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Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Filer:	Kyle M. Woodhouse/Caitlin Johnson
Attorney Docket Number:	3819-P13945US

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Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	75	75
UTILITY SEARCH FEE	2111	1	330	330
UTILITY EXAMINATION FEE	2311	1	380	380
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
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Post-Allowance-and-Post-Issuance:				
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PATENT
Attorney Docket No. 3819-P13945US

VIA ELECTRONIC FILING

APPLICATION FOR UNITED STATES LETTERS PATENT

for

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

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TITLE

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

TECHNICAL FIELD

[0001] This disclosure relates generally to a website creation system having at least one series of direction webpages and related methods.

BACKGROUND

[0002] The Internet has played an influential role in developing electronic commerce. Furthermore, one who may want to create a website for selling a product and/or service in hopes of yielding favorable results (e.g., sales, opt-ins, etc.) must often hire two or more different companies to develop and generate different portions of the website. This results in extreme, and in some cases, hindering costs before ever selling a product and/or service. Moreover, the website owner typically has very little ability to personally edit and adjust the website to meet the adjusting needs of website guests (e.g., customers) without again turning to the development companies and paying additional fees for their services. Other options for creating a website include employing "cookie cutter" (e.g., one type fits all) websites that all look substantially the same and are not tailored to the website owners' products and/or services. Thus, because the resultant websites are not created under one roof and/or are not tailored to products and/or services offered thereon, the resultant websites are often clunky, not user friendly, and overall unappealing and unpersuasive to potential customers. This, conventionally, results in abandoned carts, lost sales, and overall poor results for the website owner. Accordingly, these and other disadvantages exist with respect to conventional methods and systems for creating websites.

BRIEF SUMMARY

[0003] The various embodiments described below provide benefits and/or solve one or more of the foregoing or other problems in the art with systems and methods for creating websites. Some embodiments of the present disclosure include a method for creating a website. The method may include providing, to a user for display on a client device, via a website creation system, a user

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dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type including a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface including a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0004] In one or more embodiments, the systems and methods provide a method for creating a response action within a created website. The method may include receiving, from a client device, a selection of a type of response action, the response action to be performed in response to a triggering condition; receiving a selection of at least one rule of the triggering condition; receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

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BRIEF DESCRIPTION OF THE DRAWINGS

[0005] Various embodiments will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

[0006] FIG. 1 illustrates a schematic representation of an environment within which a website creation system can operate in accordance with one or more embodiments of the present disclosure;

[0007] FIGS. 2A-2C illustrate a sequence flow diagram that a website creation system can utilize to create a website in accordance with one or more embodiments;

[0008] FIGS. 3A-3N illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create a website according to one or more embodiments of the present disclosure;

[0009] FIGS. 4A-4B illustrate a sequence flow diagram that a website creation system can utilize to create one or more response actions in accordance with one or more embodiments of the present disclosure;

[0010] FIGS. 5A-5L illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create one or more response actions according to one or more embodiments of the present disclosure; and

[0011] FIG. 6 illustrates a block diagram of an example computing device in accordance with one or more embodiments of the present disclosure.

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DETAILED DESCRIPTION

[0012] The illustrations presented herein are not actual views of any particular website creation system, or any component thereof, but are merely idealized representations, which are employed to describe the present invention.

[0013] One or more embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create a website. Furthermore, the website creation system may enable the user to create a website having a series of directional webpages. The series of directional webpages may include a series (e.g., a sequence or funnel) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the series of directional webpages may be designed and intended to cause a guest of the created website to remain on the website, opt into an email list, provide contact information (e.g., an email address, a telephone number, a social media identifier, etc.), share a portion of the website on social media, complete a purchase, complete multiple purchases, add an item to a cart, visit another website, interact with a chat messenger, view a video on the website, view an image on the website, etc.

[0014] Because the website creation system of the present disclosure enables a user to create, within a single system, a website that includes at least one series of directional webpages ordered and designed to entice particular user interaction, the website creation system is advantageous over conventional website creation systems. For instance, because the website creation system enables a user to create a website while working with a single system instead of multiple developers and systems, the website creation system reduces required processing power, memory, and communication resources needed to facilitate creating websites. Accordingly, the website creation system results in less data transfer and data bandwidth usage for a computer/communication system. In other words, the website creation system results in less

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required processing power and communication bandwidth in comparison to conventional systems. As a result, the website creation system of the present disclosure, in comparison to conventional systems, may be a more appropriate system for mobile devices. Additionally, the in view of the foregoing, the website creation system may result in more user friendly, consistent, attractive, and persuasive websites in comparison to conventional website creation systems and methods.

[0015] Moreover, some embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to monitor and edit a website to meet the needs of current traffic (e.g., guests) visiting the website. For instance, the website creation system includes a website editor graphical user interface ("GUI") for display to the system administrator on a client device. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website.

[0016] Additional embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create one or more response actions related to the user's created website. For instance, the user can customize the website to perform a response action in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of the website. As a non-limiting example, a response action may include sending a communication to a guest of the website based on the guest's status or number of followers within a social media network. Each of the response actions may include multiple specific ordered rules that enable automation of further tasks (e.g., sending communications to a guest in response to a guest's actions, adding the guest to broadcasts, tagging the guest, etc.). Furthermore, the multiple specific rules cause the website to perform the response actions in specific technological ways.

[0017] FIG. 1 illustrates a schematic diagram of an environment 100 in which a website creation system can operate according to one or more embodiments of the present disclosure. As illustrated, the environment 100 includes a client device 104, at least one server 101 including a website creation system 108, a network 102, and one or more third-party system(s) 116. The

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website creation system 108, the client device 104, and the third-party system(s) 116 can communicate via the network 102. The network 102 may include one or more networks, such as the Internet, and can use one or more communications platforms or technologies suitable for transmitting data and/or communication signals. Although FIG. 1 illustrates a particular arrangement of the client device 104, the server 101, the third-party system(s) 116, and the network 102, various additional arrangements are possible. For example, the server 101 and, accordingly, the website creation system 108, can directly communicate with the client device 104, bypassing the network 102.

[0018] As illustrated in FIG. 1, a user 110 can interface with the client device 104, for example, to communicate with the server 101 and to utilize the website creation system 108 to create a website. The user 110 can be an individual (i.e., human user), a business, a group, or any other entity. Although FIG. 1 illustrates only one user 110 associated with the client device 104, the environment 100 can include any number of a plurality of users that each interact with the environment 100 using a corresponding client device.

[0019] In some embodiments, the website creation system 108 can include a system associated with an entity such as a website creation provider, which provides tools and editor graphical user interfaces to user(s) 110 to create websites. For example, the website creation system 108 may enable a user (referred to hereinafter as "system administrator") to create a website that includes a series of directional webpages designed and sequenced (e.g., arranged in a particular order) to elicit (e.g., entice) a particular user interaction with the website (e.g., provide contact information, opt in to receive communications from the website, complete a purchase, complete multiple purchases, add something to a cart, interact with (e.g., click) a selectable element (e.g., a button) of the website, share the website and/or a purchase on a social media network). Additionally, the website creation system 108 may enable a system administrator to monitor activity on a website created via the website creation system 108 and/or edit a website created via the website creation system 108. The series of directional webpages is described in further detail below in regards to FIGS. 2A-2C.

[0020] Furthermore, the website creation system 108 may enable a system administrator to create one or more response actions. As used herein, the term "response actions" may refer to actions taken by a response action system of the website creation system 108 in response to one or

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more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of a website created via the website creation system 108. For example, a response action may include the response action system of the website creation system 108 sending a communication to a guest of the website in response to the guest having a particular number of followers on a social media network. The response actions are described in greater detail below in regard to FIGS. 4A and 4B.

[0021] In particular embodiments, the website creation system 108 may be capable of linking a variety of entities (e.g., third party systems 116 and a guests). As an example and not by way of limitation, the website creation system 108 may enable users (e.g., guests of a website created via the website creation system 108) to interact with each other as well as receive content from third party systems 116 (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created via the website creation system 108 to interact with these entities through an application programming interfaces (API) or other communication channels.

[0022] In particular embodiments, a website creation system 108 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system 108 may provide a platform, or backbone, which other systems, such as third party systems 116, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

[0023] As shown in FIG. 1, in some embodiments, the website creation system 108 can include a database 114. As is described in greater detail below in regard to FIGS. 2A-2C, the website creation system 108 can utilize the database to store contact data packages and generated websites.

[0024] In some embodiments, the client device 104 includes a client application 112 installed thereon. In one or more embodiments, the client application 112 can be associated with the website creation system 108. For example, the client application 112 allows the client device 104 to directly or indirectly interface with the website creation system 108. The client application 112 also enables the user 110 (e.g., system administrator) to create, monitor, and edit websites via the

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website creation system 108 and the client device 104. For example, the client application 112 can include a web browsing application and/or a website creation application.

[0025] The third-party systems 116 may include additional systems that may interface with the website creation system 108. For example, in some embodiments, the third-party systems 116 may include social media networks (e.g., FACEBOOK, TWITTER, GOOGLE PLUS, etc.) with which the website creation system 108 may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems 116 may include payment processors (e.g., PAYPAL, VISA PAY, STRIPE, NMI, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems 116 may include website monitoring systems, email platforms, etc.

[0026] Both the client device 104 and the server 101 (and the website creation system 108) can represent various types of computing devices with which guests can interact. For example, the client device 104 and/or the server 101 can be a mobile device (e.g., a cell phone, a smartphone, a PDA, a tablet, a laptop, a watch, a wearable device, etc.). In some embodiments, however, the client device 104 and/or server 101 can be a non-mobile device (e.g., a desktop or server). Additional details with respect to the client device 104 and the server 101 are discussed below with respect to FIG. 6.

[0027] FIGS. 2A-2C illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create a website including a series of directional webpages that are configured to illicit a particular user interaction with the website. The client device 104 and website creation system 108 shown in FIGS. 2A-2C may be as described with reference to FIG. 1.

[0028] Referring to the sequence-flow diagram 200, a client device 104 can detect one or more user interactions requesting creation of a member account with the website creation system 108. For instance, the client device 104 can detect a user interaction requesting creation of a member account via the client application 112 (e.g., a web browsing application displaying an option to create a member account within the website creation system 108). For example, the client application 112 can detect the user interaction requesting creation of a member account.

[0029] As shown in FIG. 2A, upon the client device 104 detecting the user interaction requesting creation of a member account, the website creation system 108 receives an indication of a user interaction to create a member account, as shown in act 202. For example, upon detecting the

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user interaction requesting creation of a member account, the client device 104 and/or the client application 112 can provide an indication of the user interaction to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction through the network 102.

[0030] As shown in FIG. 2A, in response to receiving the indication of the user interaction to create a member account, the website creation system 108 creates a member account, as shown in act 204. In some embodiments, creating the member account may include the website creation system 108 requesting a user identifier including one or more of an email address, a username, a login credential, etc. Furthermore, in some embodiments, the request for the user identifier can include a request to create (e.g., choose, select, assign, etc.) a user credential (e.g., password). In one or more embodiments, the website creation system 108 can request the user identifier and/or user credential within the client application 112.

[0031] Upon creating a member account, the website creation system 108 provides a member dashboard to a user (e.g., a website creator or system administrator) for display on client device, as shown in act 206. The member dashboard may include one or more selectable options to create (i.e., commence creating) a website. Furthermore, the member dashboard may include one or more content windows for displaying statistics (e.g., page views, opt-ins, sales) related to a system administrator's websites. For example, the member dashboard may display comparisons of statistics regarding the system administrator's websites. The member dashboard is described in greater detail below in regard to FIG. 3A.

[0032] In response to receiving the member dashboard, the client device 104 may display the member dashboard. For example, the client device 104 can display the member dashboard within the client application 112 and on a display screen. For instance, the client application 112 can display the member dashboard within a graphical user interface ("GUI") of the client application 112 and/or the website creation system 108.

[0033] In addition to providing a member dashboard, the website creation system 108 receives an indication of a user interaction to create a website, as show in act 208 of FIG. 2A. For example, upon detecting a user interaction to create a website, the client device 104 and/or the client application 112 can provide an indication of the user interaction to create a website to the website

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creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction to create a website through the network 102.

[0034] Upon receiving the indication of the user interaction to create a website, the website creation system 108 provides a plurality of website types to the client device 104, as shown in act 210 of FIG. 2A. Each website type may include a series of directional webpages. As discussed briefly above, the phrase a "series of directional webpages" refers to a series (e.g., a sequence) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the particular user interaction (e.g., the sought after user interaction) may include one or more of remaining on the website, opting into an email list, opting into receiving push messages via a social media network, application, or web browser, providing contact information (e.g., an email address, a telephone number, a social media identifier, etc.), sharing a portion of the website on social media, completing a purchase, accepting an up-sell option, completing multiple purchases, adding an item to a cart, visiting another website, interacting with a chat messenger, viewing a video on the website, interacting with a webinar, viewing an image on the website, etc.

[0035] As noted above, in some embodiments, each webpage of a series of directional webpages may be presented in a single browsing session. In other embodiments, webpages of a series of directional webpages may be presented in multiple different browsing sessions. For instance, a first webpage of a series of directional webpages may be presented in a first browsing session, and a second webpage of a series of directional webpages may be presented in a second browsing session (e.g., a second browsing session initiated in response to an interaction within an email sent to a guest by the website creation system 108).

[0036] In one or more embodiments, each webpage of the series of directional webpages may include one or more text elements, media elements, form elements, advance form elements,

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countdown elements, content block elements, miscellaneous elements, and special elements. Text elements may include headlines, sub-headlines, paragraphs, and bullet lists. Media elements may include images, image popups, videos, video popups, audio files, and audio players. Form elements may include buttons, input forms, select (e.g., drop down) boxes, and text areas. Advance form elements may include short message service (SMS) signups, billing addresses, shipping addresses, and surveys. Countdown elements may include countdown timers, minute timers, and day timers. Content block elements may include icons, dividers, progress bars, image features, navigation bars, image lists, pricing tables, and frequently asked questions (FAQs). The miscellaneous elements may include text blocks, social shares, social media comments, and custom JS/HTML. The special elements may include order forms, order confirmations, guest logins, membership content, and webinar dates.

[0037] Furthermore, each webpage of the series of directional webpages may be associated with an overall category and type of webpage. For example, the website creation system 108 may have the following pages categories: 1) presale page category, 2) opt-in page category, 3) thank you page category, 4) sales page category, 5) upsell page category, 6) order forms category, 7) webinar page category, 8) membership page category, 9) affiliate page category, and 10) other page category.

[0038] The presale page category may include survey pages, article pages, presale pages, and click pop pages. The opt-in page category may include squeeze pages, reverse squeeze pages, lead magnets, and coupons. The thank you page category may include thank you pages, offer walls, bridge pages, and share pages. The sales page category may include video sales pages, sales letter pages, and product launch pages. The one time offer page category may include upsell pages and downsell pages. The order forms category may include two-step order pages, traditional order pages, video sales letter order pages, sales letter order pages, and product launch and order pages. The webinar pages category may include webinar registration pages, webinar confirmation pages, webinar broadcast rooms, and webinar replay rooms. The membership pages category may include access pages and members' areas. The affiliate pages category may include access pages and affiliate areas. The other pages category may include application pages, ask pages, store fronts, home pages, hero pages, and live demo pages. Each of the foregoing pages is described in detail below.

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[0039] Presale Page

[0040] The presale page may be a page that preempts a sales page. The presale page may introduce a product and/or service without giving the direct option of purchasing or commencing a purchase of the product. For instance, the presale page may be designed and intended to peak a guest's interest in a product and/or service.

[0041] Article Page

[0042] The article page is another type of presale page. The article page may include an article relating to a product and/or service. Furthermore, the article page may include a selectable element (e.g., button) for entering a series of directional webpages (described above) to purchase the product and/or service. Additionally, the article page may be designed and intended to peak a guest's interest in a product and/or service.

[0043] Survey Page

[0044] The survey page includes one or more questions related to a product and/or service. Additionally, the survey page can include one or more questions about a guest visiting a website. The survey page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page).

[0045] Click Pop Page

[0046] The click pop page is a pop up that appears on a page. The click pop page may by triggered via a button on a page or when a guest tries to leave the page. The click pop page may be designed and intended to keep a guest on the website by offering additional discounts, products, services, benefits, or free products to the guest.

[0047] Squeeze Page

[0048] For instance, the squeeze page may include a curiosity-based headline including one or more questions where an email input is required to see answers to the one or more questions. The squeeze page may be designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

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[0049] Reverse Squeeze Page

[0050] The reverse squeeze page may include a video training, and after the video ends, the reverse squeeze page may invite a guest to opt in to an email list. Thus, the reverse squeeze page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the reverse squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0051] Lead Magnet Page

[0052] The lead magnet page may include an incentive (e.g., a magnet) for providing an email address. For example, the incentive may include one or more of a report, ebook, video, etc. In response to providing an email address, the lead magnet page may provide the incentive. Thus, the lead magnet page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the lead magnet page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0053] Coupon Page

[0054] The coupon page may be similar to the lead magnet page. However, the coupon page may provide a discount (e.g., a coupon code or voucher) on a product and/or service for providing an email address.

[0055] Thank You Page

[0056] The thank you page may appear after a guest fills out an opt in form or purchases a product and/or service. The Thank You Page may include one or more thank you messages, discounts, benefits, selectable elements for sharing the purchase on social media networks, additional opt-in opportunities, etc.

[0057] Offer Wall

[0058] The offer wall may be displayed after an initial purchase and may include additional products and/or services for purchase. In some embodiments, the products and/or services may be discounted relative to standard prices and may include “one time offers” that do not require inputting payment information a second time. For example, the offer wall may provide additional

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specialized offers to a guest after making an initial purchase. The offer wall may be designed and intended to cause the guest to make additional purchases after making a first purchase.

[0059] Bridge Page

[0060] The bridge page may provide additional information concerning a product and/or service to a guest. The bridge page may serve to increase and/or peak a guest's interest in a product and/or service. For example, the bridge page may remind a guest about the importance of the product and/or service. As a non-limiting example, the bridge page may be designed and intended to bridge an idea of product's importance with the concept of purchasing the product.

[0061] Share Page

[0062] The share page may include a thank you page. However, the share page may include an invitation to share the guest's experience (e.g., purchase) via a social media network (e.g., FACEBOOK, TWITTER, GOOGLE +). The share page may be designed and intended to cause a guest to share a purchase and/or a website on a social media network.

[0063] Video Sales Letter Page

[0064] The video sales letter page is a sales page that includes a video concerning a product and/or service in addition to a spoiler box that includes elements (e.g., a bullet list of information) included in the video that may increase a guest's intrigue and/or curiosity. The video sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The video sales letter page may be designed to peak a guest's interest in a product and/or service.

[0065] Sales Letter Page

[0066] The sales letter page includes a letter concerning a product and/or service including aspects of the product and/or service and associated advantages. The sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The sales letter page may also be designed to peak a guest's interest in a product and/or service.

[0067] Product Launch Page

[0068] The product launch page includes at least one video concerning a product and/or service and links to additional videos in a sequence of videos concerning the product and/or service. The additional videos may be unlocked after a particular period of time and/or watching a previous

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video in the sequence. The product page may also be designed to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching the videos.

[0069] OTO ("Upsell") Page

[0070] The upsell page may appear after a guest has entered in payment information to purchase a product and/or service. The upsell page may include a "one-click" offer to add to an order. The "one-click" offer only requires a single user interaction (e.g., a click) to add a product to the purchase and/or to purchase the product. In other words, the upsell page does not require the guest to re-enter payment information. The upsell page may be designed and intended to cause the guest to complete additional purchases on the website.

[0071] Downsell Page

[0072] The downsell page may appear in the event that a guest refuses the "one-click" offer of the upsell page. The downsell page may offer a less expensive digital version of a physical product or a payment plan for the original product and/or service. The downsell page may not appear if the guest accepts the "one-click" offer of the upsell page. The downsell page may also be designed and intended to cause the guest to complete additional purchases on the website.

[0073] Two-step Order Form

[0074] The two-step order form page may include a first page/step requesting a guest's address and a second page/step requesting the guest's payment information. The two-step order form page may be designed and intended to cause the guest to perform a relatively small commitment in entering an address. The small commitment of entering an address may encourage a guest to fulfill the request for the guest's payment information and eventual purchase.

[0075] Traditional Order Form

[0076] The traditional order form page collects for a guest's address and payment information on a single page.

[0077] Video Sales Letter Order Form

[0078] The video sales letter order form page includes the video sales letter page with an order form below the video. For instance, the order form may appear after a guest clicks an "Add to Cart" button. As noted above, the video sales letter page may be designed and intended to peak a

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guest's interest in a product and/or service, and the order form may give the guest the immediate ability to purchase the product and/or service.

[0079] Sales Letter Order Form

[0080] The sales letter order form page includes the sales letter page with an order form embedded into the page. As noted above, the sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form gives the guest the immediate ability to purchase the product and/or service.

[0081] The Product Launch Order Form

[0082] The product launch order form page includes at least some elements of the product launch page but also includes an order form in addition to, or instead of, elements of the product launch page. As mentioned above, the product launch page may be designed and intended to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching videos of the product launch page. Additionally, the order form gives the guest the immediate ability to purchase the product and/or service.

[0083] Webinar Registration Page

[0084] The webinar registration page allows a guest to register for a webinar and may include one or more headlines regarding the webinar.

[0085] Webinar Confirmation Page

[0086] The webinar confirmation page provide a "thank you" to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

[0087] Webinar Broadcast Room

[0088] The webinar broadcast room is the page broadcasting the webinar. The webinar broadcast room only permits the webinar to be viewed live.

[0089] Webinar Replay Room

[0090] The webinar replay room is similar to the webinar broadcast room but it permits the webinar to be paused and replayed. The webinar replay room may include a countdown clock and an "add to cart" button as well. The webinar replay room may be designed and intended to cause a guest to purchase a product within a particular period of time after viewing a webinar.

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[0091] Member's Access Page

[0092] The member's access page may allow guests to create and login to their account of a created website.

[0093] Member's Area

[0094] The member's area may include content, sections, and lessons concerning products and/or services.

[0095] Affiliate Access Page

[0096] The affiliate access page enables an affiliate to create an account and to login to their account of a website created via the website creation system 108.

[0097] Affiliate Area

[0098] The affiliate area provides tools to help affiliates promote products and/or services. For instance, the tools may include banner ads, sample email copies, social media ads, etc.

[0099] Application Page

[00100] The application page enables guests of the website to apply to work with creators of the website (e.g., a website owner) and/or sellers of a product and/or service.

[00101] Storefront Page

[00102] The storefront page includes images and/or videos of products and/or services.

[00103] Home Page

[00104] The home page may include any traditional home page known in the art.

[00105] Live Demo Page

[00106] The live demo page may include a single or repeated live demonstration of a product and/or service. The live demo page may be designed and intended to peak a guest's interest in a product and/or service.

[00107] Ask Page

[00108] The ask page is a one-question survey intended to discover a guest's number one challenge related to a system administrator's topic and/or product and/or service. The ask page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page). Additionally, the ask page is designed and intended to acquire information regarding what is preventing a guest from purchasing a product and/or service.

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[00109] Hero Page

[00110] The hero page highlights a business or individual related to the system administrator's topic and/or product and/or service. The hero page may include social media bios, email signatures, etc. Again, the hero page may be designed and intended to grow a guest's interest in a product and/or service.

[00111] Indoctrination Page

[00112] The indoctrination page appears after a guest joins a list (e.g., email list) or registers for a webinar. The indoctrination page may include information related to a product and/or service. The indoctrination page may be designed and intended to prepare a guest for later received communications (e.g., emails) from the website creation system 108 or a webinar and to eventually purchase the product and/or service.

[00113] Referring to all of the foregoing described pages together, any of the pages may include one or more timers related to any aspect of the page. For example, any benefit, product, and/or service offered on a page may include a respective timer. The timer may indicate a period of time remaining in which a guest may choose to accept the offer. In some embodiments, a timer may start (e.g., start counting down) relative to an action taken by a guest. For instance, a timer may start in response to a guest making a first purchase, watching a video, providing a response to a question, opening a page, opening a communication (e.g., email), etc. The one or more times may be designed and intended to create a sense of urgency in the guest and to cause the guest to more readily accept an offer.

[00114] With continued reference to FIG. 2A, as mentioned briefly above, each website type of the plurality of website types provided by the website creation system 108 may include a respective series of directional webpages of a plurality of different series of directional webpages. In some embodiments, the website creation system 108 may include the following different series (e.g., funnels) of directional webpages: 1) squeeze page series, 2) reverse squeeze series, 3) lead magnet series, 4) bridge series, 5) survey series, 6) application series, 7) ask campaign series, 8) two-step tripwire series, 9) video sales letter series, 10) sales letter series, 11) membership series, 12) daily deal series, 13) invisible series, 14) webinar series, 15) auto-webinar series, 16) product launch series, 17) hero series, 18) homepage series, 19) cancellation series, 20) storefront series, 21) summit series, and 22) live demo series. In one or more embodiments, the website creation system

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108 may include at least ten different types of series. In additional embodiments, the website creation system 108 may include at least twenty different types of series. In further embodiments, the website creation system 108 may include at least twenty-two different types of series. Each of the above listed series is described in detail below.

[00115] Squeeze Page Series

[00116] The squeeze page series may include at least two pages: a squeeze page and a thank you page. As mentioned above, the squeeze page series may be designed to generate curiosity and to entice a guest to provide an email address (e.g., opt in to an email list). For example, the squeeze page series may offer a benefit for providing an email address. The thank you page provides the promised benefit.

[00117] Reverse Squeeze Page Series

[00118] The reverse squeeze page series may include at least two pages: a reverse squeeze page and a thank you page. The reverse squeeze page series may be designed to provide a benefit (e.g., a free video) prior to requesting a guest to provide an email address (e.g., opt in to an email list). The thank you page provides additional information about products and/or services and the option to "share" the guest's experience via a social media network.

[00119] Lead Magnet Series

[00120] The lead magnet series may include at least two pages: a lead magnet page and a thank you page. The lead magnet series may provide a benefit in exchange (e.g., report, video, or a tangible) for a guest's email address.

[00121] The Bridge Series

[00122] The bridge series may include at least two pages: a squeeze page and a bridge page. The bridge series may connect two concepts that setup a later sale. The squeeze page may entice a guest to provide an email address, and the bridge page may provide additional information regarding a product and/or service and a link (e.g., hyperlink) to another page (e.g., an affiliate's page) to purchase the product and/or service.

[00123] The Survey Series

[00124] The survey series may include at least one page: a survey page. The survey series may be designed to entice a guest to interact with the website (e.g., providing responses to questions

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and making commitments) and to acquire information related to the guest such that later pages may be tailored to the guest.

[00125] The Application Series

[00126] The application series may include at least three pages: a reverse squeeze page, an application page, and a thank you page. The application series enables a guest to apply to become a client. The application series facilitates a guest to be qualified (e.g., vetted) before becoming a client.

[00127] Ask Campaign Series

[00128] The ask campaign series may include at least two pages: an ask page and a thank you page. The ask campaign series may be designed to determine what a guest really wants in regard to a product and/or service. The ask page may ask a question, and the thank you page may provide reward (e.g., a product) for responding to the question.

[00129] Two-Step Tripwire Series

[00130] The two-step tripwire series may include at least four pages: a two-step order page, an upsell page, a downsell page, and an offer wall. The two-step tripwire series may offer a product at a significant discount such that guests are very likely to purchase the product. Upon a purchase via the two-step order page, the upsell and/or downsell pages follow-up with the guest to provide additional offers to the guest.

[00131] Video Sales Letter Series

[00132] The video sales letter series may include at least four pages: a video sales letter and order form page, an upsell page, a downsell page, and an offer wall. The video of the video sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[00133] Sales Letter Series

[00134] The sales letter series may include at least four pages: a sales letter order form page, an upsell page, a downsell page, and an offer wall. The sales letter of the sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

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[00135] Membership Series

[00136] The Membership Series may include at least four pages: a video sales letter and order form page, an offer wall, a membership access page, and a membership page. The membership series may be designed to entice guests to sign up for paid membership sites, paid newsletters, etc.

[00137] Daily Deal Series

[00138] The daily deal series may include at least two pages: a two-step order form page and a share page. The two-step order form page may include an offer (e.g., an irresistible offer) that entices guests to create an account. The share page (e.g., thank you page) encourages the guests to share the offer on social media networks.

[00139] Invisible Series

[00140] The invisible series may include at least three pages: a video sales letter and order form page, an upsell page, and an offer wall. The invisible series may be designed to give away a relatively large amount of value for free upfront while requiring a guest's credit card information. The upsell page and offer wall is shown after a video (e.g., a training video) to offer the guest additional products and/or services. Furthermore, a thank you page may include a messages such as "Do nothing, and your credit card will be billed in two days. If you did not like to the training, just let me know and we will not bill you at all."

[00141] Webinar Series

[00142] The webinar series may include at least four pages: a webinar registration page, a webinar confirmation page, an indoctrination page, and a replay page. The webinar series may include a first phase where guests register for a seat to attend a webinar and hear success stores to increase curiosity. The webinar is typically hosted by a third-party. The webinar series may further include a second phase where the guests attend another webinar and watch replays while a window to buy begins to close creating true urgency and scarcity.

[00143] Auto-webinar Series

[00144] The auto-webinar series may include at least five pages: a webinar registration page, a webinar confirmation page, webinar broadcast, a replay page, and an indoctrination page. The auto webinar plays every hour. A guest may register for a webinar on the webinar registration page and the webinar confirmation page may provide a data and time for the webinar. The guest

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may be emailed the indoctrination page. After the webinar, the guest may be emails links to the replay page.

[00145] Product Launch Series

[00146] The product launch series may include at least six pages: a product launch page, three sales pages, and a product launch and order form page. The product launch series may be designed to build anticipation (via the three sales pages and product launch page) prior to enabling a guest to purchase a product and/or service. For instance, the three sales pages may be emailed to a guest a day apart from each other before finally opening up a cart and allowing the guest to purchase a product. The cart may be closed after a few days.

[00147] Hero Series

[00148] The hero series may include at least two pages: a hero page and a thank you page. The hero page may include a bio, an option for guests to join an email newsletter, and a request to follow a social media account. The thank you page may be provided in response to the guest joining the email list or following the social media account.

[00149] Homepage Series

[00150] The homepage series may include at least two pages: a home page and a thank you page. The home page may include, for example, a story of a business and invites guests to opt in to an email list. The home page may also include one or more products and/or services for purchase. The thank you page may be presented in response to opting-in or purchasing a product.

[00151] Cancellation Series

[00152] The cancellation series may include at least two pages: a survey page and an article page. The cancellation series may be utilized when a guest is requesting a refund, to cancel a service, or return a product. The survey page may include one or more questions concerning the guest's request, and the article page may include one or more reasons why the guest should not want a refund, to cancel the service, or return the product.

[00153] Storefront Series

[00154] The storefront series may include at least one page: a storefront page. The storefront page may include at least substantially all of a website's products and/or services. Each product link may be linked to another series.

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[00155] Summit Series

[00156] The summit series may include at least three pages: a sales letter page, a video sales letter and order form page, and a share page. The video sales letter and order form page may include an online summit with multiple speakers being interviewed about a product and/or service. The sales letter page may include a biography of each speaker and a portrait image of each speaker. The share page may encourage guests to share the online summit and/or invited friends to the online summit.

[00157] Live Demo Series

[00158] The live demo series may include at least two pages: a live demo page and a thank you page. The live demo page may include a live demonstration of a product and/or service and an option to purchase the product and/or service.

[00159] Referring still to FIGS. 2A, in some embodiments, the website creation system 108 may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application 112 of the client device 104. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. 3B and 3C.

[00160] Upon receiving the plurality of website types, the client device 104 and/or application 112 may display the plurality of website types. For instance, the client device 104 and/or application 112 may display the plurality of website types on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website type of the plurality of website types.

[00161] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website type of the plurality of website types, the website creation system 108 receives a selection of a website type of the plurality of website types, as shown in act 212 of FIG. 2A. For instance, upon detecting a user interaction selecting a website type of the plurality of website types, the client device 104 and/or application 112 may provide an indication of the selection of the website type to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website type through the network 102.

[00162] Referring to FIG. 2B, upon receiving the selection of the website type, the website creation system 108 provides a plurality of website templates particular to the selected website type

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to the client device 104 for display to the user 110 (e.g., system administrator), as shown in act 214. The plurality of website templates may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. The website templates are described in greater detail below with reference to FIG. 3C.

[00163] Upon receiving the plurality of website templates, the client device 104 and/or application 112 may display the plurality of website templates. For instance, the client device 104 and/or application 112 may display the plurality of website templates on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website template of the plurality of website templates.

[00164] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website template of the plurality of website templates, the website creation system 108 receives an indication of the selection of a website template of the plurality of website types, as shown in act 216 of FIG. 2B. For instance, upon detecting a user interaction selecting a website template of the plurality of website types, the client device 104 and/or application 112 may provide the indication of the selection of the website template to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website template through the network 102.

[00165] In response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 may provide a confirmation page to the client device 104 for display to the user 110, as shown in act 218 of FIG. 2B. For instance, the website creation system 108 may provide a confirmation page to the client device 104 via the network. Additionally, in response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 generates and launches a generic website specific to the selected website type and the selected website template, as shown in act 220 of FIG. 2B.

[00166] In some embodiments, the website creation system 108 may begin hosting the generic website on its servers 101, and the website creation system 108 may make the generic website available via the Internet and to the public. In one or more embodiments, the launch may include a soft launch (i.e., rolling out the website to test markets), as is known in the art. Additionally, the website creation system 108 may store data representing the generic website

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within the database 114 of the website creation system 108. In other embodiments, the website creation system 108 may provide the generic website to a third-party server (e.g., hosting system), and the generic website may be hosted on the third-party server.

[00167] In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system 108 provides a website editor graphical user interface ("GUI") for display to the system administrator (e.g., the user 110) on the client device 104, as shown in act 222 of FIG. 2B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user 110) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to FIG. 3E-3M.

[00168] Upon receiving the website editor GUI, the client device 104 and/or application 112 may display the website editor GUI. For instance, the client device 104 and/or application 112 may display the website editor GUI on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI.

[00169] Upon the client device 104 and/or application 112 detecting one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI, the website creation system 108 receives an indication of the at least one user interaction editing at least one webpage of the website, as shown in act 224 of FIG. 2B. For instance, upon detecting one or more user interactions editing one or more elements of at least one webpage of the website, the client device 104 and/or application 112 may provide an indication of at least one user interaction editing at least one webpage of the website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of at least one user interaction editing at least one webpage of the website through the network 102.

[00170] Referring to FIG. 2C, in response to receiving the indication of at least one user interaction editing at least one webpage of the website, the website creation system 108 edits the launched website according to the user interaction to create a customized website, as shown in act

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226. Moreover, the website creation system 108 can store data representing the edit and the customized website in the database 114 of the website creation system 108. In some embodiments, the website creation system 108 can relaunch the customized website. As will be understood by one of ordinary skill in the art, act 222-226 may be repeated any number of times as a system administrator (e.g., user 110) edits a website.

[00171] FIGS. 3A-3M illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, the components of the website editor GUI of the website creation system 108 as described in regard to FIGS. 1-2C can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator (e.g., user 110) to interact with a collection of display elements for a variety of purposes. For instance, FIGS. 3A-3M and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

[00172] For example, FIG. 3A illustrates a user device 302 that may implement one or more of the components or features of the website creation system. For purposes of the present disclosure, the user device 302 may be a client device (e.g., client device 104). As shown in FIG. 3A, in some embodiments, the user device 302 is a handheld device, such as a tablet device. As used herein, the term "handheld device" refers to a device sized and configured to be held/operated in one or more hands of a user (e.g., system administrator). In additional or alternative examples, however, any other suitable computing device, such as, but not limited to, a mobile phone device, larger wireless device, laptop or desktop computer, a personal digital assistant device, and/or any other suitable computing device can perform one or more of the processes and/or operations described herein.

[00173] The user device 302 includes a touch screen display 304 that can display user interfaces. Furthermore, the user device 302 receives and/or detects user input via the touch screen display 304. As used herein, a "touch screen display" refers to the display of a touch screen device. In one or more embodiments, a touch screen device may be the user device 302 with at least one surface upon which a user (e.g., a system administrator) may perform touch gestures (e.g., a laptop,

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a tablet computer, a personal digital assistant, a media player, a mobile phone, etc.). Additionally, or alternatively, the user device 302 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[00174] As shown in FIG. 3A, the touch screen display 304 of the user device 302 displays a website creation system graphical user interface ("GUI") 306 provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 302. For example, as described above with reference to FIG. 1, the user device 302 (e.g., client device 104) can access the website creation system 108 via a network (e.g., network 102). As illustrated in FIG. 3A, in some embodiments, the website creation system GUI 306 can include a comparison content window 308, a "build a new website" selectable element 310, and an activity tracker window 312.

[00175] The comparison content window 308 may show a comparison of statistics for websites built by a system administrator utilizing the website creation system 108. For instance, the comparison content window 308 may show a comparison of page views, opt ins (e.g., email opt ins, newsletter opt ins, webinar opt ins, social media share opt ins, etc.), and sales from websites built with the website creation system 108.

[00176] The "build a new website" selectable element 310 may include a hyperlink to a sequence of website builder and editor GUIs described below in regard to FIGS. 3B and 3L. The activity tracker window 312 may provide a complete or partial list of activities (e.g., page views, opt-ins, and sales) occurring in real time on websites built with the website creation system 108 and monitored by the system administrator.

[00177] Referring to FIG. 3B, upon a selection of the "build a new website" selectable element 310, the website creation system 108 displays a website type selection GUI 314. The website type selection GUI 314 may display a plurality of website types 316a-316i (e.g., a plurality of selectable elements representing the plurality of website types 316a-316i). For example, the website type selection GUI 314 may display any of the website types described above in regard to FIGS. 2A-2C. Furthermore, the website types 316a-316i may include any of the plurality of different series of directional webpages described above in regard to FIGS. 2A-2C.

[00178] Additionally, the website type selection GUI 314 may include one or more filters 318a-318k for assisting in selecting a particular website type. For example, the filters 318a-318k

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may include author/speaker/coach/consultant, professional services, retail, ecommerce, b2b, network marketing, generate leads, sell a product, create an event, and other.

[00179] Referring to FIG. 3C, upon a selection of a website type, the website creation system 108 displays a website template selection GUI 320. The website template selection GUI 320 may include instructions on how to utilize the selected website type and a plurality of website templates 322a-322l (e.g., selectable elements representing the plurality of website templates) specific to the selected website type. In some embodiments, the plurality of website templates 322a-322l may be organized based on whether the website templates are included within a basic package of the website creation system 108 or have an additional cost associated with plurality of website templates 322a-322l. The plurality of website templates 322a-322l may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. Furthermore, the website template selection GUI 320 may include any of the website templates 322a-322l described above in regard to FIGS. 3A-3C.

[00180] Referring to FIG. 3D, upon a selection of a website template, the website creation system 108 displays a confirmation GUI 324. The confirmation GUI 324 may include an overview window 326 showing an overview of the pages included within the selected website type and selected website template. Furthermore, the confirmation GUI 324 may include a confirmation button 328 for confirming the selected website type and the selected website template.

[00181] Referring to FIG. 3E, upon a selection of the confirmation button 328, the website creation system 108 generates and launches a generic website, as described above in regard to act 220 of FIG. 2B; furthermore, the website creation system 108 displays a website editor GUI 330 on the user device 302. The website editor GUI 330 may include a plurality of tabs 332a-332c representing each page, respectively, of the generic website. Each tab of the plurality of webpage tabs 332a-332c may include a control window 334, which enables a system administrator to edit the webpage associated with the tab. For example, the control window 334 enables a system administrator to add media objects (e.g., images, videos, text) to the webpage of the generic website. The control window 334 may also include a preview button 336 for previewing the webpage.

[00182] Additionally, each tab of the plurality of tabs 332a-332c may include a split test selectable element 338. The split test selectable element 338 may enable a system administrator to create a variation of a webpage associated with a single tab. For example, the split test selectable

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element 338 may enable a system administrator to associate two different webpages within a single tab.

[00183] Upon selection of the split test selectable element 338, an additional control window 339 may be displayed for an additional (e.g., second) webpage associated with the tab, as shown in FIG. 3F. Furthermore, as shown in FIG. 3F, a system administrator may specify (via selection of the split test selectable element 338) what percentage of guests (i.e., traffic) will be shown a first webpage of the two different webpages when visiting the website and what percentage of guests will be show a second webpage of the two different webpages when visiting the website. For instance, the website editor GUI 330 may include a sliding selectable element 340 that enables a system administrator to specify what percentage of guests will be shown the first webpage and what percentage of guests will be show the second webpage. In some embodiments, the first webpage may be assigned between 0% and 100% of the guests of the website. Likewise, the second webpage may be assigned between 0% and 100% of the guests of the website. However, as will be understood by one of ordinary skill in the art, a sum of the percentage assigned to the first webpage and the percentage assigned to the second webpage will always equate to 100%. In additional embodiments, website creation system 108 may enable a system administrator to associate three, four, or five different webpages to a single tab, and website traffic may be split amongst all the different webpages in the manner described above.

[00184] Additionally, referring to FIG. 3G, each tab of the plurality of tabs 332a-332c may include an automation tab 342. The automation tab 342 may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an up-sell option, etc.. Furthermore, a system administrator may set the events to include sending an email and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

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[00185] Furthermore, referring to FIG. 3H, each tab of the plurality of tabs 332a-332c may include a publishing tab 346. The publishing tab 346 may enable a system administrator (e.g., a creator of the website) to integrate the website with third-party systems 116 (FIG. 1).

[00186] In some embodiments, the publishing tab 346 may include a selectable element 348 for creating a pop-up version of a webpage of the website to appear on another website (e.g., a third-party website). Additionally, the publishing tab 346 may include a selectable element 350 for creating a link within an affiliate's website or emails that automatically opts in guests (e.g., adds the guest to an email list) that interact (e.g., click) the link. Moreover, the publishing tab 346 may include a selectable element 352 for adding a plugin to show the created website or webpages of the website within a blog (e.g., a WordPress blog). Furthermore, the publishing tab 346 may include a selectable element 354 for connecting the created website or webpages to a social media account (e.g., FACEBOOK account) or page. Likewise, the publishing tab 346 may include a selectable element 356 for adding the created website and/or webpages inside of an iframe to embed within any third-party website. Also, the publishing tab 346 may include a selectable element 358 for downloading an .html file of the created website and/or webpages in order to host the created website and/or webpages at another location.

[00187] As shown in FIG. 3I, the website editor GUI 330 may include a statistics tab 360, whereon, when selected, may show statistics related to the created website. For example, the statistics tab 360 may show a total number of page views of the created website and/or pages within the created website for a given period of time. Furthermore, the statistics tab 360 may show a total number of opt ins garnered by the created website during the given a period of time.

[00188] As show in FIG. 3J, the website editor GUI 330 may further include a contacts tab 362, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab 362 may show one or more contacts acquired by and through the created website. The contacts tab 362 may include an option to download the contacts. Furthermore, the one or more contacts of the contact tab 362 can be filtered by individual webpages. In other words, which contacts were acquired through which webpage of the created website can be displayed.

[00189] As shown in FIGS. 3K-3M, the website editor GUI 330 may further include a settings tab 364, which, when selected, may show one or more settings of the created website.

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Furthermore, the settings tab 364 may enable a system administrator to edit one or more of the created website's name, domain, group tag, and path, simple mail transfer protocols, favicon URLs, head tracking codes, and body tacking codes.

[00190] The settings tab 364 may further enable a system administrator to utilize web automation applications (e.g., ZAPIER, WEBHOOKS) to automate actions related to the created website. For instance, the system administrator may utilize the settings tab 364 to set settings to cause email messages to automatically be sent to the system administrator when new contacts are added, to automatically update campaign contacts based on contacts acquired via the created website, to automatically post new contacts to an internet channel (e.g., SLACK channel), to automatically add new contacts to a cloud storage system (e.g., GOOGLE SHEETS), to automatically add new contacts to a cloud CRM (e.g., AGILECRM), to automatically create profiled cards (e.g., TRELLO cards) from contacts, to automatically create a cloud directory (e.g., PODIO directory of contacts) based on new contacts, and to automatically post new purchases to an internet channel (e.g., SLACK channel). Moreover, the system administrator may utilize the settings tab 364 to set settings for automatically sending data to third-party systems. Data may be sent in response to new contacts being created or updated and when a new purchase is created or updated. Furthermore, settings tab 364 may further enable the system administrator to add third-party membership access. For example, the settings tab 364 may further enable a system administrator to give access to third parties, such as, PAYPAL, CLICKBANK, JVZOO.COM, WARRIOR+PLUS, etc. This may enable the system administrator to track purchases, upgrades, downgrades, and membership access from third-party processors (e.g., the third parties). Additionally, the system administrator may enable automated emails and sequences from the third parties in response to orders via the third parties. [

[00191] FIG. 3N shows a generic website GUI 366 generated by the website creation system 108.

[00192] FIGS. 4A and 4B illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create and execute response actions. For example, the website creation system 108 can utilize the sequence-flow diagram 200 to create response actions (e.g., sending a communication or adding a guest to a communication list) that are executed in response to triggering conditions (e.g., a guest makes a purchase or has a particular social media networking

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account). The client devices 104, 105, the third party system 116, and the website creation system 108 shown in FIGS. 4A and 4B may be example embodiments of the client device 104, the third party system 116, and website creation system 108 described in regard to FIG. 1.

[00193] As shown in FIG. 4A, the website creation system 108 receives a selection of a type of response action, as shown in act 402. For example, a system administrator (e.g., a user wanting to create a response action related to the user's website) can, via the client device 104 (e.g., via the application 112), select a type of response action to create via the website creation system 108. In some embodiments, the system administrator may select the type of response action via a user interface of the website creation system 108. For example, in some implementations of the present disclosure, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined types of response actions, and the system administrator may select a predefined type of response action via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected type of response action within the database 114 of the website creation system 108. Selecting a type of response action is described in greater detail below in regard to FIGS. 5A-5K.

[00194] In some embodiments, the types of response actions may include sending a communication to a guest, adding the guest to a communication list, removing the guest from a communication list, adding a tag to a contact data package (e.g., a user account (e.g., a guest member account)) representing the guest, and removing a tag from the contact data package representing the visitor. Additionally, the response actions are described in greater detail below in relation to act 418 of FIG. 4B.

[00195] Additionally, the website creation system 108 receives an indication of a selection of at least one rule of a triggering condition, as show in act 404 of FIG. 4A. For instance, the website creation system 108 may receive a selection of at least one rule of a triggering condition that, if met, will trigger the response action described above. For example, the website can, via the client device 104 (e.g., via the application 112), select at least one rule of the triggering condition via the website creation system 108. In some embodiments, the system administrator may select the at least one rule of the triggering condition via the user interface of the website creation system 108.

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For example, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined rules of a triggering condition, and the system administrator may select at least one predefined rule of a triggering condition via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected rule of a triggering condition within the database 114 of the website creation system 108. Manners in which the at least one rule of a triggering condition is selected are described in greater detail below in regard to FIGS. 5D and 5L.

[00196] In some embodiments, the at least one rule may include a filter (e.g., condition) that the triggering condition must meet in order to trigger the response action. In some embodiments, the at least one rule may include a rule related to a guest's social media accounts. In additional embodiments, the at least one rule may include a rule related to the guest's demographic. In further embodiments, the at least one rule may include a rule related to the guest's actions within the system administrator's website. In yet further embodiments, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. In one or more embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, text message broadcast, notification broadcast, social media broadcast, an instant message broadcast, a webinar broadcast) sent or hosted from the system administrator's website. In some embodiments, the at least one rule may include a rule related to whether or not the guest is listed on a communication list (e.g., email list) related to the system administrator's website. In additional embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with an email from the system administrator's website including a link to at least one page within a series of directional webpages of the website. Each of the foregoing is described in greater detail below.

[00197] As noted above, the at least one rule may include a rule related to a guest's social media accounts. For instance, the rule may relate to how many followers the guest has within a social media network, how many social media users the guest is following within a social media network, and whether or not the guest has an account within a particular social media network.

[00198] As mentioned above, the at least one rule may include a rule related to the guest's demographic and/or other labels and tags. For example, the rule may relate to the guest's name,

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address, location, age, gender, email address, telephone number, tags, and a recency of the most recent action performed by the guest in relation to the system administrator's website.

[00199] As also noted above, the at least one rule may include a rule related to the guest's actions within the system administrator's website. As a non-limiting example, the rule may relate to whether or not the guest has visited a particular webpage within a series of directional webpages of the system administrator's website.

[00200] As also mentioned above, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. As a non-limiting example, the rule may relate to whether the guest has ever made a purchase on the creator's website, how many purchases the guest has made on the creator's website, how much money the guest has spent on the creator's website, and a recency of a most recent purchase.

[00201] As discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, a test message broadcast, a notification broadcast, a social media message broadcast, an instant message) sent from the system administrator's website. For instance, the rule may relate to whether or not the guest opened and/or viewed the communication broadcast or whether or not the guest clicked on the communication broadcast. In additional embodiments, the term "broadcast" may also refer to a webinar broadcast, and the at least one rule may relate to whether or not a guest interacted (e.g., clicked) on a webinar provided by the webinar broadcast.

[00202] As also discussed above, the at least one rule may include a rule related to whether or not the guest is listed on a list related to the system administrator's website. For example, the rule may relate to whether the guest is listed on one or more of a communication list (e.g., an email list or a communication broadcast), an opt in list, or a static list.

[00203] Additionally, as discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with an email (e.g., an email from the system administrator's website) including a link (e.g., a hyperlink) to at least one webpage within a series of directional webpages of the website. In particular, the rule may relate to whether the guest has opened an email including the link to at least one webpage within the series of directional webpages of the website. Additionally, the rule may relate to whether the guest has clicked (e.g., selected) the link within the email.

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[00204] In some embodiments, each triggering condition may include a group of rules. For instance, the website creation system 108 may receive a selection of multiple rules (e.g., a group of rules) for a triggering condition. For example, the website creation system 108 may receive a selection of at least three, at least four, or at least five rules. In some instances, each one of the multiple rules may relate to different filters. In other embodiments, two or more of the multiple rules may relate to a same filter.

[00205] Referring still to FIG. 4A, in addition to receiving a selection of at least one rule of the triggering condition, the website creation system 108 receives a selection of an operand for the at least one rule of the triggering condition, as shown in act 406. For purposes of the present disclosure, the term "operand" may refer to one of the following phrases: "not applicable," "is equal to," "contains," "is greater than," "is less than," "is not blank," and "is blank."

[00206] In response to receiving the selection of the type of response action, at least one rule of the triggering condition, and an operand, the website creation system 108 creates the triggering condition, as shown in act 408 of FIG. 4A. For example, the website creation system 108 may create a data package representing the triggering condition and including each rule thereof and may store the data package within the database of the website creation system 108. Furthermore, the website creation system 108 may set the website creation system 108 to react to the triggering condition according to the at least one rule of the response action.

[00207] In some embodiments, upon creating the triggering condition, the website creation system 108 receives an indication of a user interaction by a guest with the creator's website from another client device 105 (e.g., a user device from which the guest is accessing the creator's website), as shown in act 410 of FIG. 4A. For instance, the another client device 105 may detect a user interaction by the guest via an application 113 (e.g., a web browser), and may provide an indication of the user interaction to the website creation system 108.

[00208] Furthermore, in response to receiving the indication of a user interaction by the guest, the website creation system 108 may determine whether the user interaction includes (e.g., indicates) the triggering condition, as shown in act 412 of FIG. 4A. In some embodiments, the website creation system 108 compares the user interaction to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have purchased

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a product, the website creation system 108 may determine whether the user interaction indicates that the guest made a purchase of the product.

[00209] Additionally, in one or more embodiments, upon creating the triggering condition, the website creation system 108 acquires data (e.g., a data package) related to a guest from a third-party system 116, as shown in act 414 of FIG. 4A. As used herein, the term "acquires" may include the website creation system 108 requesting and receiving the data related to a guest from the a third-party system 116 or merely receiving the data related to a guest from the a third-party system 116.

[00210] In some embodiments, as noted above, the third-party system 116 may include one or more of a social media network, a payment processor, an email provider, etc. Furthermore, the data may include information, such as, whether the guest has an account with the social media network, a number of followers of the guest's social media account within the social media network, a number of social media accounts the guest's social media account is following, purchases made through the payment processor, whether emails from the creator's website were opened, etc.

[00211] In response to acquiring data related to a guest, the website creation system 108 may query the acquired data related to the guest, as shown in act 416 of FIG. 4A. In particular, the website creation system 108 may query the acquired data to determine whether the acquired data indicates a triggering condition. In some embodiments, the website creation system 108 compares the acquired data to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have more than 100 followers on a social media network, the website creation system 108 may determine whether the acquired data indicates that the guest includes more than 100 followers on the social media network.

[00212] Upon determining that either the user interaction or the acquired data includes a triggering condition, the website creation system 108 performs the response action associated with the triggering condition, as shown in act 418 of FIG. 4B. As discussed briefly above, in some embodiments, the website creation system 108 generates at least one communication to the guest. In one or more embodiments, the website creation system 108 adds the guest to a list related the created website. In additional embodiments, the website creation system removes the guest from a list related to the created website. In further embodiments, the website creation system 108 adds a tag to a contact data package representing the guest. In yet further embodiments, the website

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creation system removes a tag from a contact data package representing the guest. Each of the foregoing is described in further detail below.

[00213] As mentioned above, in some embodiments, when performing the response action, the website creation system 108 generates at least one communication to the guest, as show in act 420 of FIG. 4B. In some instances, generating at least one communication to the guest may include generating at least one of an email message, a text message (e.g., a short message service (SMS) message, a multimedia messaging service (MMS) message, an extensible messaging and presence protocol (XMPP) message, a session initiation protocol (SIP) message, an internet relay chat (IRC) message, an enhanced message service (EMS) message, an iMessage message), a notification (e.g., a notification received and displayed via the client device 105 (i.e., an operating system of the client device 105) (e.g., a push notification and/or a notification via a system bar)), instant message, or a social media message (e.g., a message through a messenger). In some embodiments, the at least one communication includes a set series of communications. For instance, the set series of communications may include at least one of a text message, an email message, a notification, and a social media network message. As another non-limiting example, the set series of communications includes at least one test message, at least one email message, at least one notification, and at least one social media network message. In some embodiments, each communication of the set series of communication may be provided to the user for display on the client device at substantially the same time. In other embodiments, each communication of the set series of communication may be provided to the user for display on the client device at different times.

[00214] In addition to generating at least one communication to the guest, the website creation system 108 provides the communication to the guest for display on the user device 105, as shown in act 422 of FIG. 4B. For example, the website creation system 108 may send the communication to the guest for display on the client device 105 or another client device (e.g., mobile phone). In some embodiments, the website creation system 108 can send the communication to the client device 105 and/or application 113 of the client device 105 via a network (e.g., a cellular network). Depending on a type of generated communication, the website creation system 108 may provide (e.g., send) the generated communication to a routing number (e.g., telephone number), a social media account, an instant messenger identifier (e.g., handle), an email account, etc.

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[00215] As noted above, in one or more embodiments, when performing the response action, the website creation system 108 adds the guest to a list related the created website, as shown in act 424 of FIG. 4B. In some embodiments, adding a guest to a communication list may include adding the guest to one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. Likewise, in some embodiments, when performing the response action, the website creation system 108 removes the guest from a list, as shown in act 426 of FIG. 4B. In some instances, removing a guest from a communication list may include removing the guest from one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. In response to adding the guest to or removing the guest from a communication list, the website creation system 108 may store data representing the updated communication list with in the database 114.

[00216] As also mentioned above, in further embodiments, when performing the response action, the website creation system 108 adds a tag to a contact data package representing the guest, as show in act 428 of FIG. 4B. Adding a tag to a contact data package representing the guest may include generating and adding any tag defined by the system administrator to the contact data representing the guest. For instance, the website creation system 108 can generate a tag and can associate the tag with the contact data package representing the guest. As used herein, the term "tag" and any derivative terms refer to associating identifying (e.g., describing) data with the saved data representing the guest. Specifically, a tag can indicate aspects (e.g., attributes) of the guest. As non-limiting examples, the tags may include "purchased," "new," established," "Trialing," "Lead," "Prospect," etc. For example, the tags can be utilized to notify the system administrator as to the particular situation or status of the guest. For instance, the tags can be displayed within an administrator page (e.g., a contact list) within the website creation system 108. Furthermore, guests can be grouped according to tags. Likewise, in one or more embodiments, when performing the response action, the website creation system 108 can remove a tag from a data package representing a guest. In one or more embodiments, removing a tag from a contact data package representing the guest may include removing the identifying data from the contact data package. In response to adding or removing a tag to or from the contact data package representing the guest, the website creation system 108 can store the updated contact data package within the database 114.

