



***RealTime Website***  
**and**  
***eClub System***

# White Tiger Systems, connect with your clients in RealTime!

White Tiger Systems, Inc.(WTS) is committed to providing high quality Internet and marketing solutions to small businesses and professionals in a package that is easy to use and cost effective for their profession and/or business.

Our goal, simply stated, is to bring the most features and functionality to the business user at the lowest possible cost. We have no hidden 'upgrades or costs'. Over the past few years, our vision has been to bring golf professionals a vehicle to promote themselves and the game of golf, and we believe the RealTime System (RT) can do just that. We have created a self-contained, user friendly system to offer professionals an integrated website and email marketing presence within a single system. In 5 simple steps a person can have a website shell up and ready for content population, without having any technical experience. This new platform offers an affordable, flexible self-contained solution for the busy golf professional.

Also, RT is specifically targeted to other organizations with small, medium and large memberships, such as Sports Organizations (Golf, Tennis, Athlete's, etc.), Associations, Medical Groups, Restaurants, and Professional Organizations, etc. A major goal is to promote the individual business or person belonging to a parent organization as a member. RT's inherent flexibility in design, navigation and integrated features allow any professional or small business a state-of-the-art platform to promote their services and/or products.

RT is an easy to use website builder system; it takes only 5 steps to create a fully contained personal website. You receive a password protected back office, equipped with Search Engine Optimization tools (ability to be indexed in search engines, such as Google and Bing). Your RT website includes an array of modules to choose from (ex. Photo Gallery/Slideshow, Video, Calendar, Social Networking, News, and more), please take a moment to review our module offering section of the website below. Plus an integrated Eclub System for direct targeted marketing to your clients.

***Have Your Website up in 5 Easy Steps!!! Website ready to be personalized by you!***



Upon Registering, your website access will be sent to you in minutes! You will be able to start working on populating your website immediately!

## STEP 1 - ENTER BASIC INFORMATION

Enter your Website's Title and desired Display Name. They can be different.

You can upload a personal logo, Club logo or use the LPGA or PGA logo depending on your affiliations.

You can have your phone number prominently displayed if desired.

Welcome | **1. Your Website Info** | 2. Choose Your Template | 3. Build Your Navigation | eClub | Help | Log Out

# STEP 1

Assistance/Help


## Your Website Info

Web Site URL:

Title of Your Web Site:

Display Name:

You can select to upload a logo or type out the name of your club / web site below. If you upload a logo, the display name below will not appear.

Upload a Logo:  Browse...  
  
 Delete This Logo


ALLOWED FORMATS: .jpg, .gif, .png  
Recommended size for the logo is 300px x 80px.

Your Phone Number:   -  x  (optional)

Save

Logo or title placement

Phone number placement



## STEP 2 – SELECT TEMPLATE DESIGN

Here you will select a Template Design for the look and feel of your website. Don't worry, if you do not like the 'Look', you can come back and select a different Template at any time, even with a different navigation. You can choose a Template Design with either top or left menu navigation. Examples are shown below. As RT becomes more widely used in the community, many new Template Designs will be available. You can even 'Change' your website 'Look' for a Holiday or other special occasion. Some typical designs are shown on the next page.

### Sample Top Navigation





### Sample Left Navigation




Welcome 1. Your Website Info **2. Choose Your Template** 3. Build Your Navigation eClub Help Log Out

# STEP 2


Choose Your Template [Assistance/Help](#)

**STEP 1: Select a Navigation**  VIEW TOP NAV OPTIONS  VIEW LEFT NAV OPTIONS

**STEP 2: Select a Template**



Your Saved Template:



### CUSTOM TEMPLATE DESIGN

Dynamic Template Designs offer you the flexibility to control your logo, name and desired Banner. Using this Dynamic Template Design allows you to bring more of 'Your Services' into the website 'Look & Feel'...

If you examine the page to the right you can see that this user brings the 'Feel' of the Southwest to the website.

On the other hand, if you specialize in a specific area or multiple areas, you could use photos of your students as an example to emphasize your attention to their needs.



