



LocalBased Online Classifieds Implementation Guide

Version 1.0

White Paper

Overview

LocalBased is a turnkey classifieds system. Developed for ease of implementation and management, a complete classified site can be deployed within a week. Site management is reduced to simple custodial tasks, alleviating your current IT department from the added responsibilities required in such a system. Scaling, backups, connectivity, security, and all equipment costs are handled.

Technology

LocalBased is developed with Ruby and Ruby on Rails. The dynamic Ruby language has provided us an edge in development time, testing and the ability to constantly implement new features. The Ruby on Rails framework has proved to be a stable, and scalable solution.

Powering the back end is MySQL 5, a well-known and capable relational database. Our database schema has been designed for not just speed but scalability.

Our sites are constantly tested against the most popular web browsers to ensure proper rendering.

The Implementation Process

To have a LocalBased classified setup for your site, your company simply needs to provide some basic data and then link to our classifieds from any of your existing web sites.

Step 1: Submit Required Information

We need to gather all relevant information to create the correct 'look and feel'. This is an important first step that will create your unique classifieds. Below is the minimum required information.

1. A new domain name reflecting your site or company identity. We suggest that new domain reflect the scope of the classifieds you're trying to present. If you are purchasing a complete classified solution, a naming convention such as ABCDclassifieds.com could be used. If you purchased our Jobs section, then a domain such as ABCDjobs.com may be more appropriate. Because of the administrative needs and SSL certificate handling, we will purchase the domain for you.
2. A header image that includes your logo(s), call letters, tagline, or any other information. This should be no larger than 960 pixels wide and 60 pixels in height.
3. Any link required for the header.
4. All relevant logos for your organization.

Step 2: Site Review

Here we review the implementation of your submitted information. Review measures include, but may not be limited to, having you confirm that:

1. Your domain name is correct.
2. Your header image is correct.
3. All links work and direct properly.
4. The SSL certificate is in place and working.

Step 3: Link to Site

The final step is to create all links from your current site to your new classifieds site.