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[00217] FIGS. 5A-5L illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, components of a response action creation system of the website creation system 108 as described in regard to FIGS. 4Aand 4B can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator to interact with a collection of display elements for a variety of purposes. For instance, FIG. 5A-5L and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

[00218] For example, FIG. 5A illustrates a user device 502 that may implement one or more of the components or features of the merchant system. For purposes of the present disclosure, the user device 502 may be a client device (e.g., client device 104), such as, the user device 302 described above in regard to FIGS. 3A-3N.

[00219] The user device 502 includes a touch screen display 504 that can display user interfaces. Furthermore, the user device 502 receives and/or detects user input via the touch screen display 504. Additionally, or alternatively, the user device 502 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[00220] As shown in FIG. 5A, the touch screen display 504 of the user device 502 displays an response action creation GUI 506 (e.g., a webpage GUI) of the response action creation system provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 502. Furthermore, the user device 502 (e.g., client device 104) can access the website creation system 108 and, as a result, the response action creation system via a network (e.g., network 102). As illustrated in FIG. 5A, the response action creation GUI 506 of the response action creation system can include a content window 508, a contact profile tab 510, an email list tab 512, an email broadcasts tab 514, and an action series tab 516. As will be understood by one of ordinary skill in the art, the content window 508 may display content related to which tab (e.g., the contact profile tab 510) is currently selected (e.g. highlighted). The contact profile tab 510 may provide information to a system administrator regarding current and past contacts. The email list tab 512 may enable the system administrator to create a response action in regard to contacts on an email list

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(e.g., an email list of contacts). The email broadcasts tab 514 may enable the system administrator to create a response action in regard to an email broadcast. The action series tab 516 may enable the system administrator to create one or more response actions in regard to communications, tags, and lists. Each of the foregoing tabs is described in greater detail below.

[00221] When the contact profile tab 510 is selected, the content window 508 may display a searchable contact list 518 of current contacts. The contact list 518 may include information, such as, for example, when a contact was creation, an email address for the contact, a name for the contact. Furthermore, the contact list 518 may further include a number of lifetime contacts (e.g., total number of current contacts), new contacts (e.g., contacts made during a particular specified period of time), and un-subscribers (e.g., lost contacts). The time period defining new contacts may be adjustable via the response action creation GUI 506.

[00222] As shown in FIG. 5B, when the email list tab 512 is selected, the content window 508 may display already created email lists 520 of contacts and a selectable element 522 for creating a new list. Upon receiving a selection of the selectable element 522 for creating a new list, the response action creation GUI 506 may display a new email list window 524, which include one or more input fields 526a, 526b for inputting a name of the email list and a group tag (e.g., recent contacts) of the email list. Additionally, the new email list window 524 may include a selectable option 528 (e.g., a selectable "check box") for utilizing one or more rules (e.g., the one of more rules described above in regard to FIGS. 4A and 4B (e.g., a Smart List)) in creating the email list.

[00223] In response to receiving an input for a name and/or group tag of the email list and selecting the selectable option 528, the response action creation GUI 506 may display a rules settings window 532 as show in FIG. 5D. The rules setting window 532 may include one or more rules that are customizable by the system administrator. For example, the rules settings window 532 may enable the system administrator to input (e.g., create) any of the rules described above in regard to acts 404 and 418 of FIGS. 4A and 4B. For instance, the rules settings window 532 may include a selectable element 534 for adding a new rule, and for each added new rule, the rules settings window 532 may include a rule type input field 536, an operand input field 538, and an additional input field 540 for defining parameter related to the operand input field 538 (e.g., providing values when the operand includes "equal to"). In view of the foregoing, the rules may be created in any of the manners described above in regard to FIGS. 4A and 4B.

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[00224] Referring to FIG. 5E, when the email broadcasts tab 514 is selected, the content window 508 may display a list 542 of previously created email broadcasts. Additionally, the email broadcasts tab 514 may show a number of emails, resulting clicks from the emails, and a number of un-subscribers from the emails. Furthermore, the email broadcasts tab 514 may include a selectable element 544 for creating a new email broadcast.

[00225] Upon receiving a selection of the selectable element 544 for creating a new email broadcast, as shown in the FIGS. 5F and 5G, the response action creation GUI 506 may display may display a simple mail transfer protocol ("SMTP") settings window 546. The SMTP settings window 546 enables the system administrator to choose/input/create SMTP settings for an email broadcast in anyway known in the art. Additionally, upon input of SMTP settings, the system administrator may create one more rules for the email broadcast in any of the manners described above in regard to FIGS. 4A, 4B, and 5D. Furthermore, although the email broadcast is described in regard to emails, the disclosure is not so limited. Rather, the email broadcast (e.g., communication broadcast) can be created for any type of communication. For example, the communication broadcast may include a text message broadcast, an instant message broadcast, a social media broadcast, a notification broadcast, etc.

[00226] Referring to FIG. 5H, when the action series tab 516 is selected, the content window 508 displays a list 548 of already created response actions and a selectable element 350 for creation a new response action. Upon selection of the selectable element 350 for creation a new response action, the response action creation GUI 506 may display a new response action window 552, which include one or more input fields 554a, 554b for inputting a name of the response action and a group tag (e.g., recent contacts) response action. Moreover, the new response action window 552 may include an input field 556 (e.g., drop down menu) for assigning one or more communication lists (e.g., an email list) to the response action.

[00227] In response to receiving an input for a name, tag, and/or communication list for the new response action, the response action creation GUI 506 displays a step creation window 558, as shown in FIG. 5J. The step creation window 558 may enable a system administrator to create steps of the response action. For instance, the step creation window 558 may include an input field 560 for inputting a name of a step of the response action. Additionally, the step creation window 558 may include an input field 562 for defining how many days or hours (e.g., how much time) after a

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triggering condition to perform the new response action. The input field 562 may also include one or more selectable 564a, 564b elements for defining time in days or hours. Additionally, the step creation window 558 may include one or more selectable elements 566a, 566b, 566c for defining a type of response action (e.g., send email, send text message, or additional action). Likewise, the step creation window include a selectable element 568 for adding the step to the new response action.

[00228] Upon receiving a selection of the selectable element 566c for an additional action type of response action, the response action creation GUI 506 displays an action definition window 570, as shown in FIG. 5K. The action definition window 570 may include a name input field 572, an integration input field 574, an "action to do" input field 576, and an option 578 to select a communication list to utilize with the new response action. The integration input field 574 may enable the system administration to utilize website creation system's 108 own integrations systems or to utilize a third-party's integration systems. The "action to do" input field 576 may include a drop down menu and may enable a system administrator to select any of the types of actions responses described above in regard to acts 402, 404, and 418 of FIGS. 4A and 4B.

[00229] Upon receiving a selection for a type of response action from either the step creation window 558 of FIG. 5J or the action definition window 580 of FIG. 5K, the response action creation GUI 506 displays rules definition window 580 specific to the type of selected response action, as shown in FIG. 5L. Rules for to the type of selected response action may be defined (e.g., defined by a system administrator) in any of the manners described above in regard to acts 402-406 and 418 of FIGS. 4A and 4B and FIG. 5D.

[00230] Embodiments of the present disclosure may comprise or utilize a special purpose or general-purpose computer including computer hardware, such as, for example, one or more processors and system memory, as discussed in greater detail below. Embodiments within the scope of the present disclosure also include physical and other computer-readable media for carrying or storing computer-executable instructions and/or data structures. In particular, one or more of the processes described herein may be implemented at least in part as instructions embodied in a non-transitory computer-readable medium and executable by one or more computing devices (e.g., any of the media content access devices described herein). In general, a processor (e.g., a microprocessor) receives instructions, from a non-transitory computer-readable medium, (e.g., a

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memory, etc.), and executes those instructions, thereby performing one or more processes, including one or more of the processes described herein.

[00231] Computer-readable media can be any available media that can be accessed by a general purpose or special purpose computer system. Computer-readable media that store computer-executable instructions are non-transitory computer-readable storage media (devices). Computer-readable media that carry computer-executable instructions are transmission media. Thus, by way of example, and not limitation, embodiments of the disclosure can comprise at least two distinctly different kinds of computer-readable media: non-transitory computer-readable storage media (devices) and transmission media.

[00232] Non-transitory computer-readable storage media (devices) includes RAM, ROM, EEPROM, CD-ROM, solid state drives ("SSDs") (e.g., based on RAM), Flash memory, phase-change memory ("PCM"), other types of memory, other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store desired program code means in the form of computer-executable instructions or data structures and which can be accessed by a general purpose or special purpose computer.

[00233] Further, upon reaching various computer system components, program code means in the form of computer-executable instructions or data structures can be transferred automatically from transmission media to non-transitory computer-readable storage media (devices) (or vice versa). For example, computer-executable instructions or data structures received over a network or data link can be buffered in RAM within a network interface module (e.g., a "NIC"), and then eventually transferred to computer system RAM and/or to less volatile computer storage media (devices) at a computer system. Thus, it should be understood that non-transitory computer-readable storage media (devices) can be included in computer system components that also (or even primarily) utilize transmission media.

[00234] Computer-executable instructions comprise, for example, instructions and data which, when executed at a processor, cause a general-purpose computer, special purpose computer, or special purpose processing device to perform a certain function or group of functions. In some embodiments, computer-executable instructions are executed on a general-purpose computer to turn the general-purpose computer into a special purpose computer implementing elements of the disclosure. The computer executable instructions may be, for example, binaries, intermediate format

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instructions such as assembly language, or even source code. Although the subject matter has been described in language specific to structural features and/or methodological acts, it is to be understood that the subject matter defined in the appended claims is not necessarily limited to the described features or acts described above. Rather, the described features and acts are disclosed as example forms of implementing the claims.

[00235] Those skilled in the art will appreciate that the disclosure may be practiced in network computing environments with many types of computer system configurations, including, personal computers, desktop computers, laptop computers, message processors, hand-held devices, multi-processor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, mobile telephones, PDAs, tablets, pagers, routers, switches, and the like. The disclosure may also be practiced in distributed system environments where local and remote computer systems, which are linked (either by hardwired data links, wireless data links, or by a combination of hardwired and wireless data links) through a network, both perform tasks. In a distributed system environment, program modules may be located in both local and remote memory storage devices.

[00236] Embodiments of the present disclosure can also be implemented in cloud computing environments. In this description, "cloud computing" is defined as a model for enabling on-demand network access to a shared pool of configurable computing resources. For example, cloud computing can be employed in the marketplace to offer ubiquitous and convenient on-demand access to the shared pool of configurable computing resources. The shared pool of configurable computing resources can be rapidly provisioned via virtualization and released with low management effort or service provider interaction, and then scaled accordingly.

[00237] A cloud-computing model can be composed of various characteristics such as, for example, on-demand self-service, broad network access, resource pooling, rapid elasticity, measured service, and so forth. A cloud-computing model can also expose various service models, such as, for example, Software as a Service ("SaaS"), Platform as a Service ("PaaS"), and Infrastructure as a Service ("IaaS"). A cloud-computing model can also be deployed using different deployment models such as private cloud, community cloud, public cloud, hybrid cloud, and so forth. In this description and in the claims, a "cloud-computing environment" is an environment in which cloud computing is employed.

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[00238] FIG. 6 illustrates a block diagram of an example computing device 600 that may be configured to perform one or more of the processes described above. One will appreciate that one or more computing devices such as the computing device 600 may implement the website creation system 108. As shown by FIG. 6, the computing device 600 can comprise a processor 602, a memory 604, a storage device 606, an I/O interface 608, and a communication interface 610, which may be communicatively coupled by way of a communication infrastructure. While an example computing device 600 is shown in FIG. 6, the components illustrated in FIG. 6 are not intended to be limiting. Additional or alternative components may be used in other embodiments. Furthermore, in certain embodiments, the computing device 600 can include fewer components than those shown in FIG. 6. Components of the computing device 600 shown in FIG. 6 will now be described in additional detail.

[00239] In one or more embodiments, the processor 602 includes hardware for executing instructions, such as those making up a computer program. As an example, and not by way of limitation, to execute instructions, the processor 602 may retrieve (or fetch) the instructions from an internal register, an internal cache, the memory 604, or the storage device 606 and decode and execute them. In one or more embodiments, the processor 602 may include one or more internal caches for data, instructions, or addresses. As an example, and not by way of limitation, the processor 602 may include one or more instruction caches, one or more data caches, and one or more translation look aside buffers (TLBs). Instructions in the instruction caches may be copies of instructions in the memory 604 or the storage 606.

[00240] The computing device 600 includes memory 604, which is coupled to the processor(s) 602. The memory 604 may be used for storing data, metadata, and programs for execution by the processor(s). The memory 604 may include one or more of volatile and non-volatile memories, such as Random Access Memory ("RAM"), Read Only Memory ("ROM"), a solid state disk ("SSD"), Flash, Phase Change Memory ("PCM"), or other types of data storage. The memory 604 may be internal or distributed memory.

[00241] The computing device 600 includes a storage device 606 that includes storage for storing data or instructions. As an example, and not by way of limitation, storage device 606 can comprise a non-transitory storage medium described above. The storage device 606 may include a hard disk drive (HDD), a floppy disk drive, flash memory, an optical disc, a magneto-optical disc,

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magnetic tape, or a Universal Serial Bus (USB) drive or a combination of two or more of these. The storage device 606 may include removable or non-removable (or fixed) media, where appropriate. The storage device 606 may be internal or external to the computing device 600. In one or more embodiments, the storage device 606 is non-volatile, solid-state memory. In other embodiments, the storage device 606 includes read-only memory (ROM). Where appropriate, this ROM may be mask programmed ROM, programmable ROM (PROM), erasable PROM (EPROM), electrically erasable PROM (EEPROM), electrically alterable ROM (EAROM), or flash memory or a combination of two or more of these.

[00242] The computing device 600 also includes one or more input or output ("I/O") devices/interfaces 608, which are provided to allow a user to provide input to, receive output from, and otherwise transfer data to and receive data from computing device 600. The I/O devices/interfaces 608 may include a mouse, a keypad or a keyboard, a touch screen, a camera, an optical scanner, network interface, modem, other known I/O devices or a combination of such I/O device/interfaces. The touch screen may be activated with a stylus or a finger.

[00243] The I/O devices/interfaces 608 may include one or more devices for presenting output to a user, including, but not limited to, a graphics engine, a display (e.g., a display screen), one or more output drivers (e.g., display drivers), one or more audio speakers, and one or more audio drivers. In certain embodiments, the I/O interface 608 is configured to provide graphical data to a display for presentation to a user. The graphical data may be representative of one or more graphical user interfaces and/or any other graphical content as may serve a particular implementation.

[00244] The computing device 600 can further include a communication interface 610. The communication interface 610 can include hardware, software, or both. The communication interface 610 can provide one or more interfaces for communication (such as, for example, packet-based communication) between the computing device 600 and one or more other computing devices or networks. As an example, and not by way of limitation, the communication interface 610 may include a network interface controller (NIC) or network adapter for communicating with an Ethernet or other wire-based network or a wireless NIC (WNIC) or wireless adapter for communicating with a wireless network, such as a WI-FI. The computing device 600 can further

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include a bus 612. The bus 612 can comprise hardware, software, or both that couples components of computing device 600 to each other.

[00245] The foregoing specification is described with reference to specific example embodiments thereof. Various embodiments and aspects of the disclosure are described with reference to details discussed herein, and the accompanying drawings illustrate the various embodiments. The description above and drawings are illustrative and are not to be construed as limiting. Numerous specific details are described to provide a thorough understanding of various embodiments.

[00246] The additional or alternative embodiments may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes that come within the meaning and range of equivalency of the claims are to be embraced within their scope.

[00247] The present disclosure further includes the following embodiments.

[00248] Embodiment 1. A method comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at

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least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[00249] Embodiment 2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

[00250] Embodiment 3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

[00251] Embodiment 4. The method of claim 2, further comprising: receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

[00252] Embodiment 5. The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

[00253] Embodiment 6. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

[00254] Embodiment 7. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

[00255] Embodiment 8. The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

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[00256] Embodiment 9. The method of claim 1, wherein the selected website type include a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

[00257] Embodiment 10. The method of claim 9, further comprising sending an email to the email address.

[00258] Embodiment 11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

[00259] Embodiment 12. A system comprising: at least one processor; and at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to: provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receive a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receive a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receive a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

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[00260] Embodiment 13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

[00261] Embodiment 14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

[00262] Embodiment 15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

[00263] Embodiment 16. A non-transitory computer readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

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[00264] Embodiment 17. The non-transitory computer readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

[00265] Embodiment 18. The non-transitory computer readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

[00266] Embodiment 19. The non-transitory computer readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

[00267] Embodiment 20. The non-transitory computer readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

[00268] The embodiments of the disclosure described above and illustrated in the accompanying drawing figures do not limit the scope of the invention, since these embodiments are merely examples of embodiments of the invention, which is defined by the appended claims and their legal equivalents. Any equivalent embodiments are intended to be within the scope of this invention. Indeed, various modifications of the present disclosure, in addition to those shown and described herein, such as alternative useful combinations of the content features described, may become apparent to those skilled in the art from the description. Such modifications and embodiments are also intended to fall within the scope of the appended claims and legal equivalents.

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CLAIMS

We claim:

1. A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;

receiving a selection of a website type of the plurality of website types;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

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2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. The method of claim 2, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

6. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

7. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

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8. The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

9. The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. The method of claim 9, further comprising sending an email to the email address.

11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

12. A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;

receive a selection of a website type of the plurality of website types;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receive a selection of a website template of the plurality of website templates;

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in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

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16. A non-transitory computer readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;

receiving a selection of a website type of the plurality of website types;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

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17. The non-transitory computer readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

18. The non-transitory computer readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. The non-transitory computer readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

20. The non-transitory computer readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

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ABSTRACT

The present disclosure is directed towards systems and methods for creating a website and response actions via a website creation system. The systems and methods provide a plurality of website types for selection, and in response to receiving a selection of a website type, provide a plurality website templates specific to the selected website type. Each website type may include a series of directional webpages designed and intended to entice a particular user interaction with the website. Additionally, the systems and methods receiving a selection of a type of response action, a selection of at least one rule of a triggering condition, and an operand for the at least one rule of the triggering condition. Moreover, in response to the event of the triggering condition, the systems and method perform the response action.

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EFS ID:	31609547
Application Number:	15880226
International Application Number:	
Confirmation Number:	8621
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Caitlin Johnson
Filer Authorized By:	Kyle M. Woodhouse
Attorney Docket Number:	3819-P13945US
Receipt Date:	25-JAN-2018
Filing Date:	
Time Stamp:	17:20:19
Application Type:	Utility under 35 USC 111(a)

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Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$785
RAM confirmation Number	012618INTEFSW00008598201469
Deposit Account	201469
Authorized User	Caitlin Johnson

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.16 (National application filing, search, and examination fees)

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	Jan-25-2018-ADS-13945US.pdf	1794204 88a314af6ce05ad36f27b000d8ff8922ab379aa7	no	9
Warnings:					
Information:					
2	Drawings-only black and white line drawings	Jan-25-2018-Drawings-13945US.PDF	8463447 233975eb653797961e3d4f2275376758e446cf54	no	33
Warnings:					
Information:					
3	Oath or Declaration filed	Jan-25-2018-Declarations-13945US.pdf	1638379 df0a5fad89c96d2fa518fcc2f4d0f041a7b543de	no	3
Warnings:					
Information:					
4	Assignee showing of ownership per 37 CFR 3.73	Jan-25-2018-373-Statement-13945US.pdf	764590 c1cb40cfc50c7975769a98a861fdc7ba7840ac6d	no	6
Warnings:					
Information:					
5	Power of Attorney	Jan-25-2018-POA-13945US.PDF	547633 ab9e9d1094a37de6c5fdf3305fba3e241a66e6c8	no	1
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	35353 5a80306dfccf68934d928644ab89e05a8c438d78	no	2
Warnings:					
Information:					

7	Specification	03e17593-9acd-4c5e-8712-bbe8ca8d587c.docx	115089 55ea95babf00429b9abc4df0d8e2b2675044aef82fc560ff45714c0d6a0c7df39ec7e81a98ee851f755408f6ef8b99de1bca1e891b90e803b75f8271c452e077	no	-
Warnings:					
Text decorations were found and have been removed.					
Information:					
8	Specification	b9e24960-968e-452a-b0f1-c75f9a32e5da.pdf	456511 97d0c1ea635ae77ff02bc44e11dd71fa29c023c1	no	52
Warnings:					
Information:					
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Warnings:					
Information:					
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Warnings:					
Information:					
11	Abstract	d0455a6f-4eb5-4598-861a-79d458fb9e0c.docx	56388 140dbe5f4c886ff72168bdca2d63f3534cfbebb81fc08d96ced2931413b64a8c63028a0e97e0532806b8f8a79bbb6e70babbc74bebda29553f7acf1824d71fde	no	1
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Warnings:					
Information:					
		Total Files Size (in bytes):	13957606		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Todd		Dickerson	

Residence Information (Select One) ● US Residency Non US Residency Active US Military Service

City	State/Province	Country of Residence
Cranton	GA	US

Mailing Address of Inventor:

Address 1	418 Candler Tr.
Address 2	
City	Cranton
State/Province	GA
Postal Code	30115
Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Russell		Brunson	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

City	State/Province	Country of Residence
Eagle	ID	US

Mailing Address of Inventor:

Address 1	3443 W Bavaria Street
Address 2	
City	Eagle
State/Province	ID
Postal Code	83616
Country	US

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Ryan		Montgomery	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

City	Belmont	State/Province	MI	Country of Residence	US

Mailing Address of Inventor:

Address 1	5362 Settlers Grove Rd.		
Address 2			
City	Belmont	**State/Province**	MI
Postal Code	49306	**Country**	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

☐ **An Address is being provided for the correspondence Information of this application.**

Customer Number	24247		
Email Address	usptomail@traskbritt.com	Add Email	Remove Email

Application Information:

Title of the Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		
Attorney Docket Number	3819-P13945US	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	33	**Suggested Figure for Publication (if any)**	

Filing By Reference:

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

Application number of the previously filed application	Filing date (YYYY-MM-DD)	Intellectual Property Authority or Country

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☐ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	● Customer Number	US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	24247		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.
When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status			Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

			Remove
Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.
NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. Priority Document Exchange (PDX) - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. Search Results from U.S. Application to EPO - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

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	Application Number	
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Applicant Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

Applicant 1 — Remove

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

● Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.	Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	ClickFunnels		
Mailing Address Information For Applicant:			
Address 1	3443 West Bavaria Street		
Address 2			
City	Eagle	**State/Province**	ID
Country	US	Postal Code	83616
Phone Number		Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button. Add

Assignee Information including Non-Applicant Assignee Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

Assignee 1

Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.

Remove

If the Assignee or Non-Applicant Assignee is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1			
Address 2			
City		**State/Province**	
Country i		Postal Code	
Phone Number		Fax Number	
Email Address			

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button. Add

Signature:

Remove

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). **However, if this Application Data Sheet is submitted with the INITIAL filing of the application and either box A or B is not checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).**

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

See 37 CFR 1.4(d) for the manner of making signatures and certifications.

Signature	/Kyle M. Woodhouse/			Date (YYYY-MM-DD)	2018-01-25
First Name	Kyle M.	Last Name	Woodhouse	Registration Number	70,087

Additional Signature may be generated within this form by selecting the Add button. Add

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1 The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3 A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent CooperationTreaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

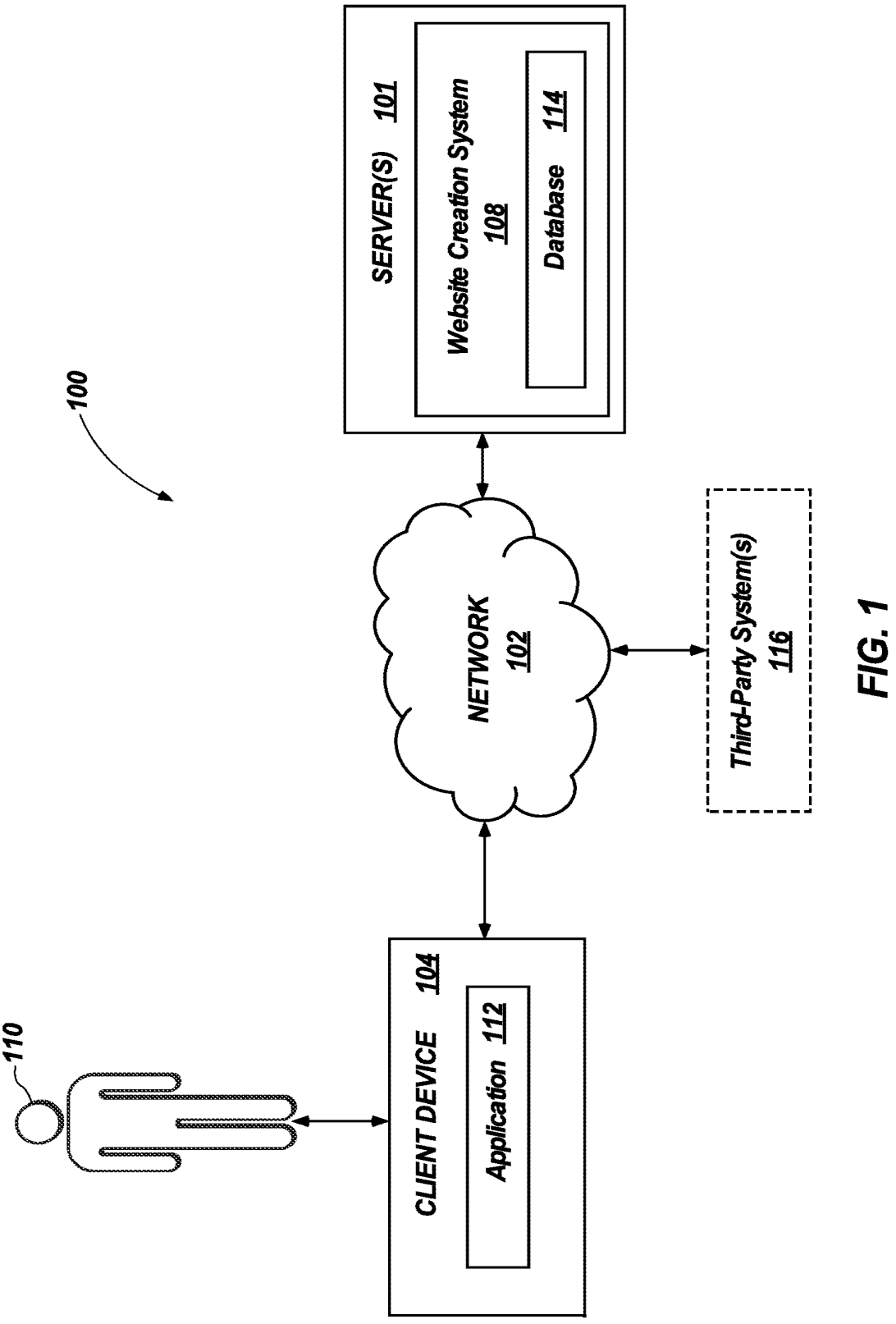

100
SERVER(S) 101
Website Creation System 108
Database 114
NETWORK 102
Third-Party System(s) 116
CLIENT DEVICE 104
Application 112
110

FIG. 1

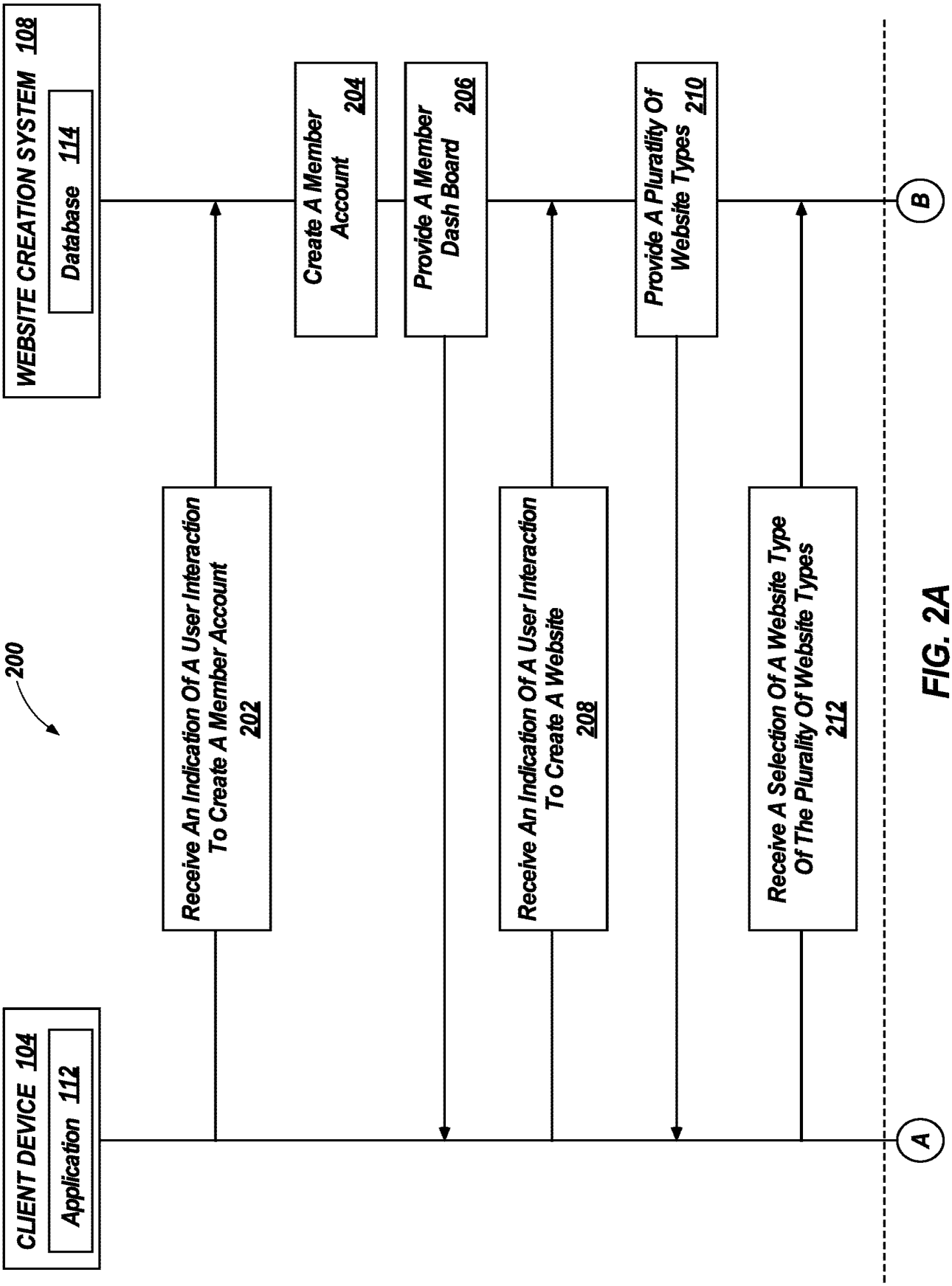

WEBSITE CREATION SYSTEM 108
Database 114
CLIENT DEVICE 104
Application 112
200
Receive An Indication Of A User Interaction To Create A Member Account 202
Create A Member Account 204
Provide A Member Dash Board 206
Receive An Indication Of A User Interaction To Create A Website 208
Provide A Pluratlity Of Website Types 210
Receive A Selection Of A Website Type Of The Plurality Of Website Types 212
A
B

FIG. 2A

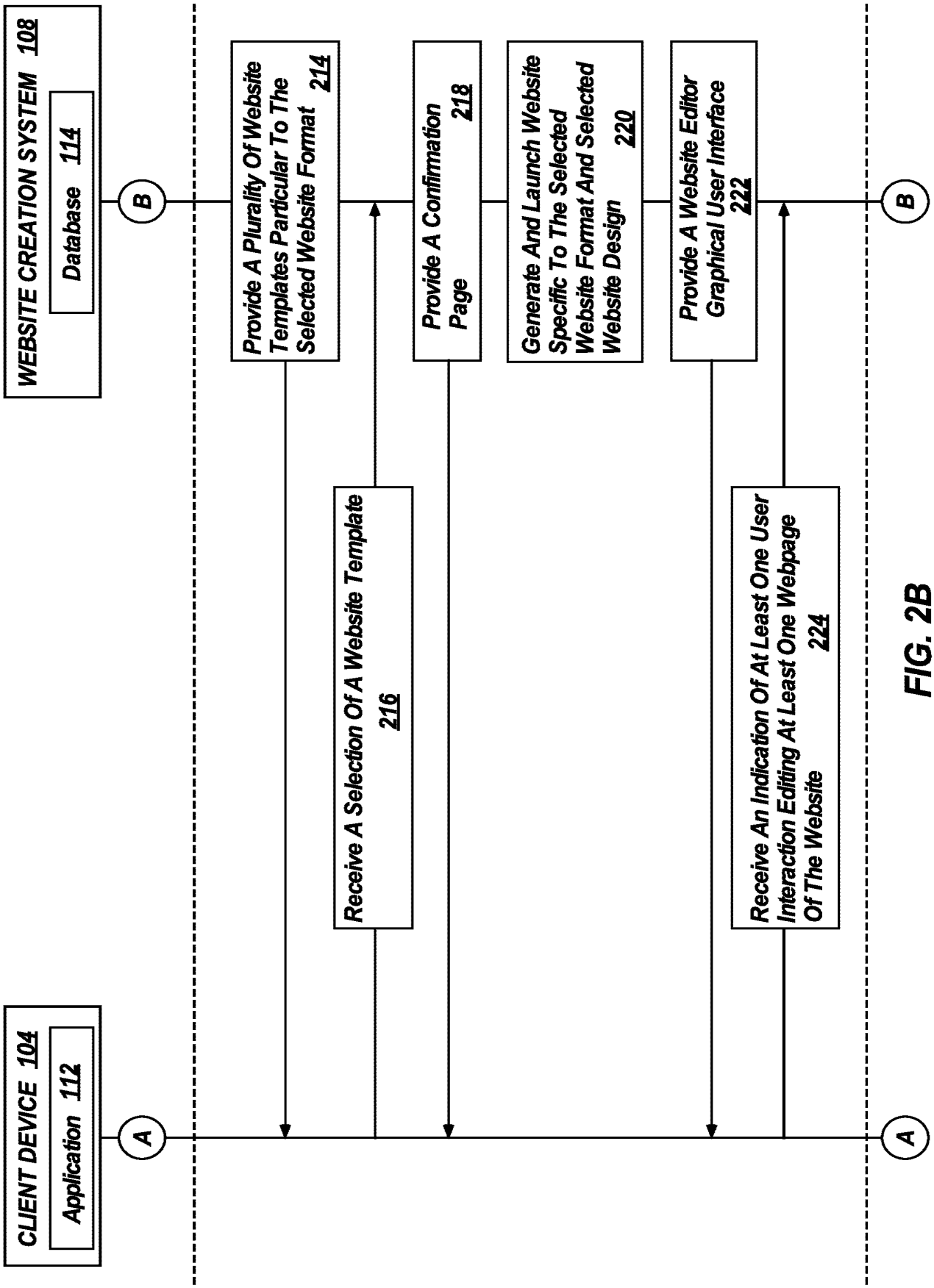

CLIENT DEVICE 104
Application 112
WEBSITE CREATION SYSTEM 108
Database 114
A
B
Provide A Plurality Of Website Templates Particular To The Selected Website Format 214
Receive A Selection Of A Website Template 216
Provide A Confirmation Page 218
Generate And Launch Website Specific To The Selected Website Format And Selected Website Design 220
Provide A Website Editor Graphical User Interface 222
Receive An Indication Of At Least One User Interaction Editing At Least One Webpage Of The Website 224

FIG. 2B



FIG. 2C

Petitioner HighLevel Ex-1004, 0079

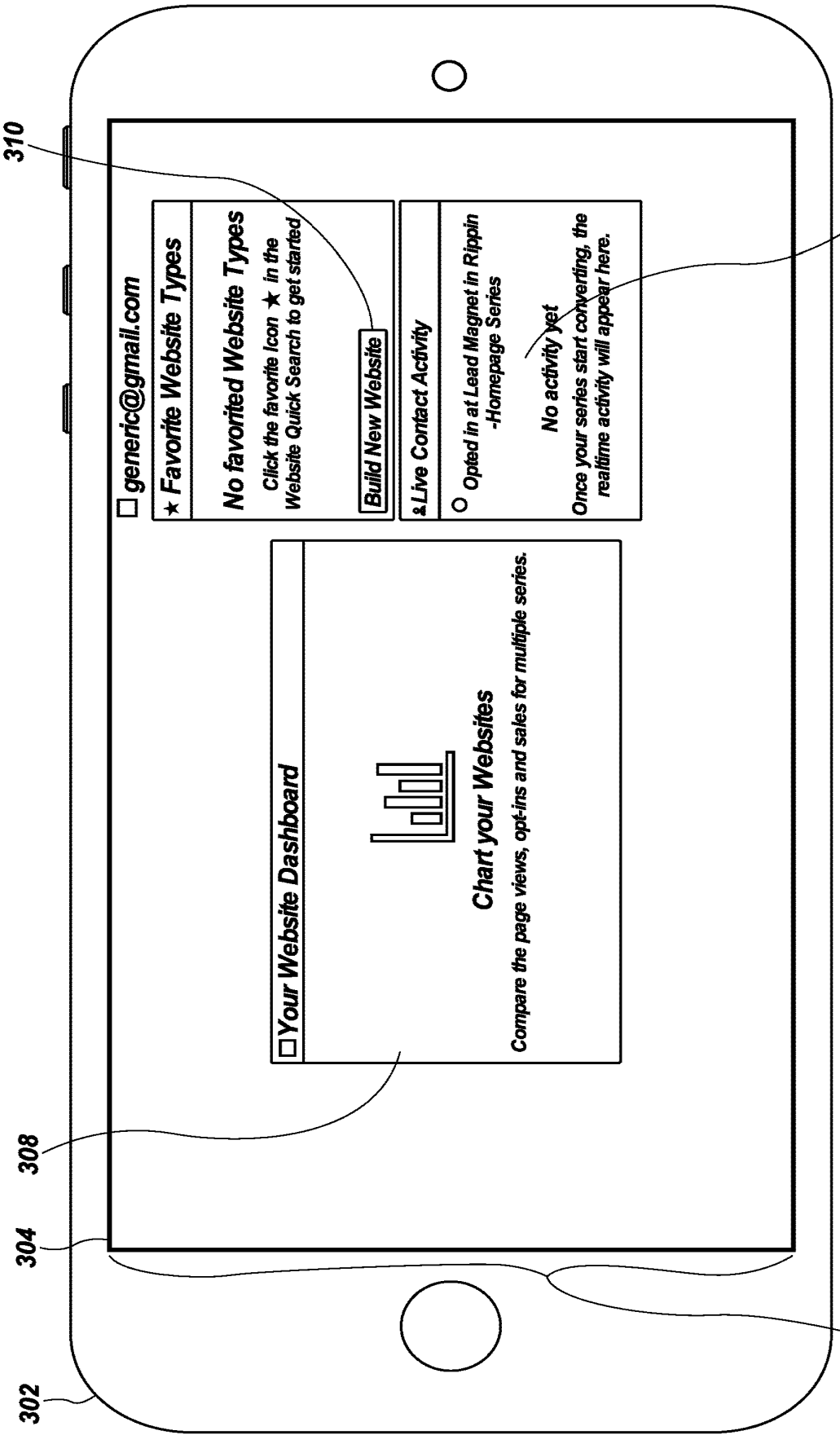

310
312
308
304
306
302
generic@gmail.com
Favorite Website Types
No favorited Website Types
Click the favorite Icon ★ in the Website Quick Search to get started
Build New Website
Live Contact Activity
Opted in at Lead Magnet in Rippin -Homepage Series
No activity yet
Once your series start converting, the realtime activity will appear here.
Your Website Dashboard
Chart your Websites
Compare the page views, opt-ins and sales for multiple series.

FIG. 3A

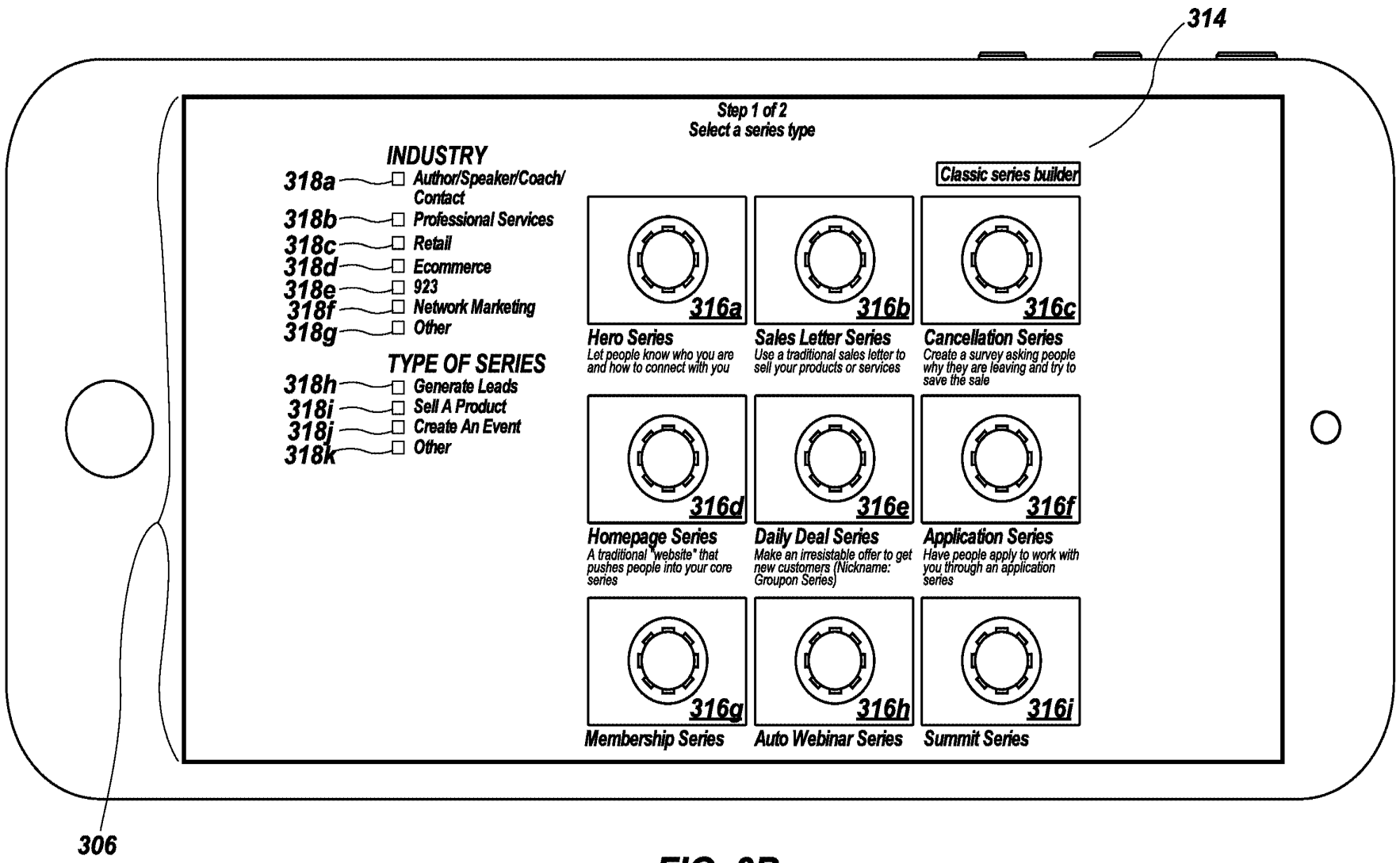


FIG. 3B

Petitioner HighLevel Ex-1004, 0081

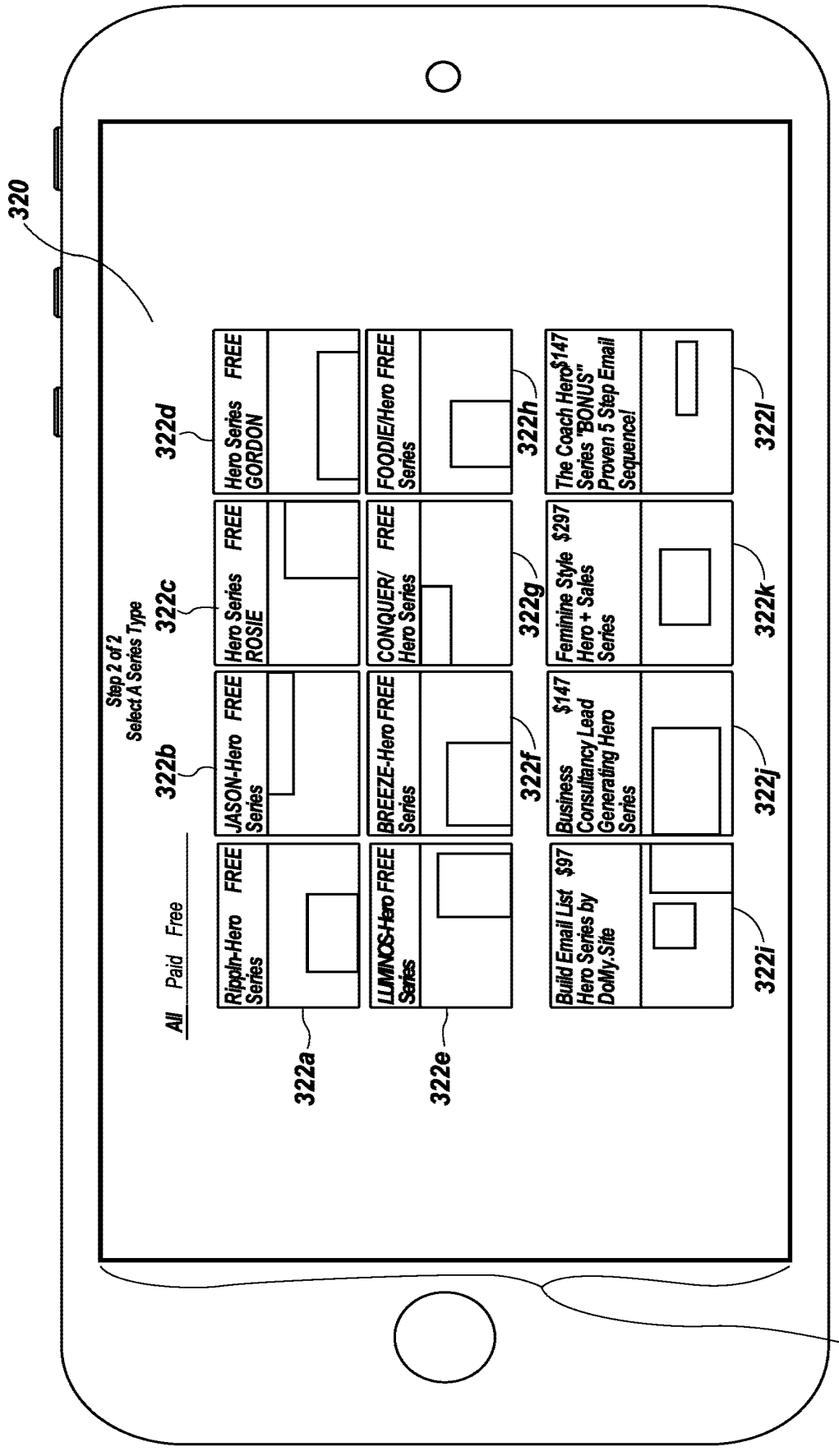

320
Step 2 of 2
Select A Series Type
All Paid Free
322a
322b
322c
322d
322e
322f
322g
322h
322i
322j
322k
322l
306
Rippin-Hero Series FREE
JASON-Hero Series FREE
Hero Series ROSIE FREE
Hero Series GORDON FREE
LUMINOS-Hero Series FREE
BREEZE-Hero Series FREE
CONQUER/ Hero Series FREE
FOODIE/Hero Series FREE
Build Email List Hero Series by DoMy.Site $97
Business Consultancy Lead Generating Hero Series $147
Feminine Style Hero + Sales Series $297
The Coach Hero Series "BONUS" Proven 5 Step Email Sequence! $147

FIG. 3C

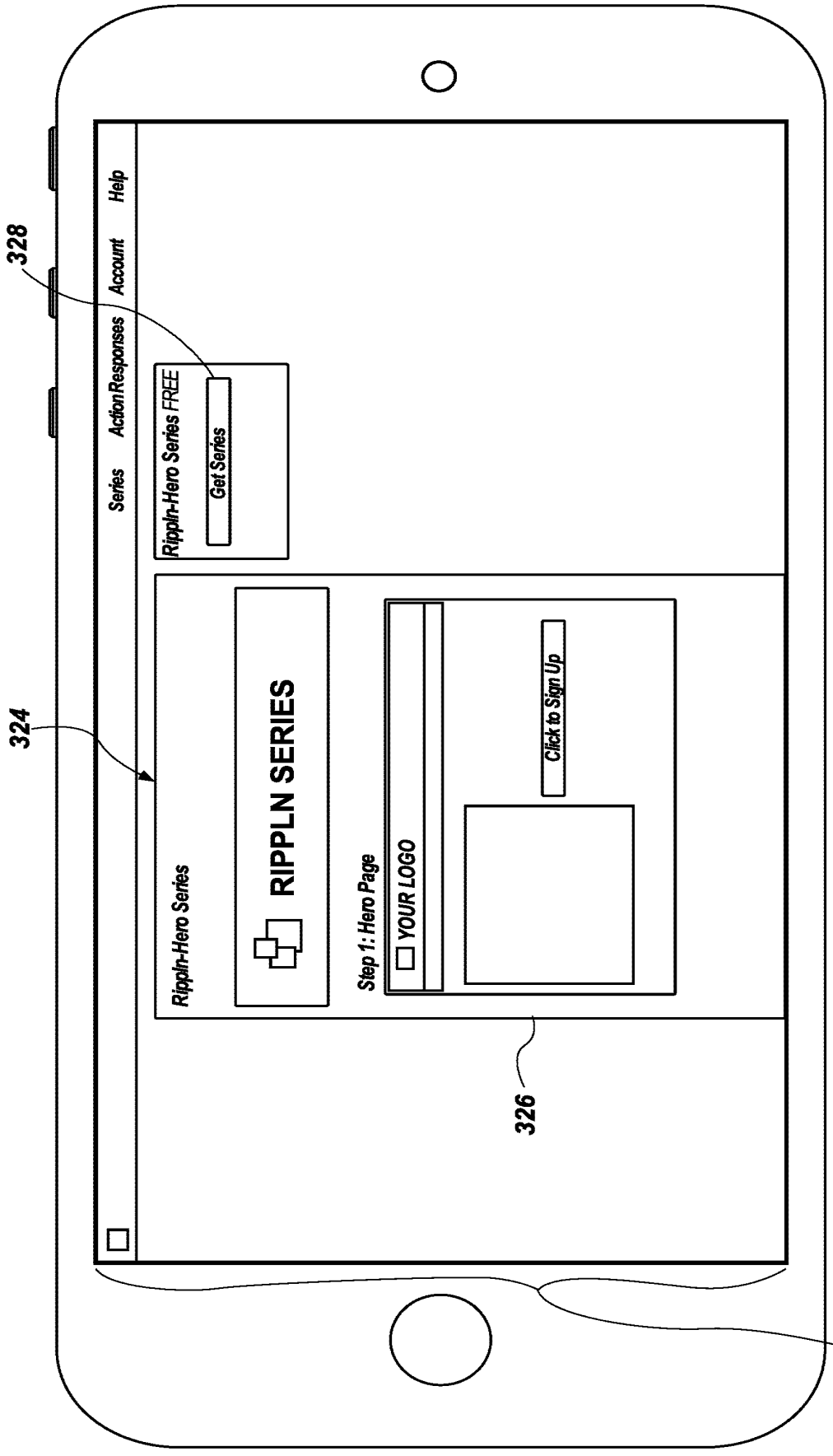

328
Series
Action Responses
Account
Help
Rippln-Hero Series FREE
Get Series
324
Rippln-Hero Series
RIPPLN SERIES
Step 1: Hero Page
YOUR LOGO
Click to Sign Up
326
306

FIG. 3D

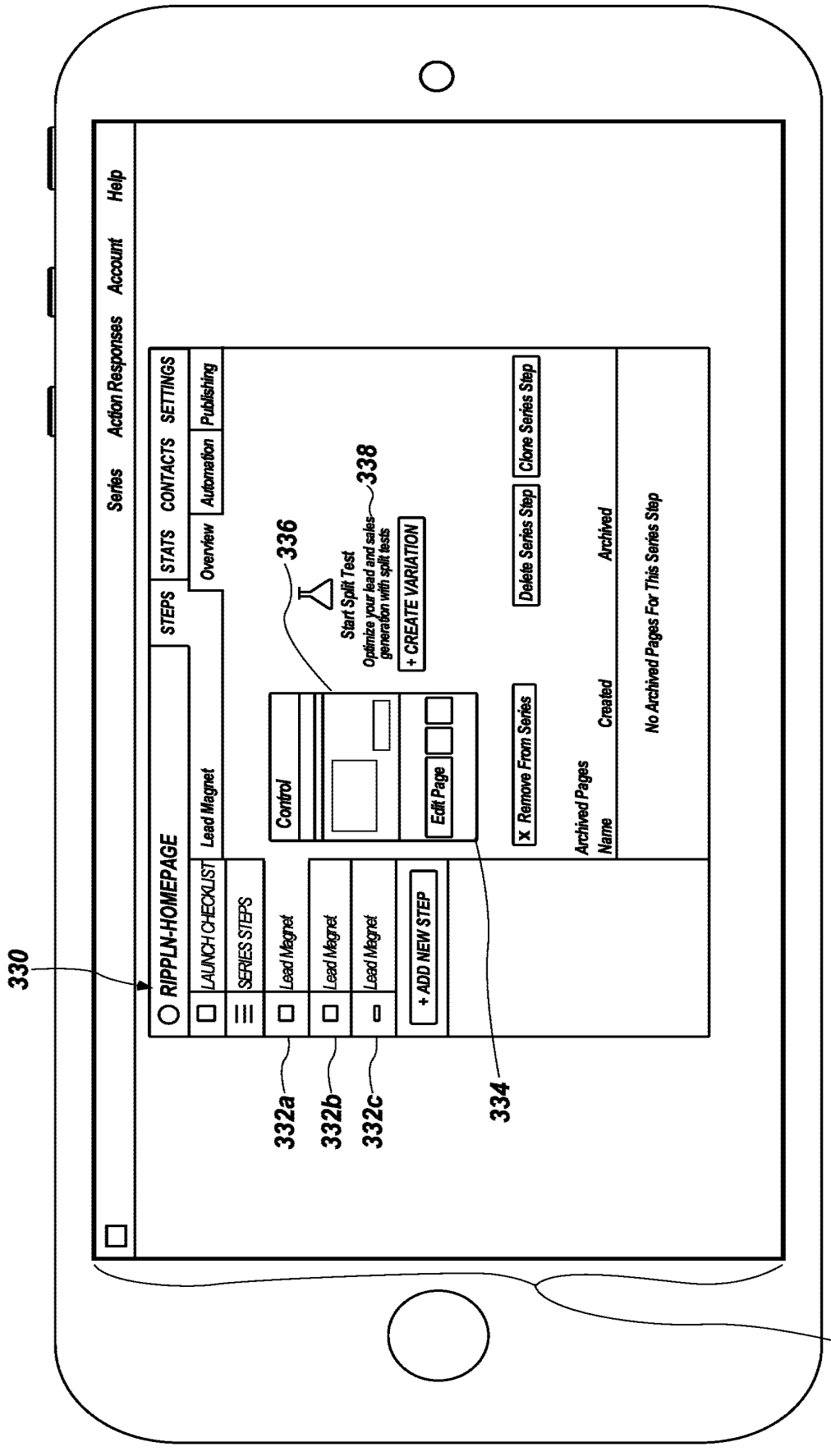

Series
Action Responses
Account
Help
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
LAUNCH CHECKLIST
Lead Magnet
Overview
Automation
Publishing
SERIES STEPS
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
Control
Edit Page
336
Start Split Test
Optimize your lead and sales-generation with split tests
338
+ CREATE VARIATION
x Remove From Series
Delete Series Step
Clone Series Step
Archived Pages
Name
Created
Archived
No Archived Pages For This Series Step
330
332a
332b
332c
334
306