### STEP 3 - BUILDING YOUR MENU AND NAVIGATION

This is one of the most important steps in building a successful website, content not withstanding. Here you will determine **what** your visitor will be presented with, the **order** they will likely view it and the subsequent pages you might want them to **view**.

It is important that you think through the 'Naming' of your menu headings so they are as descriptive as possible. An example might be; Main Navigation (level 1) Instruction, Sub Navigation (level 1.1) Private Lessons, Third Level Navigation (level 1.2) Group Lessons, etc. You can see more samples in our help document.

You have complete control over your menu navigation in the RT System. You can add new menu items; add 2<sup>nd</sup> and/or 3<sup>rd</sup> level navigation. You can change the order of the menu as needed due season, target audience, etc.

A key feature is that you have the ability to work on any individual page or pages and control when the public can view your new content. For instance, if you are creating a summer program for kids with multiple pages you can get it 'Right' before the public has viewing access. A simple toggle of ON/OFF determines if a page or pages are viewable.

Welcome | 1. Your Website Info | 2. Choose Your Template | **3. Build Your Navigation** | 4. Manage Your Modules | 5. Manage Your Content | eClub | Help | Log Out

**STEP 3** Assistance/Help

**Build Your Navigation**

Menu Order	Menu Level	Section Name	Add A Sub or Tri Level	Visibility	Remove	Manage
1	1 <sup>st</sup> Level	Home	Add A 2nd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
1.1	2 <sup>nd</sup> Level	About Maulana	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
1.2	2 <sup>nd</sup> Level	Honors / Awards	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
1.3	2 <sup>nd</sup> Level	Directons	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
2	1 <sup>st</sup> Level	Lessons	Add A 2nd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
2.1	2 <sup>nd</sup> Level	Clinics	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
2.2	2 <sup>nd</sup> Level	Adult Classes	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
3	1 <sup>st</sup> Level	In the News	Add A 2nd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
3.1	2 <sup>nd</sup> Level	PGA News	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
3.2	2 <sup>nd</sup> Level	Local News	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules 5. Content
3.3	2 <sup>nd</sup> Level	HQ News	Add A 3rd Level Nav	off <input type="radio"/> on <input checked="" type="radio"/>	<input type="checkbox"/>	4. Modules

You can manage any page from step 3 by clicking on either manage 'modules' or manage 'content', giving you quick access. You can also manage modules and content from the top menu navigation [Step 4 and Step 5].

## STEP 4 – MANAGING YOUR MODULES

Here in this Step you can select what type of Modules you want displayed on your pages and where (Editor, Facebook, News, Photo Gallery, Calendar, Video, etc.). You can simply drag from the Module List on the left to the desired display area on the right (main area of page, or the side bar). For example, if you wish to have a photo gallery in the main area of your site, and a contact form on the side bar, click on the module, hold and drag the module over to the position you would like it to display on the page. This step is crucial to setting up an effective website. The rate of change in the electronic world, whether in your iPhone, iPod, Android, Laptop or Personal Computer is staggering. White Tiger's management and development Team have experienced this high rate of change over their entire professional career. When it was decided to build a product that could 'Adapt' on a continuous basis with this rapidly changing environment some old ideas had to be shelved and some new ones adopted.

The solution was to build a 'Core Delivery System' that could have NEW/UPDATED Modules added as needed without any major changes to the 'Core Delivery System'. The current RT System provides what is considered an 'Essential' set of Modules needed to build a successful website. As technologies and concepts are developed, the RT System can easily accommodate adding new Modules with the necessary new features and functions to meet the demand. As new technologies are introduced, new Modules will be developed and released, keeping the RT System current at all times.

The screenshot displays the 'Administration Panel' for 'http://www.whitetigersystems.com'. The navigation menu includes 'Welcome', '1. Your Website Info', '2. Choose Your Template', '3. Build Your Navigation', 'eClub', 'Help', and 'Log Out'. The main content area is titled 'STEP 4 Manage Your Modules' and shows 'Editing Page: Welcome'. A 'Manage Your Module Content' button is present. A large red arrow points from the 'Editor' module in the 'Main Modules' list to the 'Editor' module in the 'Main Module Position Boxes' area. The 'Main Modules' list includes Calendar, Editor, News, PDF, RSS Feed, Video Gallery, Contact Form, Paypal, Photo Gallery, Social Networking, and Weather. The 'Main Module Position Boxes' area contains Editor, Calendar, and Video Gallery. The 'Sidebar Position Boxes' area contains Weather, News, and Social Networking. A 'Save Selections' button is located in the top right of the main content area.

