partners, Topic Cloud)
- 3: White Paper thumbnail
- 4: Solidcore Blog sidebar menu
- 5: Change Management Resources sidebar menu
- 6: Comments sidebar menu
- 7: Intelligence Briefings sidebar menu
- 8: Administration sidebar menu
- 9: Subscription options link
- 10: What's New section header
- 11: Excerpt from ITIL
- 12: HP Software Universe 2007 event details
- 13: Accelerate Your Business Outcomes graphic
- 14: HP Software Universe 2007 event link
- 15: Topic tags
- 16: Search bar
- 17: IT Technology News Resources sidebar menu
- 18: Change Management News & Resources sidebar menu
- 19: Product Excellence Awards 2007 graphic
- 20: Recent Posts sidebar menu
- 21: Daily Archives sidebar menu

1. **Style and Design** - We stylize the design of your blogsite to closely match your website. The design is created in a way that embraces your brand equity and reinforces your brand when new visitors encounter your blogsite through search queries or referrals.
2. **Main Menu** - The main menu in a blogsite is optional; it is intended to provide important links to your website and products and services. It also includes specific links to blogsite resources such as the What's New channel and optionally Topic Cloud. What's New is an automatically published aggregation of all recent weblog posts in your blogsite and may also be subscribed to like other weblog channels. Topic Cloud is an optional feature that provides a rich search and discovery environment. While each blogsite includes a topic cloud for private diagnostic and search via keywords, the public version makes Topic Cloud available as a robust site map to search engines and visitors.
3. **Captyx Components** - Captyx provides a wide array of easy-to-use widgets that allow you to customize your blogsite to create attention-getting links. You can use these components to create additional opportunities for curious visitors to click through to your whitepapers, brochures, web site, and other important content.
4. **Weblogs** - A hallmark of Blogsite is the capability to include multiple weblog channels under one user experience and site. Multiple blog channels allow you to blog about specific subjects without obscuring your marketing message through manual categorization. This makes it easier for search engines to categorize your content while helping authors stay on-message. Each weblog is configured with a title, synopsis, rich-text description and keywords.
5. **Site Links** - Site links provide a customizable collection of links that you can use for any purposes. Each link is configurable and may be set up to open in a new browser or the current browser window. Site links are configured by providing the title of the link, a summary of the link, and the fully qualified URL. The title is displayed in the blogsite navigation pane, while the summary becomes the tool-tip for that link.
6. **Comments** - Public comments for all posts are aggregated into one location providing an easy way for visitors to monitor the conversations that occur within the blogsite. This feature also provides a separate syndication address for your staff and visitors that want to subscribe to all comments through one syndication feed. Comments may also be moderated by the authoring staff before being visible to the public.
7. **Intelligence Briefings** - A unique flavor of Briefings is Intelligence Channels; these are automated briefings that are private to your blogsite authors and administrators. Intelligence channels are very useful for watching competitors, industry trends, and other content of interest.

- Blogsite authors also use them as a rich source of content for determining what to blog about; a common problem with business people that don't have time to research writing ideas. Intelligence channels are configured much like Google queries and they provide the ability to retrieve results based on multiple searches. Nightly, each intelligence-gathering configuration is updated from content on the Internet and fed back into your blogsite for review by your authors. Secure intelligence channels are similar to weblog channels in that they can be subscribed to through RSS. This makes it possible for blogsite authors to securely watch intelligence channels through a newsreader, thus remaining more productive.
8. **Administration** - Blogsite administration options provide access to quality assurance reports, analytics, and configuration options for Captyx components, automated briefings, and site links.
 9. **Subscription Options** - Every weblog channel in Blogsite includes various syndication options including RSS and automated subscription services such as MyYahoo! and WindowsLive. Optionally, Blogsite supports NewsGator, MyMSN, and many other syndication services including Microsoft Office Smart Tags.
 10. **What's New** - Multi-weblog blogsites include a roll-up feature that combines the latest posts from all the weblog channels into one channel. This makes it possible to present the latest posts and articles on the home page of the blogsite and it also provides a separate syndication address for visitors that want to subscribe to all content through one syndication feed.
 11. **Linking Architecture** - Every blogsite includes a well planed link design that makes it easy to navigate to content that's related. This is especially important for search crawlers, but visitors find the links helpful as well.
 12. **Post Summary** - Blogsite includes a summary (or synopsis) field for every post. This unique design provides additional content that helps search engines classify your content. Post summaries are also useful in certain syndication formats.
 13. **Post Content** - The MyST Blogsite editor provides rich text editing controls making it a snap to create and publish content with your own styling. It also provides a direct integration with Captyx making it especially easy to integrate images, videos, and other rich media objects.
 14. **Link Properties** - Link properties are another unique aspect of Blogsite designed to provide a discrete mechanism for calling out references to other web pages or documents. This feature underscores the ability to