FIG. 3E

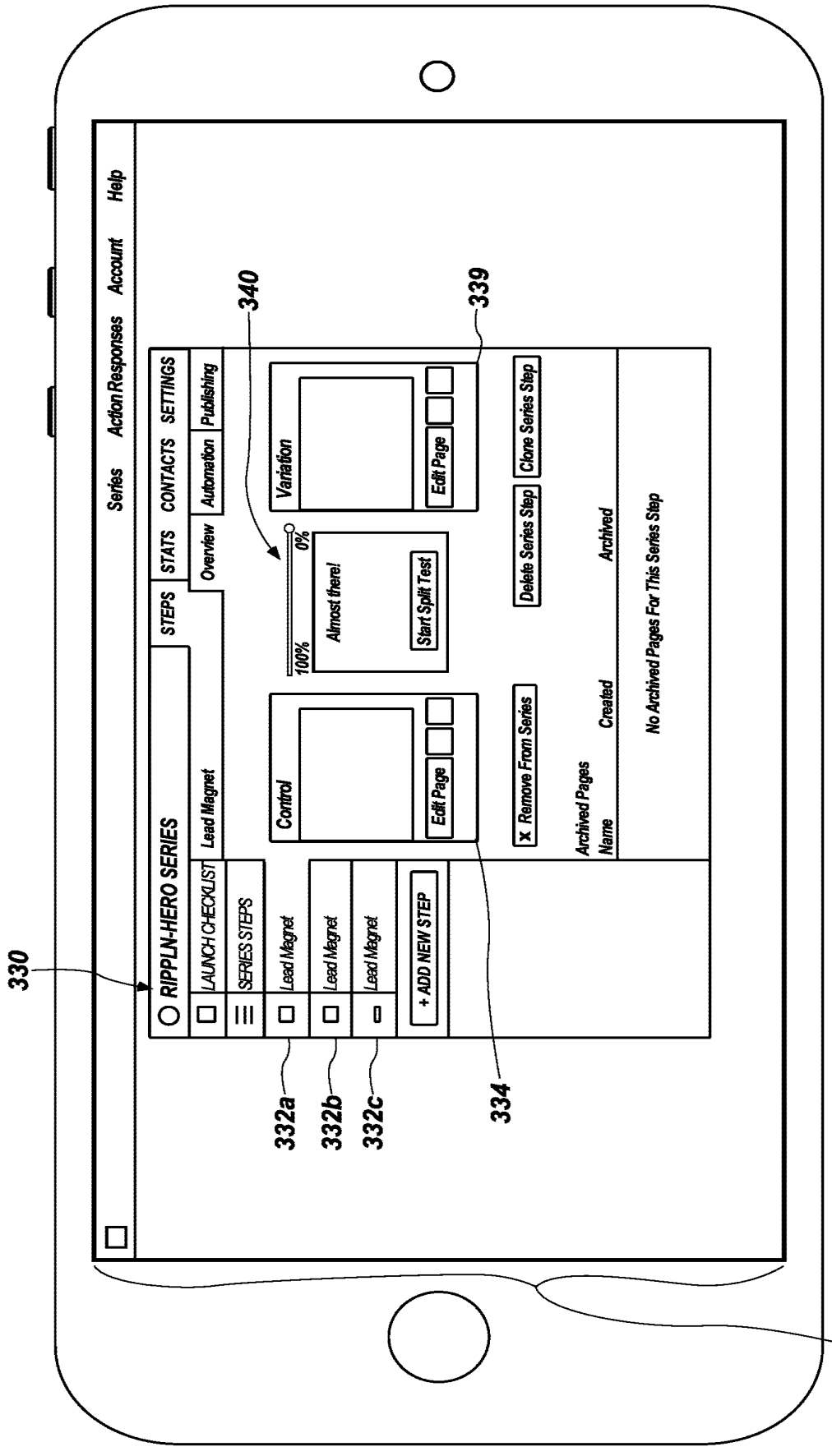

Series
Action Responses
Account
Help
RIPPLN-HERO SERIES
STEPS
STATS
CONTACTS
SETTINGS
Overview
Automation
Publishing
LAUNCH CHECKLIST
Lead Magnet
SERIES STEPS
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
Control
Edit Page
100%
0%
Almost there!
Start Split Test
Variation
Edit Page
x Remove From Series
Delete Series Step
Clone Series Step
Archived Pages
Name
Created
Archived
No Archived Pages For This Series Step
330
332a
332b
332c
334
340
339
306

FIG. 3F

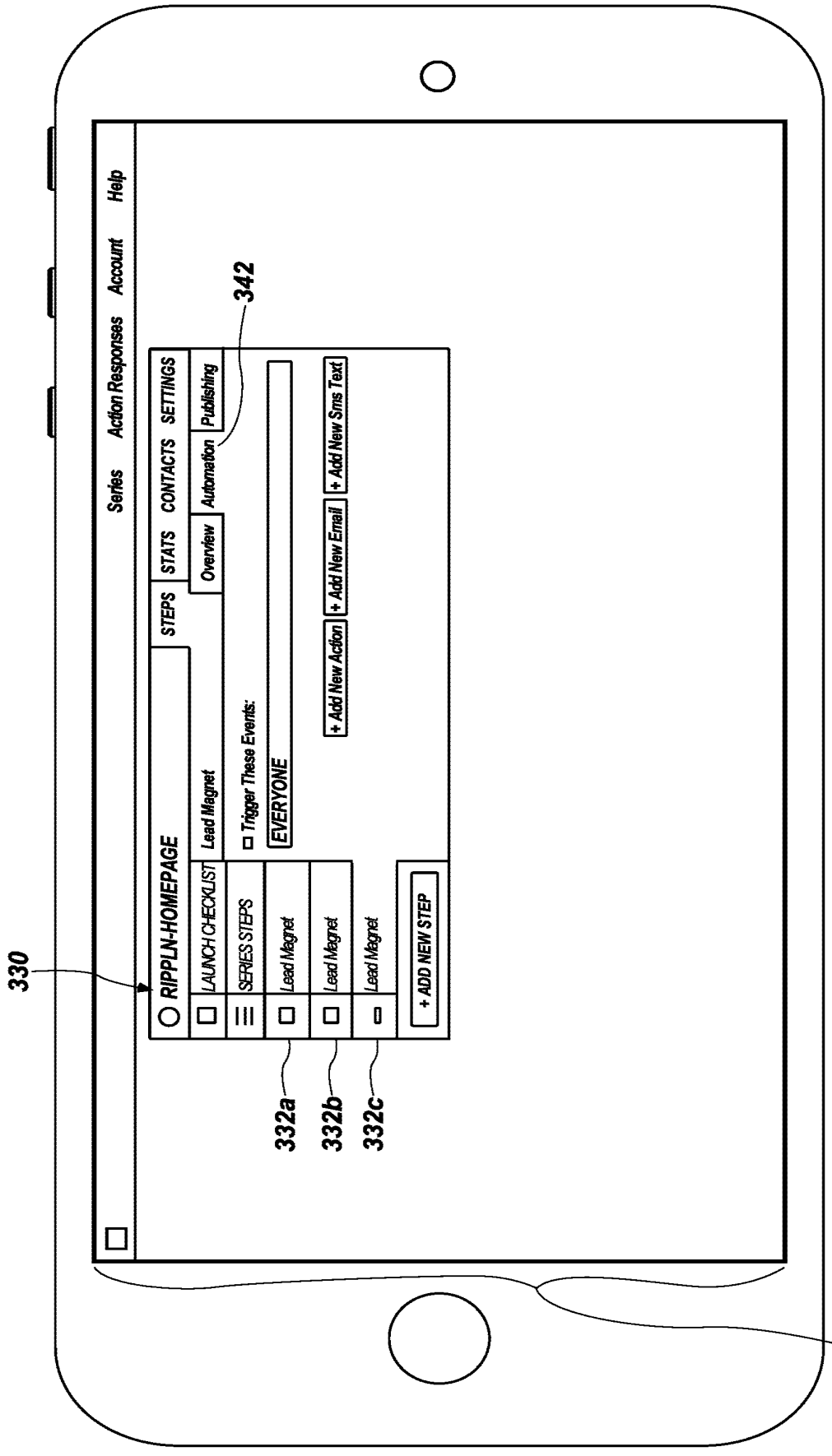

Series
Action Responses
Account
Help
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
LAUNCH CHECKLIST
Lead Magnet
Overview
Automation
Publishing
342
SERIES STEPS
Trigger These Events:
EVERYONE
Lead Magnet
+ Add New Action
+ Add New Email
+ Add New Sms Text
Lead Magnet
Lead Magnet
+ ADD NEW STEP
330
332a
332b
332c
306

FIG. 3G

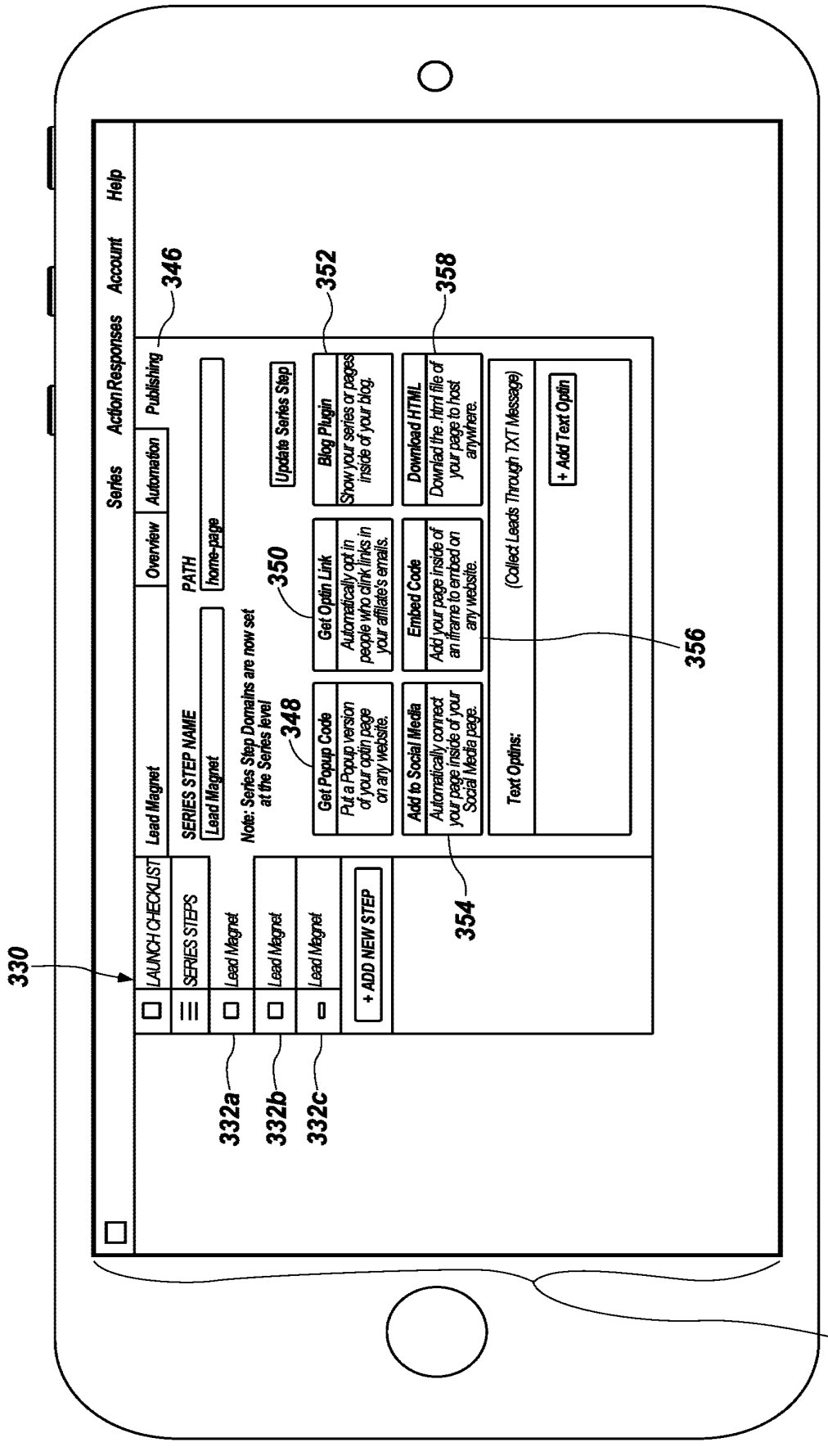

Series
Action Responses
Account
Help
LAUNCH CHECKLIST
SERIES STEPS
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
Lead Magnet
SERIES STEP NAME
Lead Magnet
Note: Series Step Domains are now set at the Series level
Overview
Automation
Publishing
PATH
home-page
Update Series Step
Get Popup Code
Put a Popup version of your optin page on any website.
Add to Social Media
Automatically connect your page inside of your Social Media page.
Get Optin Link
Automatically opt in people who clink links in your affiliate's emails.
Embed Code
Add your page inside of an iframe to embed on any website.
Text Optins:
(Collect Leads Through TXT Message)
+ Add Text Optin
Blog Plugin
Show your series or pages inside of your blog.
Download HTML
Download the .html file of your page to host anywhere.
330
332a
332b
332c
348
350
352
354
356
358
346
306

FIG. 3H

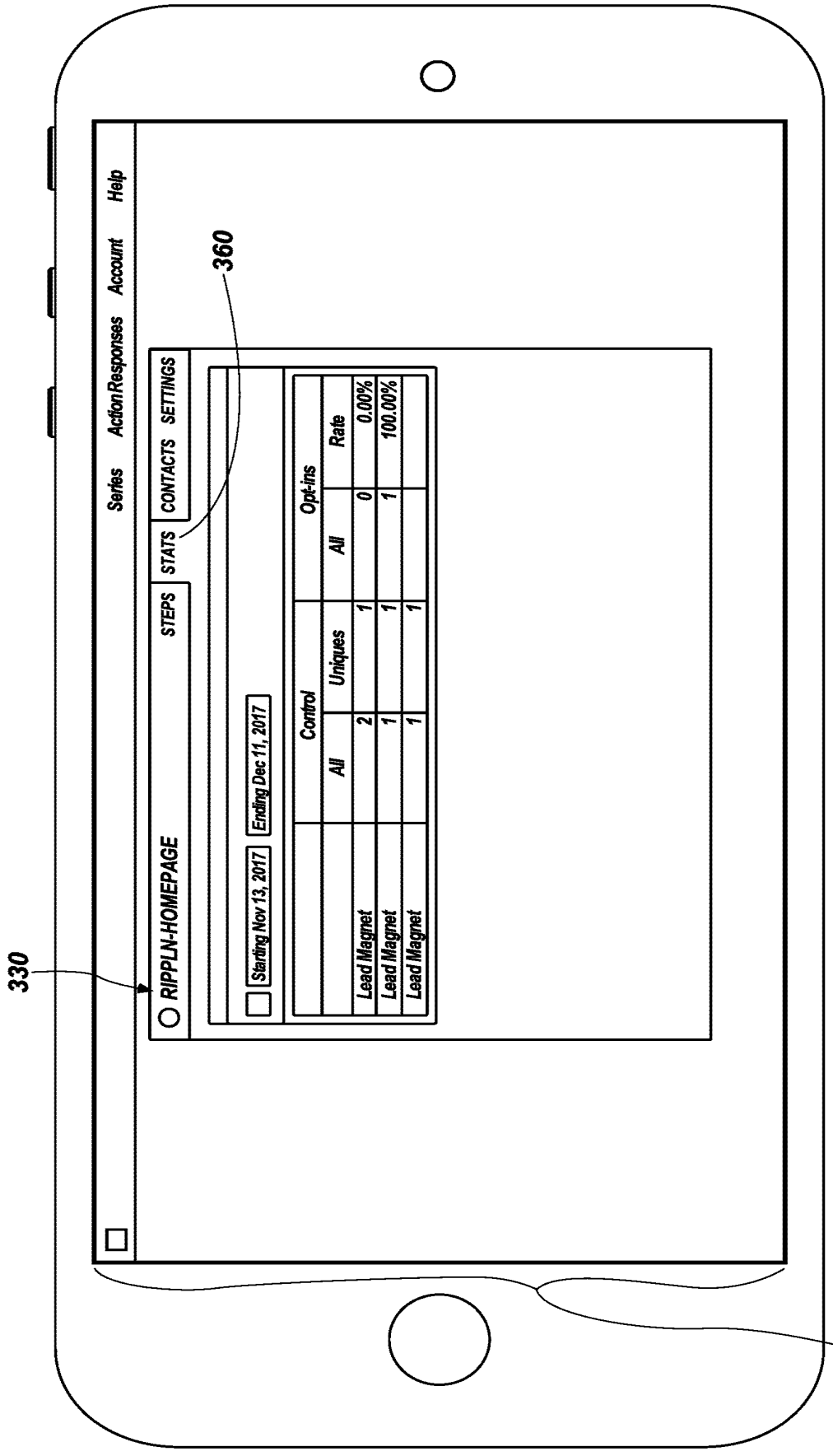

Series
Action Responses
Account
Help
330
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
360
Starting Nov 13, 2017
Ending Dec 11, 2017
Control
Opt-ins
All
Uniques
All
Rate
Lead Magnet 2 1 1 0 0.00%
Lead Magnet 1 1 1 1 100.00%
Lead Magnet 1 1 1
306

FIG. 3I

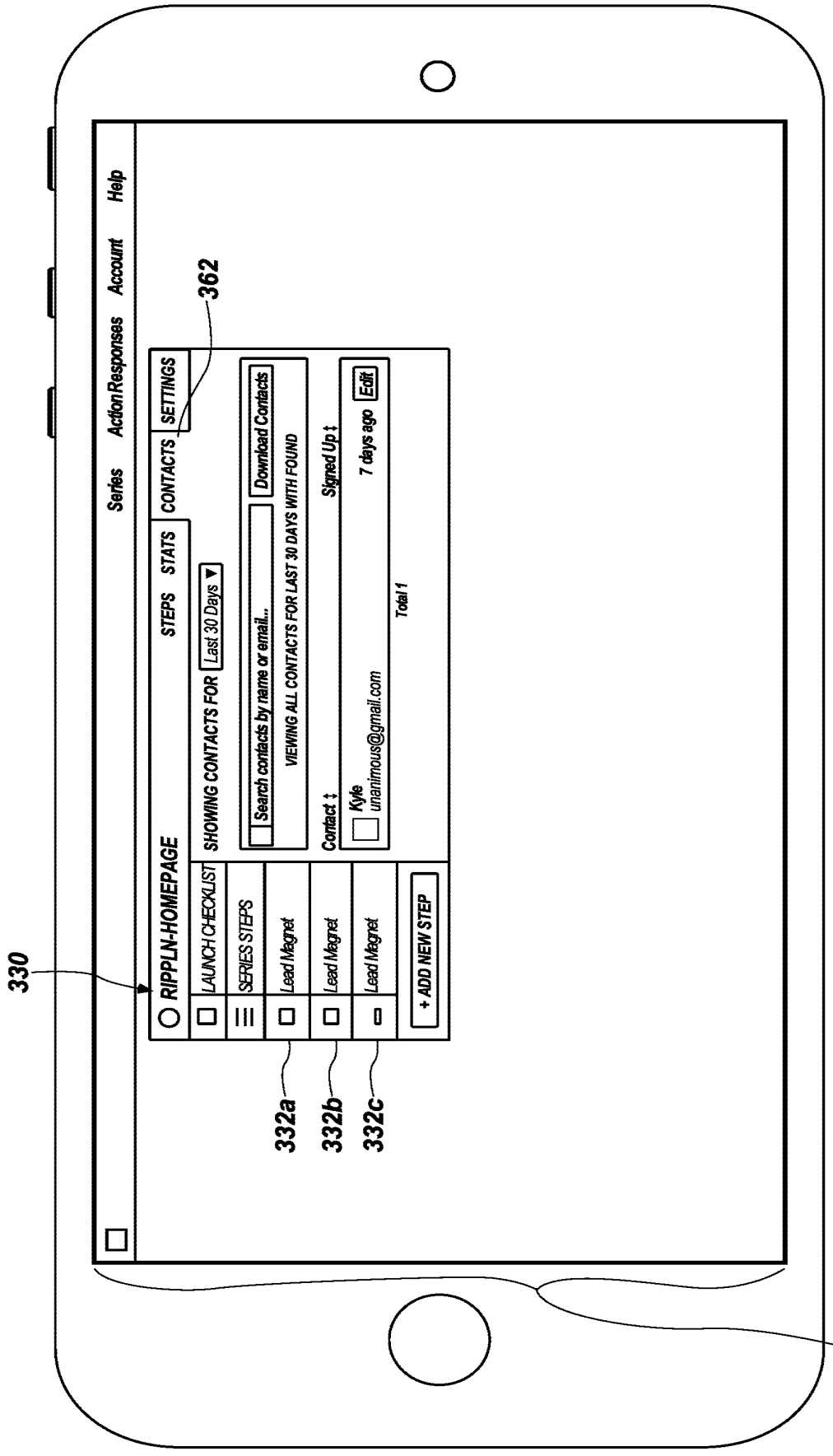

Series
Action Responses
Account
Help
362
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
LAUNCH CHECKLIST
SERIES STEPS
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
SHOWING CONTACTS FOR
Last 30 Days
Search contacts by name or email...
Download Contacts
VIEWING ALL CONTACTS FOR LAST 30 DAYS WITH FOUND
Contact
Signed Up
Kyle
unanimous@gmail.com
7 days ago
Edit
Total 1
330
332a
332b
332c
306

FIG. 3J

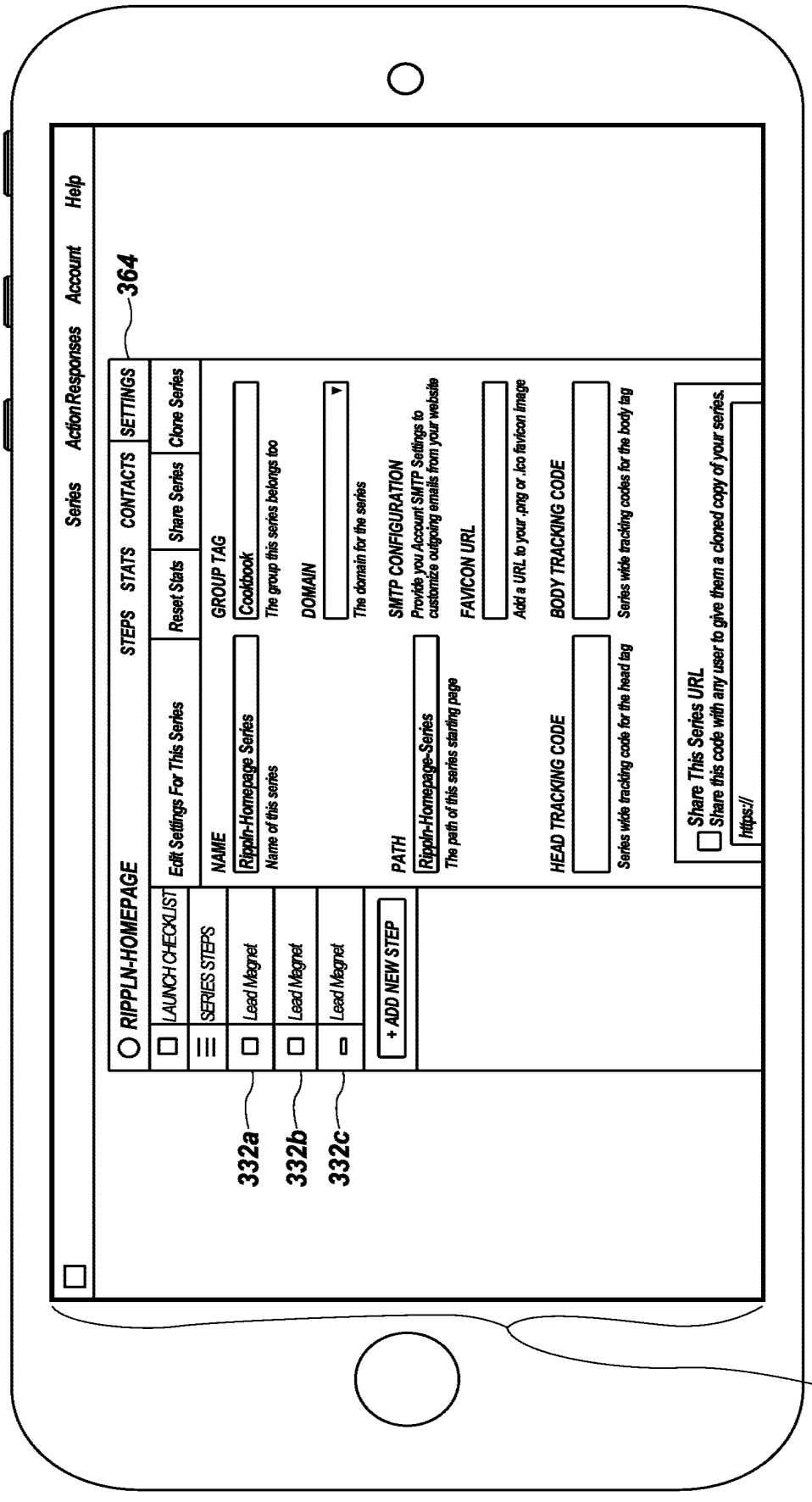

Series
Action Responses
Account
Help
364
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
LAUNCH CHECKLIST
Edit Settings For This Series
Reset Stats
Share Series
Clone Series
SERIES STEPS
NAME
GROUP TAG
Lead Magnet
Ripplin-Homepage Series
Name of this series
Cookbook
The group this series belongs too
DOMAIN
The domain for the series
SMTP CONFIGURATION
Provide you Account SMTP Settings to customize outgoing emails from your website
PATH
Ripplin-Homepage-Series
The path of this series starting page
FAVICON URL
Add a URL to your .png or .ico favicon image
BODY TRACKING CODE
Series wide tracking codes for the body tag
HEAD TRACKING CODE
Series wide tracking code for the head tag
Share This Series URL
Share this code with any user to give them a cloned copy of your series.
https://
+ ADD NEW STEP
332a
332b
332c
306

FIG. 3K

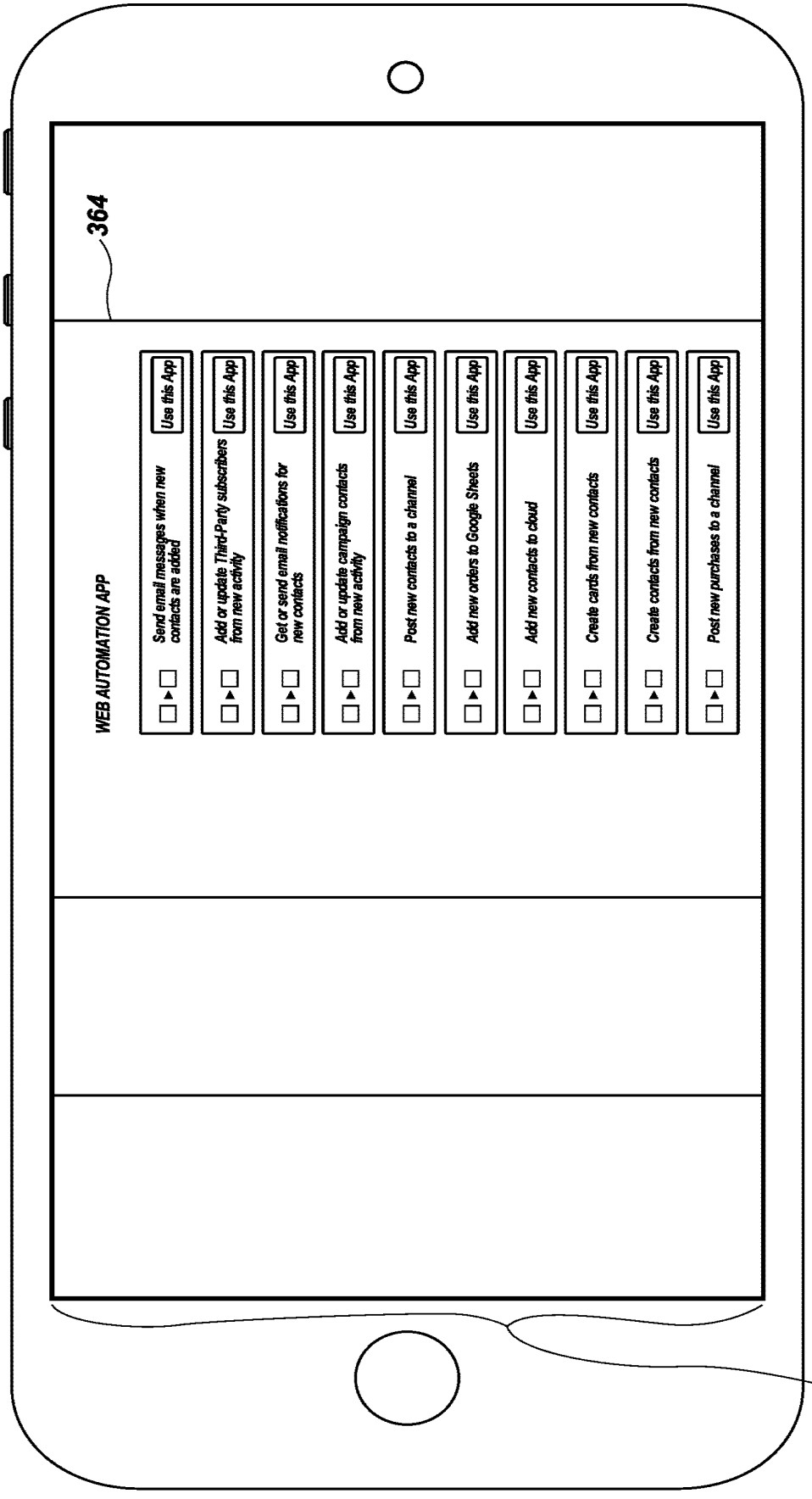

364
WEB AUTOMATION APP
Send email messages when new contacts are added
Use this App
Add or update Third-Party subscribers from new activity
Use this App
Get or send email notifications for new contacts
Use this App
Add or update campaign contacts from new activity
Use this App
Post new contacts to a channel
Use this App
Add new orders to Google Sheets
Use this App
Add new contacts to cloud
Use this App
Create cards from new contacts
Use this App
Create contacts from new contacts
Use this App
Post new purchases to a channel
Use this App
306

FIG. 3L

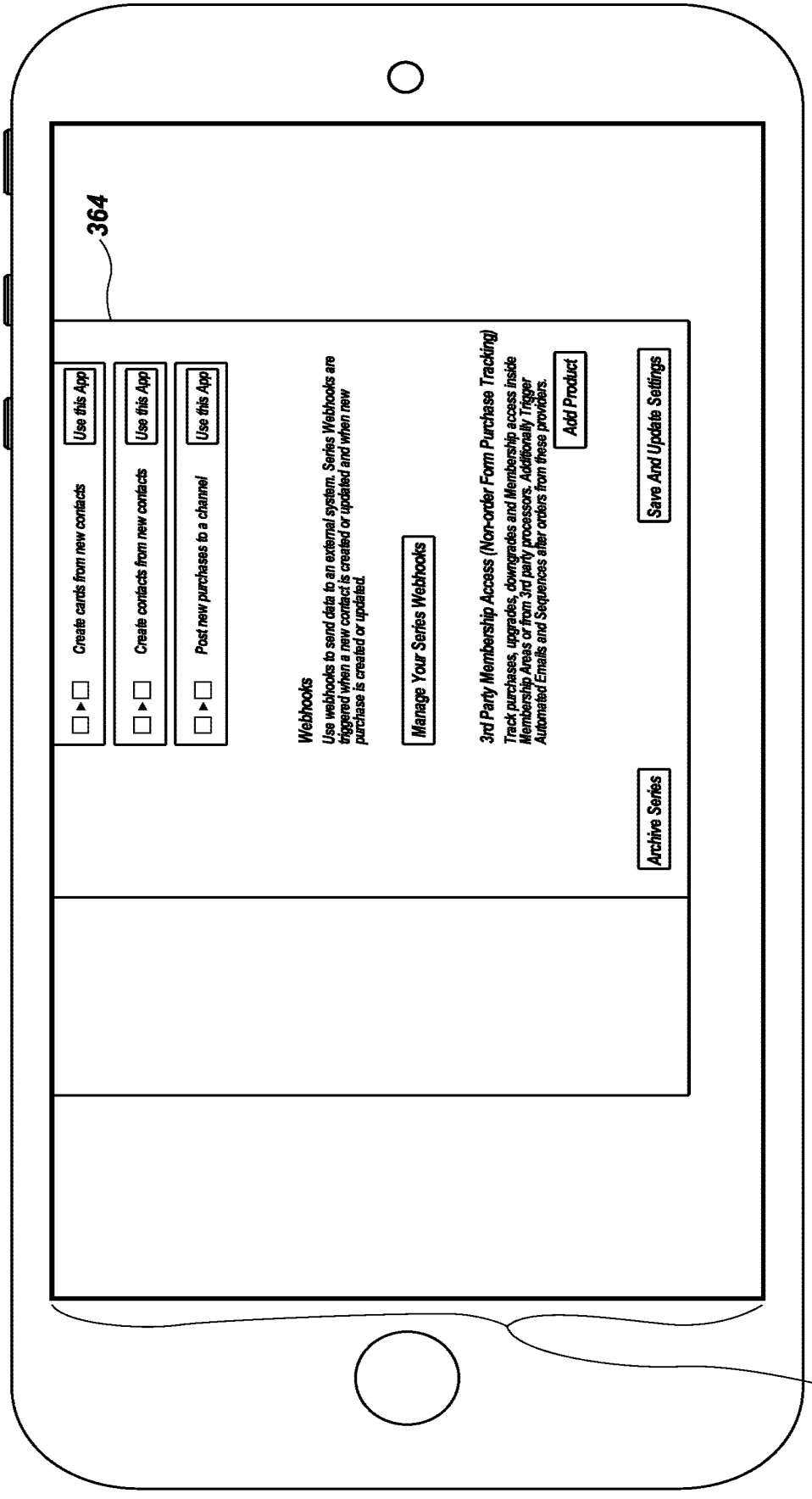

364
Create cards from new contacts
Use this App
Create contacts from new contacts
Use this App
Post new purchases to a channel
Use this App
Webhooks
Use webhooks to send data to an external system. Series Webhooks are triggered when a new contact is created or updated and when new purchase is created or updated.
Manage Your Series Webhooks
3rd Party Membership Access (Non-order Form Purchase Tracking)
Track purchases, upgrades, downgrades and Membership access inside Membership Areas or from 3rd party processors. Additionally Trigger Automated Emails and Sequences after orders from these providers.
Add Product
Save And Update Settings
Archive Series
306

FIG. 3M

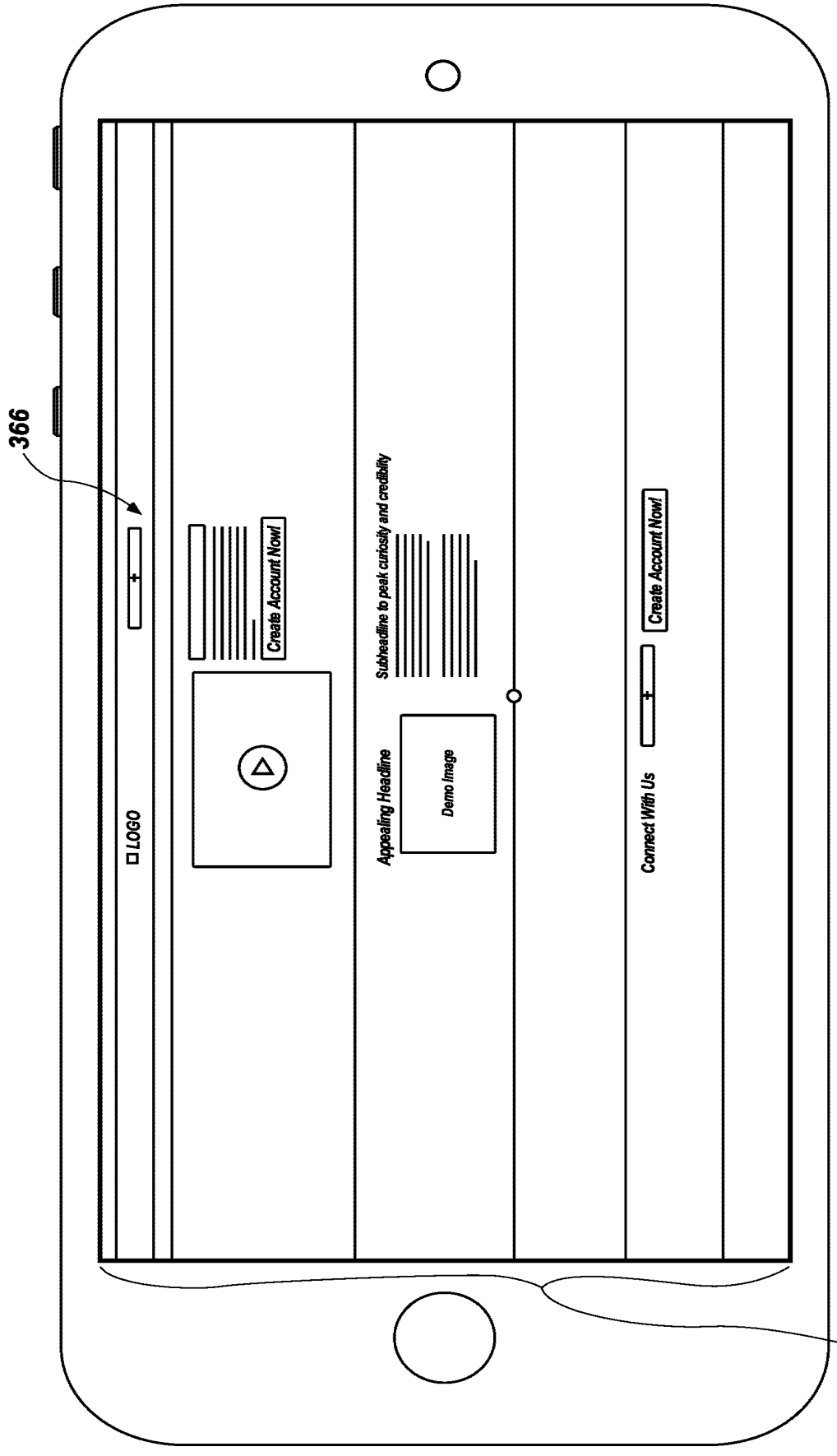

366
LOGO
Create Account Now!
Appealing Headline
Demo Image
Subheadline to peak curiosity and credibility
Connect With Us
Create Account Now!
306

FIG. 3N

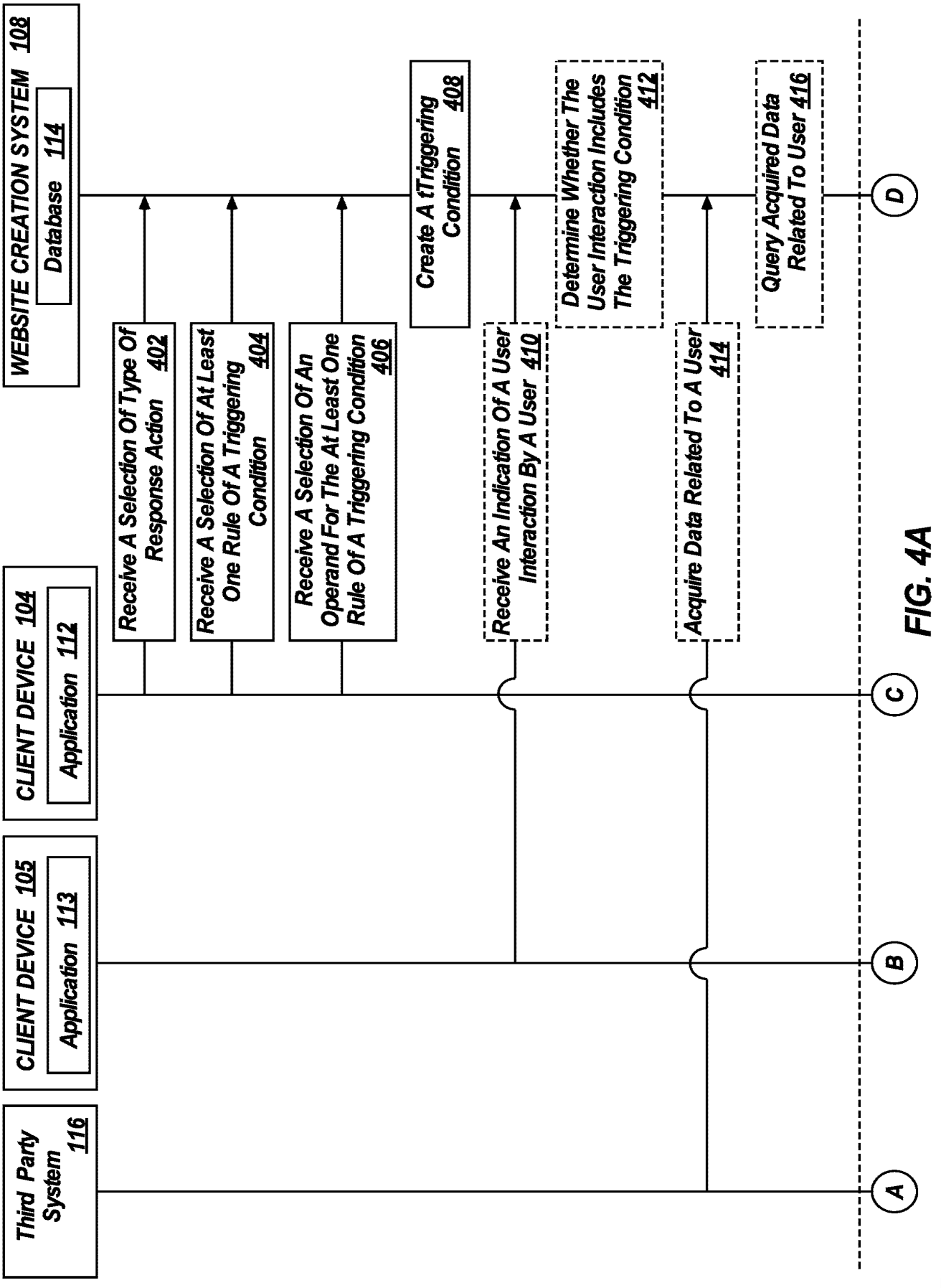

WEBSITE CREATION SYSTEM 108
Database 114
CLIENT DEVICE 104
Application 112
CLIENT DEVICE 105
Application 113
Third Party System 116
Receive A Selection Of Type Of Response Action 402
Receive A Selection Of At Least One Rule Of A Triggering Condition 404
Receive A Selection Of An Operand For The At Least One Rule Of A Triggering Condition 406
Create A tTriggering Condition 408
Receive An Indication Of A User Interaction By A User 410
Determine Whether The User Interaction Includes The Triggering Condition 412
Acquire Data Related To A User 414
Query Acquired Data Related To User 416
A
B
C
D

FIG. 4A

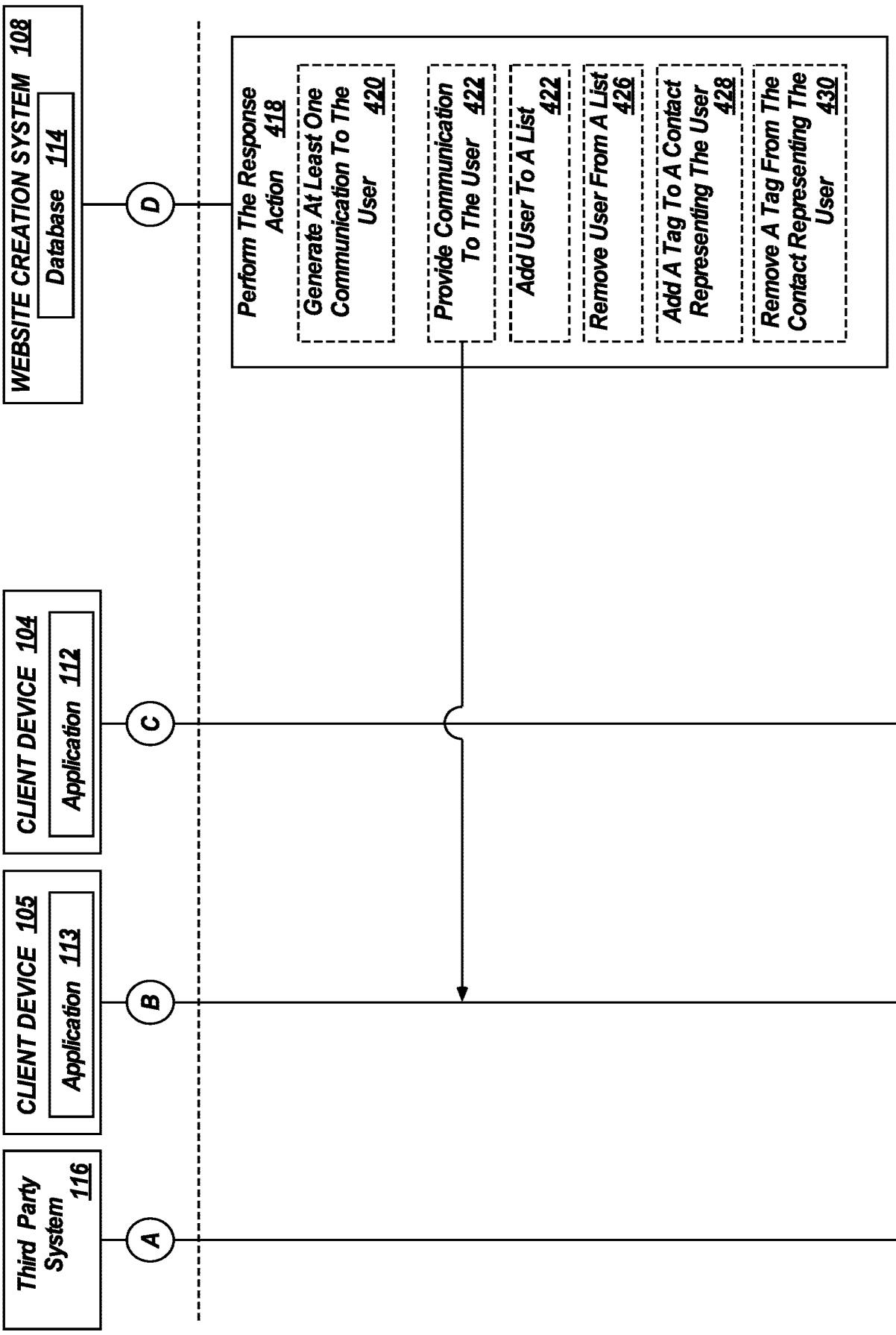

Third Party System 116
CLIENT DEVICE 105
Application 113
CLIENT DEVICE 104
Application 112
WEBSITE CREATION SYSTEM 108
Database 114
A
B
C
D
Perform The Response Action 418
Generate At Least One Communication To The User 420
Provide Communication To The User 422
Add User To A List 422
Remove User From A List 426
Add A Tag To A Contact Representing The User 428
Remove A Tag From The Contact Representing The User 430

FIG. 4B

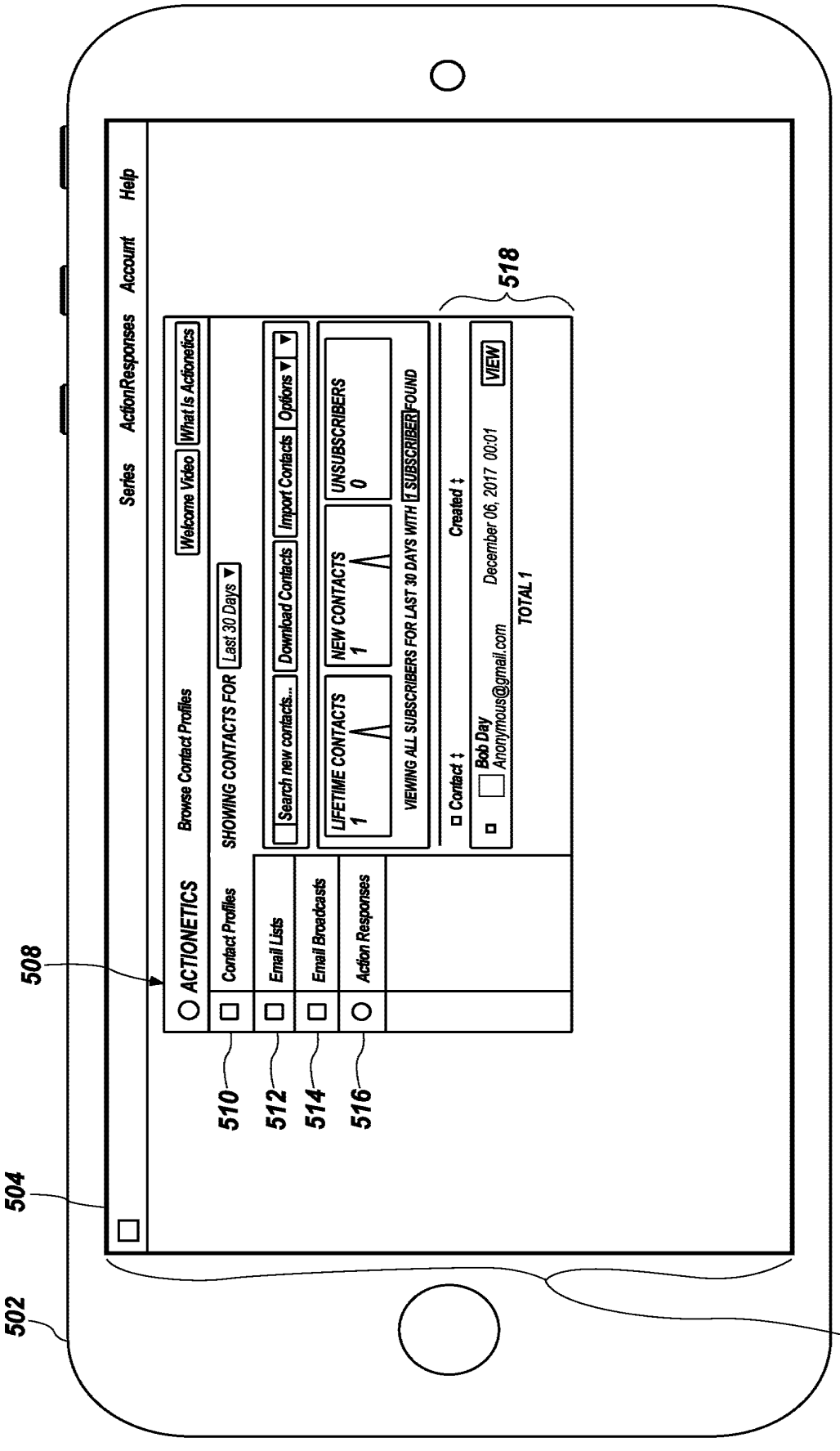

Series
ActionResponses
Account
Help
ACTIONETICS
Browse Contact Profiles
Welcome Video
What Is Actionetics
Contact Profiles
Email Lists
Email Broadcasts
Action Responses
SHOWING CONTACTS FOR
Last 30 Days
Search new contacts...
Download Contacts
Import Contacts
Options
LIFETIME CONTACTS
1
NEW CONTACTS
1
UNSUBSCRIBERS
0
VIEWING ALL SUBSCRIBERS FOR LAST 30 DAYS WITH 1 SUBSCRIBER FOUND
Contact
Created
Bob Day
Anonymous@gmail.com
December 06, 2017 00:01
VIEW
TOTAL 1
502
504
506
508
510
512
514
516
518

FIG. 5A

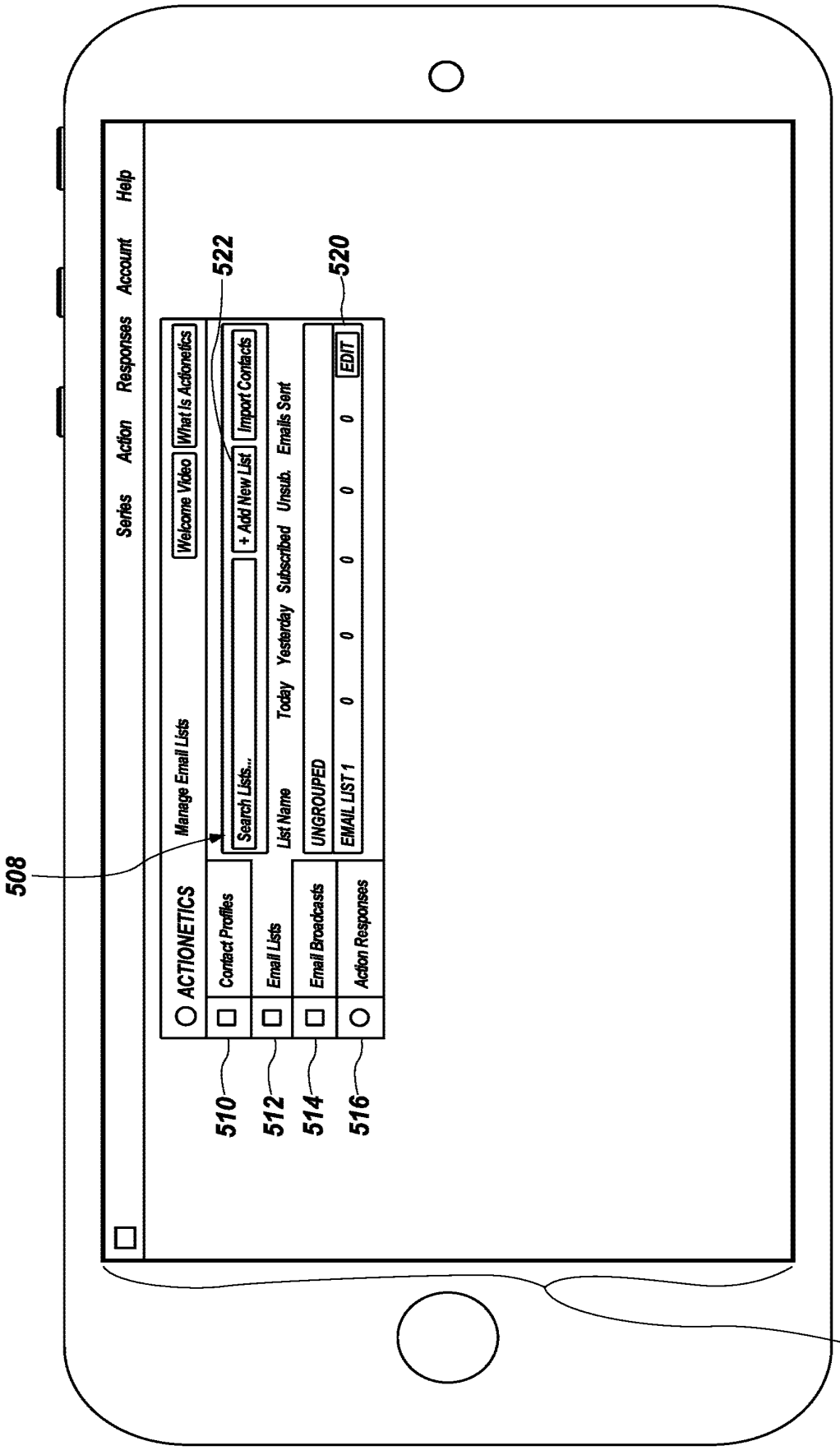

Series
Action
Responses
Account
Help
ACTIONETICS
Manage Email Lists
Welcome Video
What Is Actionetics
Search Lists...
+ Add New List
Import Contacts
List Name
Today
Yesterday
Subscribed
Unsub.
Emails Sent
UNGROUPED
EMAIL LIST 1
0
0
0
0
0
EDIT
Contact Profiles
Email Lists
Email Broadcasts
Action Responses
508
510
512
514
516
520
522
506