## STEP 5 – MANAGE YOUR CONTENT

Here is where you describe the Services and Products you offer. In each area of your website it is important that you convey a clear message of what you are offering. It is equally important that you use keywords that can easily be picked up by the major search engines. Each Module gives you the ability to create a nice looking page that will promote you and your services. See module summary list below.

The screenshot displays the 'Manage Your Content' interface. At the top, a navigation bar includes 'Welcome', '1. Your Website Info', '2. Choose Your Template', '3. Build Your Navigation' (highlighted), 'eClub', 'Help', and 'Log Out'. Below this, a 'STEP 5' logo is visible, along with an 'Assistance/Help' button. The main heading is 'Manage Your Content'. A green button labeled '< Return To Build Your Navigation' is present. The current page is identified as 'Welcome'. A prompt asks the user to 'Click on the module you wish to add/edit below:'. The interface is divided into three columns: 'Main Modules' (containing 'Editor' and 'Contact Form' with an 'Add Main Module(s)' link), 'Sidebar Modules' (containing 'Editor' and 'Social Networking' with an 'Add Sidebar Module(s)' link), and 'SEO Settings' (containing 'Page Title' set to 'White Tiger Systems Inc', a 'Save' button, 'Meta Tags', 'keywords' (Real Time, WTS-RealTime, White Tiger Systems, Inc, Web solutions, Website Tool, Membership Websites, Website for Associations), 'description' (Membership Web tool, Software for members, website PLACE YOUR SEARCH ENGINE META DESCRIPTION HERE), and an 'Add Meta Tag' link).

In this Step, you can click on any module to start populating your page. On the web, where most readers skim only a few lines before deciding whether to read further or move on to the next site, the initial introductory language is crucial. What's important is making sure that you meet two key goals with every piece of web text you write.

1. Tell the readers everything you really want them to know, Right Up Front!
2. Make the copy readable enough, and compelling enough, that readers will want to continue to the end

Also, it is important to include the following key elements:

- What sets you or your services/ products apart from others (price, availability, types of lessons, skillset, etc.?)
- Where you are located
- How they can get your product/service
- How affordable you product/services are
- Why they would select your product/service

After the draft is finished, give the content a final edit. Even if you receive an article or blog post from a professional writer, we suggest that you edit every piece of content to be sure it's the highest quality before it gets posted, to ensure that it truly represents your idea and content goals. Before you go live with any content, make sure to check for grammar, spelling, and mechanics of style. When it comes time to launch, make a concerted effort to meet your deadlines and keep on track with your schedule. Content marketing hinges on frequent postings of fresh material. Once you launch new content on your site, remember to distribute it across as many relevant channels as possible, and start promoting any new products/services right away. RT will be offering webinars, and a resource center to inspire our members and help them achieve these goals.

## Summary of Modules

### Editor

The RT System offers a fully functional HTML editor, with advanced features. It includes the ability to create tables, upload images, and insert hyperlinks. The Editor also allows the upload of video and PDF content of key instructional videos or Documents in PDF. Users can copy and paste from existing HTML or TEXT Documents into the editor; controlling font sizes, color, style and more as needed...

