

Introduction



BananaPanel is the new website management tool created by the 18thStreetSoftware.com team.

It is made for people and organizations who use their website to engage their customers or constituency with up-to-the-minute articles, news, product listings, and specials.

Let's face it: An organization's web presence is considered its business card by an increasingly Internet-savvy public. For a moderate investment, you can make sure to put the right foot forward and attract the kind of traffic that generates sales, new leads, and an engaged readership.

BananaPanel is a web-based application that allows non-technical users to modify and publish articles and other site content, update the online product catalog, process orders entered through its built-in shopping cart, and manage mailing lists. It is very easy to use, can be accessed from anywhere at any time from a plain web browser, and is constantly updated by 18thStreetSoftware.com's programmers. The BananaPanel can be easily integrated into your existing website by our developers; there is no software for you to install or coding required on your part.

Read on to find out more about how BananaPanel's features can help you!

Contact Us!



We are a small business and understand the challenges that small organizations face. We feel that a website should reflect the dynamic people, people, businesses and groups behind them, but not take time away from their core work.

Please contact us with any questions you may have and our friendly staff will be glad to help you make the right choice for your website. We can also set up a live demo of the system for you to show the advantages firsthand.

With 18thStreetSoftware.com, you get much more than software; you get a partner committed to your success.

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Just Imagine!

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Dynamic Content

The text on a website, called the “content,” is created in a language called HTML. It used to be that when you wanted to change anything in your site, you would need to open up the HTML file and type in the correct codes to get the text to look right, or pay someone to do it for you.



With BananaPanel you are given a simple, word processor-like interface to edit your site content; you can drop in links, bulleted lists, and pictures!

With this same intuitive interface, BananaPanel lets you publish press releases, articles, calendars, and any other type of periodical content you would like. This lets your organization maintain a running dialog with your customers or constituents, and allows you to become a source of information as well as a shop. Music stores can feature artist interviews and album reviews, florists can give tips on keeping bouquets beautiful longer, and real estate agents can spotlight up-and-coming neighborhoods and developments.

Online Store

BananaPanel can serve as the engine for your online store.

It uses an innovative system for describing the products in your catalog. We are able to configure different “product types” that form the templates under which the individual products are created. For instance, an “apartment” product type would have fields for the number of bedrooms and bathrooms, a field to indicate whether or not parking was included, an average utility rate, and so on. A “t-shirt” type, on the other hand, would present the user with a choice of options, such as the size and color. This flexibility makes BananaPanel perfect for all types of products.

BananaPanel also presents different options for handling customer transactions. It has a built-in shopping cart that is ideal for selling goods which are to be shipped or picked up. It can also be configured to capture customer contact information to allow a salesperson or agent to follow up later; this is good for bigger goods, such as automobiles or houses, and services.

A screenshot of the BananaPanel online store product form. The form has a vertical green bar on the left side. It contains the following fields:

- Album Name: Dear Catastrop
- Artist: Belle & Sebasti
- ISBN Number: (empty field)
- Formats: A list of checkboxes with labels: 10 Inch, 7 Inch, Box Set

A screenshot of the BananaPanel shopping cart interface. It shows a table with order details:

Order Entered:	Tue Ap
Last Updated:	Wed No
By:	Mike A
Status:	Pendir

Below the table, there is a text area containing the text: 'Waiting for the shipment to c'.

When using the shopping cart, BananaPanel has an interface for processing orders as they come in. We are able to integrate with web-based credit card processing systems, or you can process the orders yourself with the customer-supplied billing information.

There's More!

BananaPanel is gaining new features all of the time; as a web-based, hosted solution, we are able to add new functionality with no downtime. Just recently we have added a mailing list manager, a tool for tracking sales leads, and a system for creating forms for site visitors to fill out.

We pride ourselves on our responsiveness to customer needs. If there is a feature you would like to see, just let us know! We are always looking to add more value to BananaPanel and make it the best website management tool available.