FIG. 5B

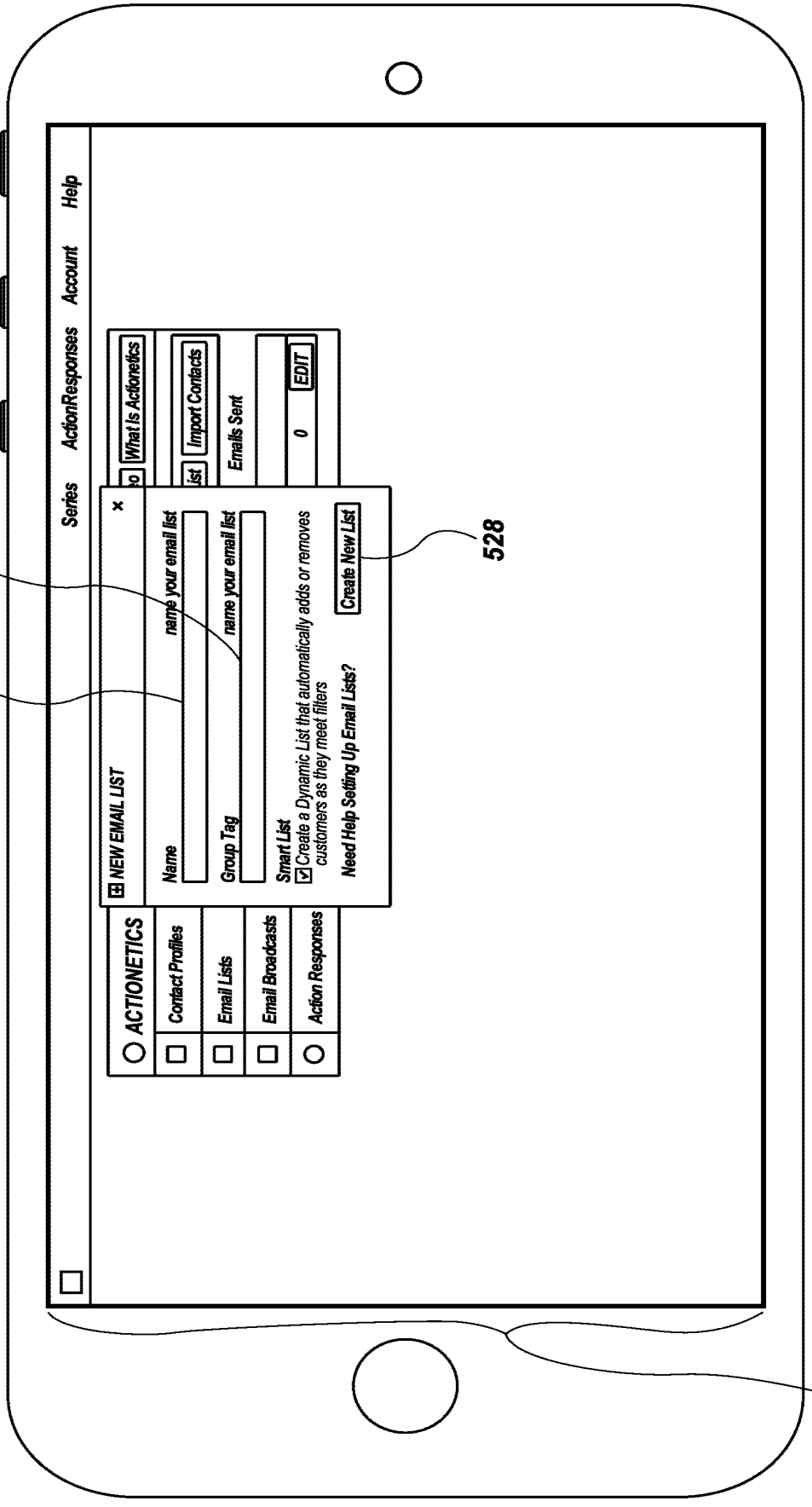

Series
ActionResponses
Account
Help
ACTIONETICS
Contact Profiles
Email Lists
Email Broadcasts
Action Responses
NEW EMAIL LIST
Name
name your email list
Group Tag
name your email list
Smart List
Create a Dynamic List that automatically adds or removes customers as they meet filters
Need Help Setting Up Email Lists?
Create New List
What Is Actionetics
Import Contacts
Emails Sent
0
EDIT
526b
526a
528
506

FIG. 5C

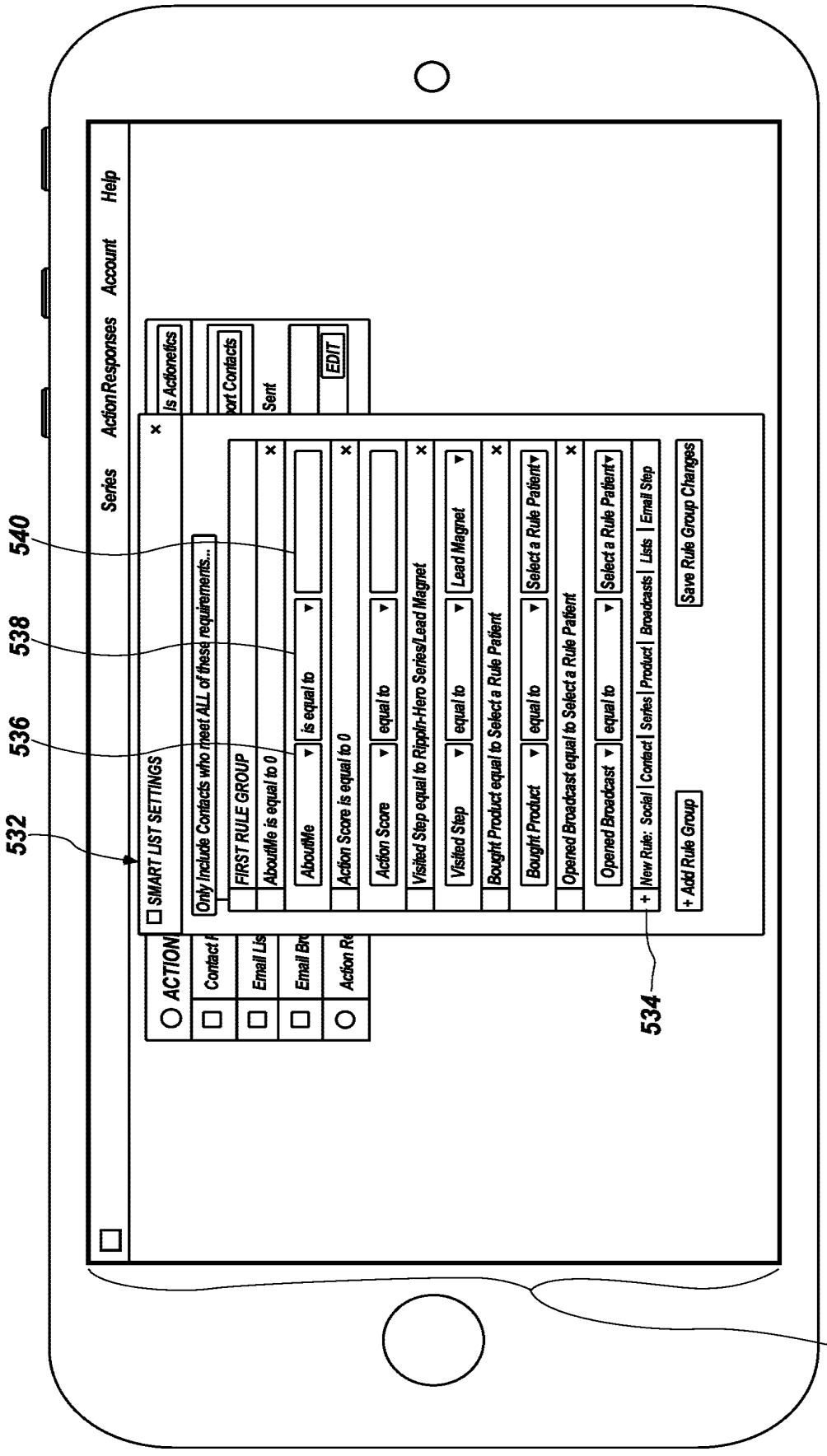

Series
Action Responses
Account
Help
SMART LIST SETTINGS
Only include Contacts who meet ALL of these requirements...
FIRST RULE GROUP
AboutMe is equal to 0
AboutMe
is equal to
Action Score is equal to 0
Action Score
equal to
Visited Step equal to Ripplr-Hero Series/Lead Magnet
Visited Step
equal to
Lead Magnet
Bought Product equal to Select a Rule Patient
Bought Product
equal to
Select a Rule Patient
Opened Broadcast equal to Select a Rule Patient
Opened Broadcast
equal to
Select a Rule Patient
+ New Rule: Social | Contact | Series | Product | Broadcasts | Lists | Email Step
+ Add Rule Group
Save Rule Group Changes
Is Actionetics
Sent
EDIT
ACTION
532
536
538
540
534
506

FIG. 5D

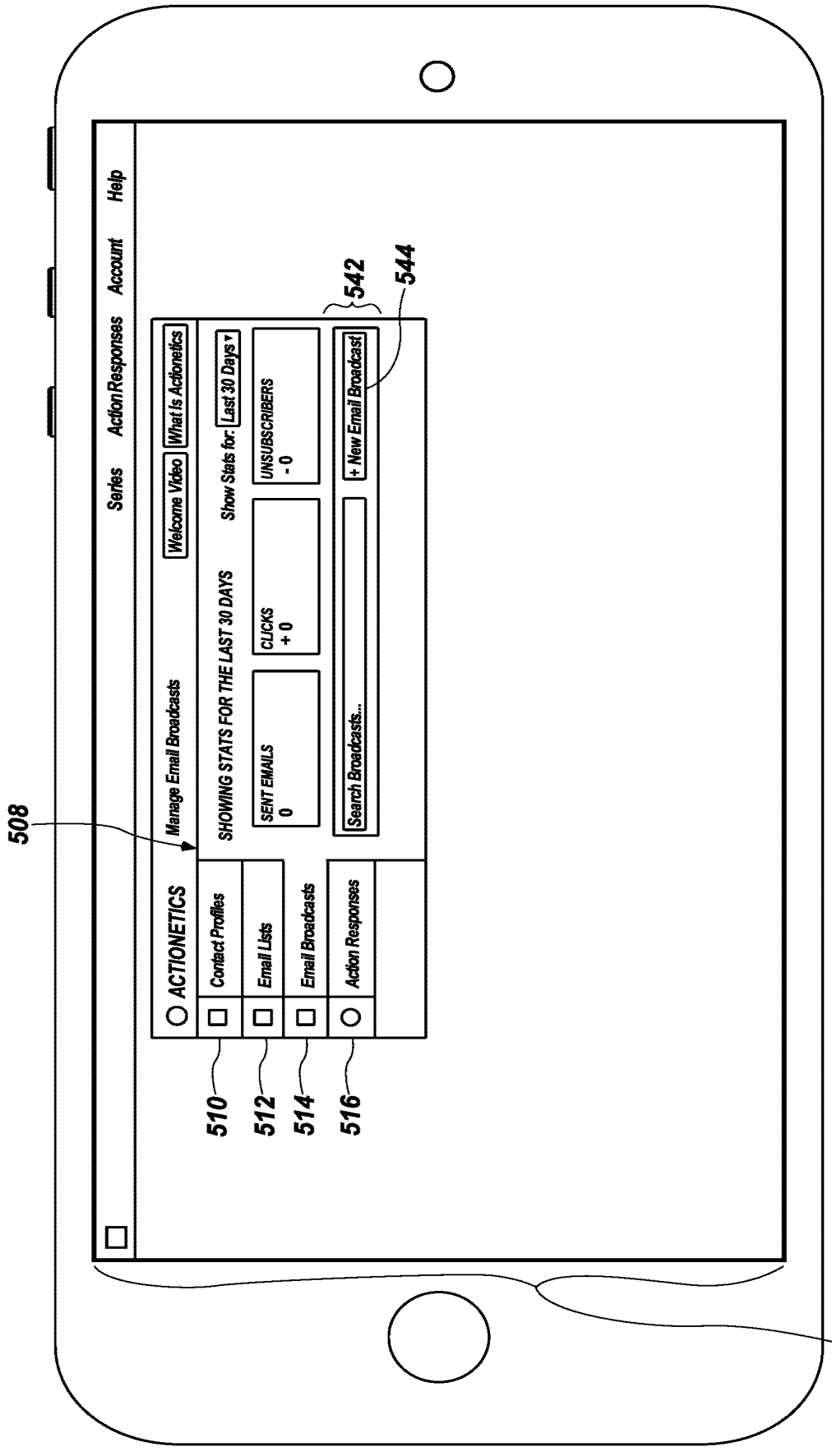

Series
Action Responses
Account
Help
ACTIONETICS
Manage Email Broadcasts
Welcome Video
What Is Actionetics
Show Stats for:
Last 30 Days
SHOWING STATS FOR THE LAST 30 DAYS
SENT EMAILS
0
CLICKS
+ 0
UNSUBSCRIBERS
- 0
Search Broadcasts...
+ New Email Broadcast
Contact Profiles
Email Lists
Email Broadcasts
Action Responses
508
510
512
514
516
542
544
506

FIG. 5E

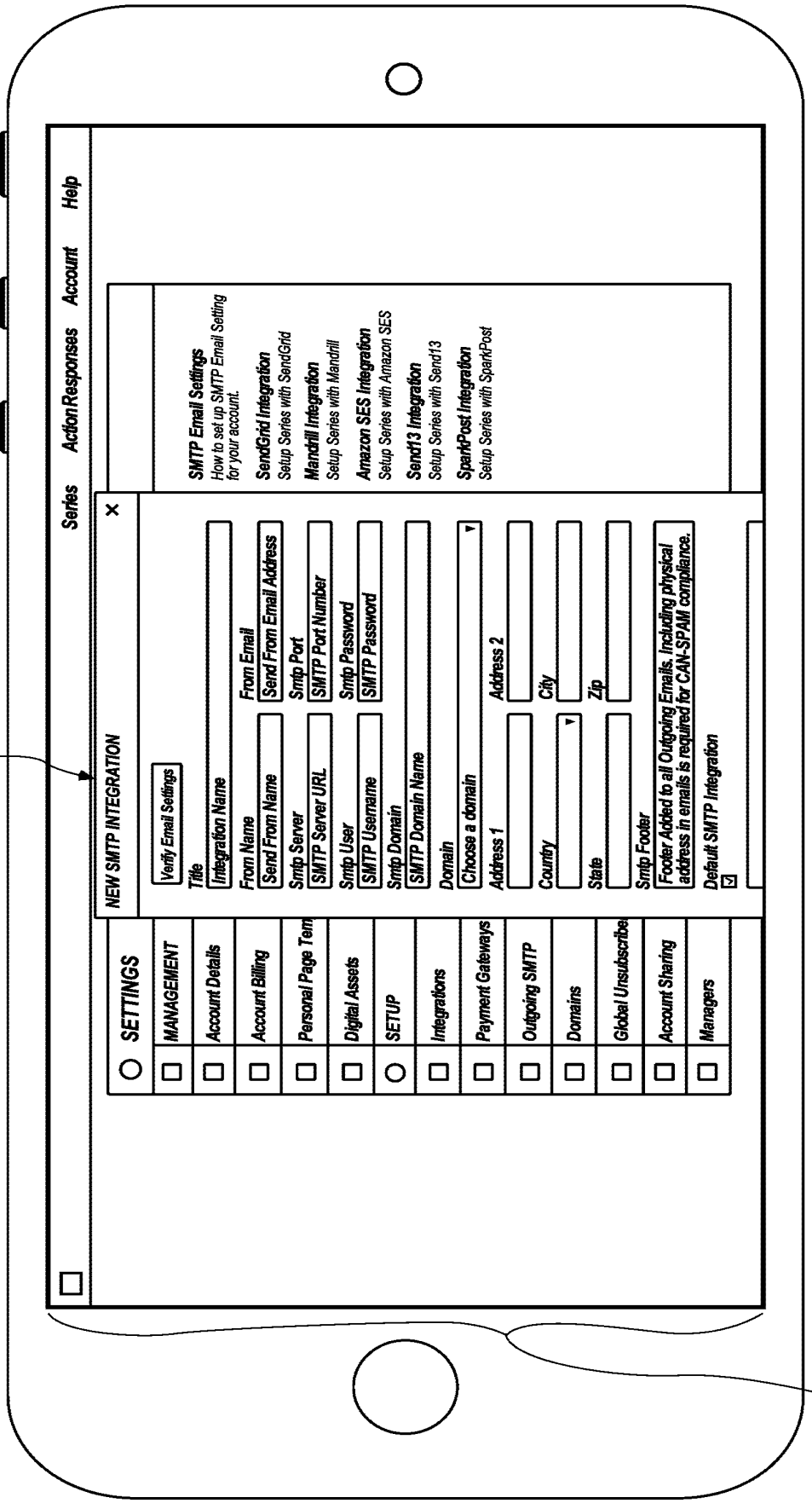

546
506
Series
Action Responses
Account
Help
SETTINGS
MANAGEMENT
Account Details
Account Billing
Personal Page Tem
Digital Assets
SETUP
Integrations
Payment Gateways
Outgoing SMTP
Domains
Global Unsubscribe
Account Sharing
Managers
NEW SMTP INTEGRATION
Verify Email Settings
Title
Integration Name
From Name
Send From Name
Smtp Server
SMTP Server URL
Smtp User
SMTP Username
Smtp Domain
SMTP Domain Name
Domain
Choose a domain
Address 1
Country
State
Smtp Footer
Footer Added to all Outgoing Emails. Including physical address in emails is required for CAN-SPAM compliance.
Default SMTP Integration
From Email
Send From Email Address
Smtp Port
SMTP Port Number
Smtp Password
SMTP Password
Address 2
City
Zip
SMTP Email Settings
How to set up SMTP Email Setting for your account.
SendGrid Integration
Setup Series with SendGrid
Mandrill Integration
Setup Series with Mandrill
Amazon SES Integration
Setup Series with Amazon SES
Send13 Integration
Setup Series with Send13
SparkPost Integration
Setup Series with SparkPost

FIG. 5F

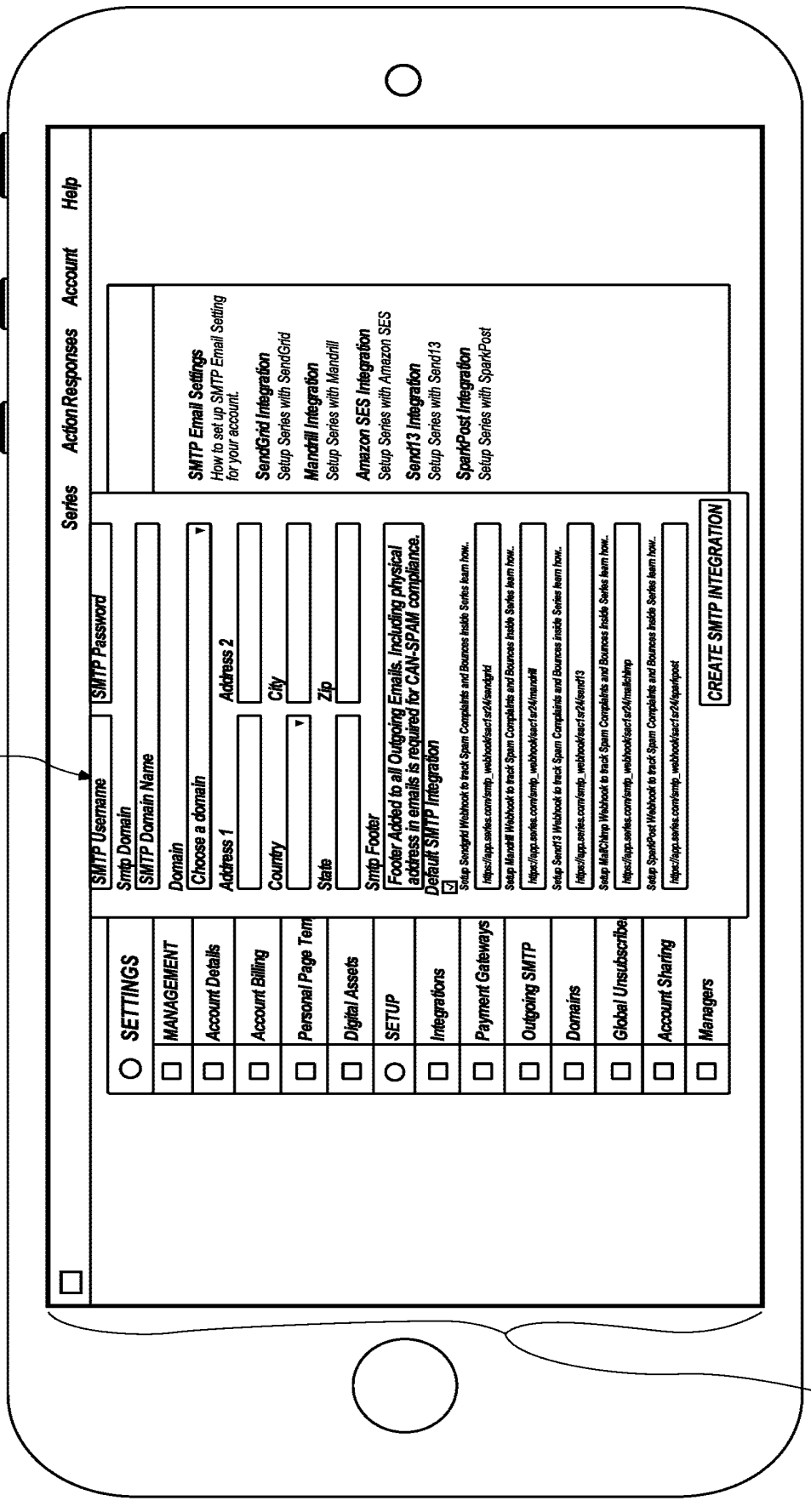

546
506
Series
Action Responses
Account
Help
SETTINGS
MANAGEMENT
Account Details
Account Billing
Personal Page Tem
Digital Assets
SETUP
Integrations
Payment Gateways
Outgoing SMTP
Domains
Global Unsubscribe
Account Sharing
Managers
SMTP Username
SMTP Password
Smtp Domain
SMTP Domain Name
Domain
Choose a domain
Address 1
Address 2
Country
City
State
Zip
Smtp Footer
Footer Added to all Outgoing Emails. Including physical address in emails is required for CAN-SPAM compliance.
Default SMTP Integration
Setup Sendgrid Webhook to track Spam Complaints and Bounces inside Series learn how.
https://app.series.com/smtp_webhook/sact1sr24/sendgrid
Setup Mandrill Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sact1sr24/mandrill
Setup Send13 Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sact1sr24/send13
Setup MailChimp Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sact1sr24/mailchimp
Setup SparkPost Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sact1sr24/sparkpost
CREATE SMTP INTEGRATION
SMTP Email Settings
How to set up SMTP Email Setting for your account.
SendGrid Integration
Setup Series with SendGrid
Mandrill Integration
Setup Series with Mandrill
Amazon SES Integration
Setup Series with Amazon SES
Send13 Integration
Setup Series with Send13
SparkPost Integration
Setup Series with SparkPost

FIG. 5G

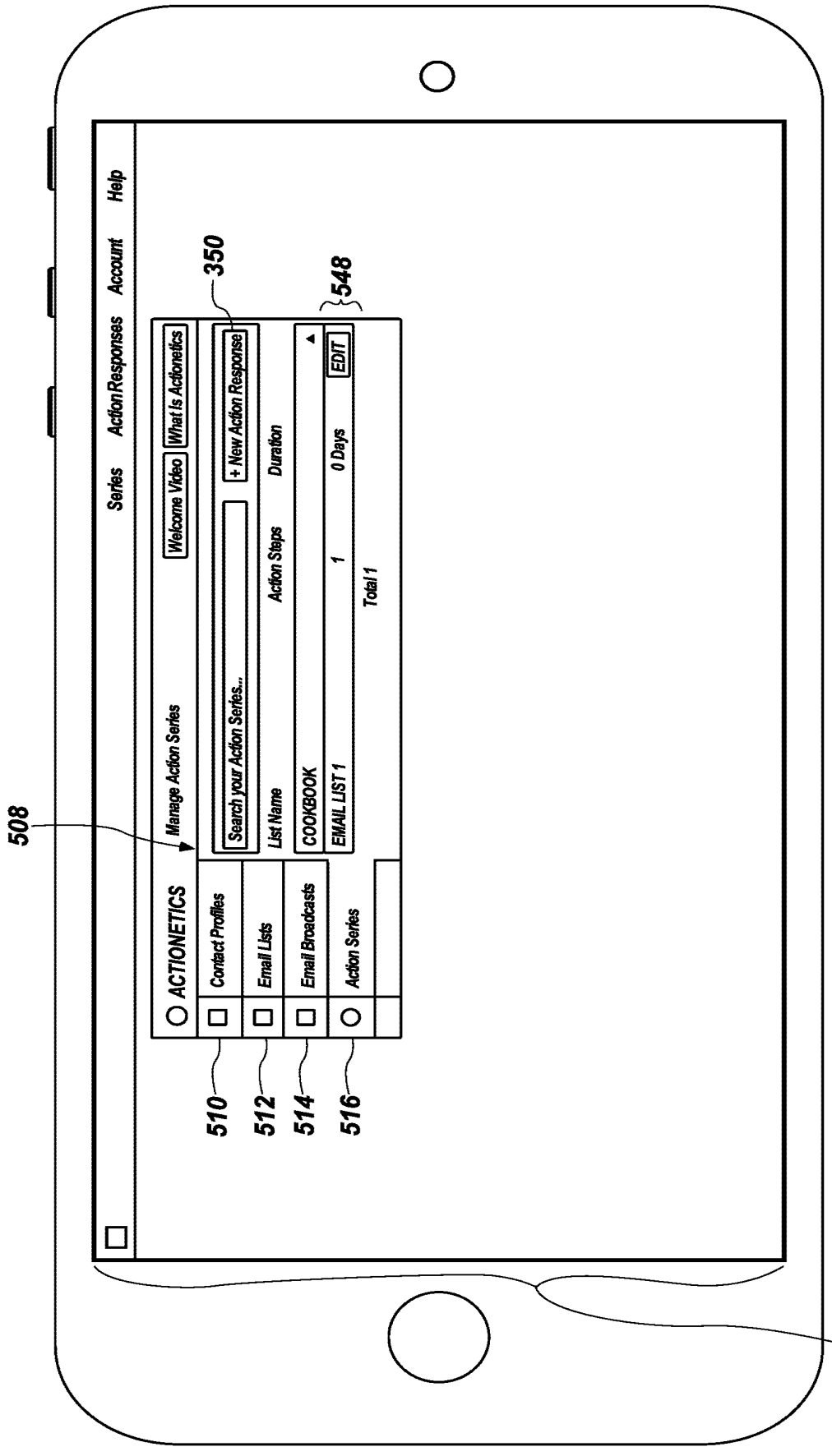

Series
Action Responses
Account
Help
ACTIONETICS
Manage Action Series
Welcome Video
What Is Actionetics
+ New Action Response
Search your Action Series...
List Name
Action Steps
Duration
COOKBOOK
EMAIL LIST 1
1
0 Days
EDIT
Total 1
Contact Profiles
Email Lists
Email Broadcasts
Action Series
508
510
512
514
516
350
548
506

FIG. 5H

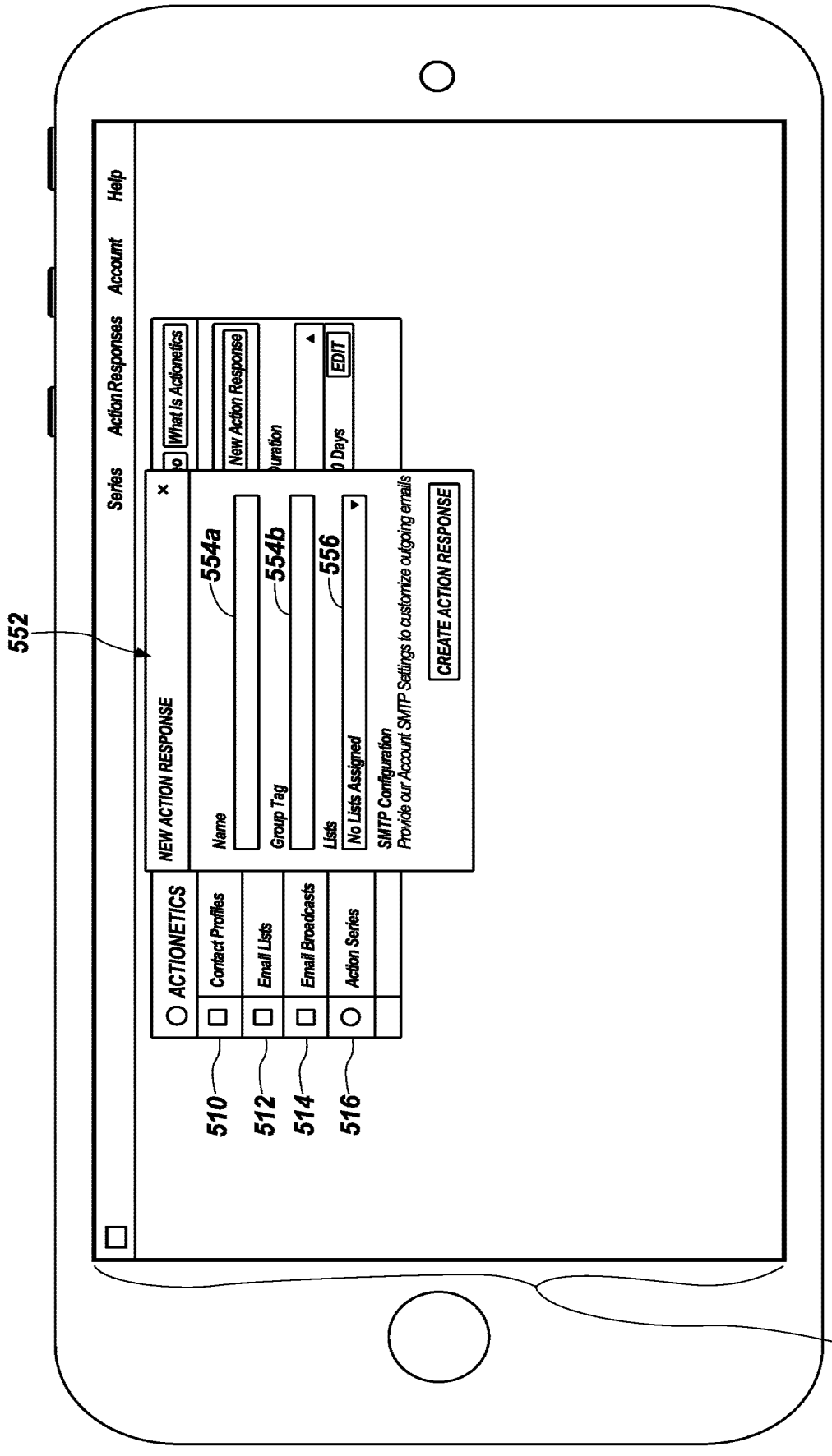

552
Series
Action Responses
Account
Help
ACTIONETICS
Contact Profiles
Email Lists
Email Broadcasts
Action Series
510
512
514
516
NEW ACTION RESPONSE
Name
554a
Group Tag
554b
Lists
No Lists Assigned
556
SMTP Configuration
Provide our Account SMTP Settings to customize outgoing emails
CREATE ACTION RESPONSE
What Is Actionetics
New Action Response
EDIT
506

FIG. 5I

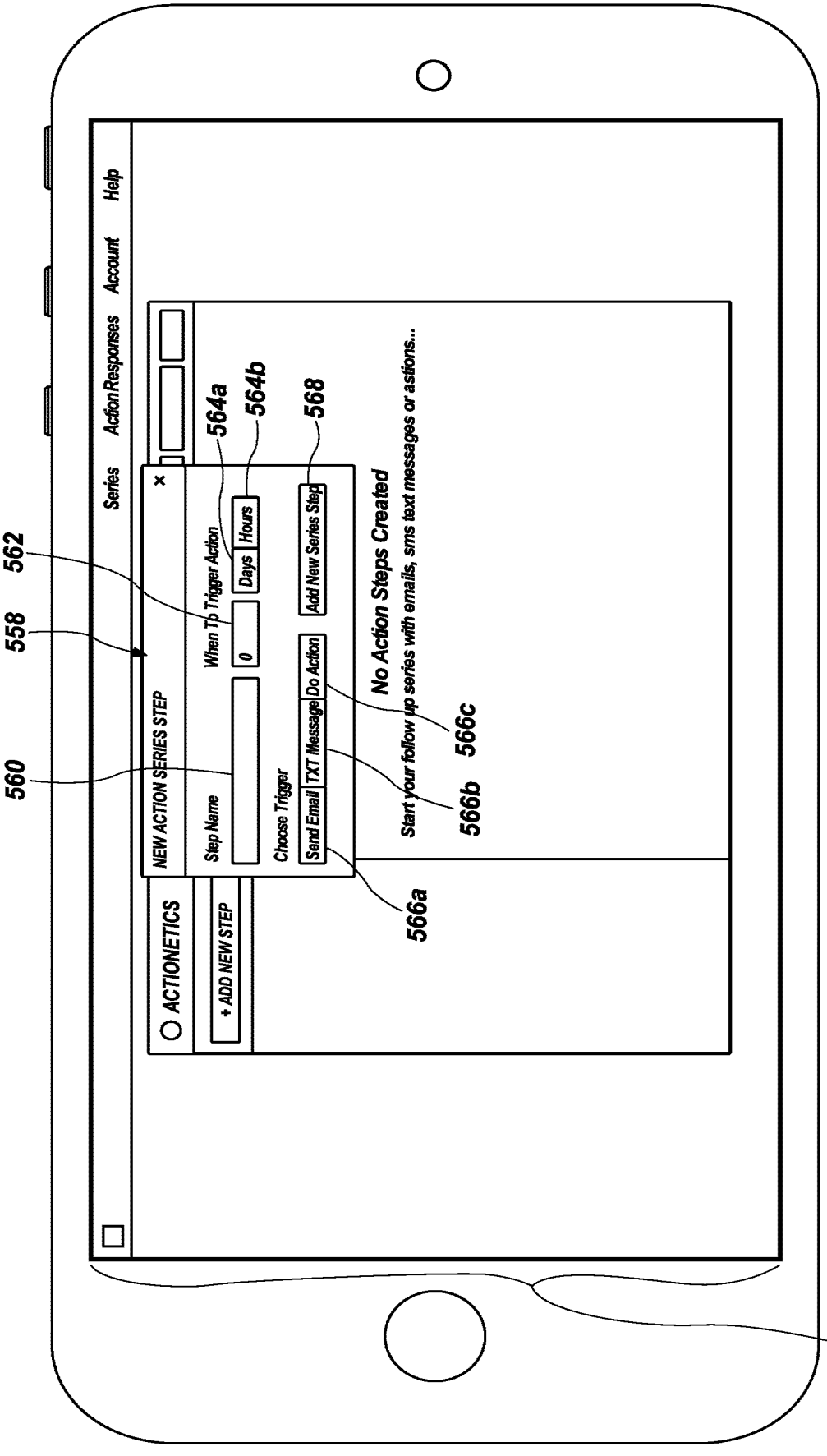

Series
Action Responses
Account
Help
ACTIONETICS
+ ADD NEW STEP
NEW ACTION SERIES STEP
Step Name
Choose Trigger
Send Email
TXT Message
Do Action
When To Trigger Action
0
Days
Hours
Add New Series Step
No Action Steps Created
Start your follow up series with emails, sms text messages or astions...
562
558
560
564a
564b
568
566a
566b
566c
506

FIG. 5J

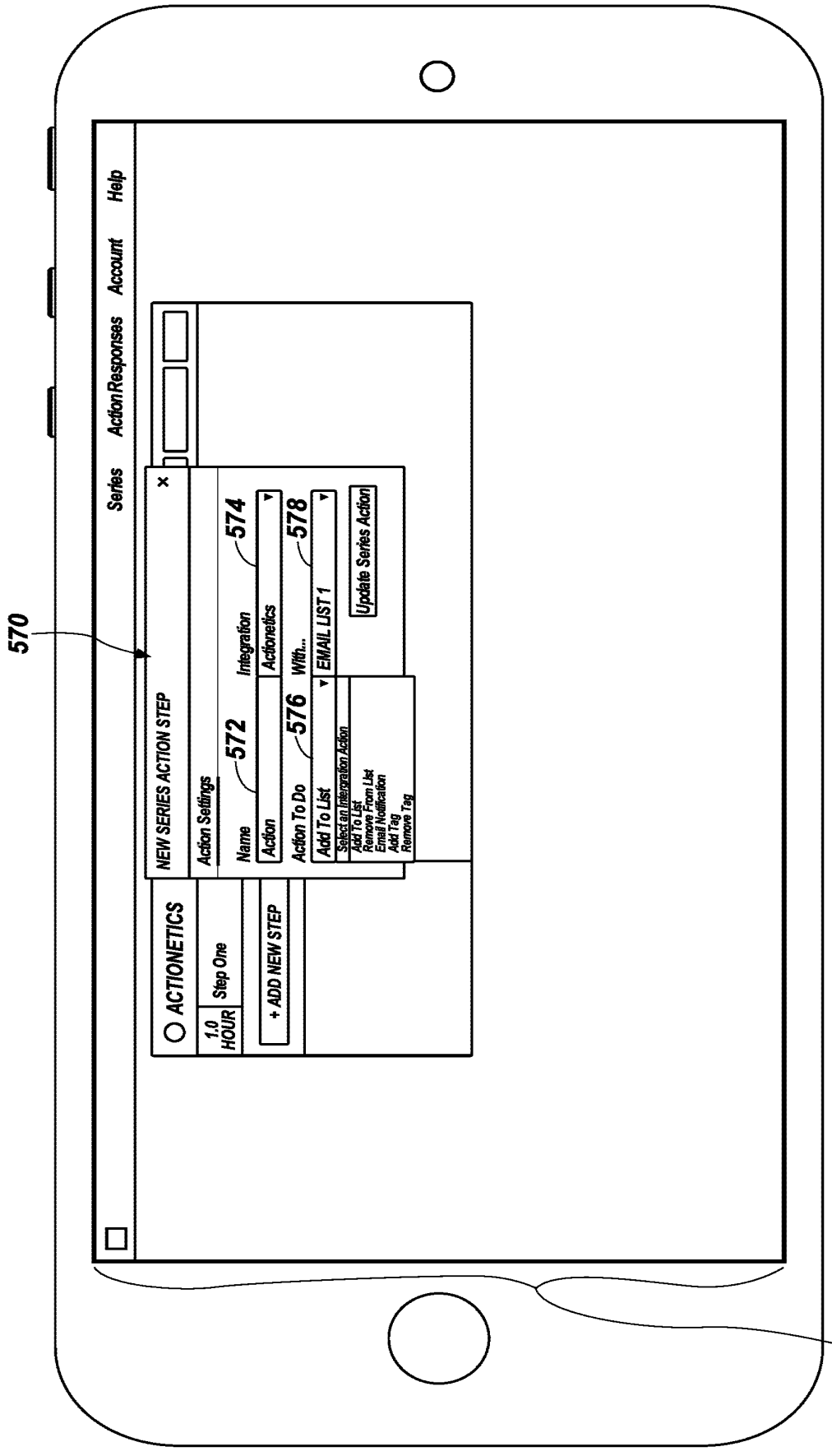

570
Series
Action Responses
Account
Help
NEW SERIES ACTION STEP
Action Settings
Name
572
Integration
574
Actionetics
Action
Action To Do
576
With...
578
EMAIL LIST 1
Add To List
Select an Integration Action
Add To List
Remove From List
Email Notification
Add Tag
Remove Tag
Update Series Action
ACTIONETICS
1.0 HOUR
Step One
+ ADD NEW STEP
506

FIG. 5K

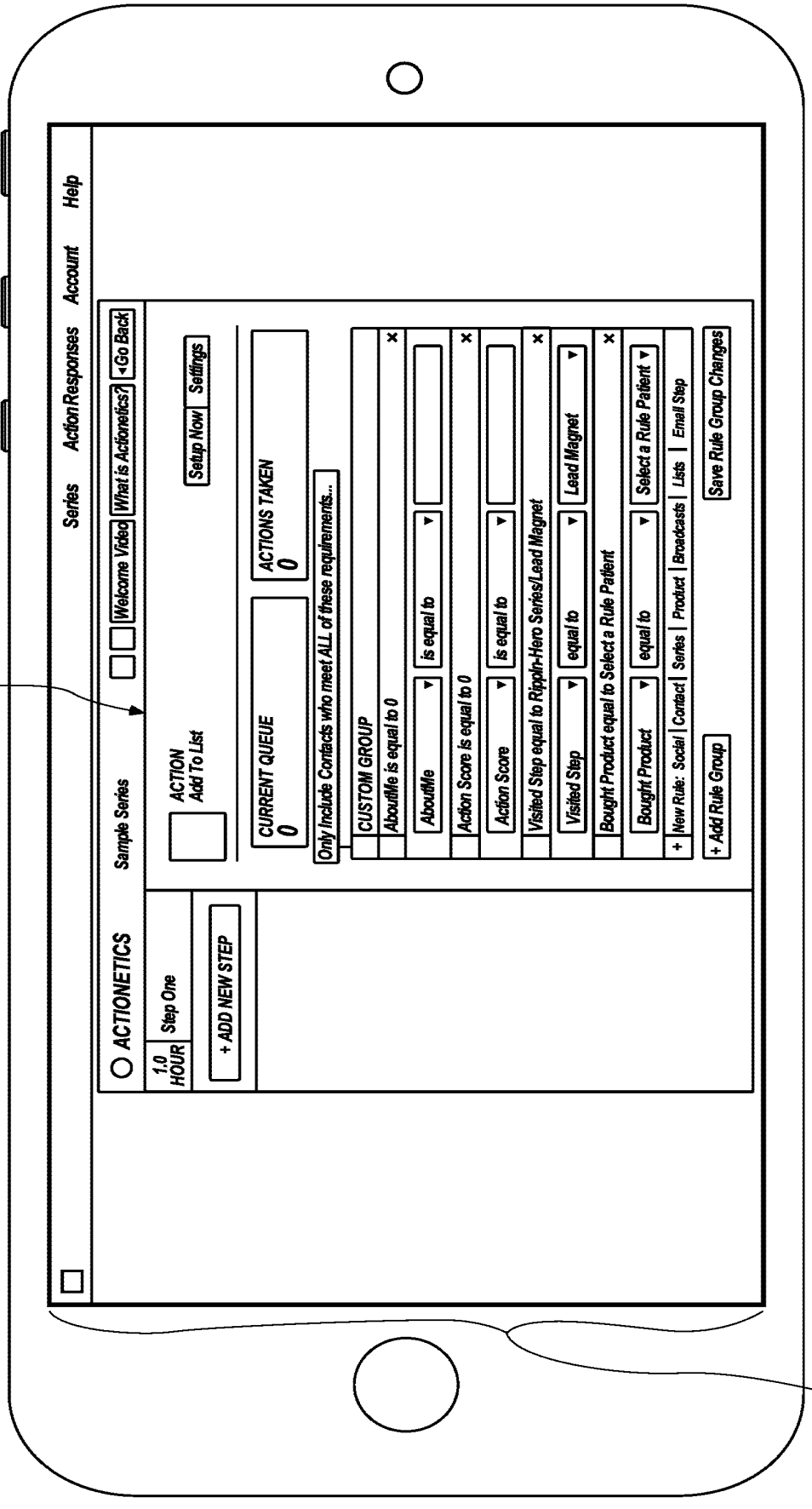

580
506
Series
Action Responses
Account
Help
ACTIONETICS
Sample Series
Welcome Video
What is Actionetics?
Go Back
1.0 HOUR
Step One
+ ADD NEW STEP
ACTION
Add To List
Setup Now
Settings
CURRENT QUEUE
0
ACTIONS TAKEN
0
Only Include Contacts who meet ALL of these requirements...
CUSTOM GROUP
AboutMe is equal to 0
AboutMe
is equal to
Action Score is equal to 0
Action Score
is equal to
Visited Step equal to Rippin-Hero Series/Lead Magnet
Visited Step
equal to
Lead Magnet
Bought Product equal to Select a Rule Patient
Bought Product
equal to
Select a Rule Patient
New Rule: Social | Contact | Series | Product | Broadcasts | Lists | Email Step
+ Add Rule Group
Save Rule Group Changes

FIG. 5L

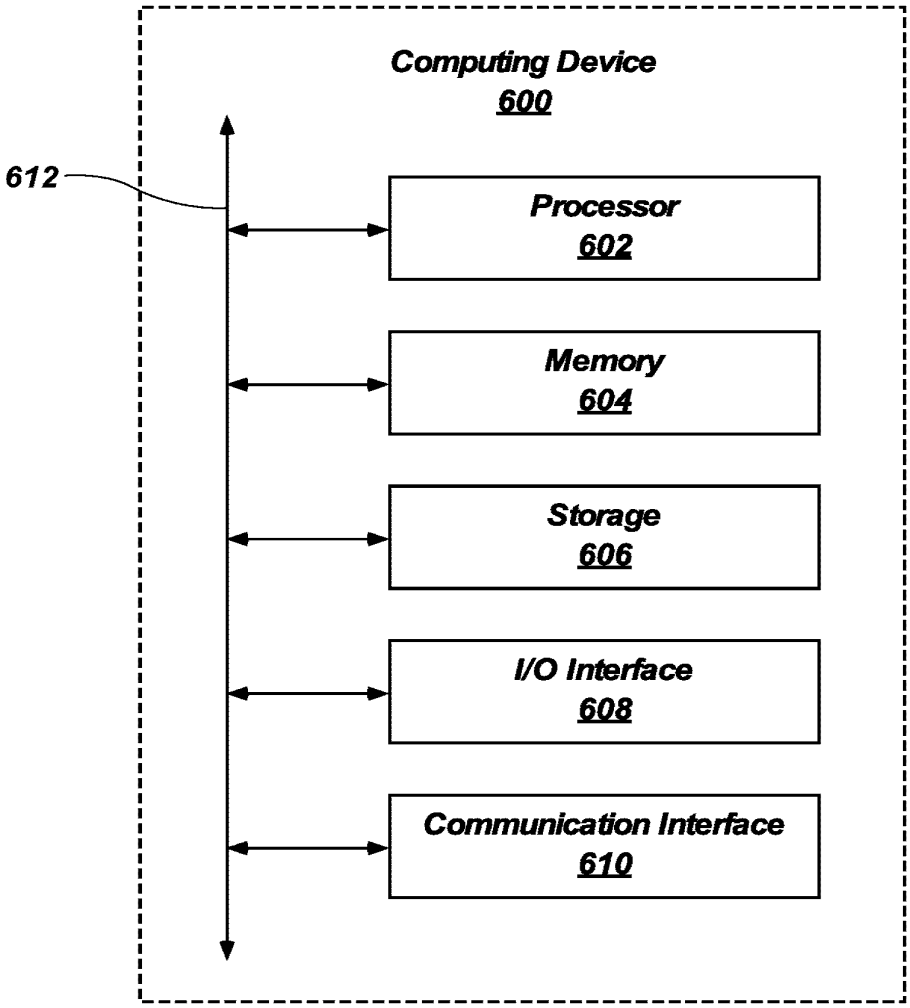

Computing Device
600
612
Processor
602
Memory
604
Storage
606
I/O Interface
608
Communication Interface
610

FIG. 6

PTO/AIA/01 (06-12)
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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

As the below named inventor, I hereby declare that:

This declaration is directed to:

- [x] The attached application, or
- [ ] United States application or PCT international application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

LEGAL NAME OF INVENTOR

Inventor: Ryan Montgomery Date (Optional): 01/21/2018

Signature: _____

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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This declaration is directed to:

- ☒ The attached application, or
- ☐ United States application or PCT international application number _____ filed on _____.

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LEGAL NAME OF INVENTOR

Inventor: Todd Dickerson Date (Optional): 01/24/2018

Signature: Todd Dickerson

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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PTO/AIA/01 (08-12)
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As the below named inventor, I hereby declare that:

This declaration is directed to:

- [x] The attached application, or
- [ ] United States application or PCT international application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WARNING:

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LEGAL NAME OF INVENTOR

Inventor: Russell Brunson Date (Optional): 01/24/2018

Signature: /Russell Brunson/

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: ClickFunnels

Application No./Patent No.: _____ Filed/Issue Date: January 25, 2018

Titled: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

ClickFunnels, a Limited Liability Company

(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☑ The assignee of the entire right, title, and interest.

2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):

   ☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.

   ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (*e.g.*, bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

A. ☑ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

   1. From: _____ To: _____

      The document was recorded in the United States Patent and Trademark Office at

      Reel _____, Frame _____, or for which a copy thereof is attached.

   2. From: _____ To: _____

      The document was recorded in the United States Patent and Trademark Office at

      Reel _____, Frame _____, or for which a copy thereof is attached.

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450**.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/AIA/96 (08-12)
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STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

4. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

5. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

6. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

☑ As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Kyle M. Woodhouse/	01/25/2018
Signature	Date
Kyle M. Woodhouse	70,087
Printed or Typed Name	Title or Registration Number

Attorney Docket No. 3819-P13945US

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, each undersigned ASSIGNOR does hereby:

SELL, ASSIGN AND TRANSFER to **CLICKFUNNELS** ("ASSIGNEE"), a Limited Liability Company of the State of Idaho, having a place of business at 3443 West Bavaria Street, Eagle, ID 83616, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements that are disclosed in the **Application for United States Letters Patent** that has been executed by each undersigned ASSIGNOR concurrently herewith (or ASSIGNOR does hereby authorize and request attorneys, TraskBritt, PC, of P.O. Box 2550, Salt Lake City, Utah 84110, to insert here in parenthesis (Application No. _____, filed _____) the filing date and application number of said application when known), and titled **SYSTEM FOR DIRECTING INTERNET TRAFFIC AND RELATED METHODS**, such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent or the legal equivalent thereof that have been or may be filed in the United States and all foreign countries relating to any of such improvements; all original, reexamined and reissued patents that have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application made in the United States;

AUTHORIZE the ASSIGNEE to apply for and receive any and all United States and foreign patents relating to such improvements in its own name;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to and in the name of the ASSIGNEE;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement or encumbrance affecting the rights and property herein conveyed has been or will be made or entered into by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the ASSIGNEE, to carry out in good faith the intent and purpose of this Assignment, to execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications relating to any and all such improvements; to execute all rightful oaths, declarations, assignments, powers of attorney and other papers; to communicate to the ASSIGNEE all facts and provide to the ASSIGNEE all documents and things known and accessible to the undersigned relating to such improvements and the history thereof, and testify as to the same in any interference, litigation or other

and the history thereof, and testify as to the same in any interference, litigation or other proceeding relating thereto; and generally to do everything possible that the ASSIGNEE shall consider desirable for vesting title to such improvements in the ASSIGNEE, and to secure, maintain, defend and enforce valid and enforceable patent protection for such improvements;

AGREE AND ACKNOWLEDGE that the SALE, ASSIGNMENT AND TRANSFER of rights and property set forth herein is and shall be IRREVOCABLE and BINDING upon the heirs, assigns, representatives and successors of each undersigned ASSIGNOR and EXTEND to the successors, assigns and nominees of the ASSIGNEE.

ASSIGNOR:

Todd Dickerson Date: 01/24/2018

Todd Dickerson
Residing at:

COUNTY OF)
: ss.
STATE OF)

On this _____ day of _____, 2018, before me personally appeared TODD DICKERSON, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he/she executed the same.

_____
Notary Public in and for said County and State

My Commission Expires:

_____

Petitioner HighLevel Ex-1004, 0115

ASSIGNOR:

Russell Brunson Date: 01/24/2018

Russell Brunson
Residing at:

COUNTY OF)
: ss.
STATE OF)

On this _____ day of _____, 2018, before me personally appeared RUSSELL BRUNSON, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he/she executed the same.

_____
Notary Public in and for said County and State

My Commission Expires:

_____

Petitioner HighLevel Ex-1004, 0116

ASSIGNOR:

Ryan Montgomery
Residing at:

Date: 01/21/2018

COUNTY OF)
: ss.
STATE OF)

On this _____ day of _____, 2018, before me personally appeared RYAN MONTGOMERY, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he/she executed the same.

Notary Public in and for said County and State

My Commission Expires:

ACCEPTED BY ASSIGNEE:
CLICKFUNNELS

By: Brent Copeland
Its: CEO
Date: 01/24/18

Petitioner HighLevel Ex-1004, 0117

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/880,226

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	75		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	330		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	380		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*	x 50 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*	x 230 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	785		TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/880,226	01/25/2018	2447	785	3819-P13945US	20	3

CONFIRMATION NO. 8621

FILING RECEIPT

24247
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

OC000000097502237

Date Mailed: 02/21/2018

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

Todd Dickerson, Cranton, GA;
Russell Brunson, Eagle, ID;
Ryan Montgomery, Belmont, MI;

Applicant(s)

ClickFunnels, Eagle, ID;

Power of Attorney: The patent practitioners associated with Customer Number 24247

Domestic Applications for which benefit is claimed - None.
A proper domestic benefit claim must be provided in an Application Data Sheet in order to constitute a claim for domestic benefit. See 37 CFR 1.76 and 1.78.

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 02/20/2018

Petitioner HighLevel Ex-1004, 0119

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/880,226**

Projected Publication Date: 07/25/2019

Non-Publication Request: No

Early Publication Request: No
**** SMALL ENTITY ****
Title

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Preliminary Class

709

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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NOT GRANTED

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2173
Examiner Name	VU, KIEU D
Attorney Docket Number	3819-P13945US

U.S.PATENTS Remove

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20130055071	A1	2013-02-28	Bray	
	2	20120151329	A1	2012-06-14	Cordasco	
	3	20080072139	A1	2008-03-20	Salinas et al.	

If you wish to add additional U.S. Published Application citation information please click the Add button. Add

FOREIGN PATENT DOCUMENTS Remove

Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] i	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
	1	2015/172228	WO	A1	2015-11-19	Pagecloud Inc.		

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15880226
	Filing Date	2018-01-25
	First Named Inventor	Todd Dickerson
	Art Unit	2173
	Examiner Name	VU, KIEU D
	Attorney Docket Number	3819-P13945US

	2	102999527	CN	A	2013-03-27	Tencent Technology (Shenzhen) Co., Ltd.		
	3	10-2007-0118753	KR	A	2007-12-18	Zero One System Co., Ltd.		
	4	10-2006-0014233	KR	A	2006-02-15	Kim Kwang Young		

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NON-PATENT LITERATURE DOCUMENTS Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	International Written Opinion of the International Searching Authority for PCT Application No. PCT/US2019/014602, mailed May 01, 2019, 7 pages.	
	2	International Search Report for PCT Application No. PCT/US2019/014602, mailed May 01, 2019, 3 pages	

If you wish to add additional non-patent literature document citation information please click the Add button Add

EXAMINER SIGNATURE

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2173
Examiner Name	VU, KIEU D
Attorney Docket Number	3819-P13945US

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Kyle Woodhouse/	Date (YYYY-MM-DD)	2019-06-19
Name/Print	Kyle Woodhouse	Registration Number	70,087

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these record s.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

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6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

To:
WOODHOUSE, Kyle M.

P.O. Box 2550 Salt Lake City, Utah 84110 USA

PCT

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Date of mailing *(day/month/year)*	**01 May 2019 (01.05.2019)**
Applicant's or agent's file reference 3819-14125PC	**FOR FURTHER ACTION** See paragraph 2 below

International application No.	International filing date *(day/month/year)*	Priority date *(day/month/year)*
PCT/US2019/014602	**22 January 2019 (22.01.2019)**	25 January 2018 (25.01.2018)

International Patent Classification (IPC) or both national classification and IPC
G06F 16/957(2019.01)i, G06F 16/958(2019.01)i, G06F 17/24(2006.01)i

Applicant
CLICKFUNNELS

1. This opinion contains indications relating to the following items:

- [x] Box No. I Basis of the opinion
- [ ] Box No. II Priority
- [ ] Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- [ ] Box No. IV Lack of unity of invention
- [x] Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step and industrial applicability; citations and explanations supporting such statement
- [ ] Box No. VI Certain documents cited
- [ ] Box No. VII Certain defects in the international application
- [x] Box No. VIII Certain observations on the international application

2. **FURTHER ACTION**

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.
For further options, see Form PCT/ISA/220.

Name and mailing address of the ISA/KR	Date of completion of this opinion	Authorized officer
International Application Division Korean Intellectual Property Office 189 Cheongsa-ro, Seo-gu, Daejeon, 35208, Republic of Korea Facsimile No. +82-42-481-8578	24 April 2019 (24.04.2019)	KIM, Seong Woo Telephone No. +82-42-481-3348

Form PCT/ISA/237 (cover sheet) (January 2015)

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/US2019/014602

Box No. I Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of :

   ☒ the international application in the language in which it was filed

   ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))

2. ☐ This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43*bis*.1(a))

3. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, this opinion has been established on the basis of a sequence listing:

   a. ☐ forming part of the international application as filed:
      ☐ in the form of an Annex C/ST.25 text file.
      ☐ on paper or in the form of an image file.

   b. ☐ furnished together with the international application under PCT Rule 13*ter*.1(a) for the purposes of international search only in the form of an Annex C/ST.25 text file.

   c. ☐ furnished subsequent to the international filing date for the purposes of international search only:
      ☐ in the form of an Annex C/ST.25 text file (Rule 13*ter*.1(a)).
      ☐ on paper or in the form of an image file (Rule 13*ter*.1(b) and Administrative Instructions, Section 713).