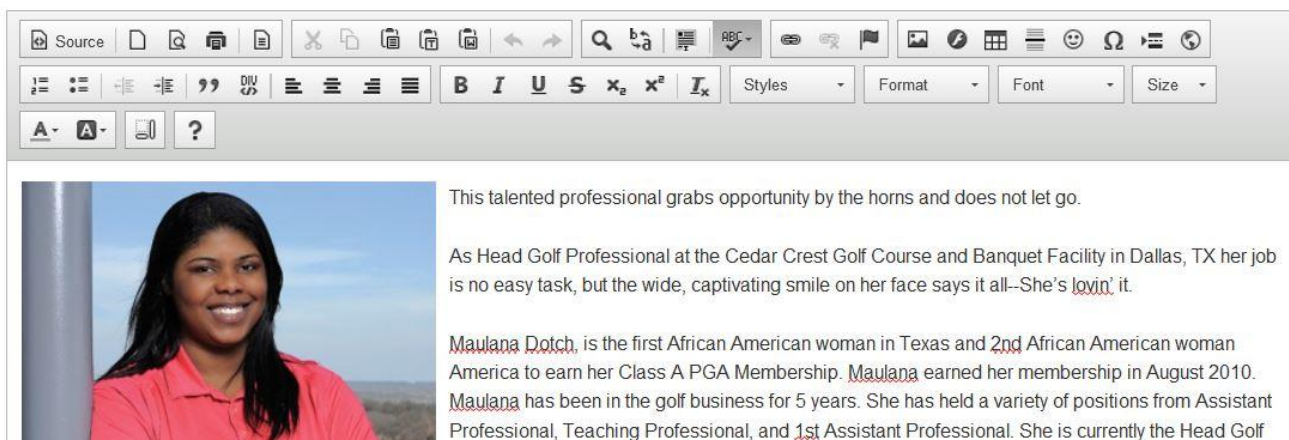
#### Edit This Content:

Step 1. Create a Title For Your Content

Maulana Dotch - PGA Professional \* (optional) displayed one time at the top of the page content

Step 2. Add Your Content.

Formatting Hint: Choose "Header" or "Sub-Header" from the style drop-down to separate the look of section headers from the body text.



This talented professional grabs opportunity by the horns and does not let go.

As Head Golf Professional at the Cedar Crest Golf Course and Banquet Facility in Dallas, TX her job is no easy task, but the wide, captivating smile on her face says it all--She's lovin' it.

Maulana Dotch, is the first African American woman in Texas and 2nd African American woman America to earn her Class A PGA Membership. Maulana earned her membership in August 2010. Maulana has been in the golf business for 5 years. She has held a variety of positions from Assistant Professional, Teaching Professional, and 1st Assistant Professional. She is currently the Head Golf

### Calendar

You can create events (one time event or for multiple days), as well as have the ability to add details such as images, copy and PDF's.

- Create events with a Sign Up capability, this allows the user to "sign up" for events, specials, activities, etc.
- Send email campaigns directly from Calendar
- Link an event to an existing email marketing campaign. Increase online sign ups to help build your 'Core' marketing database
- Calendar views include, Month, Week or Day

### Contact Form

You can create a dynamic contact form. You can choose what fields to display and which fields are required. You have the ability to create questions and answers, distribution groups and more. Contacts can be directly inserted into the eClub system, this will allow you to build and improve your contact database. Distribution Groups provide an easy process of classifying your customers and are integrated with eClub. Examples include; Youth, Female Seniors, Tournaments, Lessons, Clinics, etc. You have COMPLETE control over what categories your client/customers can choose from.



## News

Create news articles; you have the ability to alter the display of the news article. Choose to display the entire article, a partial article or display a list of news article headlines to select from.

