Under the HotDoodle Hood – Technology Backgrounder

Behind the scenes in developing the most powerful website development tool
HotDoodle is a Content Management System (CMS) that is delivered as a Software as a Service (SaaS) such that users are not exposed to the technical details of installing and maintaining a complex web application. To our customers, we are dynamic website creation tools they simply click, edit and save. What's different is while there are many CMS website development systems in the marketplace, they tend to be targeted toward the technically adept. HotDoodle offers what no one else does: integrated domains, name servers and email services so that clients can have in one place all that they need to build a very powerful website.

Templates at the core of building true business content
HotDoodle expanded on typical CMS technology by adding templates with true business features; automated visitor registration but with approval required; personalized emails; randomized content; newsletters and expanded permissions model; and support for callbacks from external parties such as PayPal. We created patent-pending technology where end users could create parts of their sites other users could clone with reassigned permissions. Users can create buttons for tasks such as "Add a project", "Add a customer", or even "Add a bake sale" where the structures added can consist of many pages and blocks that the customer defines as a template for such activities. These operations can also be triggered upon visitor registration.

Under the hood – performance of a Maserati with the ease of driving a Lexus
We found that CMS systems were complex and did not appeal to our target audiences. The main reason cited was they had no interest in looking under the hood, or knowing about the technology. They just wanted to get in the driver's seat and drive. So much of the development time was spent refining the user experience and testing on non-technical, non-procedural audiences. The result is a website development technology so easy to use, even our mothers (yes, our mothers) could use it but without requiring downloads, installation, or even Java. The analogy is HotDoodle offers powerful performance like a Maserati, but with the ease and comfort of driving a Lexus.

Behind the scenes we redesigned the CMS system to be optimized for multi-site performance where each site has an extremely small footprint --sometimes only two megabytes. It is possible to update code and even database structures centrally while sites are live. We added centralized error detection and even centralized hack detection.

HotDoodle PenPals™ -- The first web designers marketplace
Still, the Hotdoodle development team realized that no matter how easy it was to use HotDoodle, there are some things people just want someone else to do. Much like assembling a bicycle, some folks want to do it themselves, or some will happily pay someone else to do it. At HotDoodle, the customer can build or enhance the site in a do-it-yourself option. Or, hire a PenPal through the HotDoodle Marketplace, where small businesses and individuals and HotDoodle-competent web-savvy freelancers can easily find each other.

Search Engine Optimization (SEO)
HotDoodle sites come equipped with SEO capabilities. We support a variety of SEO techniques including sticky home pages, visitor activity logs, Google campaigns and analytics support, generated search pages. HotDoodle provides the ability to track visitor traffic around a domain and specific pages. While such techniques have often been used by well funded teams with technical experts, until now they have not been available to our audience of small businesses and professionals.

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