4. ☐ In addition, in the case that more than one version or copy of a sequence listing has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that forming part of the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

5. Additional comments:

Petitioner HighLevel Ex-1004, 0127

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/US2019/014602

Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	1-20	YES
	Claims	NONE	NO
Inventive step (IS)	Claims	NONE	YES
	Claims	1-20	NO
Industrial applicability (IA)	Claims	1-20	YES
	Claims	NONE	NO

2. Citations and explanations :

Reference is made to the following documents:
D1: US 2008-0072139 A1 (ROBERT SALINAS et al.) 20 March 2008
D2: CN 102999527 A (TENCENT TECHNOLOGY (SHENZHEN) CO., LTD.) 27 March 2013

I. Novelty and Inventive Step (PCT Article 33(2) and (3))

1. Claims 1-7

1.1. Claim 1

D1, which is considered to be the closest prior art to the subject matter of claim 1, discloses a method comprising: targeting messages to users based on variables including but not limited current location, time of day, and place of residence in addition to or in lieu of user demographics and preferences; identifying, by the user, one or more sources of content to include on a mobilized page and selecting a template; and filtering one or more criteria, e.g. temporal, geographic, demographic, and so on (see paragraphs [0147], [0164], and [0280]).

Claim 1 differs from D1 in the feature of receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

However, the feature is merely a matter of design option from the feature of D1 in that a validation may be time based using temporal criteria such as time of day by checking whether the time of day is within operating hours; information received from the client at different times is compared to look up relevant information based on criteria; and the information retrieved and served to the user may be targeted to the user based on various criteria including geographic location, spatial and kinetic variables, and/or temporal variables (see paragraphs [0274], [0327], and [0331]).

Continued on Supplemental Box

Petitioner HighLevel Ex-1004, 0128

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/US2019/014602

Box No. VIII Certain observations on the international application

The following observations on the clarity of the claims, description, and drawings or on the question whether the claims are fully supported by the description, are made:

Claims 19-20 are unclear because 'the guest' has not been previously defined (PCT Article 6).
(Note: The international search report and the written opinion have been established on the assumption that claims 19-20 refer to claim 18.)

Petitioner HighLevel Ex-1004, 0129

Supplemental Box

In case **the space in any of the preceding boxes is not sufficient.**
Continuation of : Box No. V

Accordingly, claim 1 would have been obvious over D1 and lacks an inventive step.

1.2. Claims 2-7

The additional feature of claim 2 is merely a matter of design option from the features of D1 in that the user selects a template that has the elements he or she wants to include on the mobile page; messages must be targeted to users based on variables; the targeted message may be dilivered in accordance with the functionality of mobile device; and a code is generated for display of webpages on both mobile devices and desktop devices (see paragraphs [0147], [0162]-[0163], and [0194]).

The additional features of claims 3-5 are merely a matter of design option from the features of D1 in that the delivery in any form whatsoever may include but not limited to delivery by voice messages, text messages, IM, email with or without attached documents, multi-media including streaming, tickers, RSS, WAP, internet, messaging service, narrowcast, and so on, may utilize any communication protocol such as IP, mobile IP, FTP, HTTP, HTTPS, and so on (see paragraph [0110]).

The additional features of claims 6-7 are merely matters of design option from the feature of D1 in that messages may be targeted to users of devices on the basis of one or more variables such as time of day (see paragraph [0193]).

Accordingly, claims 2-7 would have been obvious over D1 and lack an inventive step.

2. Claims 8-16

2.1. Claim 8

Claim 8 relates to a system. The technical features of claim 8 substantially correspond to that of claim 1. Accordingly, claim 8 lacks an inventive step for the same reasons applied to claim 1.

2.2. Claims 9-14, 16

The additional feature of claim 9 is merely a matter of design option from the feature of D1

Continued on The Next Page

Petitioner HighLevel Ex-1004, 0130

Supplemental Box

In case **the space in any of the preceding boxes is not sufficient.**
Continuation of : Previous Page

in that messages must be targeted to users based on variables including in lieu of user demographics (see paragraph [0147]).

The additional feature of claim 10 is merely a matter of design option from the feature of D1 in that a validation may be time based using temporal criteria such as time of day by checking whether the time of day is within operating hours (see paragraph [0274]).

The additional feature of claim 11 is merely a matter of design option from the feature of D1 in that the personal destinations may be filtered by one or more criteria, e.g. temporal, geographic, demographic, and so on (see paragraph [0280]).

The additional feature of claim 12 is merely a matter of design option from the features of D1 in that the user selects a template that has the elements he or she wants to include on the mobile page; messages must be targeted to users based on variables; the targeted message may be delivered in accordance with the functionality of mobile device; and a code is generated for display of webpages on both mobile devices and desktop devices (see paragraphs [0147], [0162]-[0163], and [0194]).

The additional feature of claim 13 is merely a matter of design option from the feature of D1 in that the delivery in any form whatsoever may include but not limited to delivery by voice messages, text messages, IM, email with or without attached documents, multi-media including streaming, tickers, RSS, WAP, internet, messaging service, narrowcast, and so on, may utilize any communication protocol such as IP, mobile IP, FTP, HTTP, HTTPS, and so on (see paragraph [0110]).

The additional feature of claim 14 is merely a matter of design option from the feature of D1 in that a request for information (RFI) may be performed and the RFI may obtain information from a remote server based on a property identified (see paragraph [0275]).

The additional feature of claim 16 is merely a matter of design option from the feature of D1 in that the targeted messages may be delivered in accordance with the functionality of mobile device (see paragraph [0194]).

Accordingly, claims 9-14 and 16 would have been obvious over D1 and lack an inventive step.

Continued on The Next Page

Petitioner HighLevel Ex-1004, 0131

Supplemental Box

In case **the space in any of the preceding boxes is not sufficient.**
Continuation of : Previous Page

2.3. Claim 15

The additional feature of claim 15 is merely a matter of design option from the feature of D2 in that the user can obtain the expanded dynamic range information by using a dynamic SNS network information delivery method (see paragraph [0004]).

Accordingly, claim 15 would have been obvious over D1 in view of D2 and lacks an inventive step.

3. Claims 17-20

3.1. Claim 17

Claim 17 relates to a non-transitory computer-readable medium. The technical features of claim 17 substantially correspond to that of claim 8. Accordingly, claim 17 lacks an inventive step for the same reasons applied to claim 8.

3.2. Claims 18-20

The additional feature of claim 18 is merely a matter of design option from the features of D1 in that the user selects a template that has the elements he or she wants to include on the mobile page; messages must be targeted to users based on variables; the targeted message may be delivered in accordance with the functionality of mobile device; and a code is generated for display of webpages on both mobile devices and desktop devices (see paragraphs [0147], [0162]-[0163], and [0194]).

The additional feature of claim 19 is merely a matter of design option from the feature of D1 in that messages must be targeted to users based on variables including in lieu of user demographics (see paragraph [0147]).

The additional feature of claim 20 is merely a matter of design option from the feature of D1 in that the targeted messages may be delivered in accordance with the functionality of mobile device (see paragraph [0194]).

Accordingly, claims 18-20 would have been obvious over D1 and lack an inventive step.

Continued on The Next Page

Petitioner HighLevel Ex-1004, 0132

Supplemental Box

In case **the space in any of the preceding boxes is not sufficient.**
Continuation of : Previous Page

II. Industrial Applicability (PCT Article 33(4))

Claims 1-20 are industrially applicable.

Petitioner HighLevel Ex-1004, 0133

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 3819-14125PC	**FOR FURTHER ACTION**	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. **PCT/US2019/014602**	International filing date *(day/month/year)* **22 January 2019 (22.01.2019)**	(Earliest) Priority Date *(day/month/year)* 25 January 2018 (25.01.2018)
Applicant **CLICKFUNNELS**		

This International search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of **3** sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. **Basis of the report**
   a. With regard to the **language**, the international search was carried out on the basis of :
      ☒ the international application in the language in which it was filed
      ☐ a translation of the international application into _____, which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))
   b. ☐ This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6*bis*(a)).
   c. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.
2. ☐ **Certain claims were found unsearchable** (See Box No. II)
3. ☐ **Unity of invention is lacking** (See Box No. III)
4. With regard to the **title,**
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established by this Authority to read as follows:
5. With regard to the **abstract,**
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.
6. With regard to the drawings,
   a. the figure of the **drawings** to be published with the abstract is Figure No. **1**
      ☒ as suggested by the applicant.
      ☐ as selected by this Authority, because the applicant failed to suggest a figure.
      ☐ as selected by this Authority, because this figure better characterizes the invention.
   b. ☐ none of the figures is to be published with the abstract.

Petitioner HighLevel Ex-1004, 0134

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2019/014602

A. CLASSIFICATION OF SUBJECT MATTER

G06F 16/957(2019.01)i, G06F 16/958(2019.01)i, G06F 17/24(2006.01)i

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
G06F 16/957; G06F 17/00; G06F 17/24; G06F 17/30; G06F 3/048; G06Q 50/10; G06F 16/958

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
Korean utility models and applications for utility models
Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
eKOMPASS(KIPO internal) & Keywords: website, response action, triggering condition, operand, guest, client device, social media network, communications

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008-0072139 A1 (ROBERT SALINAS et al.) 20 March 2008 See paragraphs [0110], [0147], [0162]-[0164], [0193]-[0194], [0274]-[0275], [0280], [0327] [0331]; and figure 3.	1-14,16-20
Y		15
Y	CN 102999527 A (TENCENT TECHNOLOGY (SHENZHEN) CO., LTD.) 27 March 2013 See paragraphs [0004], [0007], [0062]; and figure 1.	15
A	US 2013-0055071 A1 (CARNE ROBERT GORDON BRAY) 28 February 2013 See paragraphs [0077], [0079], [0082], [0116], [0119]; and figure 1.	1-20
A	WO 2015-172228 A1 (PAGECLOUD INC.) 19 November 2015 See paragraphs [0091]-[0093]; and figures 4A-4B.	1-20
A	KR 10-2006-0014233 A (KWANG YOUNG KIM) 15 February 2006 See paragraphs [0017]-[0054]; and figure 1.	1-20

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents,such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
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INTERNATIONAL SEARCH REPORT

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2008-0072139 A1	20/03/2008	WO 2008-024690 A2	28/02/2008
		WO 2008-024690 A3	25/09/2008
CN 102999527 A	27/03/2013	CN 102999527 B	25/11/2015
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		CA 2948907 A1	19/11/2015
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		JP 2017-523535 A	17/08/2017
		US 2017-0090734 A1	30/03/2017
KR 10-2006-0014233 A	15/02/2006	None	

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(54) Title: METHODS AND SYSTEMS FOR WEB CONTENT GENERATION

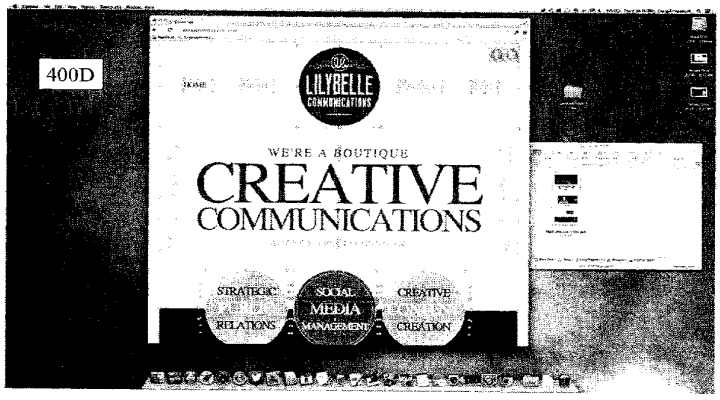


Figure 4B

(57) Abstract: Whilst the Internet has become a dominant communications medium through a variety of services the main portal to the vast majority of this content is through a webpage associated with a user, a group, enterprise, retailer etc. For those generating the content they are today essentially stuck with two options, one expensive option for full creative control and flexibility via web developers and website development enterprises, the other cheaper option to use an enterprise offering templates and work within their constraints. In contrast, embodiments of the invention provide conventional features the user is familiar with such as cut, copy, paste etc. allowing them to edit, manipulate, and create directly within a webpage using a tool that works directly within their website such that changes are automatically live on the Internet when completed but has the familiarity of a standard graphics editing or word processing tool.

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METHODS AND SYSTEMS FOR WEB CONTENT GENERATION

FIELD OF THE INVENTION

[001] This invention relates to Internet content generation and more particularly to improved tools for the acquisition, modification, and generation of webpages, webapps and websites.

BACKGROUND OF THE INVENTION

[002] The Internet is a global system of interconnected computer networks that use the standard Internet protocol suite communication protocols, e.g. TCP/IP, to link several billion devices worldwide. It is essentially a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), the infrastructure to support email, and peer-to-peer networks for file sharing and telephony.

[003] Though the Internet has been widely used by academia since the 1980s, the commercialization of what was by the 1990s an international network resulted in its popularization and incorporation into virtually every aspect of modern human life. As of April 2014, approximately 3 billion people, nearly 40% of the world's human population have an Internet connection. Over the past thirty years most traditional communications media including telephone, music, film, and television are being reshaped or redefined by the Internet, giving birth to new services such as voice over Internet Protocol (VoIP) and Internet Protocol television (IPTV). Newspaper, book, and other print publishing are adapting to website technology, or are reshaped into blogging and web feeds. The Internet has enabled and accelerated new forms of human interactions through instant messaging, Internet forums, and social networking. Online shopping has boomed both for major retail outlets and small artisans and traders. Business-to-business and financial services on the Internet affect supply chains across entire industries.

[004] The vast majority of user engagement with the Internet, especially for the average individual, is through webpages and websites. A website, is a set of related webpages served

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from a single web domain, and is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a Uniform Resource Locator (URL). All publicly accessible websites collectively constitute the World Wide Web. Each webpage is a document, typically written in plain text interspersed with formatting instructions in a language, e.g. Hypertext Markup Language (HTML, XHTML). Webpages may incorporate elements from other websites with suitable markup anchors as well as links to other webpages on the same website or other websites, the latter being typically accessed via hypertext links.

[005] In order to view information a user launches an application, often referred to as a web browser, and navigates to a webpage through a search or a stored link, its web address. The web browser rendering the page content according to its HTML markup instructions onto a display terminal wherein the content and HTML markup instructions have been transported with the Hypertext Transfer Protocol (HTTP), which may optionally employ encryption (HTTP Secure, HTTPS) to provide security and privacy for the user of the webpage content. The URLs of the pages organize them into a hierarchy, although hyperlinking between them conveys the reader's perceived site structure and guides the reader's navigation of the site which generally includes a home page with most of the links to the site's web content, and a supplementary about, contact and link page.

[006] Some websites require a subscription to access some or all of their content. Examples of subscription websites include many business sites, parts of news websites, academic journal websites, gaming websites, file-sharing websites, message boards, web-based email, social networking websites, websites providing real-time stock market data, and websites providing various other services (e.g., websites offering storing and/or sharing of images, files and so forth).

[007] However, irrespective of the content, the structure, the website, etc. every single webpage on every single website has had to be generated. Whilst, some webpages may display results from searches these search results are webpages or portions of webpages. With an estimated 100 billion plus webpages on over 100 million websites that is a vast amount of human resources applied to the design, layout, configuration of those webpages. At present creating a website generally involves two primary jobs, the web designer and web developer, who often work closely together on a website. The web designers are responsible for the visual aspect, which includes the layout, coloring and typography of a webpage and will

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typically have a working knowledge of using a variety of languages such as HTML, Cascading Style Sheets (CSS), JavaScript, PHP (a server-side scripting language) and Flash to create a site, although the extent of their knowledge will differ from one web designer to another. Particularly in smaller organizations one person will need the necessary skills for designing and programming the full webpage, while larger organizations may have a web designer responsible for the visual aspect alone. In other particular circumstances, other individuals may become involved during the creation of a website including, for example, graphic designers (to create visuals for the site such as logos, layouts and buttons), Internet marketing specialists (who help maintain web presence through strategic solutions targeting viewers), search engine optimizers (SEOs, who research / recommend website language to increase website visibility on search engines), Internet copywriters (to create the written content), and user experience (UX) designers (who address end-user design considerations).

[008] As a result establishing a website whilst being a major, often vital, element of an enterprise's or organization's strategy can be an expensive proposition which is not helped by the need to support both desktop and mobile users as well as potentially supporting multiple languages to address user's in different geographical regions. Due to the lower bandwidth, reduced display capabilities, and typically lower processor capabilities a mobile webpage / website is generally less complex and less graphically intensive than a desktop webpage / website.

[009] Accordingly, over the past decade whilst professional design tools for webpages / websites have improved a parallel development has occurred geared to the individual, the smaller enterprise, etc. wherein they can design and implement a website and its webpages through the use of templates that are pre-configured and remove the requirements of the user to understand web design and development tools. In many instances these are discrete third party services but increasingly these are bundled as part of an overall package from enterprises such as GoDaddy™, Wix™, and WordPress.com wherein the user can register an Internet domain, generate their website and have it hosted so that they do not need to worry about servers, scalability etc.

[0010] However, this leaves the user with essentially two options, the first with full creative control and flexibility is to exploit web developers and website development enterprises to generate exactly what they want. The second is to select a template from those available and work within its constraints. The former is typically suited to established enterprises that can

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justify the marketing budget and quantify the return on investment whilst the latter is typically employed by small and new enterprises, individuals, etc. to establish a web presence without incurring significant costs for unknown return on investment.

[0011] Accordingly, it would be beneficial to provide users with the ability to establish a webpage and / or website with a design that they want within a generation tool that they find easy and intuitive to use. The former, i.e. the generation tool, beneficially is the very same web browser that their users will view the webpage / website with whilst the latter, the intuitive and easy use, is the same features that they will be familiar with from word processing, graphics editors, etc.

[0012] It would be further beneficial for a user, when generating their webpage(s) and / or website(s) to be able to rapidly duplicate an existing webpage / website and then edit it to reflect the changes that they want. For example, a florist offering twenty floral arrangements may wish to have twenty webpages each essentially identical in theme and content with the variations for each particular arrangement's image, cost, and options. Similarly, a small local chain of restaurants may wish to establish a website for each location so that it reflects the neighbourhood it is within but have similar structure and many common elements. Accordingly, being able to easily copy a webpage, edit it, and save it would be beneficial.

[0013] It would be further beneficial for the user's edits, amendments, etc. to their webpage(s) / website(s) to be automatically and rapidly available online once they have completed them rather than awaiting their service provider's upload of modified content. It would be further beneficial for the user to be able to rapidly add extended features to their website such as videos, widgets etc.

[0014] Other aspects and features of the present invention will become apparent to those ordinarily skilled in the art upon review of the following description of specific embodiments of the invention in conjunction with the accompanying figures.

SUMMARY OF THE INVENTION

[0015] It is an object of the present invention to address limitations within the prior art relating to Internet content generation and more particularly to improved tools for the acquisition, modification, and generation of webpages, webapps and websites.

[0016] A method of generating a webpage by opening a first webpage within a web browser, processing the content of the first webpage with a web based application, copying the

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processed webpage content, and pasting or directing the copied processed webpage content to generate a second webpage.

[0017] A method of copying and pasting a predetermined portion of a first webpage by opening the first webpage within a web browser, processing the content of the first webpage with a web based application, copying a predetermined portion of the processed webpage content, and pasting or directing the copied predetermined portion of the processed webpage content to a second webpage such that all formatting and visible characteristics of the copied content are preserved.

[0018] In accordance with an embodiment of the invention there is provided a method of copying content from one webpage to another comprising the steps of:

scanning and analyzing the elements of content of the webpage to be copied to identify assets;

converting the identified assets into a format suitable for manipulation;

copying the converted identified assets into a memory; and

at least one of:

pasting or directing the converted identified assets into the other webpage from the memory; and

directly generating the converted identified assets within the other webpage from the memory.

[0019] In accordance with an embodiment of the invention there is provided a method of linking a font to a webpage comprising:

receiving an indication of a font to be linked to the webpage;

determining a name and properties of the font;

locating a font file associated with the font;

using a font-converter system to split the font file into a plurality of discrete font files; and

at least one of:

copying the discrete font files to a repository and establishing links to them; and

linking to the original sources in all formats associated with the discrete font files.

[0020] In accordance with an embodiment of the invention there is provided a method of editing a webpage stored on a remote server with a local web browser on a device by a user, the device comprising at least a microprocessor and where the changes made on the local web

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browser are made directly within a web inspector associated with the web browser and saved on the remote server so that they become permanent.

[0021] In accordance with an embodiment of the invention there is provided a method of adding content to a webpage by at least one of dragging a file into a web browser and pasting a file into a web browser from a clipboard such that the content of the file can be at least one of expanded, converted to a webpage and manipulated within the web browser, wherein the file is expressed in a proprietary file format.

[0022] In accordance with an embodiment of the invention there is provided a method of adding a widget to a webpage comprising receiving an identity of an item of content to be added, determining what widget is appropriate for the item of content, and generating the appropriate widget.

[0023] In accordance with an embodiment of the invention there is provided a method of generating portable webpage content comprising at least one of cutting and copying content within a web browser from an editable webpage into a clipboard of an operating system of an electronic device upon which the web browser application is in execution.

[0024] A method comprising generating portable content from a predetermined portion of a webpage, saving the portable content into a file, exchanging the file with another electronic device, and inserting the portable content into another webpage to re-instantiate the predetermined portion of the webpage.

[0025] In accordance with an embodiment of the invention there is provided a method of providing at least one of an undo function and a redo function to a webpage application for generating and / or editing a webpage comprising serializing every change to the webpage as a text difference, storing the text differences with the webpage, and allowing the user through the web browser to sequentially move through the serialized changes in either direction in future sessions within a web browser accessing the webpage.

[0026] Other aspects and features of the present invention will become apparent to those ordinarily skilled in the art upon review of the following description of specific embodiments of the invention in conjunction with the accompanying figures.

BRIEF DESCRIPTION OF THE DRAWINGS

[0027] Embodiments of the present invention will now be described, by way of example only, with reference to the attached Figures, wherein:

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[0028] Figure 1 depicts a network environment within which embodiments of the invention may be employed;

[0029] Figure 2 depicts a wireless portable electronic device supporting communications to a network such as depicted in Figure 1 and as supporting embodiments of the invention;

[0030] Figures 3A to 3D depict a prior art sequence for generating a webpage using a web based website builder;

[0031] Figures 4A and 4B depicts exemplary process and screen images for copying a webpage within a browser according to an embodiment of the invention;

[0032] Figures 5 and 6 depict exemplary screen images for user using a web based webpage editor / creator according to an embodiment to the invention;

[0033] Figures 7 and 8 depict exemplary screen images for a user using a web based webpage editor / creator according to an embodiment to the invention;

[0034] Figure 9 depicts exemplary process and screen images for automatic font conversion and linking using a web based webpage editor / creator according to an embodiment to the invention;

[0035] Figure 10 depicts exemplary process and screen images for automatic font detection, acquisition, and linking using a web based webpage editor / creator according to an embodiment to the invention;

[0036] Figure 11 depicts exemplary process and screen images relating to web-inspector code persistence via a web based webpage editor / creator according to an embodiment to the invention;

[0037] Figure 12 depicts exemplary process and screen images for converting third party media to webpages via a web based webpage editor / creator according to an embodiment to the invention;

[0038] Figure 13 depicts exemplary process and screen images for an interaction-driven widget creation process via a web based webpage editor / creator according to an embodiment to the invention;

[0039] Figure 14 depicts exemplary process and screen images for a web-browser to operating system clipboard relaying via a web based webpage editor / creator according to an embodiment to the invention; and

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[0040] Figures 15A and 15B depict exemplary process and screen images for portable HTML object re-instantiation via a web based webpage editor / creator according to an embodiment to the invention.

DETAILED DESCRIPTION

[0041] The present invention is directed to Internet content generation and more particularly to improved tools for the acquisition, modification, and generation of webpages, webapps and websites. The ensuing description provides exemplary embodiment(s) only, and is not intended to limit the scope, applicability or configuration of the disclosure. Rather, the ensuing description of the exemplary embodiment(s) will provide those skilled in the art with an enabling description for implementing an exemplary embodiment. It being understood that various changes may be made in the function and arrangement of elements without departing from the spirit and scope as set forth in the appended claims.

[0042] A "portable electronic device" (PED) as used herein and throughout this disclosure, refers to a wireless device used for communications and other applications that requires a battery or other independent form of energy for power. This includes devices, but is not limited to, such as a cellular telephone, smartphone, personal digital assistant (PDA), portable computer, pager, portable multimedia player, portable gaming console, laptop computer, tablet computer, and an electronic reader.

[0043] A "fixed electronic device" (FED) as used herein and throughout this disclosure, refers to a wireless and /or wired device used for communications and other applications that requires connection to a fixed interface to obtain power. This includes, but is not limited to, a laptop computer, a personal computer, a computer server, a kiosk, a gaming console, a digital set-top box, an analog set-top box, an Internet enabled appliance, an Internet enabled television, and a multimedia player.

[0044] An "application" (commonly referred to as an "app") as used herein may refer to, but is not limited to, a "software application", an element of a "software suite", a computer program designed to allow an individual to perform an activity, a computer program designed to allow an electronic device to perform an activity, and a computer program designed to communicate with local and / or remote electronic devices. An application thus differs from an operating system (which runs a computer), a utility (which performs maintenance or general-purpose chores), and programming tools (with which computer programs are

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created). Generally, within the following description with respect to embodiments of the invention an application is generally presented in respect of software permanently and / or temporarily installed upon a PED and / or FED.

[0045] A "web application" (commonly referred to as a "web app" or "webapp") as used herein may refer to, but is not limited to, application software accessible by a user over a network such as the Internet or an intranet that runs in a web browser or is created in a browser-supported programming language, e.g. a combination of JavaScript, HTML and CSS, and relies upon a web browser to render the application executable. This includes webapps, but is not limited to, such as webmail, online retail sales, online auctions, social networks, social media, wikis, message boards, office software (e.g. word processors, online spreadsheets, and presentation tools), project management, computer-aided design, video editing, multimedia content presentation, point-of-sale applications.

[0046] A "web browser" (commonly referred to as a 'browser") as used herein may refer to, but is not limited to, a software application for retrieving, presenting and traversing information resources such as those on the World Wide Web and the Internet or accessible via web servers in an intranet, a private network, or files in file systems. An information resource being typically identified by a Uniform Resource Identifier / Uniform Resource Locator (URI/URL) and may be, for example, a webpage, a website, multimedia content, image content, text content, or other items of content. Hyperlinks present within information resources allow users easily to navigate their browsers to related information resources. This includes, but is not limited to, Firefox™, Internet Explorer™, Google Chrome™, Opera™, and Apple Safari™.

[0047] A "webpage" (or "web page") as used herein may refer to, but is not limited to, a web document that is suitable for the World Wide Web and a web browser. A web browser displays a webpage on a display, such as that associated with a PED and / or FED. A webpage is what displays, but the term also refers to a computer file, usually written in HTML or comparable markup language, whose main distinction is to provide hypertext that will navigate to other webpages via links. Web browsers coordinate web resources centered on the written webpage, such as style sheets, scripts and images, to present the webpage. On a network, a web browser can retrieve a webpage from a remote web server. On a higher level, the web server may restrict access to only a private network such as a corporate intranet or it provide access to the World Wide Web. On a lower level, the web browser uses the

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Hypertext Transfer Protocol (HTTP) to make such requests. A static webpage is delivered exactly as stored, as web content in the web server's file system, while a dynamic webpage is generated by a web application that is driven by server-side software or client-side scripting. Dynamic webpages help the browser (the client) to enhance the webpage through user input to the server. A webpage is essentially a document, typically written in plain text interspersed with formatting instructions of HTML and / or XHTML either discrete or incorporating elements from other websites via suitable markup anchors.

[0048] A "website" (also known as "web site" or simply "site") as used herein may refer to, but is not limited to, a set of related webpages served from a single web domain. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through a URL. All publicly accessible websites collectively constitute the World Wide Web. The webpages of a website are Webpages are accessed and transported with the Hypertext Transfer Protocol (HTTP), which may optionally employ encryption (HTTP Secure, HTTPS) to provide security and privacy for the user of the webpage content. The user's application, often typically a web browser, renders the page content according to its HTML markup instructions onto a display terminal. The webpages (or simply pages) are accessed and transported with the Hypertext Transfer Protocol (HTTP), which may optionally employ encryption (HTTP Secure, HTTPS) to provide security and privacy for the user of the webpage content. The user's application, typically a web browser, renders the page content according to its HTML markup instructions onto a display terminal. The webpages (or simply pages) of a website can usually be a single URL, commonly referred to as the web address. The URLs of the webpages organize the webpages into a hierarchy, although hyperlinking between them conveys the reader's perceived site structure and guides the reader's navigation of the site which generally includes a home page with most of the links to the site's web content. Each webpage may also be accessed directly through its unique URL. Examples of websites include, but are not limited to, free websites, subscription websites, business websites, news websites, academic journal websites, gaming websites, file-sharing websites, message boards, web-based email, social networking websites, service provider websites, enterprise websites, user websites, and websites offering storing and/or sharing of images, files, etc.

[0049] The "the cloud" as used herein may refer to, but is not limited to "cloud computing" which relates to distributed computing over a network, where a program or application may

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run on many connected computers at the same time. Generally, it refers to computing hardware machines or groups of computing hardware machines commonly referred as servers that are connected through a communication network such as the Internet, an intranet, a local area network (LAN) or wide area network (WAN). Accordingly, "the cloud" or "in the cloud" is metaphor for the Internet where software, platforms and infrastructure are offered / sold "as a service", i.e. remotely through the Internet. Common models of cloud computing service are known as software as a service (SaaS), platform as a service, and infrastructure as a service. These cloud services may be offered in a public, private or hybrid network.

[0050] A "social network" or "social networking service" as used herein may refer to, but is not limited to, a platform to build social networks or social relations among people who may, for example, share interests, activities, backgrounds, or real-life connections. This includes, but is not limited to, social networks such as U.S. based services such as EventBrite, Facebook, Flickr, Google+, Instagram, Linkedln, Pinterest, Tumblr, Twitter, Vimeo, Vine, and YouTube; as well as Nexopia, Badoo, Bebo, , Delphi, Glocals, Hi5, Hyves, iWiW, Mixi, Nasza-Klasa, Skyrock, Soup, The Sphere, StudiVZ, Tagged, Tuenti, VKontakte, XING, Orkut, Mxit, Cyworld, , renren, weibo and Wretch.

[0051] "Social media" or "social media services" as used herein may refer to, but is not limited to, a means of interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. This includes, but is not limited to, social media services relating to magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking as well as those exploiting blogging, picture-sharing, video logs, wall-posting, music-sharing, crowdsourcing and voice over IP, to name a few. Social media services may be classified, for example, as collaborative projects (for example, Wikipedia); blogs and microblogs (for example, Twitter™); content communities (for example, YouTube and DailyMotion); social networking sites (for example, Facebook™); virtual game-worlds (e.g., World of Warcraft™); and virtual social worlds (e.g. Second Life™).

[0052] An "enterprise" as used herein may refer to, but is not limited to, a provider of a service and / or a product to a user, customer, or consumer. This includes, but is not limited to, a retail outlet, a store, a market, an online marketplace, a manufacturer, an online retailer, a charity, a utility, and a service provider. Such enterprises may be directly owned and

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controlled by a company or may be owned and operated by a franchisee under the direction and management of a franchiser.

[0053] A "service provider" as used herein may refer to, but is not limited to, a third party provider of a service and / or a product to an enterprise and / or individual and / or group of individuals and / or a device comprising a microprocessor. This includes, but is not limited to, a retail outlet, a store, a market, an online marketplace, a manufacturer, an online retailer, a utility, an own brand provider, and a service provider wherein the service and / or product is at least one of marketed, sold, offered, and distributed by the enterprise solely or in addition to the service provider.

[0054] A 'third party' or "third party provider" as used herein may refer to, but is not limited to, a so-called "arm's length" provider of a service and / or a product to an enterprise and / or individual and / or group of individuals and / or a device comprising a microprocessor wherein the consumer and / or customer engages the third party but the actual service and / or product that they are interested in and / or purchase and / or receive is provided through an enterprise and / or service provider.

[0055] A "user" as used herein may refer to, but is not limited to, an individual or group of individuals whose biometric data may be, but not limited to, monitored, acquired, stored, transmitted, processed and analysed either locally or remotely to the user wherein by their engagement with a service provider, third party provider, enterprise, social network, social media etc. via a dashboard, web service, website, software plug-in, software application, graphical user interface acquires, for example, electronic content. This includes, but is not limited to, private individuals, employees of organizations and / or enterprises, members of community organizations, members of charity organizations, men, women, children, and teenagers.

[0056] "Electronic content" (also referred to as "content" or "digital content") as used herein may refer to, but is not limited to, any type of content that exists in the form of digital data as stored, transmitted, received and / or converted wherein one or more of these steps may be analog although generally these steps will be digital. Forms of digital content include, but are not limited to, information that is digitally broadcast, streamed or contained in discrete files. Viewed narrowly, types of digital content include popular media types such as HTML, CSS, JavaScript, XML, SVG, CSV, MP3, JPG, AVI, TIFF, AAC, TXT, RTF, HTML, XHTML, PDF, XLS, SVG, WMA, MP4, FLV, and PPT, for example, as well as others, see for

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example ***http://en.wikipedia.org/wiki/List_ofJileJormats.*** Within a broader approach digital content mat include any type of digital information, e.g. digitally updated weather forecast, a GPS map, an eBook, a photograph, a video, a Vine™, a blog posting, a Facebook™ posting, a Twitter™ tweet, online TV, etc. The digital content may be any digital data that is at least one of generated, selected, created, modified, and transmitted in response to a user request, said request may be a query, a search, a trigger, an alarm, and a message for example.

[0057] Reference to "content information" as used herein may refer to, but is not limited to, any combination of content features, content serving constraints, information derivable from content features or content serving constraints (referred to as "content derived information"), and/or information related to the content (referred to as "content related information"), as well as an extension of such information (e.g., information derived from content related information).

[0058] Reference to a "document" as used herein may refer to, but is not limited to, any machine-readable and machine-storable work product. A document may be a file, a combination of files, one or more files with embedded links to other files, etc. The files may be of any type, such as text, audio, image, video, etc. Parts of a document to be rendered to an end user can be thought of as "content" of the document. A document may include "structured data" containing both content (words, pictures, etc.) and some indication of the meaning of that content (for example, e-mail fields and associated data, HTML tags and associated data, etc.). In the context of the Internet, a common document is a Webpage. Webpages often include content and may include embedded information (such as meta-information, hyperlinks, etc.) and/or embedded instructions (such as Javascript, etc.). In many cases, a document has a unique, addressable, storage location and can therefore be uniquely identified by this addressable location such as a universal resource locator (URL) for example used as a unique address used to access information on the Internet.

[0059] Within the description below in respect of Figures 4A through 15 and with respect to embodiments of the invention reference is made to a webpage, a webapp, a website, webpages, webapps, and websites. Whilst these terms are generally employed with the associated meanings it would be evident to one skilled in the art that in many aspect of the World Wide Web, Internet, or private networks exploiting these elements that in other instances these terms may be interchangeable and / or multiple terms may apply to a single item. For example, a webapp that displays a single webpage may accordingly if accessed

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through a URL be also termed a website as may the single webpage. Accordingly, within the description below the use of such terms should be viewed to the fullest / broadest extent through the interchangeability within the art of such terms and to what they relate.

[0060] Referring to Figure 1 there is depicted a network environment 100 within which embodiments of the invention may be employed supporting web content systems and web content applications / platforms (WCS-WCAPs) according to embodiments of the invention. Such WCS-WCAPs, for example supporting multiple channels and dynamic content. As shown first and second user groups 100A and 100B respectively interface to a telecommunications network 100. Within the representative telecommunication architecture a remote central exchange 180 communicates with the remainder of a telecommunication service providers network via the network 100 which may include for example long-haul OC-48 / OC-192 backbone elements, an OC-48 wide area network (WAN), a Passive Optical Network, and a Wireless Link. The central exchange 180 is connected via the network 100 to local, regional, and international exchanges (not shown for clarity) and therein through network 100 to first and second cellular APs 195A and 195B respectively which provide Wi-Fi cells for first and second user groups 100A and 100B respectively. Also connected to the network 100 are first and second Wi-Fi nodes 110A and HOB, the latter of which being coupled to network 100 via router 105. Second Wi-Fi node HOB is associated with Enterprise 160, e.g. United States Patent & Trademark Office (USPTO), within which other first and second user groups 100A and 100B are present. Second user group 100B may also be connected to the network 100 via wired interfaces including, but not limited to, DSL, Dial-Up, DOCSIS, Ethernet, G.hn, ISDN, MoCA, PON, and Power line communication (PLC) which may or may not be routed through a router such as router 105.

[0061] Within the cell associated with first AP 110A the first group of users 100A may employ a variety of PEDs including for example, laptop computer 155, portable gaming console 135, tablet computer 140, smartphone 150, cellular telephone 145 as well as portable multimedia player 130. Within the cell associated with second AP HOB are the second group of users 100B which may employ a variety of FEDs including for example gaming console 125, personal computer 115 and wireless / Internet enabled television 120 as well as cable modem 105. First and second cellular APs 195A and 195B respectively provide, for example, cellular GSM (Global System for Mobile Communications) telephony services as well as 3G and 4G evolved services with enhanced data transport support. Second cellular AP 195B

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provides coverage in the exemplary embodiment to first and second user groups 100A and 100B. Alternatively the first and second user groups 100A and 100B may be geographically disparate and access the network 100 through multiple APs, not shown for clarity, distributed geographically by the network operator or operators. First cellular AP 195A as show provides coverage to first user group 100A and environment 170, which comprises second user group 100B as well as first user group 100A. Accordingly, the first and second user groups 100A and 100B may according to their particular communications interfaces communicate to the network 100 through one or more wireless communications standards such as, for example, IEEE 802.11, IEEE 802.15, IEEE 802.16, IEEE 802.20, UMTS, GSM 850, GSM 900, GSM 1800, GSM 1900, GPRS, ITU-R 5.138, ITU-R 5.150, ITU-R 5.280, and IMT-2000. It would be evident to one skilled in the art that many portable and fixed electronic devices may support multiple wireless protocols simultaneously, such that for example a user may employ GSM services such as telephony and SMS and Wi-Fi / WiMAX data transmission, VOIP and Internet access. Accordingly portable electronic devices within first user group 100A may form associations either through standards such as IEEE 802.15 and Bluetooth as well in an ad-hoc manner.

[0062] Also connected to the network 100 are Social Networks (SOCNETS) 165, first and second service providers 170A and 170B respectively, e.g. WordPress™ and GoDaddy™, and first to third party providers 175A to 175C respectively, e.g. Bing™, Google™, and MSN™, as well as first and second servers 190A and 190B which together with others, not shown for clarity. First and second servers 190A and 190B may host according to embodiments of the inventions multiple services associated with a web content systems and web content applications / platforms (WCS-WCAPs); a provider of a SOCNET or Social Media (SOME) exploiting WCS-WCAP features; a provider of a SOCNET and / or SOME not exploiting WCS-WCAP features; a provider of services to PEDS and / or FEDS; a provider of one or more aspects of wired and / or wireless communications; an Enterprise 160 exploiting WCS-WCAP features; license databases; content databases; image databases; content libraries; customer databases; websites; and software applications for download to or access by FEDs and / or PEDs exploiting and / or hosting WCS-WCAP features. First and second primary content servers 190A and 190B may also host for example other Internet services such as a search engine, financial services, third party applications and other Internet based services.

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[0063] Accordingly, a user may exploit a PED and / or FED within an Enterprise 160, for example, and access one of the first or second primary content servers 190A and 190B respectively to perform an operation such as accessing / downloading an application which provides WCS-WCAP features according to embodiments of the invention; execute an application already installed providing WCS-WCAP features; execute a web based application providing WCS-WCAP features; or access content. Similarly, a USER may undertake such actions or others exploiting embodiments of the invention exploiting a PED or FED within first and second user groups 100A and 100B respectively via one of first and second cellular APs 195A and 195B respectively and first Wi-Fi nodes 110A.

[0064] Now referring to Figure 2 there is depicted an electronic device 204 and network access point 207 supporting WCS-WCAP features according to embodiments of the invention. Electronic device 204 may, for example, be a PED and / or FED and may include additional elements above and beyond those described and depicted. Also depicted within the electronic device 204 is the protocol architecture as part of a simplified functional diagram of a system 200 that includes an electronic device 204, such as a smartphone 155, an access point (AP) 206, such as first AP 110, and one or more network devices 207, such as communication servers, streaming media servers, and routers for example such as first and second servers 190A and 190B respectively. Network devices 207 may be coupled to AP 206 via any combination of networks, wired, wireless and/or optical communication links such as discussed above in respect of Figure 1 as well as directly as indicated. Network devices 207 are coupled to network 100 and therein Social Networks (SOCNETS) 165, first and second service providers 170A and 170B respectively, e.g. WordPress™ and GoDaddy™, and first to third party providers 175A to 175C respectively, e.g. Bing™, Google™, and MSN™, and WCS-WCAP provider 290, e.g. PageCloud™.

[0065] The electronic device 204 includes one or more processors 210 and a memory 212 coupled to processor(s) 210. AP 206 also includes one or more processors 211 and a memory 213 coupled to processor(s) 210. A non-exhaustive list of examples for any of processors 210 and 211 includes a central processing unit (CPU), a digital signal processor (DSP), a reduced instruction set computer (RISC), a complex instruction set computer (CISC) and the like. Furthermore, any of processors 210 and 211 may be part of application specific integrated circuits (ASICs) or may be a part of application specific standard products (ASSPs). A non-exhaustive list of examples for memories 212 and 213 includes any combination of the

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following semiconductor devices such as registers, latches, ROM, EEPROM, flash memory devices, non-volatile random access memory devices (NVRAM), SDRAM, DRAM, double data rate (DDR) memory devices, SRAM, universal serial bus (USB) removable memory, and the like.

[0066] Electronic device 204 may include an audio input element 214, for example a microphone, and an audio output element 216, for example, a speaker, coupled to any of processors 210. Electronic device 204 may include a video input element 218, for example, a video camera or camera, and a video output element 220, for example an LCD display, coupled to any of processors 210. Electronic device 204 also includes a keyboard 215 and touchpad 2 17 which may for example be a physical keyboard and touchpad allowing the user to enter content or select functions within one of more applications 222. Alternatively the keyboard 215 and touchpad 2 17 may be predetermined regions of a touch sensitive element forming part of the display within the electronic device 204. The one or more applications 222 that are typically stored in memory 212 and are executable by any combination of processors 210. Electronic device 204 also includes accelerometer 260 providing three-dimensional motion input to the process 210 and GPS 262 which provides geographical location information to processor 210.

[0067] Electronic device 204 includes a protocol stack 224 and AP 206 includes a communication stack 225. Within system 200 protocol stack 224 is shown as IEEE 802.11 protocol stack but alternatively may exploit other protocol stacks such as an Internet Engineering Task Force (IETF) multimedia protocol stack for example. Likewise AP stack 225 exploits a protocol stack but is not expanded for clarity. Elements of protocol stack 224 and AP stack 225 may be implemented in any combination of software, firmware and/or hardware. Protocol stack 224 includes an IEEE 802.1 l-compatible PHY module 226 that is coupled to one or more Front-End Tx/Rx & Antenna 228, an IEEE 802.1 l-compatible MAC module 230 coupled to an IEEE 802.2-compatible LLC module 232. Protocol stack 224 includes a network layer IP module 234, a transport layer User Datagram Protocol (UDP) module 236 and a transport layer Transmission Control Protocol (TCP) module 238.

[0068] Protocol stack 224 also includes a session layer Real Time Transport Protocol (RTP) module 240, a Session Announcement Protocol (SAP) module 242, a Session Initiation Protocol (SIP) module 244 and a Real Time Streaming Protocol (RTSP) module 246. Protocol stack 224 includes a presentation layer media negotiation module 248, a call control

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module 250, one or more audio codecs 252 and one or more video codecs 254. Applications 222 may be able to create maintain and/or terminate communication sessions with any of devices 207 by way of AP 206. Typically, applications 222 may activate any of the SAP, SIP, RTSP, media negotiation and call control modules for that purpose. Typically, information may propagate from the SAP, SIP, RTSP, media negotiation and call control modules to PHY module 226 through TCP module 238, IP module 234, LLC module 232 and MAC module 230.

[0069] It would be apparent to one skilled in the art that elements of the electronic device 204 may also be implemented within the AP 206 including but not limited to one or more elements of the protocol stack 224, including for example an IEEE 802.11-compatible PHY module, an IEEE 802.11-compatible MAC module, and an IEEE 802.2-compatible LLC module 232. The AP 206 may additionally include a network layer IP module, a transport layer User Datagram Protocol (UDP) module and a transport layer Transmission Control Protocol (TCP) module as well as a session layer Real Time Transport Protocol (RTP) module, a Session Announcement Protocol (SAP) module, a Session Initiation Protocol (SIP) module and a Real Time Streaming Protocol (RTSP) module, media negotiation module, and a call control module. Portable and fixed electronic devices represented by electronic device 204 may include one or more additional wireless or wired interfaces in addition to the depicted IEEE 802.11 interface which may be selected from the group comprising IEEE 802.15, IEEE 802.16, IEEE 802.20, UMTS, GSM 850, GSM 900, GSM 1800, GSM 1900, GPRS, ITU-R 5.138, ITU-R 5.150, ITU-R 5.280, IMT-2000, DSL, Dial-Up, DOCSIS, Ethernet, G.hn, ISDN, MoCA, PON, and Power line communication (PLC).

[0070] Now referring to Figures 3A to 3D there is depicted a typical prior art sequence comprising steps 305 to 365 for generating a webpage using a web based website builder, in this instance Wix™, according to the prior art. Also depicted are steps 375 to 395 relating to a mobile webpage builder through the same web based website builder. Accordingly, as depicted steps 305 to 370 comprise:

[0071] Step 305 - wherein the user selects a category associated with the webpage / website that they wish to establish, for example Business, Music, Creative Arts, Design, Personal, One Pager etc.

[0072] Step 310 -where the user has selected Music and is now presented with sub-categories for that category, in this instance Musician, Singer, Band, DJ, Production.

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[0073] Step 315 - where the user now can browse templates associated with the category and sub-category they have chosen and select the one they wish to use, some may be free whereas more advanced designs etc. may require purchasing them.

[0074] Step 320 - wherein having selected the template the website builder loads an editor for the user's interface to edit and amend the content of the template.

[0075] Step 325 -wherein the selected template is loaded and the user is presented editing and help menus allowing them to rapidly navigate and / or be guided to perform many of the basic aspects of generating their website with the template.

[0076] Step 330 -where the user has selected to adjust the background and is now presented with options through a scroll list. The number and variety of such backgrounds may vary with the template selected, whether the user is exploiting free features or paid, etc.

[0077] Step 335 - where the user is guided through the addition of images which may user generated, user acquired, or provided through the website builder for example.

[0078] Step 340 - wherein the user is guided through the addition of applications to their website / webpage. As depicted three "featured" applications are presented representing contacting users, social media, and retail interface. Other applications may be accessed through the different categories within the index, e.g. new, most popular, free, social, forms, eCommerce, and marketing tools for example.

[0079] Step 345 - where the user has selected to view options under the social index of the applications and is presented with a scrollable list of applications including, but not limited to, Instagram feed, Facebook "like", blogger feed, comments, and displaying social media feeds.

[0080] Step 350 - where the user is presented with setting options including, for example, site addresses, social media settings, statistics, and search engine optimization (SEO). The latter providing help to the user to adjust language within their website etc. to enhance the likelihood that their website is returned during browser searches by other users.

[0081] Step 355 - where the user can navigate and manage the webpages within their website. In this manner the user can establish, for example, a homepage, about page, contact page, and others relating to the content that they wish to display.

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[0082] Step 360 - displays a default home page to the user with exemplary content. The user can edit and replace the text to provide the content that they wish displayed.

[0083] Step 365 - displays a default page entitled "landscape" which the user can edit and amend to reflect the content that they wish to display.

[0084] Accordingly, the user can create a website for desktop display through these steps and repeated sequences of subsets of these steps to add a page, edit the template, save and continue. However, the options presented to the user for editing a page, for example, or adding images etc. are limited to those defined by the template the user selects. In many instances, the user will also wish to establish a mobile website compatible with smartphones etc. Such a mobile website will generally be lower complexity, lower graphics, etc. to support faster loading, easier display etc. on portable electronic devices. In the example depicted with respect to steps 305 to 365 the user can swap to editing their mobile website through selecting the smartphone icon wherein they are presented with a second series of webpages guiding them through the editing of their mobile website in parallel to their desktop website. For example, the user may performs steps 375 to 395 which comprise:

[0085] Step 375 - which depicts a welcome screen to the user that explains their desktop website is automatically converted to a mobile website.

[0086] Step 380 - where the user can view the pages of their website in mobile format and navigate through these.

[0087] Step 385 - where the user is presented with options for adjusting the settings on their mobile webpages. In this instance the user is simply presented with the ability to hide one or more webpages thereby simplifying their mobile website without impacting their desktop website.

[0088] Step 390 - where the user is presented with options for adjusting content on their mobile webpages. In this instance the user is simply presented with the ability to hide elements on one or more webpages thereby simplifying their mobile website without impacting their desktop website.

[0089] Step 395 - provides the user with the option to add other elements to their website such as a mobile action bar or a preloader that will load another webpage whilst a user is viewing the one they just navigated to so that the user is not waiting for content to load. The webpage(s) loaded may be established according to techniques known within the art based upon user activities, etc.

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[0090] Whilst the web based webpage / website builder described with respect to Figures 3A to 3D provides a user with a low complexity interface the options are limited and generally constrained to much less functionality, options, etc. than available with a website builder application such as Adobe™ Dreamweaver™, Microsoft™ Expressions Blend 4 and Corel Website Creator. Such software suites provide website developers with advanced design options but require that the user learns and understands how to use the software.

[0091] Copy Webpage

[0092] Referring to Figures 4A and 4B respectively there are depicted exemplary process 400A and first to third screen images 400B to 400D respectively relating to copying a webpage within a browser according to an embodiment of the invention. As depicted within exemplary process 400A a user initially accesses a web browser 410 and a third party webpage 415 through a web based webpage editor / creator according to an embodiment to the invention, referred within this specification as a web content system and web content applications / platform (WCS-WCAP). Accordingly, the WCS-WCAP algorithms, either in-browser or in-cloud, analyze and de-construct the webpage content of third party webpage 415 and this is then stored within a memory / buffer, either locally or remotely, such that the user can then be presented with a "copy" of the third party webpage 415 as new user webpage 435. This "copy" is actually a recreation of the webpage using the WCS-WCAP algorithms which re-construct the webpage content in editable format and display this to the user as the new user webpage 435. Accordingly, referring to first to third screen images 400B to 400D respectively these three steps are depicted wherein in first screen image 400B the user has navigated to a third party webpage 415, in this instance the home page of Lilybelle Communications, within a WCS-WCAP provided by PageCloud™. Accordingly, they elect to duplicate / copy / replicate wherein the WCS-WCAP algorithms, either in-browser or in-cloud, analyze and de-construct the webpage content of third party webpage which is depicted by second screen image 400C wherein a progress bar relating to the analysis and de-construction is displayed. Subsequently, in third screen image 400D the user elects to re-create wherein the WCS-WCAP algorithms re-construct the webpage content in editable format and display this to the user. As evident from third screen image 400D each element of content is marked with markers indicating that the object may be moved, resized, deleted, etc.

[0093] This process is similarly depicted in Figures 5 and 6 respectively where there are depicted first to third images 500A to 500C and fourth to sixth images 600A to 600C

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respectively in respect of a user exploiting a web based webpage editor / creator according to an embodiment to the invention. Such a web based webpage editor / creator representing an embodiment of a web content system and web content application / platform (WCS-WCAP) according to an embodiment of the invention. As depicted and described below the WCS-WCAP allows a user to copy a live webpage and / or website which may be a webpage and / or website of the user or it may alternatively be a third party webpage and / or website. In the latter instance the webpage and / or website may represent a format, layout that the user wishes to exploit. The WCS-WCAP when the user elects to copy the webpage and / or website and the assets, content and layout of that webpage and / or website are converted from their current source, e.g. hand coded HTML, content management system, etc., into a WYSIWYG drag and drop format for the user to work with.

[0094] Referring to Figure 5 with first to third images 500A to 500C then the user logs into the WCS-WCAP as depicted in first image 500A, establishes a new blank webpage as depicted step 500B, and then accesses a webpage and / or website they wish to replicate in third image 500C, in this instance the splash page / home page of Victoria's Secret™. Next as depicted in fourth image 600A in Figure 6 the user has selected copy, e.g. through a drop-down menu, CTRL+C, etc. as known in the art, where the WCS-WCAP begins analyzing the target webpage and / or website, and they are presented a status bar indicating progress of the replication process. Once, all elements have been analysed for the target webpage the WCS-WCAP presents fifth image 600B to the user. Selection of the "paste" button, e.g. through a drop-down menu, CTRL+V, etc. as known in the art, results in the WCS-WCAP generating the replica webpage and / or website on the blank page the user selected. Accordingly, this is displayed as sixth image 600C.

[0095] The processes described in respect of Figures 4A / 4B and Figures 5/ 6 are based upon copying the result of a copy page operation within the WCS-WCAP onto a clipboard, which may be local and / or remote, and pasting it into a blank page on a website of the user. However, according to another embodiment of the invention the copy page operation deposits the copied page right into the user's site such that they are able to start directly editing or saving immediately.

[0096[Accordingly, a user upon visit any webpage on the Web may initiate a WCS-WCAP copy using the copy page algorithms. The WCS-WCAP then scans and analyzes every piece of content on the page including, but not limited to, text, images, movies, frames, third party

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widgets, colors, fonts, dimensions, layout, hover styles, Cascading Style Sheets (CSS), HTML, JavaScript, form elements, all external media, etc. The WCS-WCAP then converts each identified asset into a format suitable for drag and drop manipulation, by measuring its dimensions, visible attributes, positioning, etc. In order to address different web browser inconsistencies in rendering HTML/CSS, the WCS-WCAP will normalize the generated "code" it has produced for the webpage and / or website to be of a common format, which can be consistently rendered across PEDs and / or FEDs. In many instances, the inventors have established that their coded copy of the webpage and / or website is often more consistent with respect to being rendered on PEDs and / or FEDs than the original webpage and / or website code. Typically, the webpage and / or website reduces the page weight, often to half of the original byte size and number of elements, resulting in a simpler page architecture and faster page loading / rendering than the original. The result is a duplicate page that is rendered as absolutely or relatively positioned, suitable for use with a page editor other than the original production page editor.

[0097] The WCS-WCAP exploits a series of sophisticated algorithms which initially allow it to integrate with the chosen browser in order to extract runtime dimensions, attributes, positioning and other information, as well as data relating to "post" rendering by the browser versus analyzing the source code. However, simply "asking" the browser for each of these attributes and converting them will not yield a matching page. In fact, many combinations of stated attributes will not render the same content in the same way when lifted out of their original page context. This is due to many side effects and interactions between combinations of HTML/CSS attributes, that the WCS-WCAP's algorithms must compensate for to get a "what you see" version of all of the stated attributes, so they can be used to recreate the assets in the same form, in a different context, i.e. a new page. Initially, external assets such as images, videos, fonts, etc. for example, are "linked" into the resulting copied page and then, secondly, assets are duplicated, so that the copied page links to copied assets. In a third step, the first page can be "spidered" to find all linked pages, on or off the domain, and launch a subsequent copy page operation for each of those pages, thus copying an entire site. In this manner, the pages' internal links are re-written to point to the copied pages. Options for only spidering pages on the same domain, subdomain, with or without query string parameters can be specified.