## Pay Pal

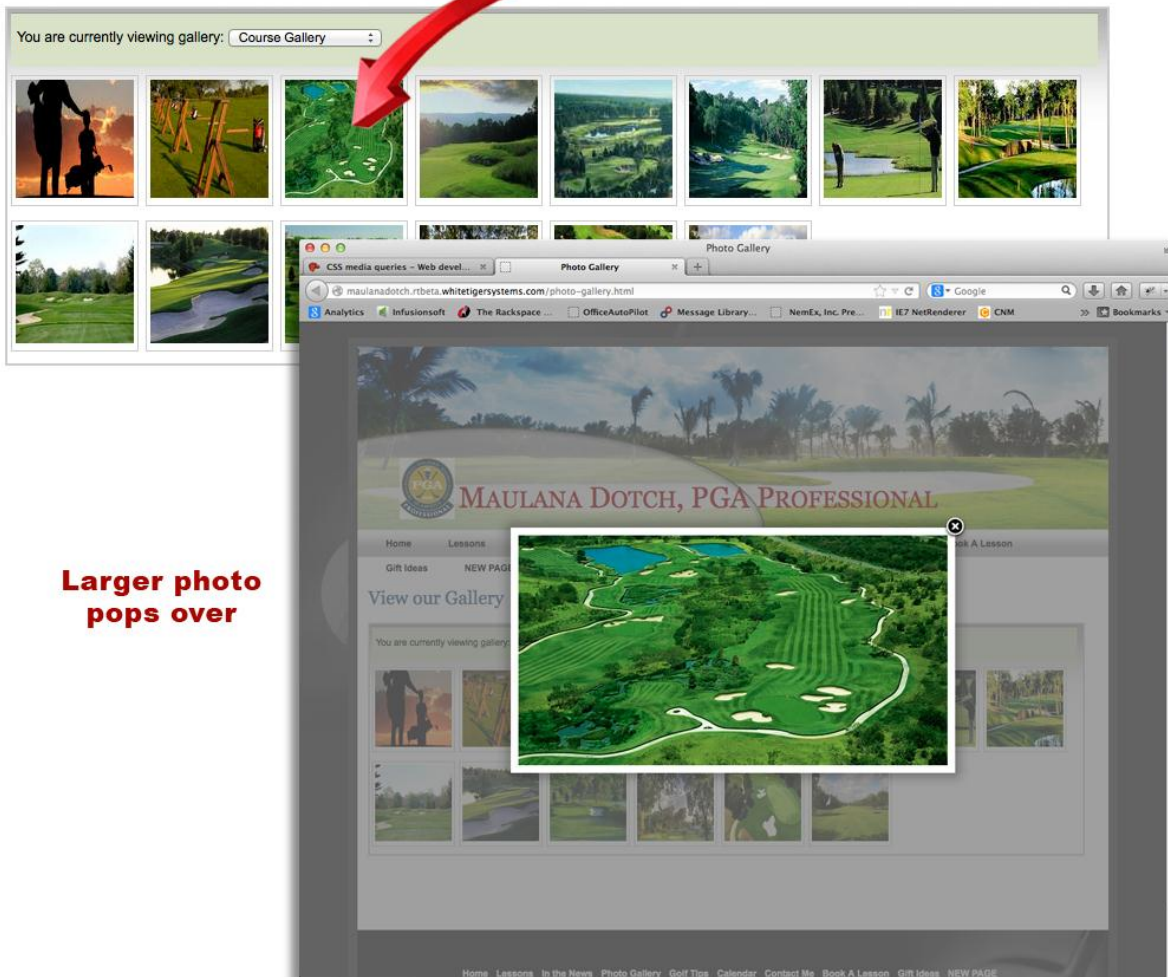
Members of RT have the ability to create an online store, sell lessons, gift certificates and more via a Pay Pal interface.

## Photo Gallery / Slide Show

You can create as many photo albums as you wish and display them as a Slide Show or Photo Gallery Grid on different pages of your website. Slide shows open in an attractive light box with captions, OR the Photo Gallery provides views in an easy to view grid layout format shown below.

View our Gallery

Click on the photo



Larger photo  
pops over

## Social Networking

The RT System offers an easy way to display social networking on your personal website. If you have a personal social networking page such as FB, Twitter, LinkedIn, etc., copy and paste your personal URL into the back office and it can be displayed anywhere within your site.

## Surveys and Polls - In development

You will be able to send Surveys to your client eClub database and conduct Polls online via your website. Multiple formats will be available.

## Video Module

You can create as many video categories as you would like (Tips, Instructional Videos, Video of the Month, etc.). You simply copy and paste the YouTube code into back office. You will also have the ability to upload personal videos and set the video to public or private viewing. For example, if you are giving a lesson, you can set the video to private and allow only the person or group to view the video. You also have the ability to default to a preferred video.

## Weather

You can display local weather on one or more pages. Drag and drop the Weather Module to the position you want the weather to display. Enter content by typing in your zip code in the back office to display your local weather. The Weather Module displays the current weather conditions, Lo/Hi temperatures, humidity, wind and an extended forecast.