- attach specific link locations to a blog post - much like a bibliography. Each link property added to a weblog item includes a separate title, summary, and URL. Because these properties are defined as separate elements, they can be more easily seen by visitors and discovered by search engines. Link properties may also be used as elements in separate RSS feeds based on a single weblog post.
15. **Topic Tags** - Blogsite automatically generates topic tags for every weblog post based on the keywords entered by the authors. Topic tags are also automatically linked to your topic cloud and comply with the form and structure required by other tagging services such as Technorati. MyST Topic Cloud™ is a web services application that leverages Blogsite keywords, key-phrases, posting dates, author names, and other metadata, and presents them in an easy-to-understand user interface. Topic clouds provide a simple view of all keywords and key-phrases in a blogsite. As the blogsite content grows, so does the topic cloud. Blogsite authors do not have to build or configure their topic clouds; topic clouds emerge automatically from keywords and key-phrases (and other metadata) for each blog post.
 16. **Search** - The Blogsite search system is a Captyx component that can be positioned almost anywhere in the blogsite design. Search results focus on the post titles and summaries and provide relevance rankings in each result page.
 17. **Guest Weblogs** - Every MyST Blogsite supports inbound syndicating which allows you to publish RSS and Atom feeds from other departments, publishers, writers, and news sources. Typically, this feature is used to augment your own content - an efficient way to leverage the efforts of others that also seek visibility. Syndicated content is seamlessly integrated at the server; this means the content is optimally leveraged for greater search engine visibility. A separate inbound syndication section is optionally provided to include news feeds, podcasts, or other types of syndicated feeds.
 18. **Public Briefings** - Every night special content channels in each blogsite are automatically updated to provide the latest news and content about each customer's subject matter focus. These are called Briefings - watch lists that are relevant to your reader's interests. Briefings are controlled by blogsite content administrators through queries just like those created when searching for information in Google (e.g., site owners and administrators can configure and tune briefings). Briefings are also provided as RSS feeds and typically represent useful channels that can be subscribed to by your target audience (customers, partners, and journalists). Since Briefings change nightly - whether your weblog has changed or not, your blogsite will *always* contain fresh content. Briefings channels are configured much like Google queries and they provide the

ability to retrieve results based on multiple searches. Nightly, each briefing configuration is updated from content on the Internet and fed back into your blogsite for consumption by your customers and new blogsite visitors. Additionally, briefings are seen by search engines as relevant and supporting information to your overall blogsite content.

19. **Cptyx Site-wide Components** - One of the most distinguishing differences between MyST Blogsite® and a typical blogging tool is Cptyx™ -- it covers a wide range of features intended to help you customize your blogsite in ways that trigger greater click-through's to your ecommerce or web site functions. You can use this feature to create design eye-catching widgets that call attention to your most important links and content.
20. **Recent Posts** - In addition to the What's New channel, recent posts are always listed in alphabetical order. This is an ideal index of posts that visitors and search engines appreciate.
21. **Archives** - Posts are automatically archived and presented in an easy-to-find format. Blogsite archive options also allow users to configure the historical display based on day, week, month, quarter, year, and season.