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[0098] Some advanced capabilities of the "copy" process, besides basic dimensions, visual attributes and position, etc. are z-index, masking of objects, 2D or 3D transformations, animations, etc. In an alternate configuration, the copy page operation can copy only a selected part of a page, either by drawing a rectangle to define a range of coordinates, or by selecting an element or group of elements on the page. Based on coordinates, WCS-WCAP will first measure all elements and find only those that overlap with the specified page region, and copy only those, also masking any objects that overlap the boundaries of the region. When using an element to specify a region, that element is first measured, converted to a region, and then copying proceeds as previous. This allows objects that may overlap the specified element but which are not child elements, to be copied and masked as well. The resulting copied pages or portions are serialized and are then portable allowing them to be posted to a server, copied to the clipboard, or saved in a file, or emailed, etc.

[0099] The WCS-WCAP algorithms, either in-browser or in-cloud, that analyze and de-construct the webpage content include, but are not limited to, algorithms to:

- Analyse multiple inheritance of CSS by webpage elements and extract the parent CSS;
- Measure absolute positions of webpage elements to determine location, width, height etc.;
- Measure relative positions of webpage elements;
- Identify and characterise floating elements within the webpage whose position is relative to other content dynamically inserted into the webpage;
- Establish webpage element structure such as inline and / or flow layout.

[00100] Algorithms within the WCS-WCAP according to embodiments of the invention are arranged within a hierarchy so that lowest level algorithms analyse / extract webpage element information whilst those higher within the hierarchy manage aspects such as inheritance, flow, normalize webpage elements for multi-browser compatibility etc.

[00101] In many instances the analysis of elements and / or content is significantly more complete than simply requesting or "asking" the browser for dimensions of a webpage / screen element. For example, multiple inheritances of Cascading Style Sheets, variations of HTML coding practices, floating elements, browser inconsistencies and differing rendering box models, can all impact both the value provided by the browser in response to a request and what the true value actually is. Accordingly, the inventor has undertaken significant

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volumes of tests, observations etc. to codify various combinations of side effects in order to establish algorithms that can consistently extract and re-render webpage / website content the same way, using generic mark-up, across multiple browsers, operating systems, etc.

[00102] Accordingly once a user has replicated a webpage into their own website, either a discrete page or one of multiple pages, then they may proceed to work upon the webpage such as depicted in Figures 7 and 8 in steps 700A to 700F the user has:

[00103] Step 700A - the user has reduced the size of the main image from its original dimensions;

[00104] Step 700B - the user has moved the reduced original main image and moved / reduced a second image originally further down the webpage that was copied as part of the copy operation (i.e. the whole webpage is copied and not just the visible portion);

[00105] Step 700C - the user has moved to another webpage within the web site and copied this page;

[00106] Step 700D - the user has now moved to another web site, in this instance Adidas™ and copied this page;

[00107] Step 700E - the user has now copied content from each of the webpages copied in steps 700C and 700D and pasted it / resized it into the webpage of step 700B;

[00108] Step 700F - the user is saving the new webpage.

[00109] **Drag and Drop Font Linking**

[00110] This feature of the WCS-WCAP provides a user with the means for drag/drop and copy/paste integration of third party fonts with webpages.

[00111] The current state of third party fonts on the web is that there are many file formats that are each only supported on certain platforms, e.g. Windows, Mac, Linux, different browsers, etc. In order to "use" a third party font across different web browsers, a copy of each file format is required, and the appropriate code linkages, such as link tags, CSS declarations, Javascript loading, etc. are required. This collection of files, assembling of linkages and integration of the font codes into a web site/page are most often performed by a developer, by hand, or hard-coded into a pre-existing template or the application itself, in isolation.

[00112] However, according to embodiments of the invention the WCS-WCAP can receive a command to "integrate" with a third party font in several non-code ways including, but not limited to:

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- by dragging a single font file to a page;
- by dragging/pasting a URL to a font in a font-repository;
- pasting or dragging a URL or code representing the integration point for a third party font foundry; and
- pasting a detectable font name, by naming convention, etc., e.g. font: funny-text.

[00113] When any of these actions occurs, the WCS-WCAP will determine what the name and properties of the font are, locate the font files, use a third party font-converter system to split the fonts into the most common formats, and then either copy the font files to its own repository and link to them, or link to the original sources in all formats, and instantly allow the font to be used in the page, with no coding required. Once a new font has been linked, copied, and split, the text editor is notified and the font now appears in the list of available fonts. An extra capability of a WCS-WCAP according to an embodiment of the invention is the ability to scan a page or part of a page, i.e. a copied widget, for currently unknown fonts. When unknown fonts are found, the WCS-WCAP scans third party repositories for a match, then initiates the copy and link mechanisms so the font becomes available for use.

[00114] Referring to Figure 9 there are depicted exemplary process 900A and first and second screen images 900B and 900C respectively for automatic font conversion and linking using a web based webpage editor / creator according to an embodiment to the invention. As depicted in exemplary process 900A a user identifies a third party font file 940 which is then inserted into a first web browser 910, associated with or part of a WCS-WCAP 920, as inserted font 945. The WCS-WCAP 920 then converts the font file and splits it, either in-browser or in-cloud, into multiple platform formats liked to a document and text editor or multiple document and text editors. Accordingly, these are then accessible to the user within a second web browser 930, which may or may not be the same as first web browser 910. Accordingly, as depicted in first screen image 900B a user has selected a font from a font directory and is dragging the font onto a webpage that contains text. The WCS-WCAP process then after converting, splitting, and linking the split font files to a document and text editor yields a modified webpage in second screen image 900C wherein the font dragged is not associated to the content such that the displayed text now is formatted within the font.

[00115] Referring to Figure 10 there are depicted exemplary process 1000A, font text 1000B, and first screen image 1000C respectively for automatic font conversion and linking using a web based webpage editor / creator according to an embodiment to the invention. As depicted

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in exemplary process 1000A a user identifies a font code snippet 1040 which is then inserted into a first web browser 1010, associated with or part of a WCS-WCAP 920, as inserted font code snippet 1045. The WCS-WCAP 920 then executes a sequence of font detection, font search, and font procurement, either in-browser or in-cloud. Where this sequence yields a detected font which is found and procured then it is linked in HTML / CSS / Javascript (JS) formats for use across multiple platforms. These multiple platform font files are linked and then accessible within a second web browser 1030, which may or may not be the same as first web browser 1010. Accordingly, as depicted in font text 1000B a user has identified a font code snippet, in this case a URL relating to the font family "Crazy Girls" which once pasted into the WCS-WCAP results in first screen image 1000C wherein, after adding, the user is presented with an indication that a new font has been added document and text editor which has been employed such that the displayed text now is formatted within the font.

[00116] **Browser Inspector Persistence**

[00117] This feature of the WCS-WCAP provides a user with a means to "save" the changes that a user makes in the browser's web inspector, so that they become permanent and the next time they or anyone else loads the webpage, those changes persist.

[00118] Within developer forums on the Web a means to "save" their changes in the web inspector has been a request for years, but at present is not feasible. This has not been technically feasible because the "webpage" that is sent down to the web browser was just-in-time compiled by a content management system or application server. If the changes were then "sent back" to the server but the server cannot reversibly deconstruct those changes and update its source files. Accordingly, the current state of the art with respect to webpage construction is one-way. In contrast WCS-WCAPs according to embodiments of the invention provide an architecture which is novel in that the user is always interfacing with an operating upon the "document" as it exists on the server as well. Accordingly, when a user makes a change to a webpage / website / document they make changes to the document object model (DOM) on the client device, i.e. their web browser, and saves that page, then the changes are sent back to the server and saved inside the page.

[00119] Within an embodiment of the invention, the entire webpage exists as a single HTML file on the server. However, optionally, parts of the HTML page may be marked as "sub-templates" and these markings serve as instructions for the server to be able to receive the document from the browser and split the content back again into its template parts.

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Alternatively, the page areas, e.g. header, footer, navigation bar, body, etc., are persisted as a single document / file whilst in another embodiment of the invention these are split into distinct "templates" so that these can be integrated with other third party content management system.

[00120] Additionally, most attributes and properties (styles) of elements are stored in the style attribute of the element or in a unique matching CSS rule with a one-to-one relationship to each element, so that changes to styles do not have to be "inherited" across other incidental elements. The result is that transfer of the page is bidirectional, from the server down to the client, and from the client back up to the server for saving, by making use of the web inspector as a form of advanced editor. Beneficially, exploiting a web inspect exposes a code console, so that more than the WCS-WCAP user interface can be used alongside the DOM inspector to modify pages, wherein immediate code can be written inside the code console to modify the page, and call any exposed WCS-WCAP library functions, so that those changes persist when the page is saved and sent back to the server. Another way of viewing this is that within the prior art a webpage is simply a one-way projection of the original parts whilst within a WCS-WCAP according to embodiments of the invention the webpage is the real document itself and hence edits made to the version upon the webpage are edits upon the real document which is saved to the remote WCS-WCAP either immediately, periodically, or upon an event occurring.

[00121] Referring to Figure 11 there are depicted exemplary process 1100A and screen image 1100B respectively relating to web-inspector code persistence via a web based webpage editor / creator according to an embodiment to the invention. As depicted a user adds, edits, removes, deletes code (e.g. HTML, CSS, JS, etc.) using Web Inspector, to see changes live within the web browser 1110 they are working within / upon in association with WCS-WCAP 920. The user may use the Web Inspector console to run code that modifies the document where these code changes are then sent to the server upon which the WCS-WCAP is in execution for saving. Accordingly, referring to screen image 1100B the user is editing the colour of the element within the Web Inspector such that its background colour is now red.

[00122] **Drag and Drop Conversion of Proprietary Format to Webpage**

[00123] This feature of the WCS-WCAP provides a means for expanding an external file format, often a proprietary file format, into an object or full webpage, by dragging the file

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expressed in the external file format into the browser or alternatively pasting it from a clipboard. Most notably, Adobe Photoshop (with its proprietary file format and .psd file extensions) or other such programs including, but not limited to, Pixelmator, PowerPoint, Word, Excel, Keynote, Numbers, and Pages.

[00124] A variety of file formats may be dragged into the browser or pasted from the clipboard. Some of those basic formats include, but are not limited to, comma-separated values (CSV), text, and other micro formats. These can be interpreted directly by WCS-WCAPs according to embodiments of the invention through their client libraries such that they are converted into HTML objects, such as tables, text objects, etc. for example. In the instances of more complex and typically visual file formats, like Photoshop, these are sent to the server for advanced deconstruction and conversion to HTML/CSS/Javascript. In the case of Photoshop or other similar formats, the file contains multiple layers of graphic pieces, text pieces, and metadata (e.g. layer names, dimensions, positions, etc.). These file formats can be read on the server, split out into matching HTML elements/objects, and then sent back down to the client in WYSIWYG form. The net effect is, that by dragging or cut/copy pasting a file into a web browser, which within a short timeframe, typically seconds, the file is replaced with an instantly coded webpage, comprising all the layers in the Photoshop file, rather than a single image. Accordingly, text is text, images are layers. Using naming conventions and metadata, other signals can be embedded in the PSD file. For example, naming a layer "Link to: Contactpsd", the link-to could be considered an instruction, to search for a matching file name or URL, and create a hyperlink to that page.

[00125] Now referring to Figure 12 there are depicted exemplary process 1200A and first / second screen images 1200B and 1200C respectively for converting third party media to webpages via a web based webpage editor / creator according to an embodiment to the invention. As depicted in exemplary process 1200A a user identifies a third party media file 1240 which is then inserted into a first web browser 1210, associated with or part of a WCS-WCAP 920, as inserted third party media file 1245. This insertion may, for example, be via dragging, uploading and copy-paste operations. The WCS-WCAP 920 then executes media conversion, either in-browser or in-cloud, resulting in the third party media being split into HTML / CSS / Javascript (JS) documents that are then inserted into the second web browser 1030, which may or may not be the same as first web browser 1010. Accordingly, in first screen image 1200B a user is dragging a third party media file from a folder onto a webpage.

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Once the WCS-WCAP processing has been completed then the third party media file is now displayed as content within the webpage as depicted in second screen image 1200C wherein the individual elements within the content are now individually selectable, editable, adjustable, etc.

[00126] Widget Creation

[00127] This feature according to embodiments of the invention provides a means for creating third party "widgets" on a webpage. Such "widgets", which are a generic type of software application comprising portable code intended for one or more different software platforms, may include, but not be limited to, video players, Twitter™ buttons, Flickr™ photo sets, embedded forms, maps, e-commerce widgets, checkouts, carts, etc. These are created by pasting certain text or objects into the browser. For example; pasting the URL associated with YouTube™ video into a webpage created by a WCS-WCAP according to an embodiment of the invention results in the creation of a player for that video.

[00128] Within the prior art many software applications support third party widgets which are embeddable to webpages. However these are generally "created" by invocation of a "create this kind of widget" feature within an application, i.e. add a video widget and then link the content it. In contrast, embodiments of the invention for WCS-WCAPs start with the content to be presented and invoke the application to create the appropriate widget based upon the content type. Hence, in the prior art adding a YouTube™ widget is through the process of creating the YouTube™ within the webpage and then filling out the form with the URL of the video file. However, a user exploiting a WCS-WCAP according to an embodiment of the invention will provide the URL of the content and the WCS-WCAP determines what widget to create and how to do it. Typically, there are four main variations:

- paste or drag a URL to a known third party service or asset type, for example a URL to an image or to Facebook fan page;
- paste a snippet of code, usually provided by the third party to create a widget;
- paste or drag a uniquely recognizable text string, for example: Google Analytics tracking identity (a UA ID); or
- paste or drag a URL or piece of code that is not recognized, for anonymous integration (such as through iframe or sandbox for example) or automatic type detection / inference.

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[00129] As a result, a WCS-WCAP according to an embodiment of the invention may go spider the page looking for indicators of widget/page type. After any of the proceeding variations, or others, have occurred the WCS-WCAP will look up any matches from a set of known widget types. The necessary metadata will be extracted from whatever is passed, i.e. from the URL, the snippet of code, the unique token, or the spidered page, such as IDs. With the widget type and IDs, a new widget of that type can be created, so that code injection is not possible; and the widget is added to the page. A variation of this is that there are some standard "unknown/anonymous" formats allowed, such as any iFrame (where no match is required). Accordingly, widget creation may be clipboard based or drag and drop based.

[00130] Now referring to Figure 13 there are depicted exemplary process 1300A and first / second screen images 1300B and 1300C respectively for an interaction-driven widget creation process via a web based webpage editor / creator according to an embodiment to the invention. As depicted in exemplary process 1300A a user identifies a third party code snippet 1340 which is then inserted into a first web browser 1310, associated with or part of a WCS-WCAP 920, as inserted third party code snippet 1345. This insertion may, for example, be via dragging, uploading and copy-paste operations. The WCS-WCAP 920 then executes a widget signature detection and instantiation process, either in-browser or in-cloud, resulting in the widget being instantiated in the proper form based upon its detected signature and media links. This results in the insertion of widget 1350 into the second web browser 1330, which may or may not be the same as first web browser 1310. Accordingly, in first screen image 1300B has navigated to YouTube™ and a trailer for a movie, e.g. Gotham. The user is dragging this third party media file, i.e. Gotham video trailer, from YouTube™ onto another webpage. Once the WCS-WCAP processing has been completed then the third party media file, i.e. Gotham video trailer, is now displayed as a widget within the webpage as depicted in second screen image 1300C such that selection of the widget, in this instance, results in the third party media file, namely the Gotham video trailer, being played within the webpage.

[00131] **Browser to Operating System Clipboard Communication**

[00132] This feature according to embodiments of the invention makes use of the operating system (OS) clipboard allowing for not only basic copy/cut/paste operations within a single browser or tab of a web browser, but also across browsers, across multiple tabs of a web browser, across different applications, and even across Virtual Machines.

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[00133] Within the prior art most web applications do not support a clipboard for anything except copying text from form fields. Some more advanced web applications implement their own pseudo clipboard, as separate from the Operating System clipboard, to mimic cut/copy/paste within a single webpage. However, there are severe limitations to this approach, including:

- inability to copy "objects" from one tab of a web browser to another, even if both web browser tabs are the same web application;
- inability to cut/copy/paste from other desktop or web applications to/from the one you are using;
- inability to paste "unknown" data types (example: raw images from the clipboard or objects from other apps); and
- inability to be invoked by native operating system (OS) controls such as pull-down menus, context menus, native browser controls (buttons), for example.

[00134] However, WCS-WCAPs according to embodiments of the invention provide a mechanism that addresses and solves all of these limitations. When a cut/copy operation occurs, the data goes to the operating system clipboard with the WCS-WCAP rather than an internal fake clipboard of a prior art application. This allows WCS-WCAP objects and content to be pasted to third party applications, such as email, instant messenger, text editors, etc. Accordingly, the WCS-WCAP clipboard and objects are "portable". Accordingly, a user may copy some objects to the clipboard, paste them into an email, send it to a friend, have them copy the code and paste it into another WCS-WCAP webpage. Additionally, a WCS-WCAP can receive foreign objects when pasting from the OS clipboard. If a data type is not known, i.e. not an image or text, then the content is first converted to an image by the operating system, and then picked up by the WCS-WCAP and pasted as an image object. If text, the pasted content is scanned for known micro-formats, such as CSV, URLs, HTML, or native WCS-WCAP objects.

[00135] Referring to Figure 14 there are depicted exemplary process 1400A and screen image 1400B respectively for a web browser to operating system (OS) clipboard relaying function via a web based webpage editor / creator according to an embodiment to the invention. Accordingly, as depicted in exemplary process 1400A a first web browser 1410 is depicted upon which the user is accessing a third party webpage. Accordingly, upon triggering of a web browser to OS clipboard relying function by the user the WCS-WCAP

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converts impacted native objects to a microformat and selects these (i.e. by their association selects the content) ready for the OS clipboard prior to giving the user control through a copy or cut selection (e.g. through a drop-down menu or through CTRL+C / CTRL-X). The microformatted objects are then stored within the OS clipboard wherein the user subsequently elects to paste them (e.g. through a drop-down menu or through CTRL+V) wherein after the initial pasting the WCS-WCAP decodes the native objects from their microformat instantiations. At this point any third party media files within the cut / copy process are similarly converted to native objects or widgets such as described ***supra.*** Accordingly, a user in screen image 1400B has selected an item, e.g. by selecting the item or establishing a selection box around it as known within the art, within a document, in this instance a pie chart, and copied-pasted this into a webpage wherein the pie chart is instantiated as an editable object.

[00136] **Portable Page Slices and Objects within Collaborative Webpage Generation**

[00137] With this feature, which may potentially be considered as a subset or breakout of browser to operating system clipboard described supra. As objects may be extracted, copied and pasted into an email, sent to a third party, and then extracted / pasted to a webpage then multiple users may create content for a single webpage which is then collated by a user to generate the webpage. As such a webpage can be generated through a collaborative team communicating through email or instant messenger in parallel to webpage development allowing a single controlled webpage to be established / maintained with content provided from users distributed locally, regionally, or internationally.

[00138] Figures 15A and 15B depict exemplary process 1500A and first / second screen images 1500B and 1500C respectively for portable HTML object re-instantiation via a web based webpage editor / creator according to an embodiment to the invention. Accordingly, a user selects content within a first web browser 1510 which is copied to the OS clipboard and then pasted into a file, e.g. widget file 1525, for saving. At this point the user may be inserted, e.g. by dragging, uploading, or pasting, back into a second web browser 1560 wherein it is re-instantiated. In this example, it is re-instantiated as first video player 1570. Alternatively, the widget file 1525 may be inserted into a third web browser 1530 as widget blue-print 1580, e.g. e.g. by dragging, uploading, or pasting. The widget blue-print 1580 may then be copied or dragged to another browser window, e.g. fourth web browser 1540, wherein it is re-instantiated as second video player 1550. Accordingly, in first screen image 1500B a user has

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selected a document, e.g. an HTML document, within a folder and is dragging this onto a web page wherein the WCS-WCAP process results in the HTML document, which in this instance was a blog, being re-instantiated as content within the webpage.

[00139] **Intra-Session Versioning on the Web**

[00140] This feature, also referred to by the inventor as persistent undo/redo, relates to a feature with a WCS-WCAP according to embodiments of the invention allowing for the storage and retrieval of "versions" of a webpage between save operation.

[00141] Within some prior art content management systems there is provision for versioning of page content, e.g. via a database or flat file system. Every time a "save" occurs, these prior art systems keep old copies and manage the version numbers. However, a WCS-WCAP according to an embodiment of the invention supports an undo/redo manager wherein every change made to a webpage is serialized as text differences. These text differences may then be stored as versions of that page, at each save. Accordingly, in contrast to prior art content management systems for webpages the WCS-WCAP version control system may not only can roll back to a saved "file" version, but it can access all the serialized differences between saves. Accordingly, a user may, in essence, reverse through every single edit ever made to a page, since it was created, whether or not those changes were consciously "saved" at that time.

[00142] Specific details are given in the above description to provide a thorough understanding of the embodiments. However, it is understood that the embodiments may be practiced without these specific details. For example, circuits may be shown in block diagrams in order not to obscure the embodiments in unnecessary detail. In other instances, well-known circuits, processes, algorithms, structures, and techniques may be shown without unnecessary detail in order to avoid obscuring the embodiments.

[00143] Implementation of the techniques, blocks, steps and means described above may be done in various ways. For example, these techniques, blocks, steps and means may be implemented in hardware, software, or a combination thereof. For a hardware implementation, the processing units may be implemented within one or more application specific integrated circuits (ASICs), digital signal processors (DSPs), digital signal processing devices (DSPDs), programmable logic devices (PLDs), field programmable gate arrays (FPGAs), processors, controllers, micro-controllers, microprocessors, other electronic units designed to perform the functions described above and/or a combination thereof.

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[00144] Also, it is noted that the embodiments may be described as a process which is depicted as a flowchart, a flow diagram, a data flow diagram, a structure diagram, or a block diagram. Although a flowchart may describe the operations as a sequential process, many of the operations can be performed in parallel or concurrently. In addition, the order of the operations may be rearranged. A process is terminated when its operations are completed, but could have additional steps not included in the figure. A process may correspond to a method, a function, a procedure, a subroutine, a subprogram, etc. When a process corresponds to a function, its termination corresponds to a return of the function to the calling function or the main function.

[00145] Furthermore, embodiments may be implemented by hardware, software, scripting languages, firmware, middleware, microcode, hardware description languages and/or any combination thereof. When implemented in software, firmware, middleware, scripting language and/or microcode, the program code or code segments to perform the necessary tasks may be stored in a machine readable medium, such as a storage medium. A code segment or machine-executable instruction may represent a procedure, a function, a subprogram, a program, a routine, a subroutine, a module, a software package, a script, a class, or any combination of instructions, data structures and/or program statements. A code segment may be coupled to another code segment or a hardware circuit by passing and/or receiving information, data, arguments, parameters and/or memory content. Information, arguments, parameters, data, etc. may be passed, forwarded, or transmitted via any suitable means including memory sharing, message passing, token passing, network transmission, etc.

[00146] For a firmware and/or software implementation, the methodologies may be implemented with modules (e.g., procedures, functions, and so on) that perform the functions described herein. Any machine-readable medium tangibly embodying instructions may be used in implementing the methodologies described herein. For example, software codes may be stored in a memory. Memory may be implemented within the processor or external to the processor and may vary in implementation where the memory is employed in storing software codes for subsequent execution to that when the memory is employed in executing the software codes. As used herein the term "memory" refers to any type of long term, short term, volatile, nonvolatile, or other storage medium and is not to be limited to any particular type of memory or number of memories, or type of media upon which memory is stored.

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[00147] Moreover, as disclosed herein, the term "storage medium" may represent one or more devices for storing data, including read only memory (ROM), random access memory (RAM), magnetic RAM, core memory, magnetic disk storage mediums, optical storage mediums, flash memory devices and/or other machine readable mediums for storing information. The term "machine-readable medium" includes, but is not limited to portable or fixed storage devices, optical storage devices, wireless channels and/or various other mediums capable of storing, containing or carrying instruction(s) and/or data.

[00148] The methodologies described herein are, in one or more embodiments, performable by a machine which includes one or more processors that accept code segments containing instructions. For any of the methods described herein, when the instructions are executed by the machine, the machine performs the method. Any machine capable of executing a set of instructions (sequential or otherwise) that specify actions to be taken by that machine are included. Thus, a typical machine may be exemplified by a typical processing system that includes one or more processors. Each processor may include one or more of a CPU, a graphics-processing unit, and a programmable DSP unit. The processing system further may include a memory subsystem including main RAM and/or a static RAM, and/or ROM. A bus subsystem may be included for communicating between the components. If the processing system requires a display, such a display may be included, e.g., a liquid crystal display (LCD). If manual data entry is required, the processing system also includes an input device such as one or more of an alphanumeric input unit such as a keyboard, a pointing control device such as a mouse, and so forth.

[00149] The memory includes machine-readable code segments (e.g. software or software code) including instructions for performing, when executed by the processing system, one of more of the methods described herein. The software may reside entirely in the memory, or may also reside, completely or at least partially, within the RAM and/or within the processor during execution thereof by the computer system. Thus, the memory and the processor also constitute a system comprising machine-readable code.

[00150] In alternative embodiments, the machine operates as a standalone device or may be connected, e.g., networked to other machines, in a networked deployment, the machine may operate in the capacity of a server or a client machine in server-client network environment, or as a peer machine in a peer-to-peer or distributed network environment. The machine may be, for example, a computer, a server, a cluster of servers, a cluster of computers, a web

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appliance, a distributed computing environment, a cloud computing environment, or any machine capable of executing a set of instructions (sequential or otherwise) that specify actions to be taken by that machine. The term "machine" may also be taken to include any collection of machines that individually or jointly execute a set (or multiple sets) of instructions to perform any one or more of the methodologies discussed herein.

[00151] The foregoing disclosure of the exemplary embodiments of the present invention has been presented for purposes of illustration and description. It is not intended to be exhaustive or to limit the invention to the precise forms disclosed. Many variations and modifications of the embodiments described herein will be apparent to one of ordinary skill in the art in light of the above disclosure. The scope of the invention is to be defined only by the claims appended hereto, and by their equivalents.

[00152] Further, in describing representative embodiments of the present invention, the specification may have presented the method and/or process of the present invention as a particular sequence of steps. However, to the extent that the method or process does not rely on the particular order of steps set forth herein, the method or process should not be limited to the particular sequence of steps described. As one of ordinary skill in the art would appreciate, other sequences of steps may be possible. Therefore, the particular order of the steps set forth in the specification should not be construed as limitations on the claims. In addition, the claims directed to the method and/or process of the present invention should not be limited to the performance of their steps in the order written, and one skilled in the art can readily appreciate that the sequences may be varied and still remain within the spirit and scope of the present invention.

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CLAIMS

What is claimed is:

1. A method of generating a webpage by opening a first webpage within a web browser, processing the content of the first webpage with a web based application, copying the processed webpage content, and pasting or directing the copied processed webpage content to generate a second webpage.

2. A method of copying and pasting a predetermined portion of a first webpage by opening the first webpage within a web browser, processing the content of the first webpage with a web based application, copying a predetermined portion of the processed webpage content, and pasting or directing the copied predetermined portion of the processed webpage content to a second webpage such that all formatting and visible characteristics of the copied content are preserved.

3. A method of copying content from one webpage to another comprising the steps of:

scanning and analyzing the elements of content of the webpage to be copied to identify assets;

converting the identified assets into a format suitable for manipulation;

copying the converted identified assets into a memory; and

at least one of:

pasting or directing the converted identified assets into the other webpage from the memory; and

directly generating the converted identified assets within the other webpage from the memory.

4. The method according to claim 3, wherein the scanned and analysed content is selected from the group comprising text, images, movies, frames, third party widgets, colors, fonts, dimensions, layout, hover styles, Cascading Style Sheets, HTML content, form elements, and a media file.

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0175

5. The method according to claim 3, wherein converting an identified asset comprises at least one measuring its dimensions, its visible attributes, its positioning, determining style rules described or implemented within a first language, and determining attributes described or implemented in a second language.

6. The method according to claim 3, wherein generated code associated with the converted identified assets is normalized to a common format.

7. A method of linking a font to a webpage comprising:
receiving an indication of a font to be linked to the webpage;
determining a name and properties of the font;
locating a font file associated with the font;
using a font-converter system to split the font file into a plurality of discrete font files; and
at least one of:
copying the discrete font files to a repository and establishing links to them; and
linking to the original sources in all formats associated with the discrete font files.

8. The method according to claim 7, wherein receiving an indication comprises at least one of:
pasting at least one of a font name, a URL, CSS code, and Javascript code;
pasting a link to a font foundry;
dragging a file that can be detected as being related to a font where the font identity can be discovered;
dragging a font file; and
dragging a text file comprising at least one of a font name and a link to a font file.

9. The method according to claim 7, wherein the font to be linked is unknown and locating a font file comprises scanning a plurality of repositories for a match.

10. The method according to claim 7, wherein the font to be linked is associated with a widget copied to a webpage from another webpage.

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Petitioner HighLevel Ex-1004, 0176

11. A method of editing a webpage stored on a remote server with a local web browser on a device by a user, the device comprising at least a microprocessor and where the changes made on the local web browser are made directly within a web inspector associated with the web browser and saved on the remote server so that they become permanent.

12. A method of adding content to a webpage by at least one of dragging a file into a web browser and pasting a file into a web browser from a clipboard such that the content of the file can be at least one of expanded, converted to a webpage and manipulated within the web browser, wherein the file is expressed in a proprietary file format.

13. The method according to claim 12, wherein
the file is immediately editable as content and is not uploaded to a content management system.

14. The method according to claim 12, wherein the file is provided to a remote server, split into matching HTML elements and / or objects, and then sent back to the web browser.

15. A method of adding a widget to a webpage comprising receiving an identity of an item of content to be added, determining what widget is appropriate for the item of content, and generating the appropriate widget.

16. The method according to claim 15, wherein receiving an identity comprises receiving at least one of a uniform resource locator, a snippet of code, at least one of a naming and number convention of a recognizable identity, an identity dragged in, an identity pasted in, an identity pasted as text from a clipboard, and an identity pasted as text from a file containing that text.

17. A method of generating portable webpage content comprising at least one of cutting and copying content within a web browser from an editable webpage into a clipboard of an operating system of an electronic device upon which the web browser application is in execution.

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0177

18. The method according to claim 17, wherein the portable content may be at least one of saved as a file, pasted back into a webpage, be dragged into a webpage, and re-instantiates itself into a webpage.

19. The method according to claim 17, wherein the editable webpage is created by a process comprising the steps of:
copying content from one webpage to another comprising the steps of:
scanning and analyzing the elements of content of the webpage to be copied to identify assets;
converting the identified assets into a format suitable for manipulation;
copying the converted identified assets into a memory; and
pasting the converted identified assets into the other webpage from the memory.

20. The method according to claim 17, wherein the portable webpage content can be sent via an electronic message to another user who may copy the received portable webpage content and paste it into another webpage.

21. A method of manipulating webpage content associated with a webpage comprising at least one of:
copying and pasting the webpage content from and to the webpage;
copying and pasting the webpage content from the webpage to another webpage;
copying and pasting the webpage content into a text file;
copying and saving the webpage content to the desktop screen of a device;
dragging a file containing copied and saved webpage content to a webpage to deflate widgets within the webpage content;
sending in an electronic message deflated widgets for a recipient to insert to another webpage to re-instantiate the widgets.

22. A method comprising generating portable content from a predetermined portion of a webpage, saving the portable content into a file, exchanging the file with another electronic device, and inserting the portable content into another webpage to re-instantiate the predetermined portion of the webpage.

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0178

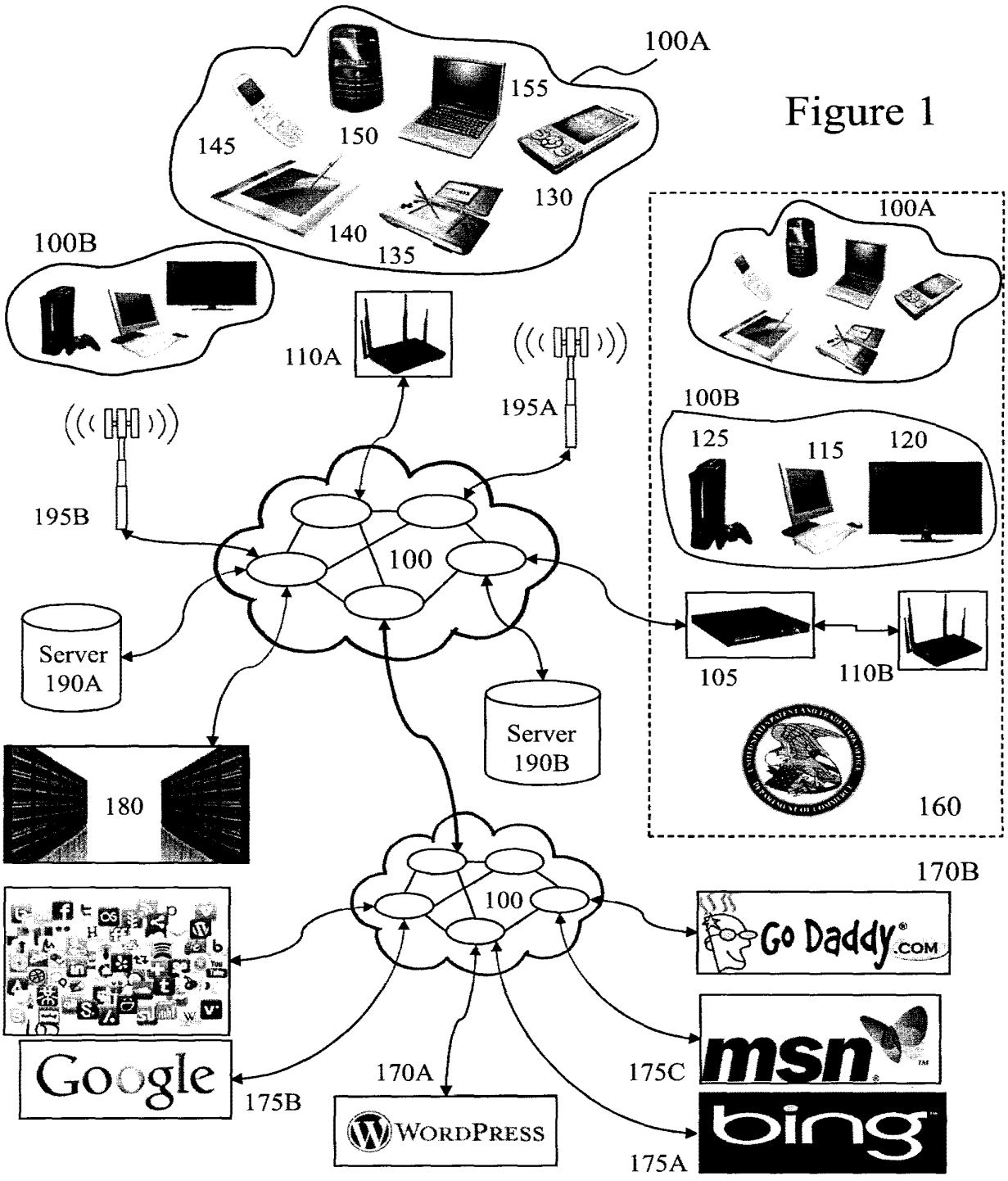
23. A method of providing at least one of an undo function and a redo function to a webpage application for generating and / or editing a webpage comprising serializing every change to the webpage as a text difference, storing the text differences with the webpage, and allowing the user through the web browser to sequentially move through the serialized changes in either direction in future sessions within a web browser accessing the webpage.

24. The method according to claim 23, wherein the user through the web browser may sequentially move through the serialized changes in either direction once the original browser session has expired and the undo/redo stack is no longer stored in memory of the device upon which the user was working on the webpage.