## Search Engine Optimization (SEO)

These key fields, coupled with your content on each page, are critical to promoting your website in the major search engines. In order to be found in search engines such as Google and Bing, your website must be indexed. Failure to get EACH section/page of your website documented will reduce you potential for placement/ranking in your area. Step 5 provides the ability to enter content in these key fields. The fields are Title Tags, Meta Tags and a Meta Description to aid in the SEO process. It is important to be clear and concise, do not repeat words over and over.

**STEP 5**

Manage Your Content Assistance/Help

**Meta tags for SEO goes here**

[Return To Build Your Navigation](#)

Current Page: Welcome  
Click on the module you wish to add/edit below:

Main Modules	Sidebar Modules	SEO Settings
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"></div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"></div> <p>Add Main Module(s)</p>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"></div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"></div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"></div> <p>Add Sidebar Module(s)</p>	<p>Page Title: <input type="text" value="White Tiger Systems Inc"/> <input type="button" value="Save"/></p> <p>Meta Tags:</p> <p>keywords: Real Time, WTS-RealTime, White Tiger Systems, Inc, Web solutions, Website Tool, Membership Websites, Website for Associations <a href="#">Edit</a>   <a href="#">Remove</a></p> <p>description: Membership Web tool, Software for members, website PLACE YOUR SEARCH ENGINE META DESCRIPTION HERE <a href="#">Edit</a>   <a href="#">Remove</a></p> <p>Add Meta Tag</p>

## ***RealTime eClub***

RT offers an integrated eClub system. You will have the ability to send out email blast to your contacts. The eClub system is fully integrated with your website. Features include:

- Manage your customer “Contacts” Lists
  - Create/ Add Distribution Groups; i.e. Clinics, Tournaments, Junior, Women, etc.
  - Edit/Delete A Group
- Add Contacts
  - Import / Export database of contacts
  - Add contacts one at a time (ability to add to several distribution groups)
  - Edit/Delete Contacts
  - System checks for duplicates
  - Opt out – system follows active SPAM laws
- Send Targeted emails - Examples include:
  - Send emails to a particular group for example: Juniors, Women, Seniors, or send to All contacts in your database
- Promote Tournaments, Lessons, Clinics or Social Events
- Several options are available for creating an Email
  - Create an Email Using the built-in HTML Editor
  - Create an Email from PDF formatted documents (newsletters, social announcements, etc.)
  - Create an Email through use of a pre-designed professional Template (Examples include General, Holiday, Lesson, Tournament, and Clinic Templates)
- Generate revenue from Ads promoting local businesses and services
  - Create a Banner Ad
  - Ability to Edit an Ad
  - Add ALT Text to Banner Images
  - Report on Ad results (number sent, Actual Hits & number of Clicks)
- Traffic Reports – View details of emails: Status, Sends, Bounces.
- Survey & Polls – *In Development*
- Create an email blast through the calendar on your website
  - Send an email from the calendar
  - Send an email from calendar and hook to existing email in the eClub
- Ability to Stop an email after its sent (one hour delay built-in)
- Birthday Emails fully supported
- Member’s website Calendar & eClub services tightly coupled

## ***What is included after I signup?***

1. Base Website will be mailed with user name and password
2. Help Document will be sent for RealTime Website and eClub
3. You will be sent an email with Introduction Webinar schedule
4. Scheduled Group Webinars on the Modules (ex. Editor, Photo Gallery, Calendar, etc.) will be sent
5. Scheduled Group Webinars on the eClub will be sent
6. Regular Emails about do’s & Don’ts, plus Tips (ex. Search Engine tips)

## RealTime Professional Websites

Maulana Dotch, LPGA Pro: *Home Page - Content on page lets the viewer know exactly who she is and what she offers.*



Teresa Zamboni, LPGA Pro: *Showcasing lessons in the RT Photo Gallery, utilizing Custom Banner Template.*



Kathy Knadler, LPGA Pro – *Featuring SW Regional Template and posting key contact information!*