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0179

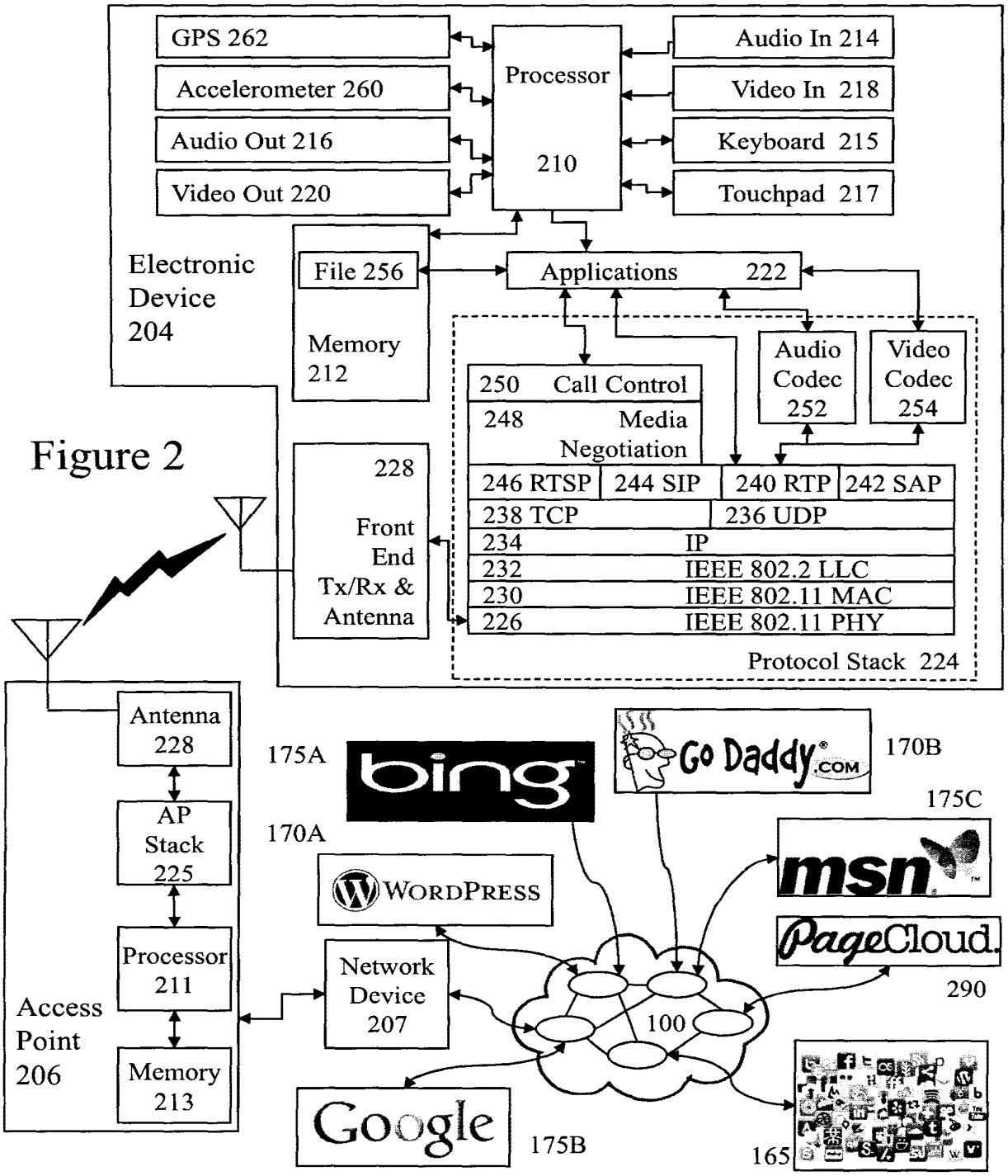
Figure 1



RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0180

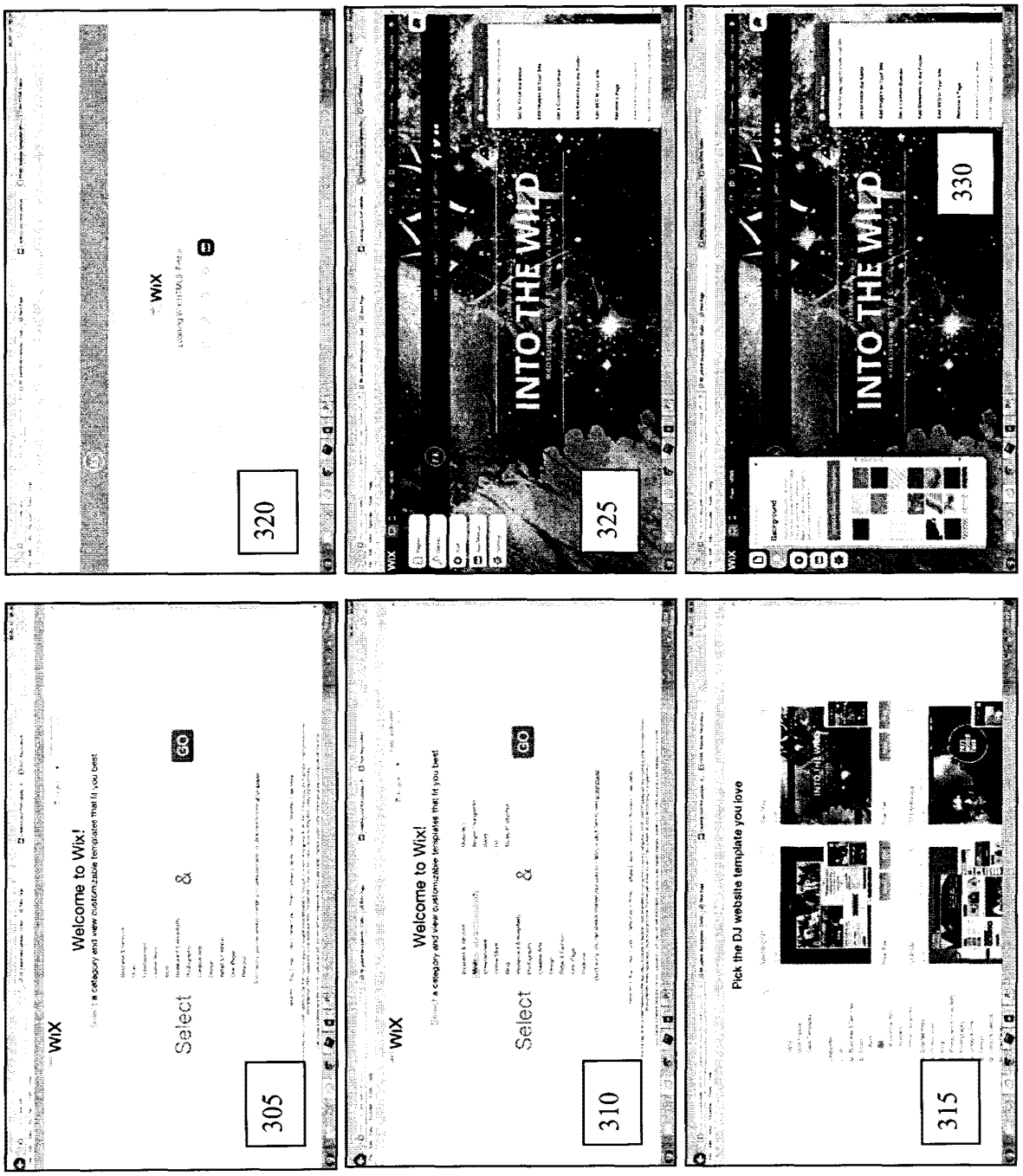
Figure 2



RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0181

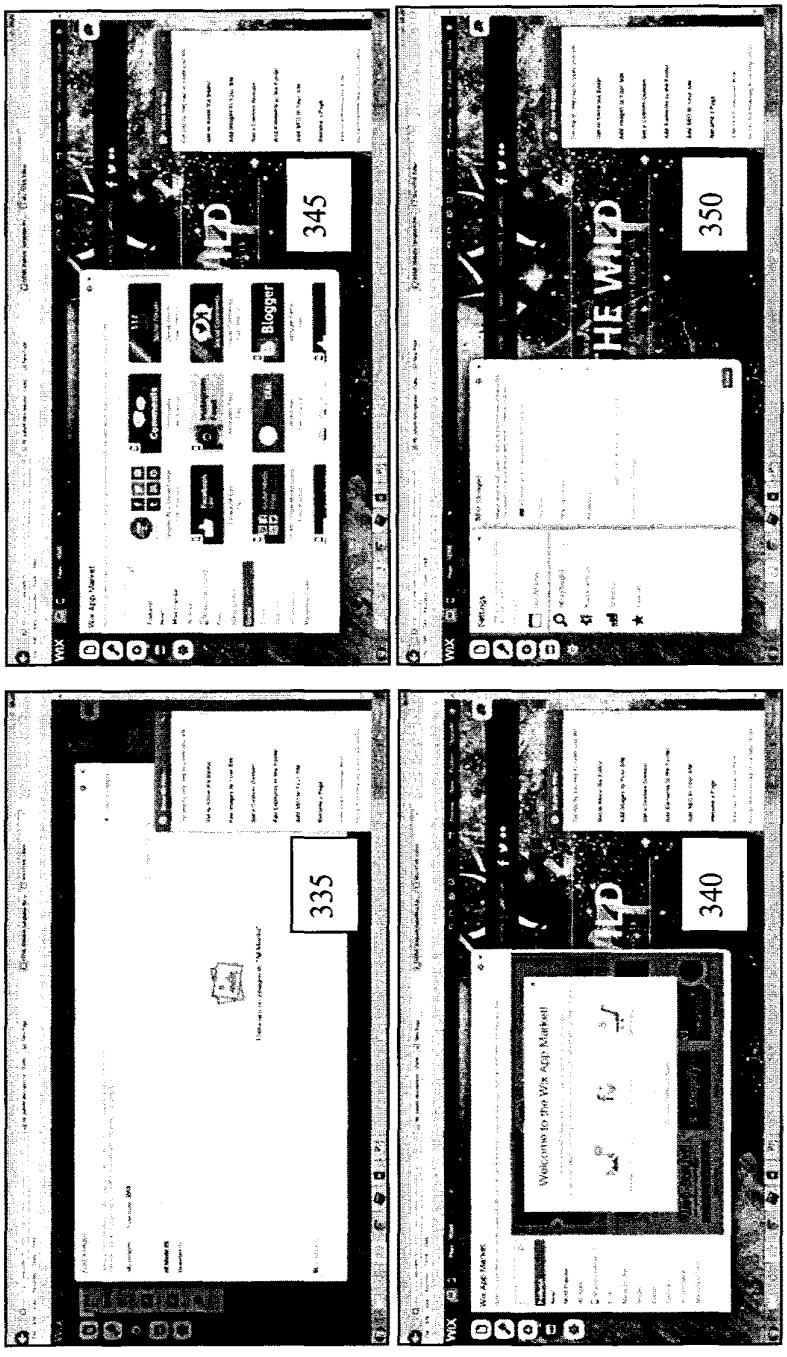
Figure 3A PRIOR ART



RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0182

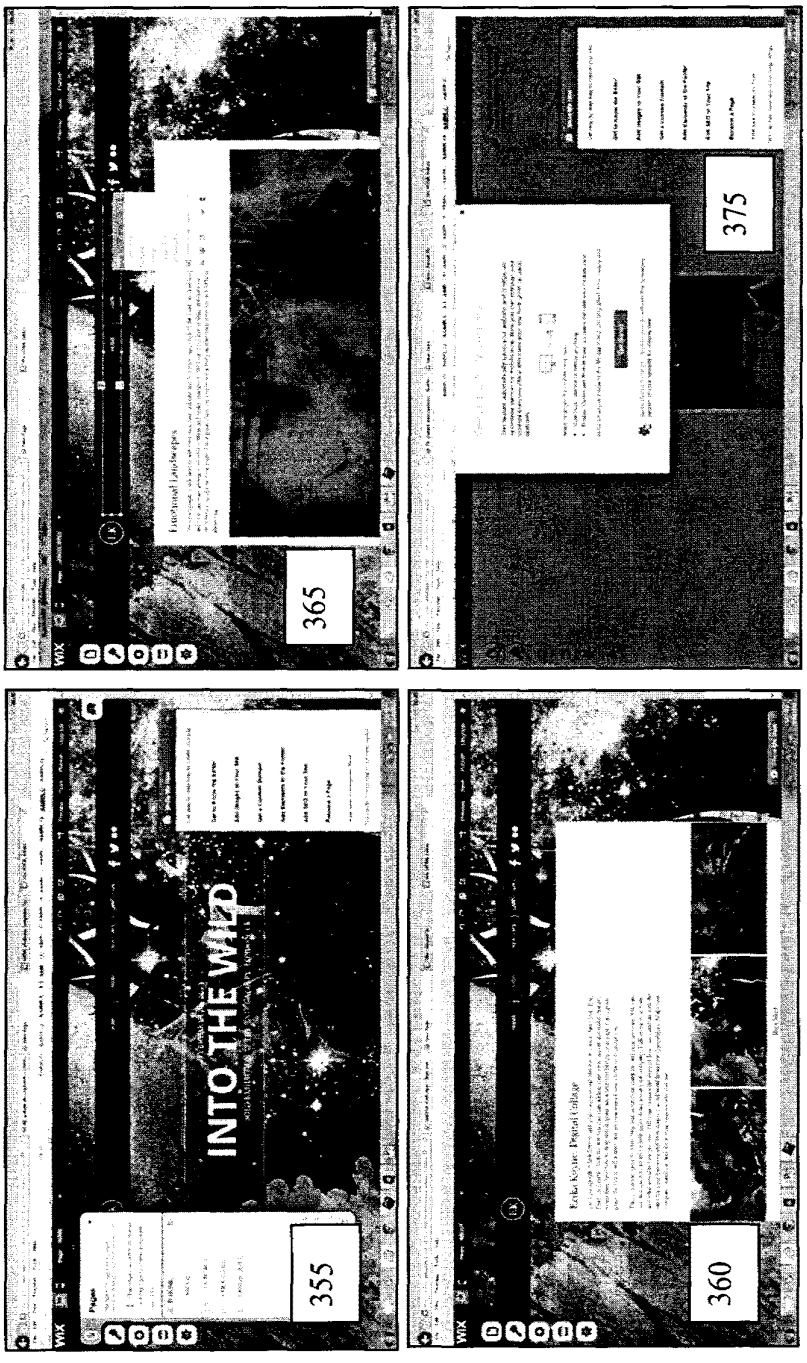
Figure 3B PRIOR ART



RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0183

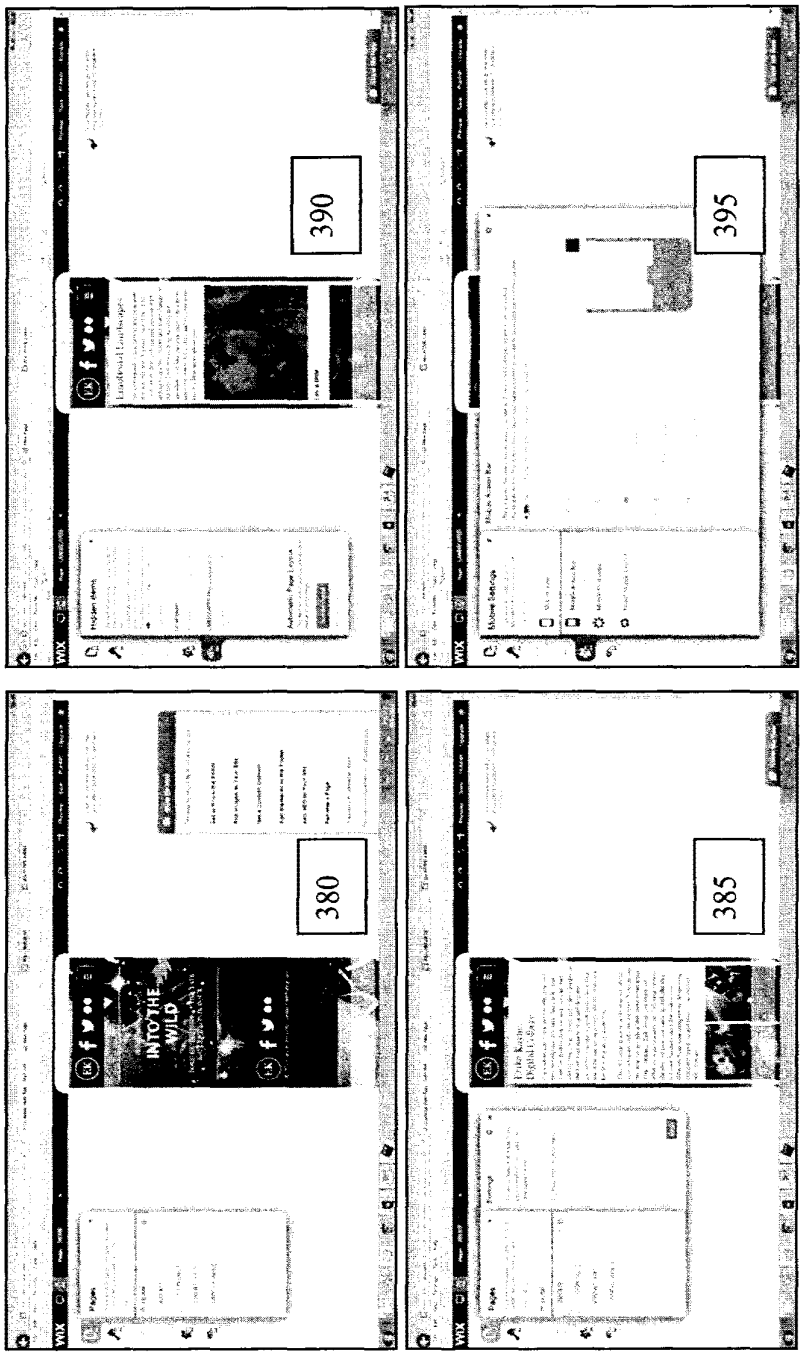
Figure 3C PRIOR ART



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Figure 3D PRIOR ART



RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0185

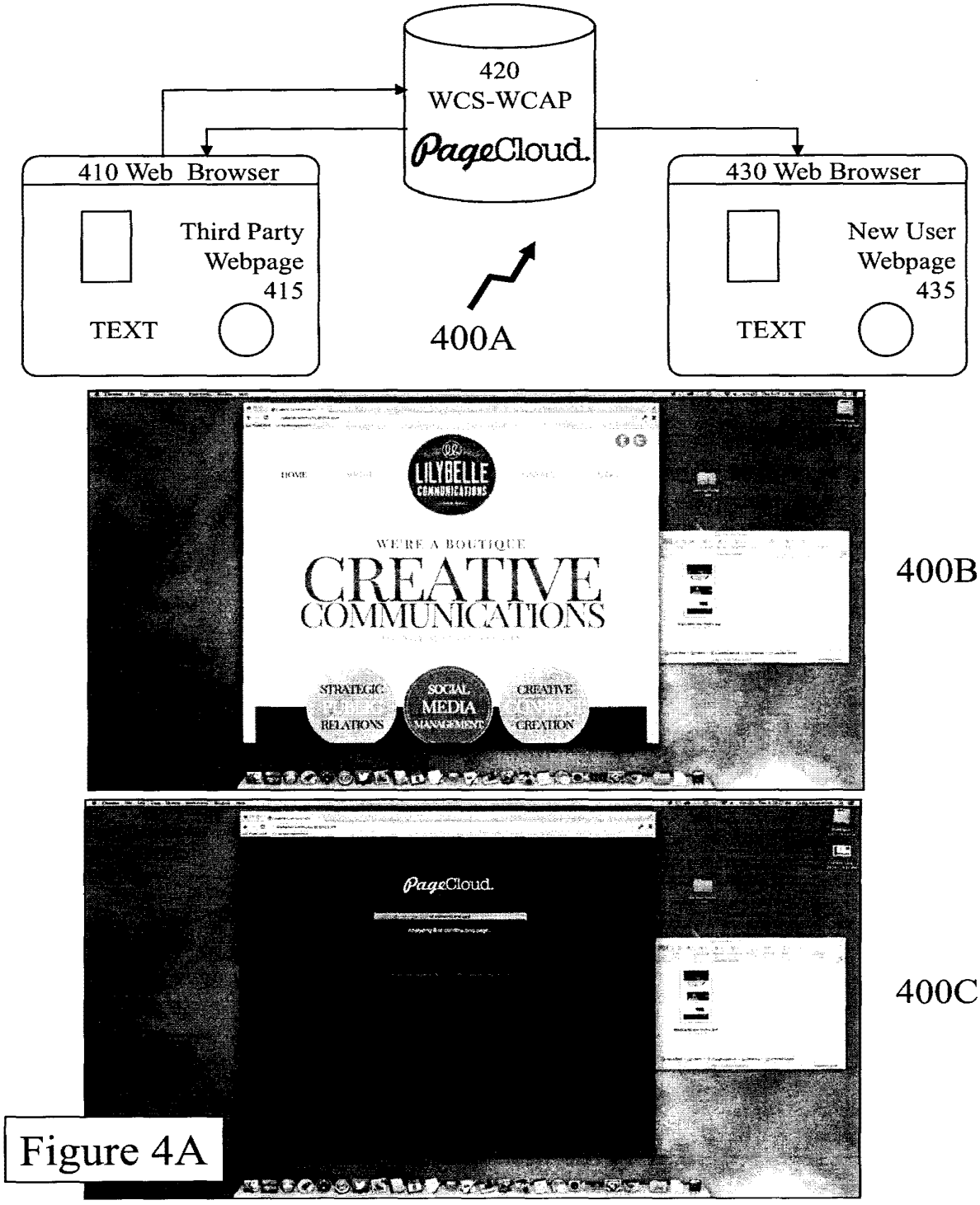


Figure 4A

Petitioner HighLevel Ex-1004, 0186

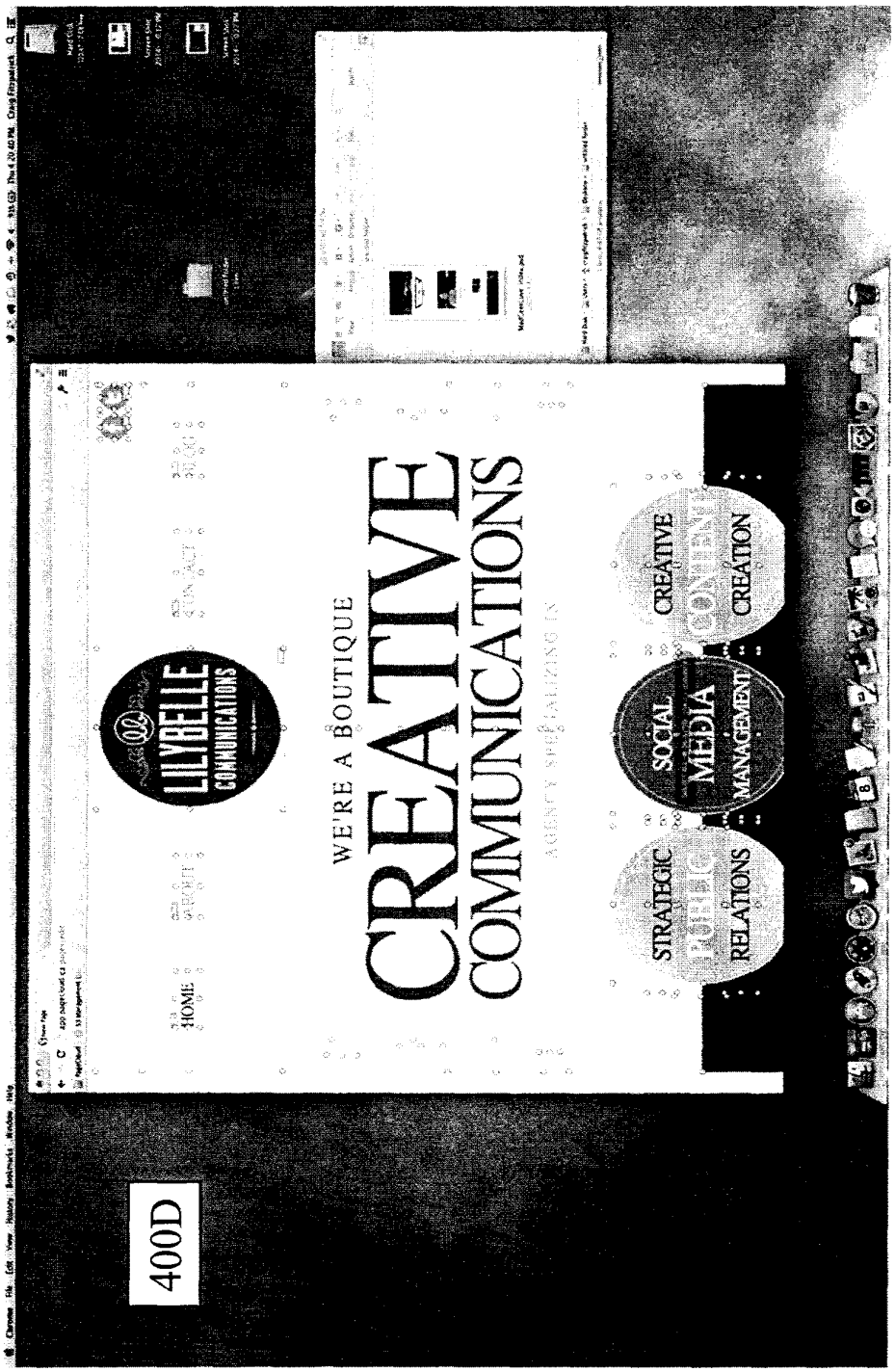


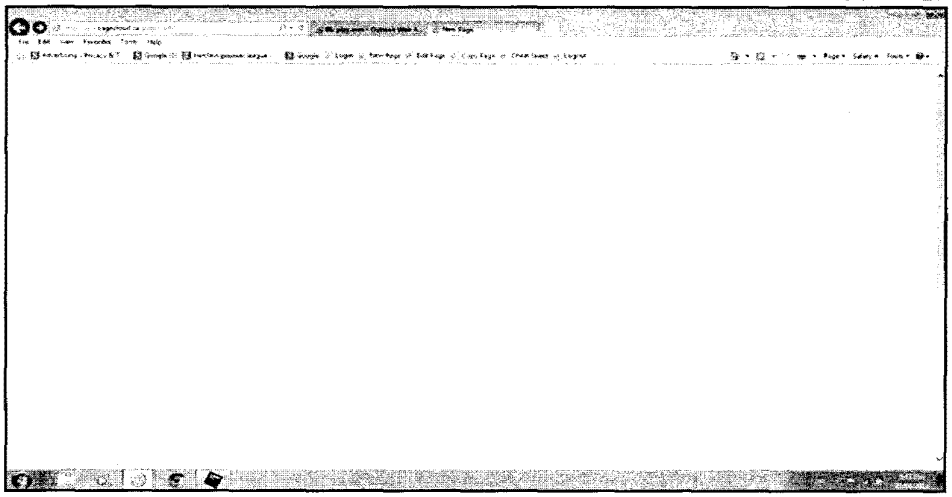
Figure 4B

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0187



500A



500B



500C

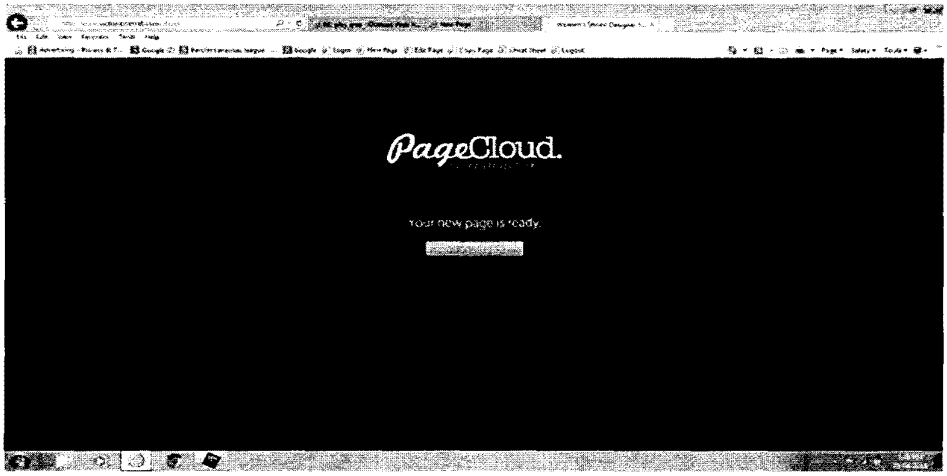
Figure 5

RECTIFIED SHEET (RULE 91) ISA/CA

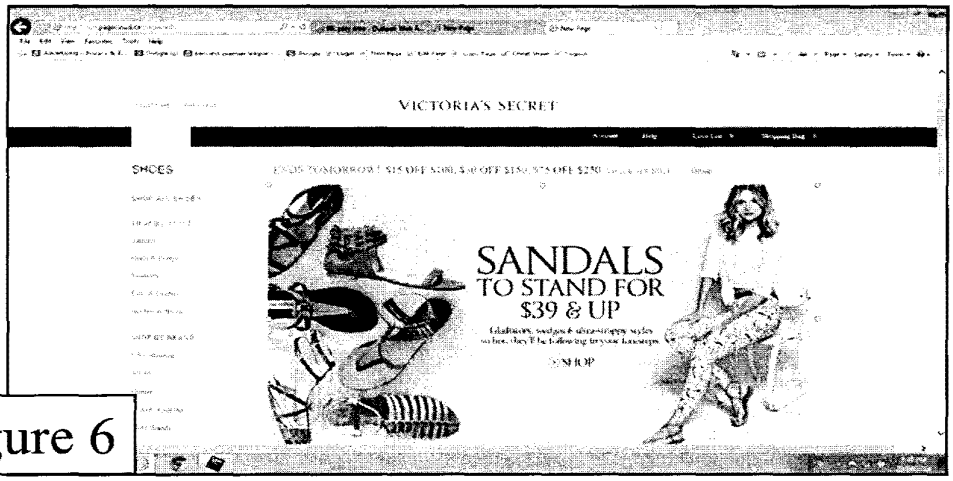
Petitioner HighLevel Ex-1004, 0188



600A



600B

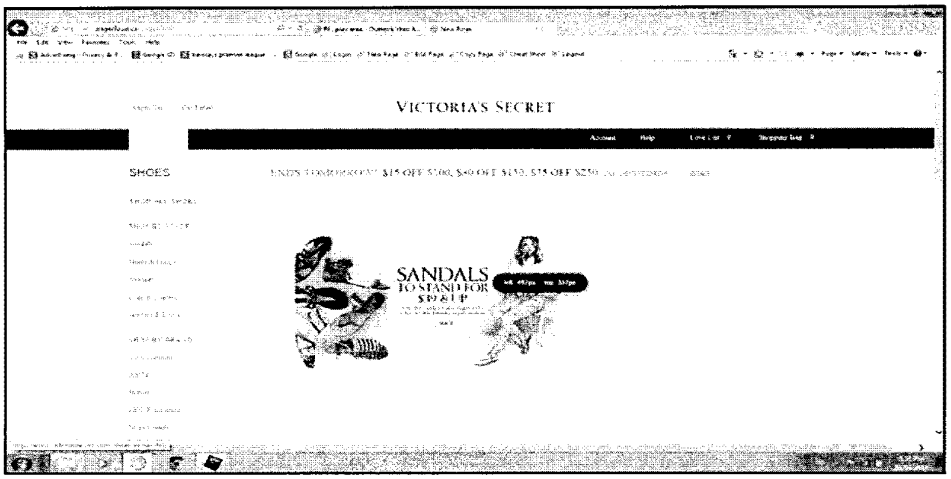


600C

Figure 6

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0189



700A



700B

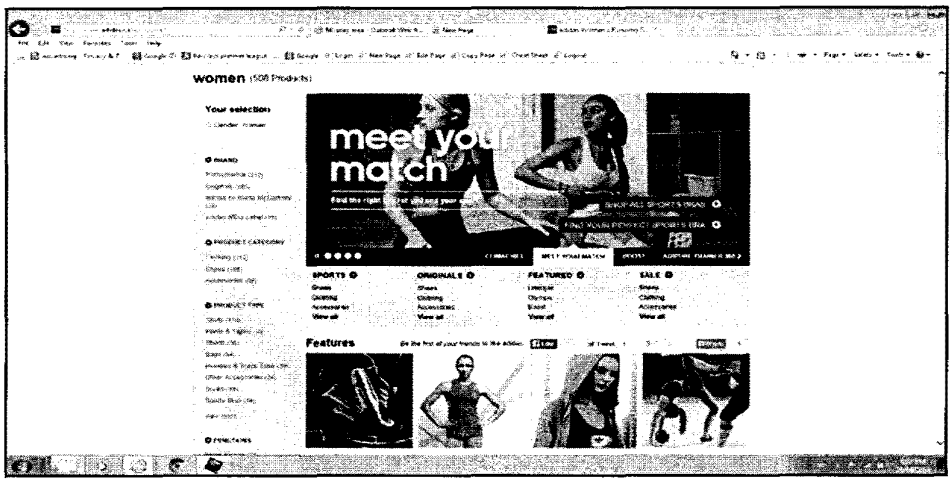


700C

Figure 7

RECTIFIED SHEET (RULE 91) ISA/CA

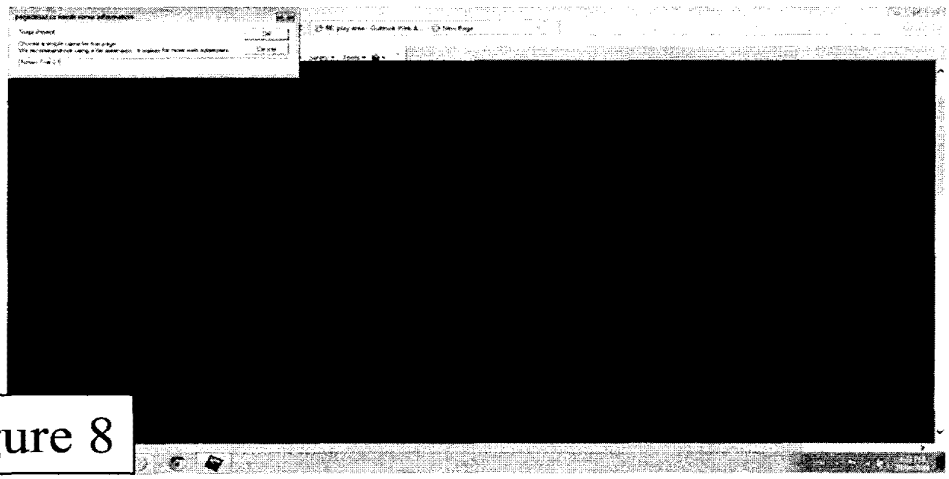
Petitioner HighLevel Ex-1004, 0190



700D



700E



700F

Figure 8

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0191

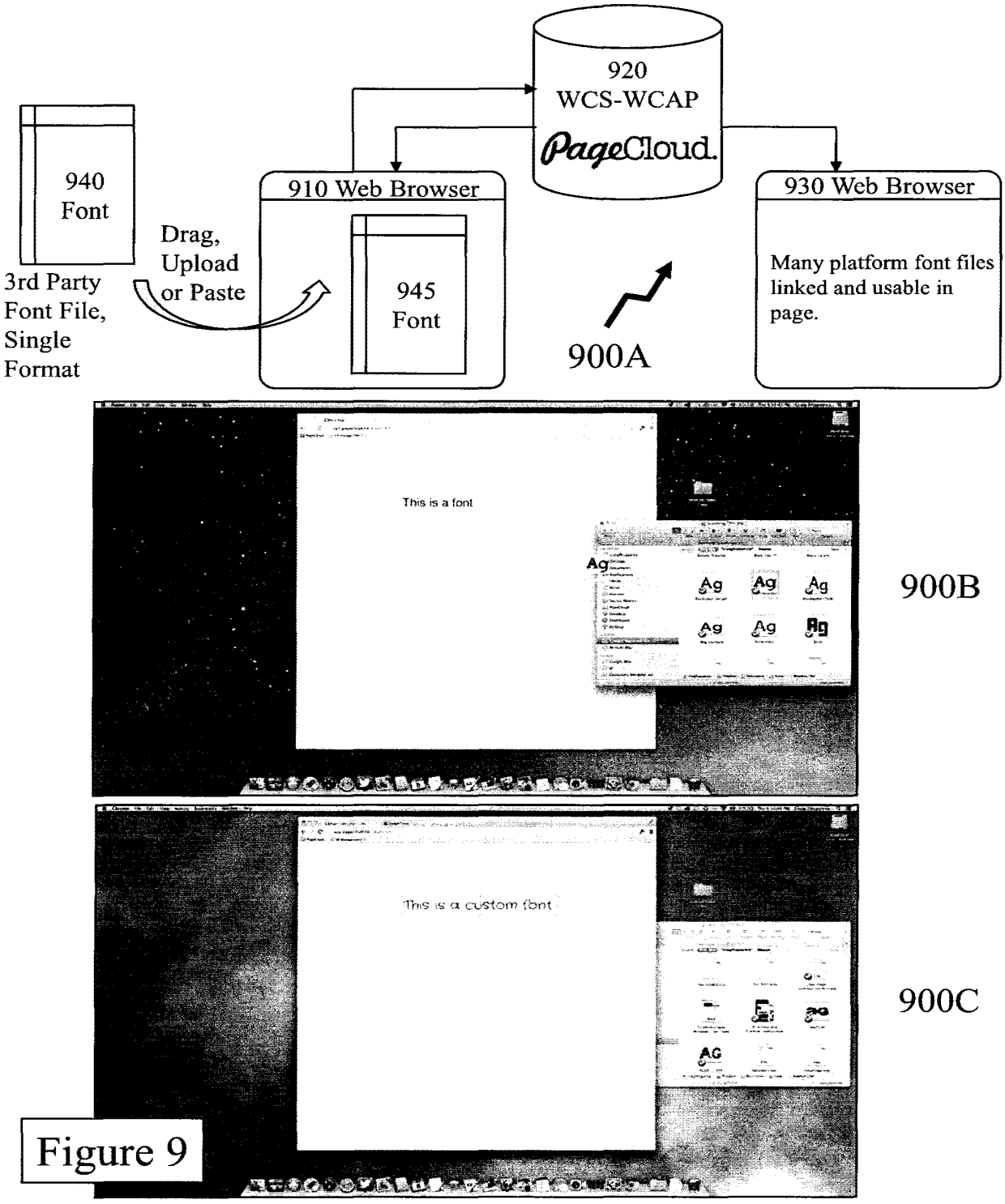
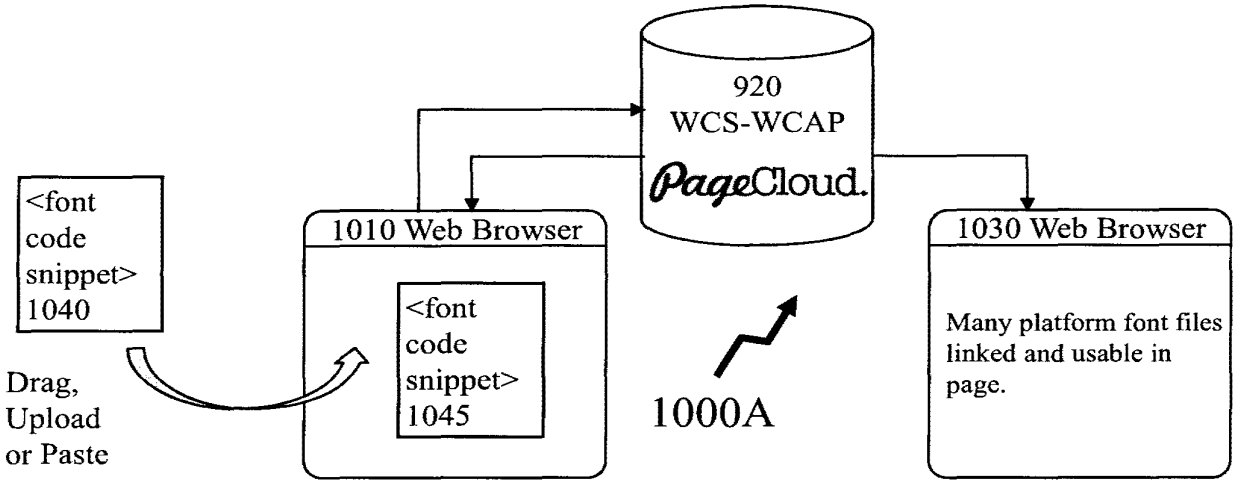
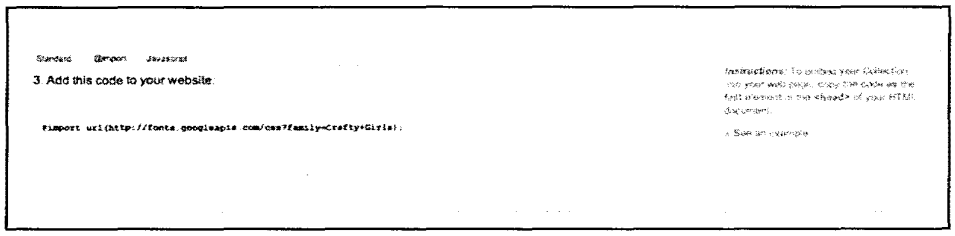


Figure 9

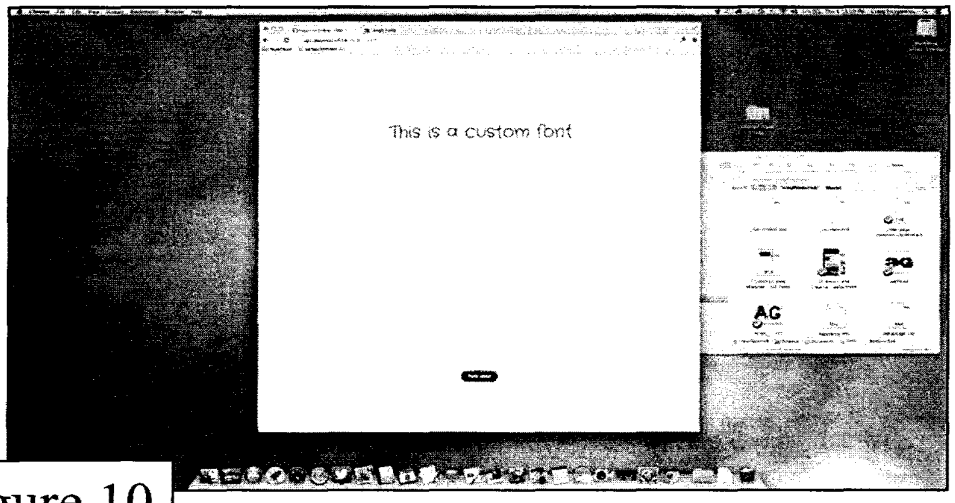
RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0192





1000B

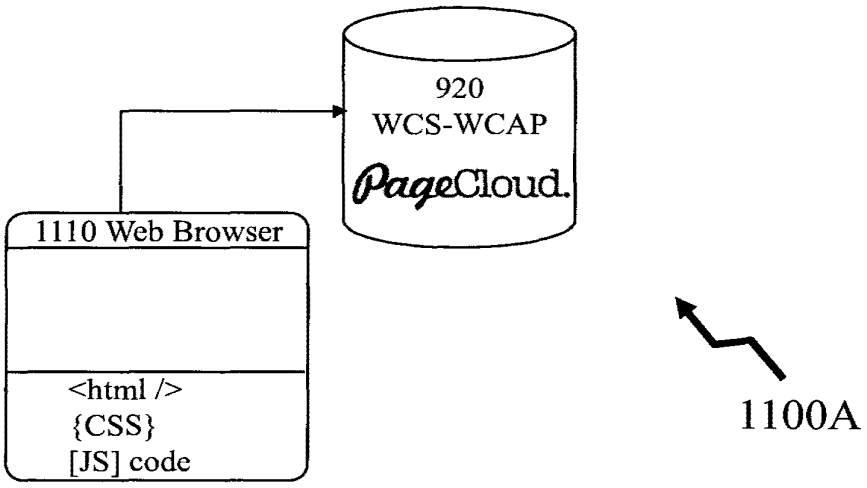


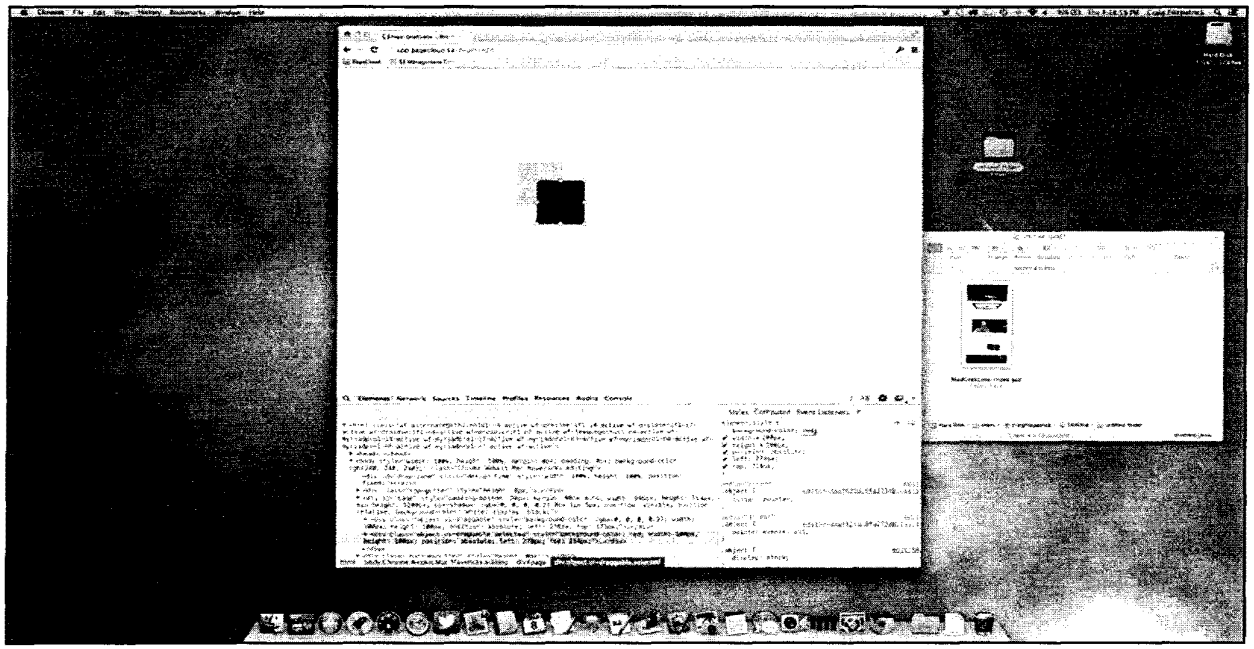
1000C

Figure 10

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0193



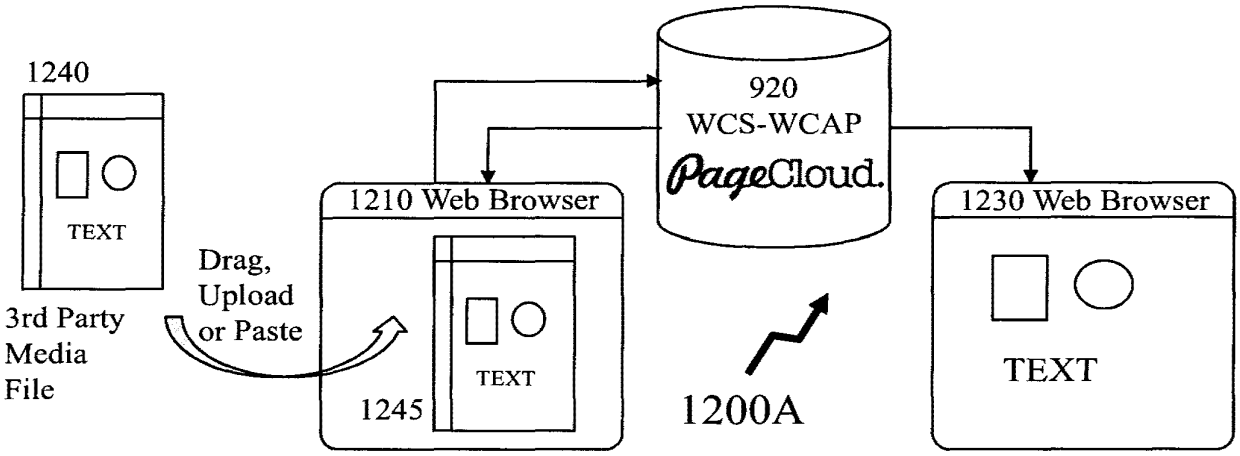


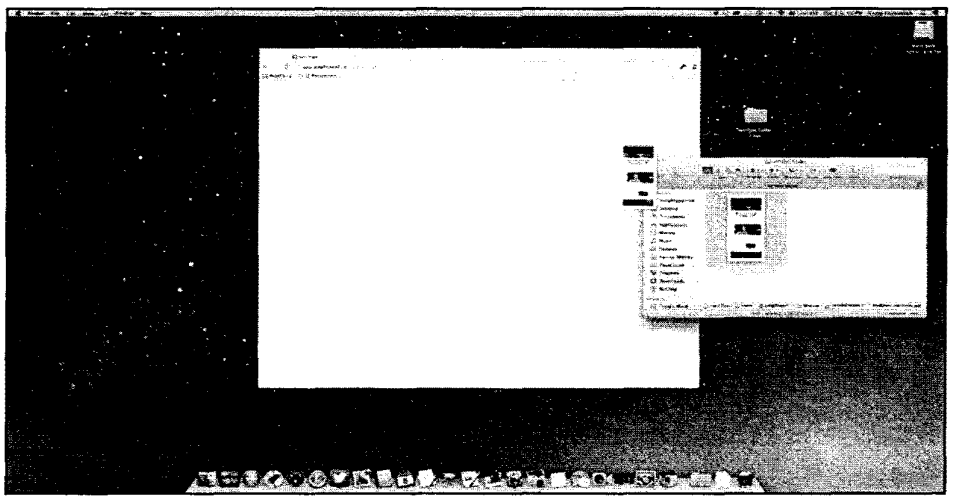
1100B

Figure 11

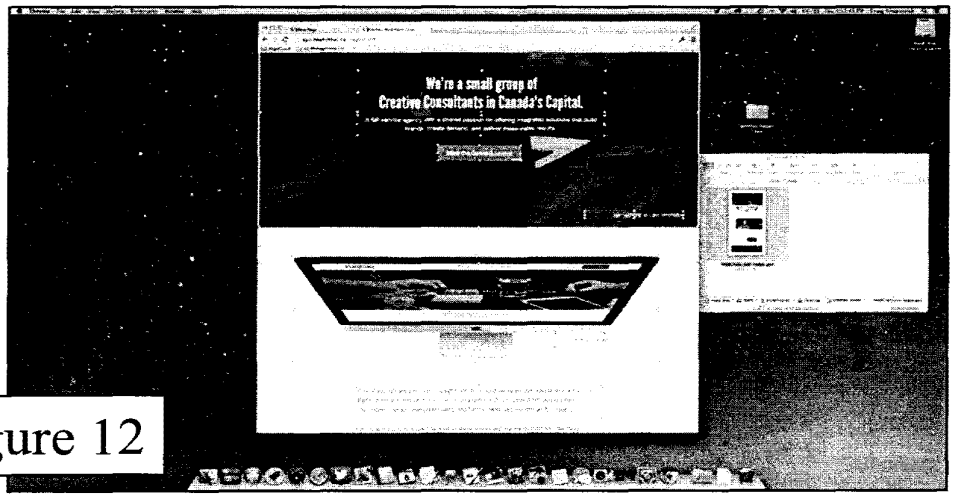
RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0194





1200B



1200C

Figure 12

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0195

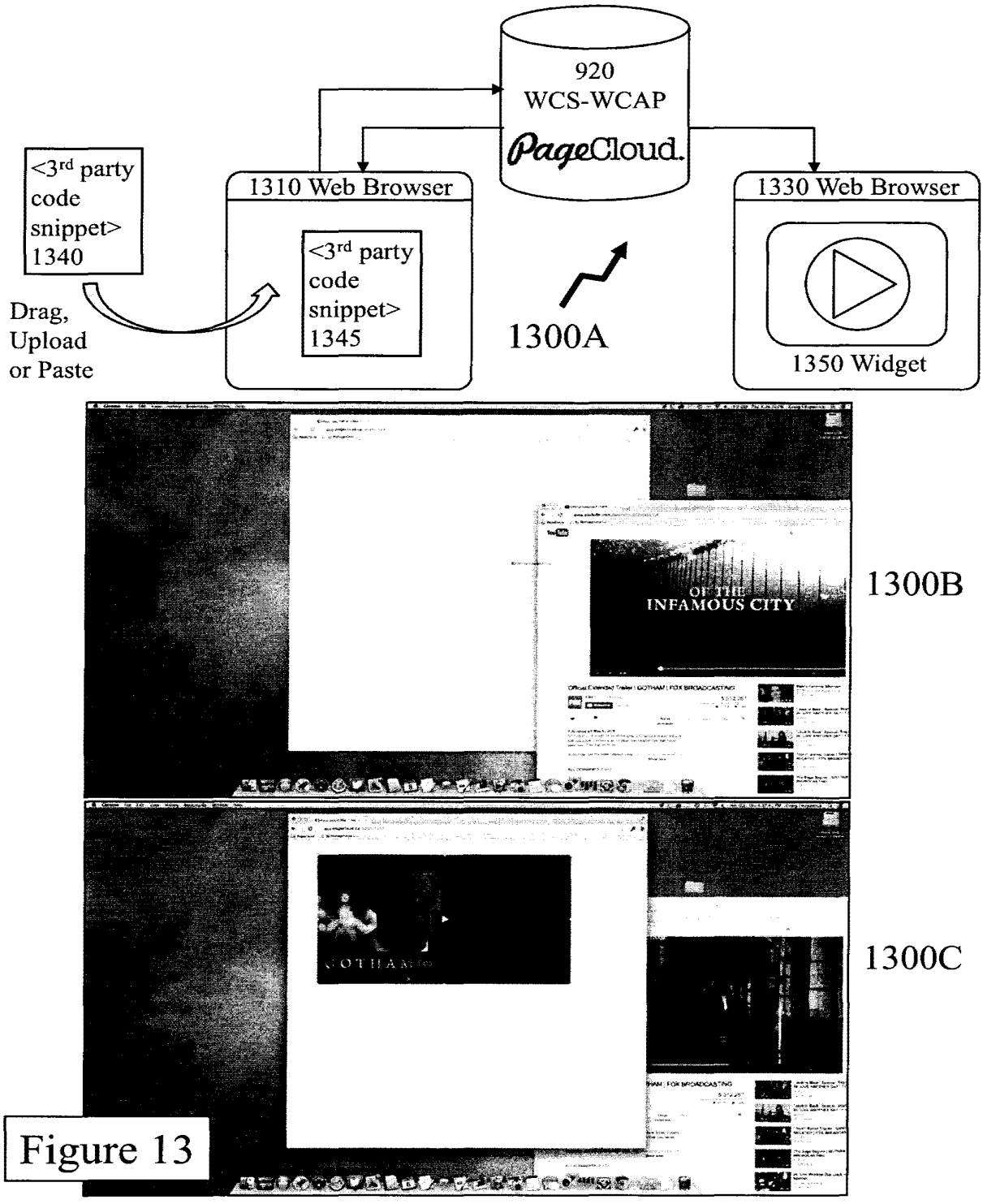
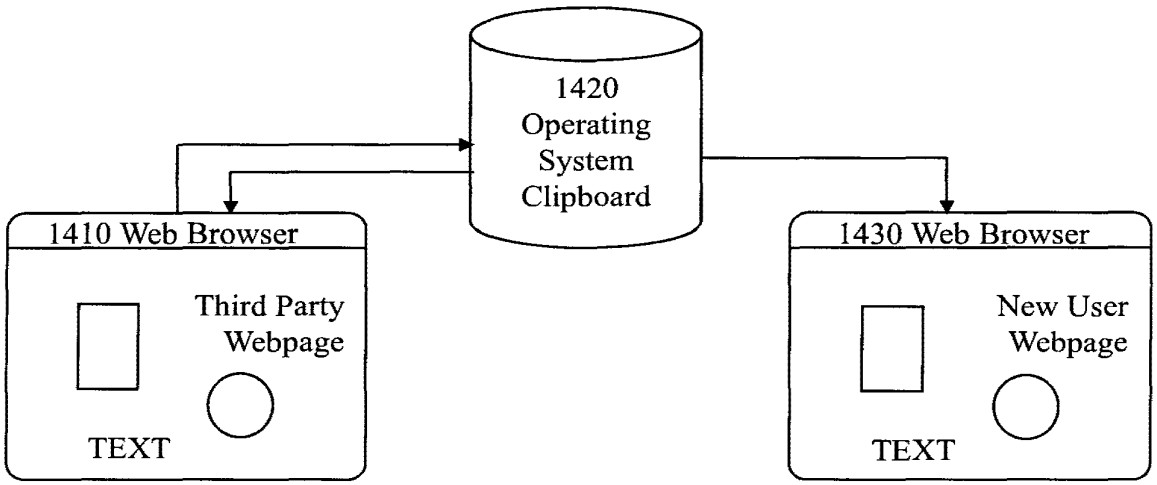
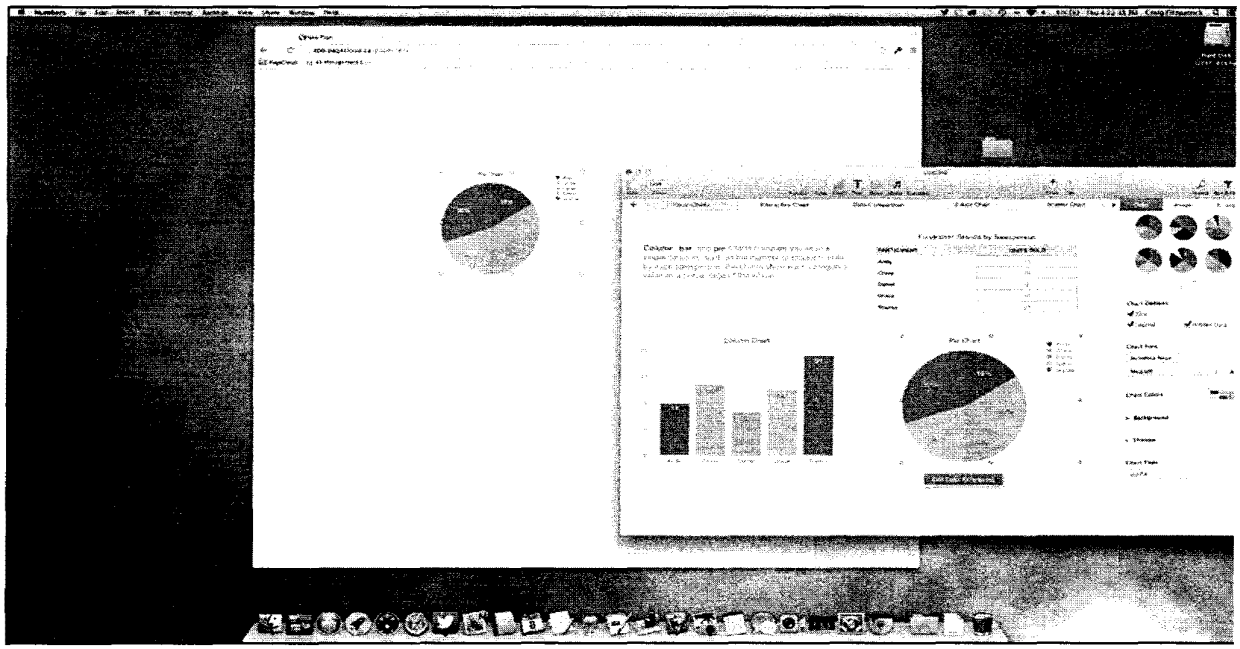


Figure 13

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1400B

Figure 14

RECTIFIED SHEET (RULE 91) ISA/CA

Petitioner HighLevel Ex-1004, 0197

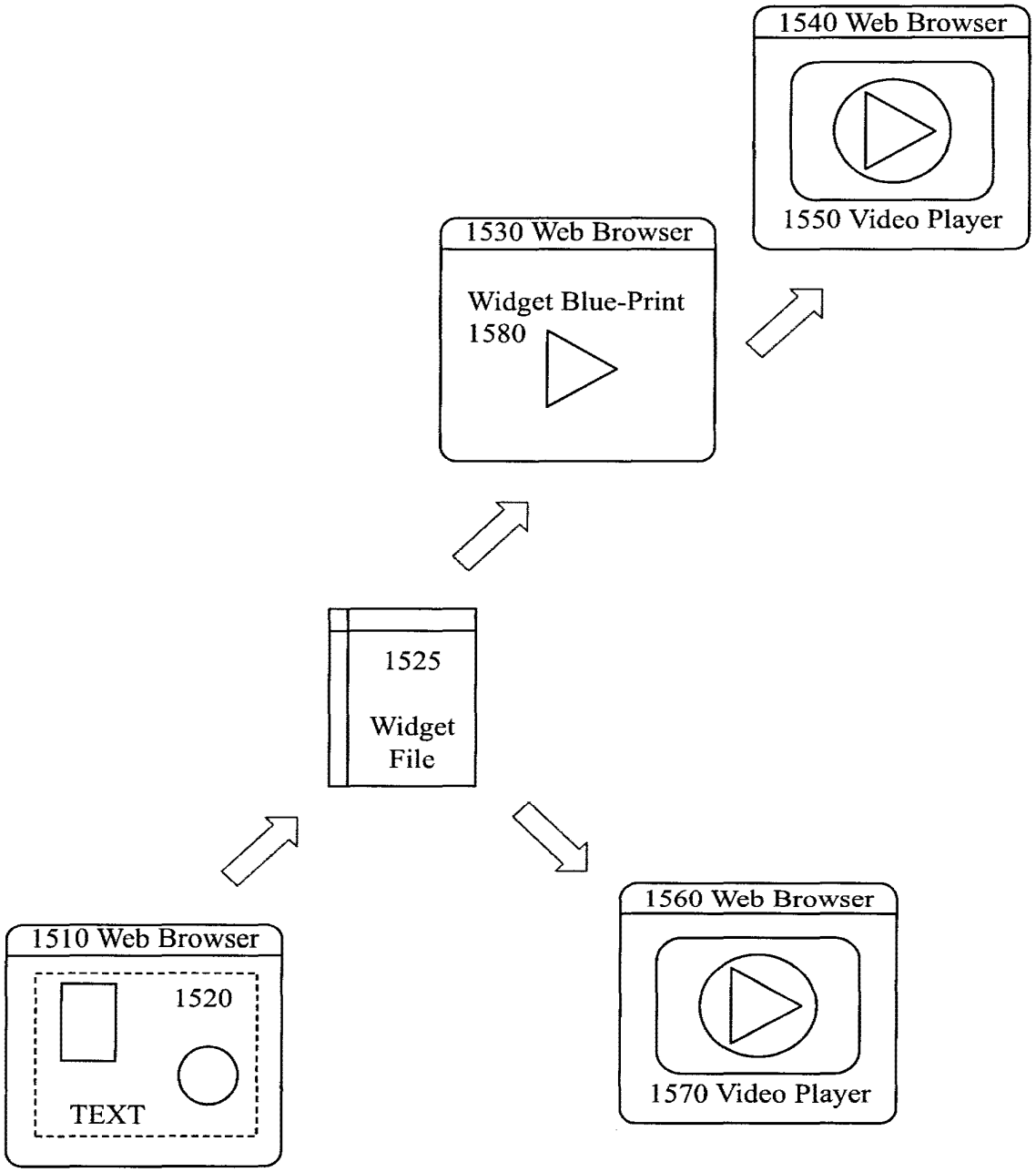
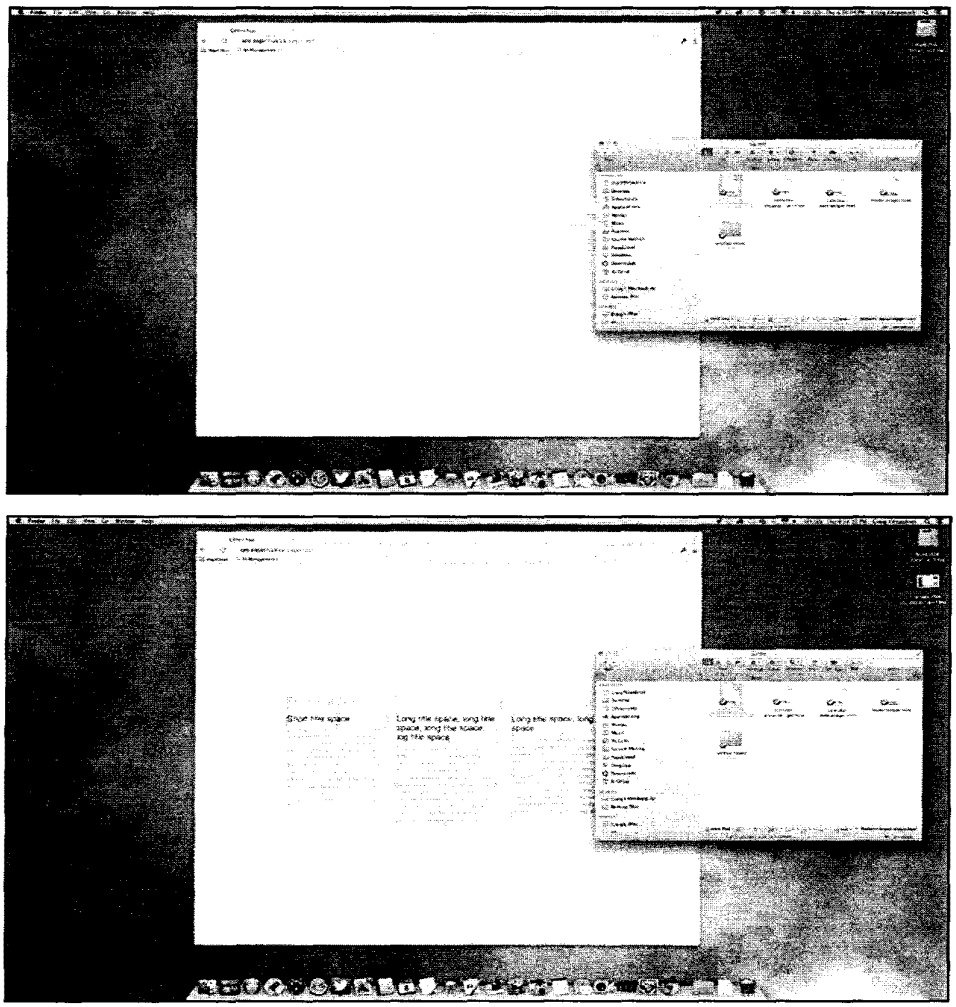


Figure 15A

RECTIFIED SHEET (RULE 91) ISA/CA

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1500A

1500B

Figure 15B

Petitioner HighLevel Ex-1004, 0199

INTERNATIONAL SEARCH REPORT

International application No.
PCT/CA2015/000307

A. CLASSIFICATION OF SUBJECT MATTER
IPC: ***G06F 17/00*** (2006.01) , ***G06F 17/24*** (2006.01) , ***H04L 12/16*** (2006.01)

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC (2006): G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic database(s) consulted during the international search (name of database(s) and, where practicable, search terms used)
Database: Canadian Patent Database (Intellect), Questel Orbit, USPTO West

Keywords: generate, copy, edit, paste, scan, convert, browser, network, html, attribute, link, format, clipboard, cache

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 7325188 (COVINGTON et **al.**) 29 January 2008 (29-01-2008) * Column 3, line 15 to column 4, line 36; column 5, lines 32-40; column 7, line 56 to column 8, line 20; column 9, lines 6-27; column 9, line 57 to column 10, line 7; column 10, line 59 to column 12, line 57; column 14, line 36 to column 15, line 4; column 15, lines 26-44; column 16, lines 34-40 *	1-6, 17, 19 and 22 --- 18 and 20
Y	US 2003/0167213 (JAMMES et **al.**) 4 September 2003 (04-09-2003) * Paragraphs [0005], [0006], [0108], [0121], [0145] and [0157] *	18 and 20
A	US 2009/0070485 (BARGET et **al.**) 12 March 2009 (12-03-2009)	1-6, 17-20 and 22
A	US 2008/0150952 (KOARAI) 26 June 2008 (26-06-2008)	1-6, 17-20 and 22
A	US 2012/0324422 (CHARTIER et **al.**) 20 December 2012 (20-12-2012)	1-6, 17-20 and 22
A	US 2002/0049788 (LIPKIN et **al.**) 25 April 2002 (25-04-2002)	1-6, 17-20 and 22

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E" earlier application or patent but published on or after the international filing date	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 9 September 2015 (09-09-2015)	Date of mailing of the international search report 18 September 2015 (18-09-2015)
Name and mailing address of the ISA/CA Canadian Intellectual Property Office Place du Portage I, C I 14 - 1st Floor, Box PCT 50 Victoria Street Gatineau, Quebec K1A 0C9 Facsimile No.: 001-819-953-2476	Authorized officer Alan Chan (819) 639-2473

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INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/CA2015/000307

Patent Document Cited in Search Report	Publication Date	Patent Family Member(s)	Publication Date
US73251 88B1	29 January 2008 (29-01-2008)	None	
US20031 6721 3A1	04 September 2003 (04-09-2003)	US200316721 3A1	04 September 2003 (04-09-2003)
		US7076453B2	11 July 2006 (11-07-2006)
		US6484149B1	19 November 2002 (19-11-2002)
		US2006190355A1	24 August 2006 (24-08-2006)
		US7299201 B2	20 November 2007 (20-11-2007)
US2009070485A1	12 March 2009 (12-03-2009)	US2009070485A1	12 March 2009 (12-03-2009)
		US8656046B2	18 February 2014 (18-02-2014)
		AU6936700A	14 May 2001 (14-05-2001)
		US6792575B1	14 September 2004 (14-09-2004)
		US2002078093A1	20 June 2002 (20-06-2002)
		US6964009B2	08 November 2005 (08-11-2005)
		US2009089422A1	02 April 2009 (02-04-2009)
		US8381 110B2	19 February 2013 (19-02-2013)
		US20101 53495A1	17 June 2010 (17-06-2010)
		US8495242B2	23 July 2013 (23-07-2013)
		US2006265476A1	23 November 2006 (23-11-2006)
		US2010145794A1	10 June 2010 (10-06-2010)
		US20131 38774A1	30 May 2013 (30-05-2013)
		US2013198788A1	01 August 2013 (01-08-2013)
		WO01 33422A2	10 May 2001 (10-05-2001)
		WO01 33422A3	03 June 2011 (03-06-2011)
		WO201 31 10042A1	25 July 2013 (25-07-2013)
		WO201 31 10042A8	22 August 2013 (22-08-2013)
US20081 50952A1	26 June 2008 (26-06-2008)	US20081 50952A1	26 June 2008 (26-06-2008)
		CN101237499A	06 August 2008 (06-08-2008)
		CN101237499B	25 January 2012 (25-01-2012)
		JP20081 39981A	19 June 2008 (19-06-2008)
US2012324422A1	20 December 2012 (20-12-2012)	US2012324422A1	20 December 2012 (20-12-2012)
		CN103597469A	19 February 2014 (19-02-2014)
		EP272151 3A2	23 April 2014 (23-04-2014)
		EP272151 3A4	31 December 2014 (31-12-2014)
		JP2014523567A	11 September 2014 (11-09-2014)
		KR20140038459A	28 March 2014 (28-03-2014)
		WO20121 73829A2	20 December 2012 (20-12-2012)
		WO20121 73829A3	23 May 2013 (23-05-2013)
US2002049788A1	25 April 2002 (25-04-2002)	US2002049788A1	25 April 2002 (25-04-2002)
		AU2946401A	24 July 2001 (24-07-2001)
		WO01 52090A2	19 July 2001 (19-07-2001)
		WO01 52090A3	13 December 2001 (13-12-2001)

Petitioner HighLevel Ex-1004, 0201

Box No. II **Observations where certain claims were found unsearchable (Continuation of item 2 of the first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claim Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claim Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. ☐ Claim Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III **Observations where unity of invention is lacking (Continuation of item 3 of first sheet)**

This International Searching Authority found multiple inventions in this international application, as follows:

Continued in Supplemental Box

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.

2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.

3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claim Nos.:

4. ☑ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claim Nos.:

1-6, 17-20 and 22

Remark on Protest

☐ The additional search fees were accompanied by the applicant=s protest and, where applicable, the payment of a protest fee.

☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.

☐ No protest accompanied the payment of additional search fees.

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Continuation of Box III

Group A : Claims 1-6, 17-20 and 22

The invention is directed to a method of generating a webpage by pasting a processed webpage content.

Group B : Claims 7-10

The invention is directed to a method of linking a font to a webpage.

Group C : Claim 11

The invented is directed to a method of editing a webpage.

Group D : Claims 12-14

The invention is directed to a method of adding content to a webpage.

Group E : Claims 15 and 16

The invention is directed to a method of adding a widget to a webpage.

Group F : Claim 21

The invention is directed to a method of manipulating webpage content.

Group G : Claims 23 and 24

The invention is directed to a method of providing an undo function and a redo function to a webpage application.

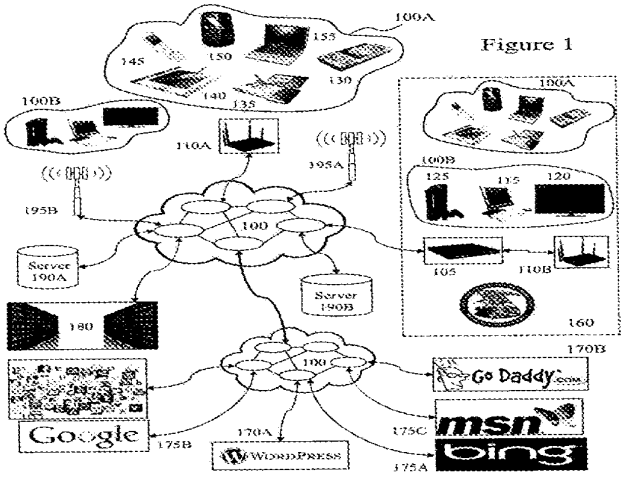
Petitioner HighLevel Ex-1004, 0203

patsnap

Title (Translation)	Methods and systems for web content generation		
Publication Number	WO2015172228A1	Publication Date	19 Nov 2015
Application Number	PCT/CA2015/000307	Application Date	14 May 2015
Current Assignee (Translation)	PAGECLOUD INC.		
Standardized Inventor	FITZPATRICK CRAIG		
Inventor Name	FITZPATRICK, CRAIG		
IPC	G06F17/00 G06F17/24 H04L12/16		
CPC	G06F3/04845 G06F3/0486 G06F16/958 G06F17/212 G06F17/214 G06F17/2235 G06F17/2241 G06F17/2247 G06F17/248		
Priority Data	61/992986 14 May 2014 US		
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Abstract (Translated)

Whilst the Internet has become a dominant communications medium through a variety of services the main portal to the vast majority of this content is through a webpage associated with a user, a group, enterprise, retailer etc. For those generating the content they are today essentially stuck with two options, one expensive option for full creative control and flexibility via web developers and website development enterprises, the other cheaper option to use an enterprise offering templates and work within their constraints. In contrast, embodiments of the invention provide conventional features the user is familiar with such as cut, copy, paste etc. allowing them to edit, manipulate, and create directly within a webpage using a tool that works directly within their website such that changes are automatically live on the Internet when completed but has the familiarity of a standard graphics editing or word processing tool.



Petitioner HighLevel Ex-1004, 0204

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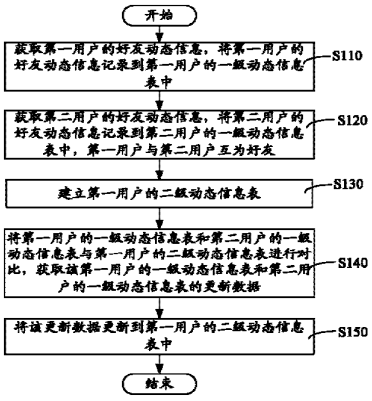
权利要求书 3 页 说明书 10 页 附图 3 页

(54)发明名称

SNS网络中动态信息推送方法及系统

(57)摘要

本发明涉及一种SNS网络中动态信息推送方法及系统。该方法包括以下步骤：获取第一用户的好友动态信息，将所述第一用户的好友动态信息记录到第一用户的一级动态信息表中；获取第二用户的好友动态信息，将所述第二用户的好友动态信息记录到第二用户的一级动态信息表中，所述第一用户与第二用户互为好友；建立第一用户的二级动态信息表；将所述第一用户的一级动态信息表和第二用户的一级动态信息表与所述第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据；将所述更新数据更新到所述第一用户的二级动态信息表中。上述SNS网络中动态信息推送方法及系统，扩大了分享动态资源信息的范围。



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1. 一种 SNS 网络中动态信息推送方法，包括以下步骤：

获取第一用户的好友动态信息，将所述第一用户的好友动态信息记录到第一用户的一级动态信息表中；

获取第二用户的好友动态信息，将所述第二用户的好友动态信息记录到第二用户的一级动态信息表中，所述第一用户与第二用户互为好友；

建立第一用户的二级动态信息表；

将所述第一用户的一级动态信息表和第二用户的一级动态信息表与所述第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据；

将所述更新数据更新到所述第一用户的二级动态信息表中。

2. 根据权利要求 1 所述的 SNS 网络中动态信息推送方法，其特征在于，在获取第一用户的好友动态信息的步骤之后还包括：获取第一用户的好友动态信息更新的时间，并根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳的步骤；

在获取第二用户的好友动态信息的步骤之后还包括：获取第二用户的好友动态信息更新的时间，并根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设置时间戳的步骤；

在建立第一用户的二级动态信息表的步骤的之后还包括：根据建立第一用户的二级动态信息表的时间在第一用户的二级动态信息表中设置时间戳的步骤。

3. 根据权利要求 2 所述的 SNS 网络中动态信息推送方法，其特征在于，将所述第一用户的一级动态信息表和第二用户的一级动态信息表与所述第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据的步骤具体为：

将所述第二用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第二用户的一级动态信息表的更新的好友动态信息；

将所述第一用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第一用户的一级动态信息表的更新的好友动态信息；

将所述更新数据更新到所述第一用户的二级动态信息表中的步骤之后，还包括步骤：更新所述第一用户的二级动态信息表的时间戳。

4. 根据权利要求 3 所述的 SNS 网络中动态信息推送方法，其特征在于，在获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据的步骤之后，还包括步骤：对获取的所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据进行去重复处理，并按时间顺序对所述更新数据进行排序；

将所述更新数据更新到所述第一用户的二级动态信息表中的步骤具体为：将进行排序后的更新数据更新到所述第一用户的二级动态信息表中。

5. 根据权利要求 4 所述的 SNS 网络中动态信息推送方法，其特征在于，所述 SNS 网络中动态信息推送方法应用于推送交易信息时的具体步骤为：

获取第一用户的好友的交易信息及所述交易信息更新的时间戳，将所述第一用户的好友的交易信息记录到第一用户的一级交易信息表中，并根据所述第一用户的好友的交易信息更新的时间在第一用户的一级交易信息表中设置时间戳；

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获取第二用户的好友的交易信息及所述交易信息更新的时间戳，将所述第二用户的好友的交易信息记录到第二用户的一级交易信息表中，并根据所述第二用户的好友的交易信息更新的时间在第二用户的一级交易信息表中设置时间戳；

建立第一用户的二级交易信息表，并根据建立所述第一用户的二级交易信息表的时间在第一用户的二级交易信息表中设置时间戳；

将所述第二用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第二用户的一级交易信息表的更新的好友的交易信息；

将所述第一用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第一用户的一级交易信息表的更新的好友的交易信息；

将得到的更新的交易信息去重复处理，并按时间顺序进行排序；

将排序后的更新的交易信息更新到第一用户的二级交易信息表中，并更新所述第一用户的二级交易信息表的时间戳。

6. 一种 SNS 网络中动态信息推送系统，其特征在于，包括：

信息获取模块，用于获取第一用户的好友动态信息，将所述第一用户的好友动态信息记录到第一用户的一级动态信息表中，并获取第二用户的好友动态信息，将所述第二用户的好友动态信息记录到第二用户的一级动态信息表中，所述第一用户与第二用户互为好友；

创建模块，用于建立第一用户的二级动态信息表；

对比模块，用于将所述第一用户的一级动态信息表和第二用户的一级动态信息表与所述第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据；

更新模块，用于将所述更新数据更新到所述第一用户的二级动态信息表中。

7. 根据权利要求 6 所述的 SNS 网络中动态信息推送系统，其特征在于，所述信息获取模块用于获取第一用户的好友动态信息更新的时间，并根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳，以及获取第二用户的好友动态信息更新的时间，并根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设置时间戳；所述创建模块还用于根据建立第一用户的二级动态信息表的时间在第一用户的二级动态信息表中设置时间戳。

8. 根据权利要求 7 所述的 SNS 网络中动态信息推送系统，其特征在于，所述对比模块还用于将所述第二用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第二用户的一级动态信息表的更新的好友动态信息；进一步用于将所述第一用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第一用户的一级动态信息表的更新的好友动态信息；

所述更新模块还用于更新第一用户的二级动态信息表的时间戳。

9. 根据权利要求 8 所述的 SNS 网络中动态信息推送系统，其特征在于，还包括去重排序模块，所述去重排序模块用于对获取的所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据进行去重复处理，并按时间顺序对所述更新数据进行排序；

所述更新模块还用于将进行排序后的更新数据更新到所述第一用户的二级动态信息表中。

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10. 根据权利要求 9 所述的 SNS 网络中动态信息推送系统，其特征在于，所述 SNS 网络中动态信息推送系统应用于推送交易信息时的具体过程为：

所述信息获取模块还用于获取第一用户的好友的交易信息及所述交易信息更新的时间，将所述第一用户的好友的交易信息记录到第一用户的一级交易信息表中，并根据所述第一用户的好友的交易信息更新的时间在第一用户的一级交易信息表中设置时间戳，以及获取第二用户的好友的交易信息及所述交易信息更新的时间，将所述第二用户的好友的交易信息记录到第二用户的一级交易信息表中，并根据所述第二用户的好友的交易信息更新的时间在第二用户的一级交易信息表中设置时间戳；

所述创建模块还用于建立第一用户的二级交易信息表，并根据建立所述第一用户的二级交易信息表的时间在第一用户的二级交易信息表中设置时间戳；

所述对比模块还用于将所述第二用户的一级动态信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第二用户的一级交易信息表的更新的好友的交易信息，进一步用于将所述第一用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第一用户的一级交易信息表的更新的好友的交易信息；

所述去重排序模块还用于将得到的更新的交易信息去重复处理，并按时间顺序进行排序；

所述更新模块还用于将排序后的更新的交易信息更新到第一用户的二级交易信息表中，并更新所述第一用户的二级交易信息表的时间戳。

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SNS 网络中动态信息推送方法及系统

【技术领域】

[0001] 本发明涉及互联网技术，特别涉及一种 SNS 网络中动态信息推送方法及系统。

【背景技术】

[0002] 在SNS(Social Networking Services，社会性网络服务）网络中，用户仅能获取其好友发布的动态信息，如用户 A 和用户 B 互为好友，用户 A 发布的动态信息“今天下雨了”，用户 B 可获取该动态信息。

[0003] 然而，用户 B 与用户 C 互为好友，用户 C 与用户 A 不为好友时，用户 C 发布的动态信息时，用户 B 能获取用户 C 发布的动态信息，但用户 A 无法获取该动态信息，如此限制了用户获取更多的动态信息，降低了动态信息资源的共享。

【发明内容】

[0004] 基于此，有必要提供一种 SNS 网络中动态信息推送方法，能扩大用户获取动态信息的范围，以及扩大分享动态资源信息的范围。

[0005] 一种 SNS 网络中动态信息推送方法，包括以下步骤：

[0006] 获取第一用户的好友动态信息，将所述第一用户的好友动态信息记录到第一用户的一级动态信息表中；

[0007] 获取第二用户的好友动态信息，将所述第二用户的好友动态信息记录到第二用户的一级动态信息表中，所述第一用户与第二用户互为好友；

[0008] 建立第一用户的二级动态信息表；

[0009] 将所述第一用户的一级动态信息表和第二用户的一级动态信息表与所述第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据；

[0010] 将所述更新数据更新到所述第一用户的二级动态信息表中。

[0011] 优选地，在获取第一用户的好友动态信息的步骤之后还包括：获取第一用户的好友动态信息更新的时间，并根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳的步骤；

[0012] 在获取第二用户的好友动态信息的步骤之后还包括：获取第二用户的好友动态信息更新的时间，并根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设置时间戳的步骤；

[0013] 在建立第一用户的二级动态信息表的步骤的之后还包括：根据建立第一用户的二级动态信息表的时间在第一用户的二级动态信息表中设置时间戳的步骤。

[0014] 优选地，将所述第一用户的一级动态信息表和第二用户的一级动态信息表与所述第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据的步骤具体为：

[0015] 将所述第二用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级

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动态信息表的时间戳对比，获取第二用户的一级动态信息表的更新的好友动态信息；

[0016] 将所述第一用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第一用户的一级动态信息表的更新的好友动态信息；

[0017] 将所述更新数据更新到所述第一用户的二级动态信息表中的步骤之后，还包括步骤：更新所述第一用户的二级动态信息表的时间戳。

[0018] 优选地，在获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据的步骤之后，还包括步骤：对获取的所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据进行去重复处理，并按时间顺序对所述更新数据进行排序；

[0019] 将所述更新数据更新到所述第一用户的二级动态信息表中的步骤具体为：将进行排序后的更新数据更新到所述第一用户的二级动态信息表中。

[0020] 优选地，所述 SNS 网络中动态信息推送方法应用于推送交易信息时的具体步骤为：

[0021] 获取第一用户的好友的交易信息及所述交易信息更新的时间戳，将所述第一用户的好友的交易信息记录到第一用户的一级交易信息表中，并根据所述第一用户的好友的交易信息更新的时间在第一用户的一级交易信息表中设置时间戳；

[0022] 获取第二用户的好友的交易信息及所述交易信息更新的时间戳，将所述第二用户的好友的交易信息记录到第二用户的一级交易信息表中，并根据所述第二用户的好友的交易信息更新的时间在第二用户的一级交易信息表中设置时间戳；

[0023] 建立第一用户的二级交易信息表，并根据建立所述第一用户的二级交易信息表的时间在第一用户的二级交易信息表中设置时间戳；

[0024] 将所述第二用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第二用户的一级交易信息表的更新的好友的交易信息；

[0025] 将所述第一用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第一用户的一级交易信息表的更新的好友的交易信息；

[0026] 将得到的更新的交易信息去重复处理，并按时间顺序进行排序；

[0027] 将排序后的更新的交易信息更新到第一用户的二级交易信息表中，并更新所述第一用户的二级交易信息表的时间戳。

[0028] 此外，还有必要提供一种 SNS 网络中动态信息推送系统，能扩大用户获取动态信息的范围，扩大分享动态资源信息的范围。

[0029] 一种 SNS 网络中动态信息推送系统，包括：

[0030] 信息获取模块，用于获取第一用户的好友动态信息，将所述第一用户的好友动态信息记录到第一用户的一级动态信息表中，并获取第二用户的好友动态信息，将所述第二用户的好友动态信息记录到第二用户的一级动态信息表中，所述第一用户与第二用户互为好友；

[0031] 创建模块，用于建立第一用户的二级动态信息表；

[0032] 对比模块，用于将所述第一用户的一级动态信息表和第二用户的一级动态信息表与所述第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据；

[0033] 更新模块，用于将所述更新数据更新到所述第一用户的二级动态信息表中。

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[0034] 优选地，所述信息获取模块用于获取第一用户的好友动态信息更新的时间，并根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳，以及获取第二用户的好友动态信息更新的时间，并根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设置时间戳；所述创建模块还用于根据建立第一用户的二级动态信息表的时间在第一用户的二级动态信息表中设置时间戳。

[0035] 优选地，所述对比模块还用于将所述第二用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第二用户的一级动态信息表的更新的好友动态信息；进一步用于将所述第一用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第一用户的一级动态信息表的更新的好友动态信息；

[0036] 所述更新模块还用于更新第一用户的二级动态信息表的时间戳。

[0037] 优选地，还包括去重排序模块，所述去重排序模块用于对获取的所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据进行去重复处理，并按时间顺序对所述更新数据进行排序；

[0038] 所述更新模块还用于将进行排序后的更新数据更新到所述第一用户的二级动态信息表中。

[0039] 优选地，所述 SNS 网络中动态信息推送系统应用于推送交易信息时的具体过程为：

[0040] 所述信息获取模块还用于获取第一用户的好友的交易信息及所述交易信息更新的时间，将所述第一用户的好友的交易信息记录到第一用户的一级交易信息表中，并根据所述第一用户的好友的交易信息更新的时间在第一用户的一级交易信息表中设置时间戳，以及获取第二用户的好友的交易信息及所述交易信息更新的时间，将所述第二用户的好友的交易信息记录到第二用户的一级交易信息表中，并根据所述第二用户的好友的交易信息更新的时间在第二用户的一级交易信息表中设置时间戳；

[0041] 所述创建模块还用于建立第一用户的二级交易信息表，并根据建立所述第一用户的二级交易信息表的时间在第一用户的二级交易信息表中设置时间戳；

[0042] 所述对比模块还用于将所述第二用户的一级动态信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第二用户的一级交易信息表的更新的好友的交易信息，进一步用于将所述第一用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第一用户的一级交易信息表的更新的好友的交易信息；

[0043] 所述去重排序模块还用于将得到的更新的交易信息去重复处理，并按时间顺序进行排序；

[0044] 所述更新模块还用于将排序后的更新的交易信息更新到第一用户的二级交易信息表中，并更新所述第一用户的二级交易信息表的时间戳。

[0045] 上述 SNS 网络中动态信息推送方法及系统，获取第一用户的好友动态信息记录在第一用户的一级动态信息表中，获取第二用户的好友动态信息记录在第二用户的一级动态信息表中，并建立第一用户的二级动态信息表，将第一用户的一级动态信息表和第二用户的动态信息表分别与第一用户的二级动态信息表进行对比，获取第一用户的一级动态信息

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表和第二用户的一级动态信息表的更新数据，并将该更新数据更新到第一用户的二级动态信息表中，使得第一用户不仅能获取第一用户的好友动态信息，还可获取第二用户的好友动态信息，扩大了用户获取动态信息的范围，使得用户的动态信息得到更多其他用户共享，扩大了分享动态资源信息的范围。

【附图说明】

[0046] 图 1 为一个实施例中一种 SNS 网络中动态信息推送方法的流程图；

[0047] 图 2 为 SNS 网络中动态信息推送方法应用于交易信息推送的流程图；

[0048] 图 3 为以五个用户为例说明的交互的示意图；

[0049] 图 4 为一个实施例中 SNS 网络中动态信息推送系统的结构示意图；

[0050] 图 5 为另一个实施例中 SNS 网络中动态信息推送系统的结构示意图。

【具体实施方式】

[0051] 下面结合具体的实施例及附图对技术方案进行详细的描述。

[0052] 如图 1 所示，在一个实施例中，一种 SNS 网络中动态信息推送方法，包括以下步骤：

[0053] 步骤 S110，获取第一用户的好友动态信息，将第一用户的好友动态信息记录到第一用户的一级动态信息表中。

[0054] 在一个实施例中，将第一用户的好友动态信息记录到第一用户的一级动态信息表中后，还包括：获取第一用户的好友动态信息更新的时间，根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳的步骤。该时间戳用于记录第一用户的好友的动态信息更新的时间。例如用户 A 和用户 B 互为好友，用户 B 更新（即发布）一条动态信息“大运会”，用户 A 的一级动态信息表记录用户 B 更新的动态信息，根据该动态信息更新的时间设置时间戳，该时间戳记录用户 B 的动态信息更新的时间 2011 年 8 月 3 日 18 时 30 分。

[0055] 步骤 S120，获取第二用户的好友动态信息，将第二用户的好友动态信息记录到第二用户的一级动态信息表中，第一用户与第二用户互为好友。

[0056] 在一个实施例中，将第二用户的好友动态信息记录到第二用户的一级动态信息表中后，还包括：获取第一用户的好友动态信息更新的时间，根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设置时间戳。该时间戳用于记录第二用户的好友的动态信息更新（即发布）的时间。

[0057] 在 SNS 网络中，一个用户可有至少一个好友。在 SNS 网络中，每个用户均存在一个一级动态信息表，该一级动态信息表用于记录用户的好友动态信息之后还根据好友动态信息更新的时间设置时间戳。一条更新的好友动态信息对应设置一个时间戳。该时间戳用于记录好友动态信息更新的时间。本实施例中，以第一用户和第二用户互为好友进行描述。获取第一用户的好友动态信息，并将好友动态信息记录在第一用户的一级动态信息表中，以及根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳；获取第二用户的好友动态信息，并将好友动态信息记录在第二用户的一级动态信息表中，以及根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设置

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时间戳。

[0058] 例如，第一用户为用户 A，第二用户为用户 B，用户 A 和用户 B 互为好友，用户 A 和用户 C 互为好友，用户 B 和用户 D 互为好友，获取到用户 A 发布一条动态信息“七夕节”，发布时间为 2011 年 8 月 6 日 18 时 20 分；用户 B 发布一条动态信息“天气炎热”，发布时间为 2011 年 8 月 7 日 14 时 30 分；用户 C 发布一条动态信息“下雨了”，发布时间为 2011 年 8 月 10 日 10 时 10 分；用户 D 发布一条动态信息“天要塌了”，发布时间为 2011 年 8 月 10 日 15 时 10 分。获取的用户 B 和用户 C 发布的动态信息及发布的时间将被记录在用户 A 的一级动态信息表中，并根据用户 B 和用户 C 发布的动态信息的时间在用户 A 的一级动态信息表中分别设置相应的时间戳。获取的用户 A 和用户 D 的动态信息及发布的时间将被记录在用户 B 的一级动态信息表中，并根据用户 A 和用户 D 发布的动态信息的时间在用户 B 的一级动态信息表中分别设置相应的时间戳。

[0059] 其中，用户发布一条动态信息时，可采用读写扩散结合的方式，读扩散为每个用户维护一个发送列表，记录该用户所有发表过的消息索引；写扩散为每个用户维护一个订阅列表，记录该用户订阅的消息索引，每当用户发布消息时，都会去更新订阅列表。采用读写扩散结合的方式，避免了单独采用读扩散读取信息集合时，因用户数较多而导致计算费时、低效，以及单独采用写扩散瞬间爆发大量写操作而存储不易的情形。

[0060] 步骤 S130，建立第一用户的二级动态信息表。

[0061] 每个用户均建立二级动态信息表，该二级动态信息表用于记录用户的好友动态信息及用户好友的好友动态信息。

[0062] 在步骤 S130 之后，还包括步骤：根据建立第一用户的二级动态信息表的时间在第一用户的二级动态信息表中设置时间戳。该时间戳用于记录第一用户的二级动态信息表更新的时间。建立用户的二级动态信息表之后，获取该表创建时间，根据该时间在第一用户的二级动态信息表中设置时间戳，以便后续进行对比处理。该二级动态信息表的时间戳用于记录整个二级动态信息表更新的时间。

[0063] 步骤 S140，将第一用户的一级动态信息表和第二用户的一级动态信息表与第一用户的二级动态信息表进行对比，获取该第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据。

[0064] 更新数据是指更新的好友动态信息。

[0065] 当设置好友动态信息的时间戳及第一用户的二级动态信息表的时间戳后，步骤 S140 具体为：

[0066] 将第二用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第二用户的一级动态信息表的更新的好友动态信息；

[0067] 将第一用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第一用户的一级动态信息表的更新的好友动态信息。

[0068] 通过比较好友动态信息的时间戳和二级动态信息表的时间戳，可方便查找到更新的好友动态信息。比较时间戳直观、简单。

[0069] 例如，前面描述的用户 A、用户 B、用户 C 和用户 D 分别发布一条动态信息后，用户 A 的一级动态信息表记录了用户 B 和用户 C 发布的动态信息，用户 B 的一级动态信息表记录了用户 A 和用户 D 发布的动态信息，建立了用户 A 的二级动态信息表，将用户 A 的一级动态

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信息表和用户 B 的一级动态信息表分别与用户 A 的二级动态信息表进行对比，可获取用户 A、用户 B、用户 C 和用户 D 发布的动态信息。若用户 A 的二级动态信息表的时间戳为 2011 年 8 月 8 日，进行对比后，获取更新的动态信息有用户 C 和用户 D 发布的动态信息，用户 A 和用户 B 发布的动态信息在前一次已更新到用户 A 的二级动态信息表中了。

[0070] 优选的实施例中，在步骤 S140 之后，还包括步骤：对得到的更新数据进行去重复处理，并按时间顺序对更新数据进行排序。得到的更新数据可能存在重复的数据，需对其进行去重复处理，然后按照更新数据发布的时间顺序对更新数据进行排序。例如，用户 A、用户 B 和用户 C 三个互为好友，用户 C 发布的动态信息既记录在用户 A 的一级动态信息表中，也记录在用户 B 的一级动态信息表中，用户 A 的一级动态信息表与用户 A 的二级动态信息表进行对比时，获取用户 C 发布的动态信息，用户 B 的一级动态信息表与用户 A 的二级动态信息表进行对比时，也获取用户 C 发布的动态信息，该动态信息重复。

[0071] 步骤 S150，将该更新数据更新到第一用户的二级动态信息表中。

[0072] 当对更新数据进行去重排序处理后，得到的更新数据将不会重复。步骤 S150 具体为：将进行排序后的更新数据更新到第一用户的二级动态信息表中。将去重复的更新数据更新到第一用户的二级动态信息表中，避免重复存储，节省存储空间，按时间顺序排序后，方便用户查阅。

[0073] 优选的实施例中，在步骤 S150 之后还包括步骤：更新第一用户的二级动态信息表的时间戳。第一用户的二级动态信息表更新后，获取更新的时间，根据该更新的时间在第一用户的二级动态信息表中设置更新的时间戳，以便下次再对第一用户的二级动态信息表更新时进行对比。

[0074] 如图 2 所示，上述 SNS 网络中动态信息推送方法应用于交易信息推送时的具体步骤包括：

[0075] 步骤 S210，获取第一用户的好友的交易信息及该交易信息更新的时间，将第一用户的好友的交易信息记录到第一用户的一级交易信息表中，并根据该第一用户的好友的交易信息更新的时间在第一用户的一级交易信息表中设置时间戳。

[0076] 步骤 S220，获取第二用户的好友的交易信息及该交易信息更新的时间，将第二用户的好友的交易信息记录到第二用户的一级交易信息表中，并根据该第二用户的好友的交易信息更新的时间在第二用户的一级交易信息表中设置时间戳。

[0077] 为每个用户建立一个一级交易信息表，用于记录用户好友的交易信息。获取用户好友发布的交易信息，并获取更新的时间，根据该时间在一级交易信息表中设置时间戳，该时间戳用于记录交易信息更新的时间。

[0078] 步骤 S230，建立第一用户的二级交易信息表，并根据建立第一用户的二级交易信息表的时间在第一用户的二级交易信息表中设置时间戳。

[0079] 为每个用户建立一个二级交易信息表，用于记录用户好友的交易信息，以及用户好友的好友的交易信息。获取建立用户的二级交易信息表的时间，根据该时间在二级交易信息表中设置时间戳，该时间戳用于记录整个二级交易信息表更新的时间。

[0080] 步骤 S240，将第二用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第二用户的一级交易信息表的更新的好友的交易信息。

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[0081] 步骤 S250，将第一用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第一用户的一级交易信息表的更新的好友的交易信息。

[0082] 将第一用户的一级交易信息表中的交易信息的时间戳和第二用户的一级交易信息表中的交易信息的时间戳分别与第一用户的二级交易信息表的时间戳对比，可获取更新的交易信息。

[0083] 步骤 S260，将得到的更新的交易信息去重复处理，并按时间顺序进行排序。

[0084] 获取的更新的交易信息可能存在重复的交易信息，需对更新的交易信息进行去重复处理，以删除多余的交易信息，避免重复存储，占有空间。按时间顺序对交易信息进行排序，方便查阅。

[0085] 步骤 S270，将排序后的更新的交易信息更新到第一用户的二级交易信息表中，并更新第一用户的二级交易信息表的时间戳。

[0086] 更新第一用户的二级交易信息表的时间戳，方便再次更新时进行对比，以获取更新的交易信息。

[0087] 如图 3 所示，以五个用户为例说明，用户 A、B、C、D 和 E，用户 A、用户 B 和用户 C 为好友，用户 D 与用户 C 为好友，用户 B 和用户 E 为好友。用户 A 发布的交易信息更新到用户 B 和用户 C 的一级交易信息表中，用户 B 发布的交易信息更新到用户 A 和用户 D 的一级交易信息表中，用户 C 发布的交易信息更新到用户 A 和用户 E 的一级交易信息表中，用户 D 发布的交易信息更新到用户 B 的一级交易信息表中，用户 E 发布的交易信息更新到用户 C 的一级交易信息表中。用户 A 的二级交易信息表中存储有用户 A、B、C、D、E 的交易信息。另外，各自的一级交易信息表中还可记录自己发布的交易信息。

[0088] 如图 4 所示，在一个实施例中，一种 SNS 网络中动态信息推送系统，包括信息获取模块 410、创建模块 420、对比模块 430 和更新模块 440。

[0089] 信息获取模块 410 用于获取第一用户的好友动态信息，将第一用户的好友动态信息记录到第一用户的一级动态信息表中，并获取第二用户的好友动态信息，将第二用户的好友动态信息记录到第二用户的一级动态信息表中，所述第一用户与第二用户互为好友。

[0090] 优选的实施例中，信息获取模块 410 还用于根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳，以及根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设置时间戳。例如用户 A 和用户 B 互为好友，用户 B 更新（即发布）一条动态信息“大运会”，用户 A 的一级动态信息表记录用户 B 更新的动态信息，根据该动态信息更新的时间设置时间戳，该时间戳记录用户 B 的动态信息更新的时间 2011 年 8 月 3 日 18 时 30 分。

[0091] 在 SNS 网络中，每个用户均存在一个一级动态信息表，该一级动态信息表用于记录用户的好友动态信息之后还根据好友动态信息更新的时间设置时间戳。好友动态信息的时间戳用于好友动态信息更新的时间。本实施例中，以第一用户和第二用户互为好友进行描述。获取第一用户的好友动态信息，并将好友动态信息记录在第一用户的一级动态信息表中，以及根据第一用户的好友动态信息更新的时间在第一用户的一级动态信息表中设置时间戳；获取第二用户的好友动态信息，并将好友动态信息记录在第二用户的一级动态信息表中，以及根据第二用户的好友动态信息更新的时间在第二用户的一级动态信息表中设

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置时间戳。

[0092] 例如，第一用户为用户 A，第二用户为用户 B，用户 A 和用户 B 互为好友，用户 A 和用户 C 互为好友，用户 B 和用户 D 互为好友，获取到用户 A 发布一条动态信息“七夕节”，发布时间为 2011 年 8 月 6 日 18 时 20 分；用户 B 发布一条动态信息“天气炎热”，发布时间为 2011 年 8 月 7 日 14 时 30 分；用户 C 发布一条动态信息“下雨了”，发布时间为 2011 年 8 月 10 日 10 时 10 分；用户 D 发布一条动态信息“天要塌了”，发布时间为 2011 年 8 月 10 日 15 时 10 分。获取的用户 B 和用户 C 发布的动态信息及发布的时间将被记录在用户 A 的一级动态信息表中，并根据用户 B 和用户 C 发布的动态信息的时间在用户 A 的一级动态信息表中分别设置相应的时间戳。获取的用户 A 和用户 D 的动态信息及发布的时间将被记录在用户 B 的一级动态信息表中，并根据用户 A 和用户 D 发布的动态信息的时间在用户 B 的一级动态信息表中分别设置相应的时间戳。

[0093] 创建模块 420 用于建立第一用户的二级动态信息表。每个用户均建立二级动态信息表，该二级动态信息表用于记录用户的好友动态信息及用户好友的好友动态信息。

[0094] 此外，创建模块 420 还用于根据建立第一用户的二级动态信息表的时间在第一用户的二级动态信息表中设置时间戳。该时间戳用于记录第一用户的二级动态信息表更新的时间。建立用户的二级动态信息表之后，获取该表创建时间，根据该时间在第一用户的二级动态信息表中设置时间戳，以便后续进行对比处理。该二级动态信息表的时间戳用于记录整个二级动态信息表更新的时间。

[0095] 对比模块 430 用于将第一用户的一级动态信息表和第二用户的一级动态信息表与第一用户的二级动态信息表进行对比，获取所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据。其中，更新数据是指更新的好友动态信息。

[0096] 当获取了好友动态信息的时间戳及第一用户的二级动态信息表的时间戳后，对比模块 430 还用于将第二用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第二用户的一级动态信息表的更新的好友动态信息；还用于将第一用户的一级动态信息表中好友动态信息的时间戳与第一用户的二级动态信息表的时间戳对比，获取第一用户的一级动态信息表的更新的好友动态信息。通过比较好友动态信息的时间戳和二级动态信息表的时间戳，可方便查找到更新的好友动态信息。比较时间戳直观、简单。

[0097] 例如，前面描述的用户 A、用户 B、用户 C 和用户 D 分别发布一条动态信息后，用户 A 的一级动态信息表记录了用户 B 和用户 C 发布的动态信息，用户 B 的一级动态信息表记录了用户 A 和用户 D 发布的动态信息，建立了用户 A 的二级动态信息表，将用户 A 的一级动态信息表和用户 B 的一级动态信息表分别与用户 A 的二级动态信息表进行对比，可获取用户 A、用户 B、用户 C 和用户 D 发布的动态信息。若用户 A 的二级动态信息表的时间戳为 2011 年 8 月 8 日，进行对比后，获取更新的动态信息有用户 C 和用户 D 发布的动态信息，用户 A 和用户 B 发布的动态信息在前一次已更新到用户 A 的二级动态信息表中了。

[0098] 更新模块 440 用于将更新数据更新到第一用户的二级动态信息表中。此外，更新模块 440 还用于更新第一用户的二级动态信息表的时间戳。第一用户的二级动态信息表更新后，获取更新的时间，根据该更新的时间在第一用户的二级动态信息表中设置更新的时间戳，以便下次再对第一用户的二级动态信息表更新时进行对比。

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[0099] 在一个实施例中，如图 5 所示，上述 SNS 网络中动态信息推送系统，除了包括信息获取模块 410、创建模块 420、对比模块 430 和更新模块 440 去重排序模块，还包括去重排序模块 450。

[0100] 去重排序模块 450 用于对获取的所述第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据进行去重复处理，并按时间顺序对该更新数据进行排序。例如，用户 A、用户 B 和用户 C 三个互为好友，用户 C 发布的动态信息既记录在用户 A 的一级动态信息表中，也记录在用户 B 的一级动态信息表中，用户 A 的一级动态信息表与用户 A 的二级动态信息表进行对比时，获取用户 C 发布的动态信息，用户 B 的一级动态信息表与用户 A 的二级动态信息表进行对比时，也获取用户 C 发布的动态信息，该动态信息重复。

[0101] 更新模块 440 还用于将进行排序后的更新数据更新到第一用户的二级动态信息表中。更新模块 440 将去重复的更新数据更新到第一用户的二级动态信息表中，避免重复存储，节省存储空间，按时间顺序排序后，方便用户查阅。

[0102] 上述 SNS 网络中动态信息推送系统应用于推送交易信息时的具体过程为：

[0103] (1) 信息获取模块 410 还用于获取第一用户的好友的交易信息及该交易信息更新的时间，将第一用户的好友的交易信息记录到第一用户的一级交易信息表中，并根据该第一用户的好友的交易信息更新的时间在第一用户的一级交易信息表中设置时间戳，并获取第二用户的好友的交易信息及该交易信息更新的时间，将第二用户的好友的交易信息记录到第二用户的一级交易信息表中，并根据该第二用户的好友的交易信息更新的时间在第二用户的一级交易信息表中设置时间戳。

[0104] 为每个用户建立一个一级交易信息表，用于记录用户好友的交易信息。获取用户好友发布的交易信息，并获取更新的时间，根据该时间在一级交易信息表中设置时间戳，该时间戳用于记录交易信息更新的时间。

[0105] (2) 创建模块 420 还用于建立第一用户的二级交易信息表，并根据建立第一用户的二级交易信息表的时间在第一用户的二级交易信息表中设置时间戳。

[0106] 为每个用户建立一个二级交易信息表，用于记录用户好友的交易信息，以及用户好友的好友的交易信息。获取建立用户的二级交易信息表的时间，根据该时间在二级交易信息表中设置时间戳，该时间戳用于记录整个二级交易信息表更新的时间。

[0107] (3) 对比模块 430 还用于将第二用户的一级动态信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第二用户的一级交易信息表的更新的好友的交易信息，进一步用于将第一用户的一级交易信息表中好友的交易信息的时间戳与第一用户的二级交易信息表的时间戳对比，获取第一用户的一级交易信息表的更新的好友的交易信息。

[0108] 将第一用户的一级交易信息表中的交易信息的时间戳和第二用户的一级交易信息表中的交易信息的时间戳分别与第一用户的二级交易信息表的时间戳对比，可获取更新的交易信息。

[0109] (4) 去重排序模块 450 还用于将得到的更新的交易信息去重复处理，并按时间顺序进行排序。

[0110] 获取的更新的交易信息可能存在重复的交易信息，需对更新的交易信息进行去重复处理，以删除多余的交易信息，避免重复存储，占有空间。按时间顺序对交易信息进行排

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序，方便查阅。

[0111] (5) 更新模块 440 还用于将排序后的更新的交易信息更新到第一用户的二级交易信息表中，并更新第一用户的二级交易信息表的时间戳。

[0112] 更新第一用户的二级交易信息表的时间戳，方便再次更新时进行对比，以获取更新的交易信息。

[0113] 上述 SNS 网络中动态信息推送方法及系统，获取第一用户的好友动态信息记录在第一用户的一级动态信息表中，获取第二用户的好友动态信息记录在第二用户的一级动态信息表中，并建立第一用户的二级动态信息表，将第一用户的一级动态信息表和第二用户的动态信息表分别与第一用户的二级动态信息表进行对比，获取第一用户的一级动态信息表和第二用户的一级动态信息表的更新数据，并将该更新数据更新到第一用户的二级动态信息表中，使得第一用户不仅能获取第一用户的好友动态信息，还可获取第二用户的好友动态信息，扩大了用户获取动态信息的范围，使得用户的动态信息得到更多其他用户共享，扩大了分享动态资源信息的范围。

[0114] 另外，上述 SNS 网络中动态信息推送方法及系统应用于交易信息推送时，将更新的第一用户的一级交易信息表中的交易信息及第二用户的一级交易信息表中的交易信息更新到第一用户的二级交易信息表中，如此，每个用户的二级交易信息表中均存储有其好友以及好友的好友发布的交易信息，扩大了交易信息共享的范围，以及因交易信息为好友及好友的好友发布，交易信息可信度高，保证了交易信息的真实、可靠。

[0115] 以上所述实施例仅表达了本发明的几种实施方式，其描述较为具体和详细，但并不能因此而理解为对本发明专利范围的限制。应当指出的是，对于本领域的普通技术人员来说，在不脱离本发明构思的前提下，还可以做出若干变形和改进，这些都属于本发明的保护范围。因此，本发明专利的保护范围应以所附权利要求为准。

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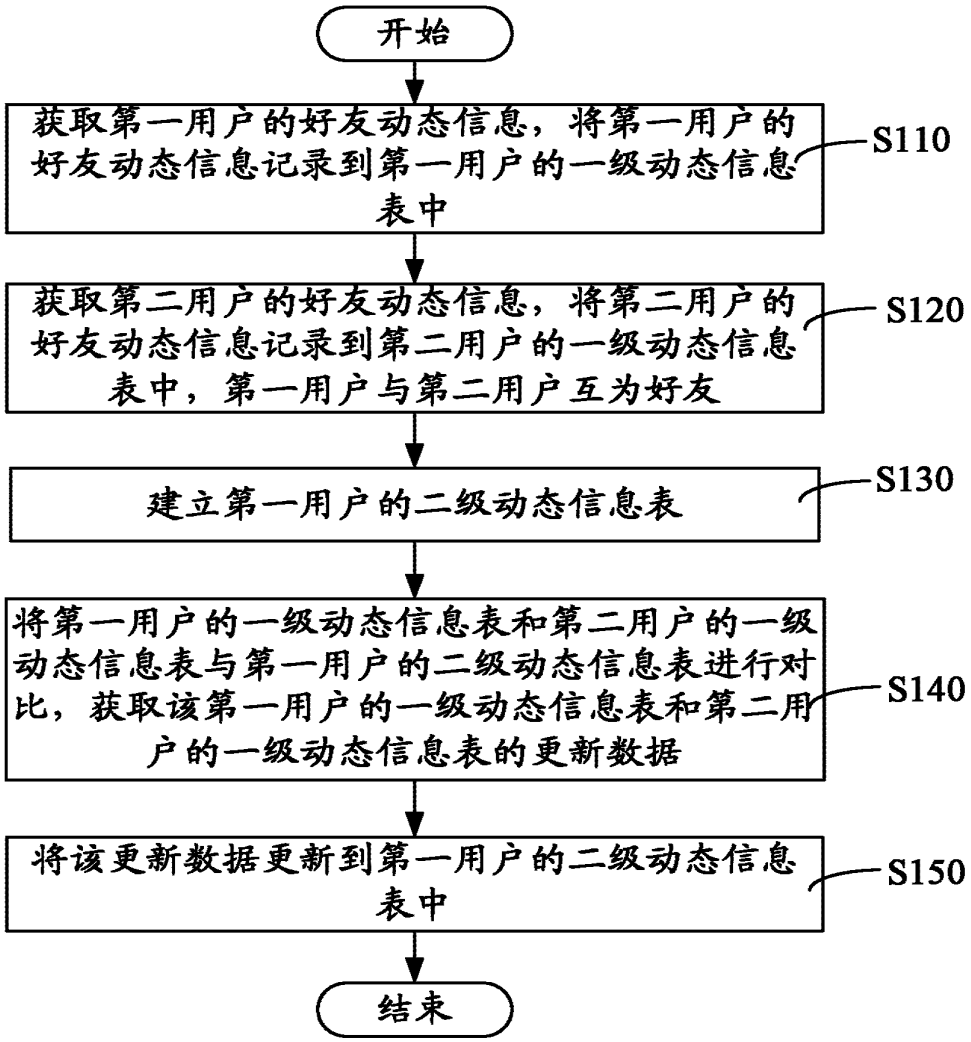


图 1

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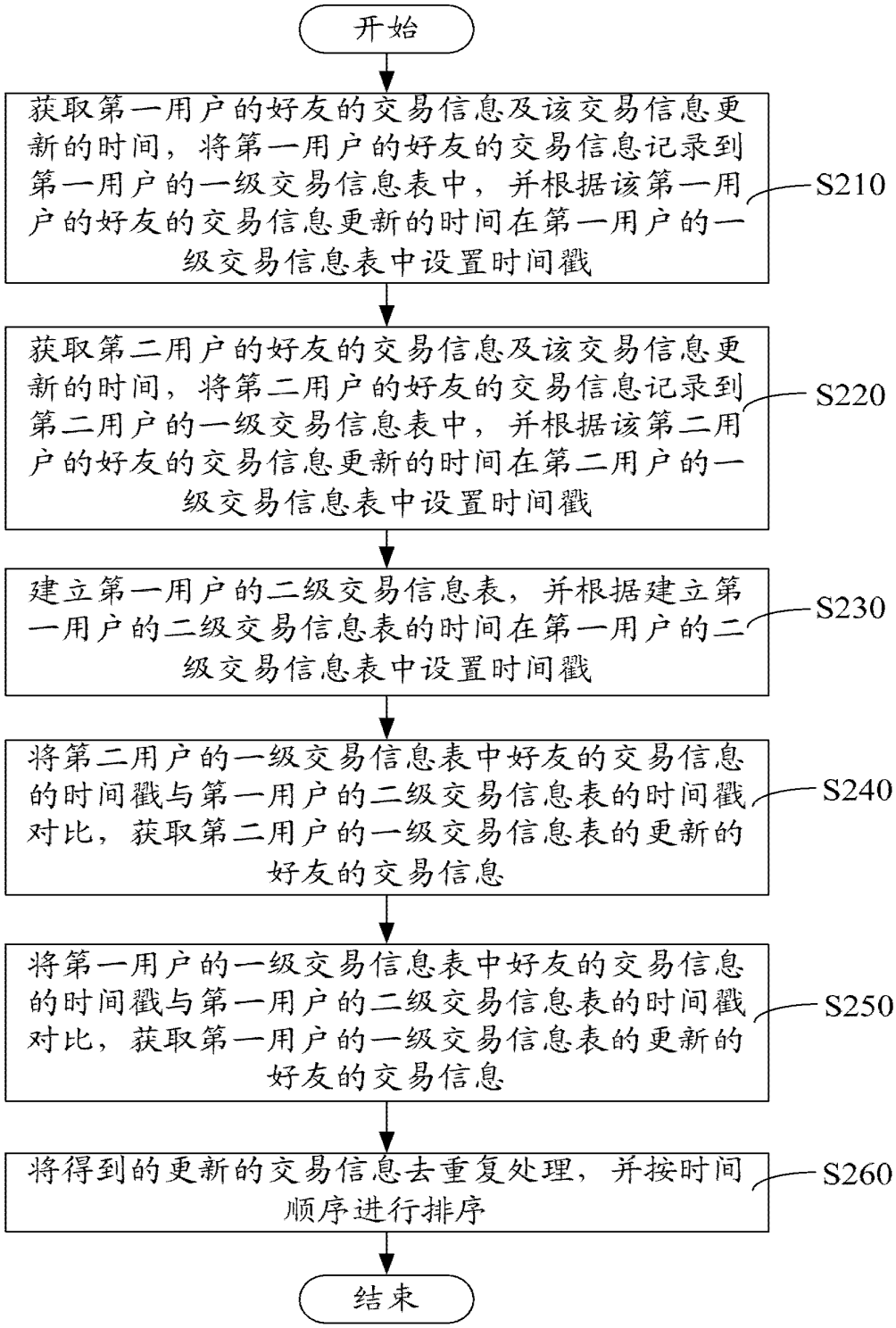


图 2

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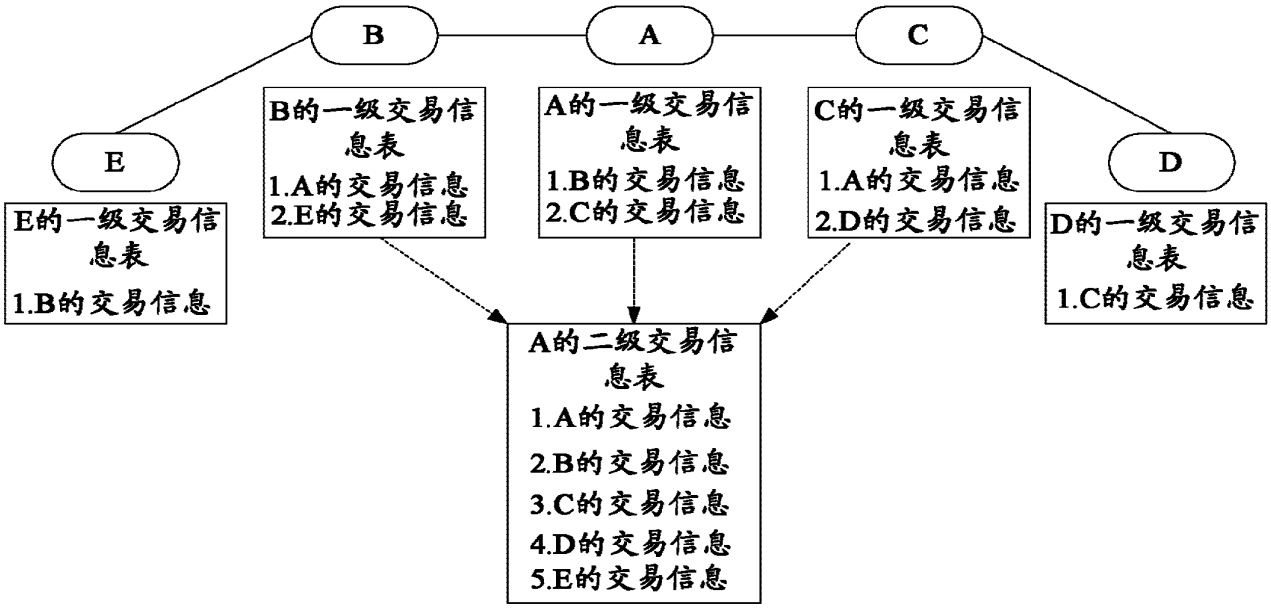


图 3

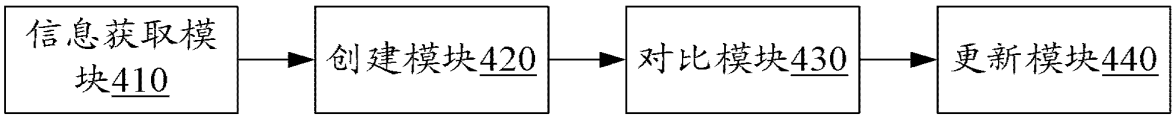


图 4

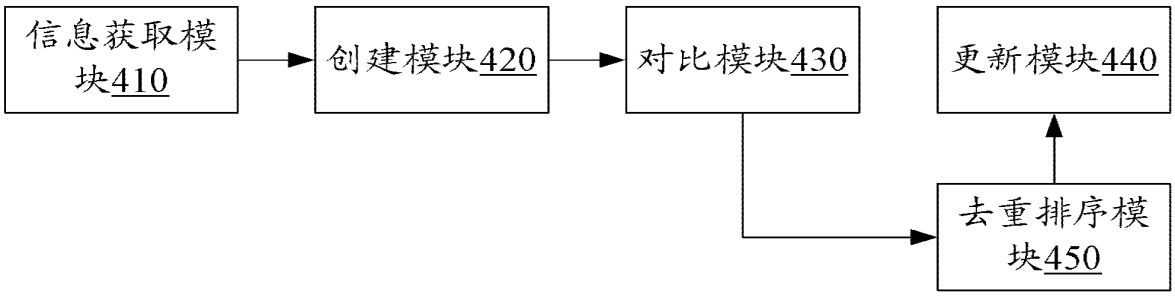


图 5

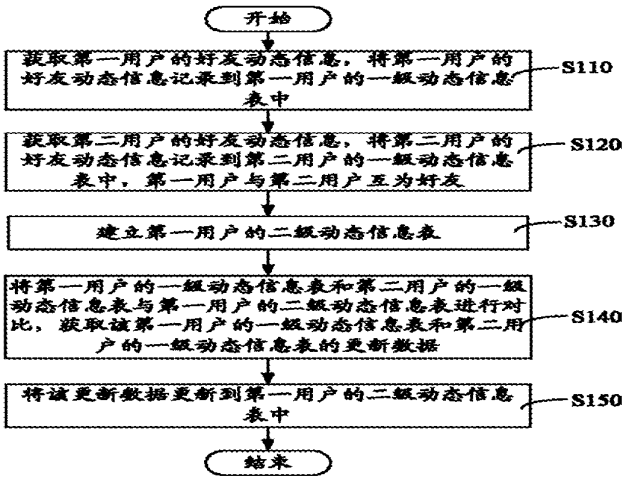
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patsnap

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Standardized Inventor	郑伟珂 陈树根 罗亮
Inventor Name	郑伟珂 陈树根 罗亮
IPC	G06F17/30
Attorney Name (Translation)	Nanitaira
Other patent	CN102999527B
External Link	Espacenet SIPO

Abstract (Translated)

The invention relates to a dynamic information pushing method and a dynamic information pushing system in an SNS (social networking services) network. The method comprises the following steps of: acquiring the friend dynamic information of a first user and recording the friend dynamic information of the first user in the primary dynamic information table of the first user; acquiring the friend dynamic information of a second user and recording the friend dynamic information of the second user in the primary dynamic information table of the second user, so that the first user and the second user mutually become friends; creating the secondary dynamic information table of the first user; comparing the primary dynamic information table of the first user and the primary dynamic information table of the second user with the secondary dynamic information table of the first user, and acquiring update data of the primary dynamic information table of the first user and the primary dynamic information table of the second user; and updating the update data in the secondary dynamic information table of the first user. Due to the dynamic information pushing method and the dynamic information pushing system in the SNS network, the range of shared dynamic resource information is widened.



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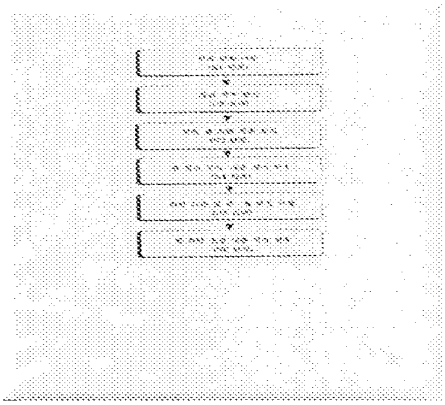
전체 청구항 수 : 총 2 항

(54) 하이퍼텍스트 언어 자동생성기술을 사용한 사용자 맞춤형사이트 작성 및 서비스 제공 방법

(57) 요 약

본 발명은 HTML 자동생성기술을 이용하여 인터넷 사용자 스스로 웹 사이트 운영자가 제공하는 화면 구성과 내용을 임의대로 생성할 수 있도록 함으로써, 각각의 인터넷 사용자의 개성과 특성에 알맞도록 웹 사이트 화면의 구조와 내용 추가및 갱신하여 운영할 수 있을 뿐만 아니라, 웹 사이트 운영자들이 획일적인 내용을 제공하는 것을 개인의 독특하고 창의적인 구성과 내용으로 웹 화면 구조를 갱신하여, 웹상에서 편리하게 정보관리 및 교류를 할 수 있도록 HTML 자동생성기술을 이용한 운영 사이트의 맞춤 서비스 방법과 그에 따른 장치에 관한 것이다.

대표도 - 도1



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특허청구의 범위

청구항 1

사용자 측으로부터 웹 사이트 제공자의 서버에 접속하였는가의 여부를 확인하도록 하는 N1 단계와;

회원 아이디와 비밀번호를 입력받도록 하고, 등록된 회원 아이디와 비밀번호가 상호 일치하는가의 여부를 비교, 판단하도록 하는 N2 단계와;

회원을 확인하게 되면, 사이트 개설자가 제공하는 메인화면과 회원 고유의 웹 사이트 화면을 전송하도록 하는 N3 단계와;

전송된 웹 화면상에서 화면 구성을 구획, 생성하고, 등록 내용 등을 HTML로 생성하여 웹사이트 제공서버에 전송하였는가를 확인하도록 하는 N4 단계와;

회원 측으로 부터 화면 구성과 내용 등을 HTML 생성하여 전송이 확인되면, 사이트 개설자가 제공하는 메인화면과 각각 회원별로 고유의 웹 화면을 저장하도록 하는 N5 단계와;

저장된 각 회원의 고유의 웹 사이트 화면을 회원 측에 표시되도록 하고, 회원 측에서 화면 구성이나 내용을 변경과 갱신하게 되면, 변경, 갱신되어 생성된 웹 화면의 구성과 내용을 HTML 자동생성엔진으로 생성하여 저장하도록 하고, 저장된 웹 화면을 회원 측에 표시되도록 하는 N6 단계로;

구성되는 것을 특징으로 HTML 자동생성기술을 이용한 고객 맞춤형 운영 사이트의 서비스 제공 방법.

청구항 2

각 회원 측 컴퓨터를 통해 입력된 회원확인부호와 비밀번호를 확인하고 회원의 정보를 관리하도록 하는 회원정보 데이터베이스(DB1)와;

사이트개설자가 제공하는 메인 화면과 각각의 회원별로 다양한 웹 사이트 화면의 구성과 내용을 저장, 관리하도록 하는 웹 화면 데이터베이스(DB2)와;

상기 각 데이터베이스(DB1,DB2)의 정보를 회원 측으로 전송, 또는 제어하도록 하는 운영서버(S)와;

상기 서버(S)에 접속하여 웹 사이트 화면을 제공받도록 하는 회원 컴퓨터(C)로;

구성되는 것을 특징으로 HTML 자동생성기술을 이용한 고객 맞춤형 운영 사이트의 서비스 방법에 따른 장치.

명 세 서

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

<6> 본 발명은 웹사이트를 제공하는 운영서버의 웹 서비스 화면을 인터넷상에서사용자가 직접 생성, 운영하도록 하는 방법과 장치에 관한 것으로, 특히 HTML 자동생성기술을 이용하여 사용자 각 개인이 제공되어 지는 웹 서비스 화면 구조의 구성과 내용 등을 직접 구성하고 편집할 수 있을 뿐만 아니라, 인터넷 사용자 각각의 편의와 개성에 따라, 사용자 본인에게 필요하고 사용자 본인만의 독특한 웹 서비스 화면을 구성할 수 있도록 한 HTML 자동생성기술을 이용한 맞춤형 운영 사이트의 서비스 방법 및 장치에 관한 것이다.

<7> 인터넷을 통한 네트워크은 현대인들의 생활에 이미 일부분이 되고 있으며, 급속도로 다방면에서 생활화되고 있는 추세이다.

<8> 이러한 인터넷 인구가 급증하게 되면서, 네트워크를 활용한 다양한 형태의 인터넷 문화가 등장하고 있다.

<9> 유선, 또는 무선 네트워크를 통하여, 최신의 방대한 정보와 자료 등을 교류할 수 있을 뿐만 아니라, 각 인터넷 사용자의 개인의 정보를 저장하고 공유할 수 있도록 하고 있다.

<10> 최근에는 인터넷 사용자들의 각각의 개인 웹 페이지 등을 개설할 수 있도록 하여, 사용자 본인의 다양한 정보나 자료 등을 저장, 관리하고, 필요에 따라 공유할 수 있도록 한 서비스 방법이 인터넷 문화의 한 부분으로 자리를

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잡아가고 있는 실정이다.

<11> 그러나, 상기한 종래의 인터넷 사용자에게 웹 사이트 개설자는 사이트 접속자에게 모두 획일적으로 동일한 화면 구성서비스를 지원하고 있기 때문에, 그 사이트에 접속하여 사용하는 사용자가 웹 사이트의 화면 구성과 내용을 보다 독특하고 창의적으로 표현하고자 하는 대다수의 인터넷 사용자들의 욕구를 충족시키지 못하는 문제점이 발생하였다.

<12> 또한, 사이트 개설자의 규격화된 웹 사이트 화면 구성에 천편일률적으로 비슷한 내용의 정보와 자료 등을 제공하고 있기 때문에, 다양한 개성과 특성을 나타내는 웹 사이트 제공에 대한 관심이 커져 가고 있으며, 개인의 편리에 맞게 제공서비스 사이트의 추가 갱신에 대한 분야에 연구와 개발이 신속하고 절실하게 요구되는 실정이었다.

발명이 이루고자 하는 기술적 과제

<13> 따라서, 이와 같은 문제점을 해결하기 위한 본 발명은, HTML 자동생성기술을 이용하여 사이트 개설자가 구축한 웹 화면을 인터넷 사용자 스스로 사용자의 편의와 개성에 맞게 생성할 수 있도록 함으로써, 각각의 인터넷 사용자의 개성과 특성에 적합하도록 웹 사이트 화면을 구성하여 운영할 수 있을 뿐만 아니라, 개인의 웹 사이트를 보다 독특하고 창의적인 구성과 디자인으로 활용할 수 있도록 하고, 편리하게 정보를 교류할 수 있도록 하고 웹 사이트 운영자만이 웹 서비스 화면을 추가 갱신하여 운영하는데 반해 웹사이트를 접속하여 사용하는 사람들이 서비스 화면구조를 추가 갱신하는 등 웹 서비스를 운영관리 할 수 있게 하는데 그 목적이 있는 것이다.

발명의 구성 및 작용

<14> 도 1은 본 발명의 HTML 자동생성기술을 이용한 고객 맞춤형 운영 사이트의 서비스 방법을 나타낸 순서도이고, 도 2는 본 발명의 HTML 자동생성기술을 이용한 고객 맞춤형 운영 사이트의 서비스 방법에 따른 장치를 나타낸 개략도이다.

<15> 이하 본 발명에 따른 실시 예를 첨부도면을 참조하여 상세히 설명한다.

<16> 도 1에 도시된 바와 같이, N1 단계는 사용자 측으로부터 서버에 접속하였는가의 여부를 확인하도록 한다.

<17> N2 단계는 회원 아이디와 비밀번호를 입력받도록 하고, 등록된 회원 아이디와 비밀번호가 상호 일치하는가의 여부를 비교, 판단하도록 한다.

<18> N3 단계는 상기 N2 단계에서 회원을 확인하게 되면, 사이트 개설자의 메인 화면과 회원 고유의 웹 사이트 화면을 전송하도록 한다.

<19> N4 단계는 전송된 웹 화면상에서 화면 구성을 구획, 생성하고, 등록 내용 등을 생성하여 전송하였는가를 확인하도록 한다.

<20> N5 단계는 상기 N4 단계에서 회원 측으로 부터 화면 구성과 내용 등을 생성하여 전송이 확인되면, 메인화면은 메인화면대로 저장되고 각각 회원은 회원별로 고유의 웹 화면을 저장하도록 한다.

<21> N6 단계는 상기 N5 단계에서 저장된 각 회원의 고유의 웹 사이트 화면을 회원측에 표시되도록 하고, 회원측에서 화면 구성이나 내용을 변경과 갱신하게 되면, 변경, 갱신되어 생성된 웹 화면의 구성과 내용을 저장하도록 하고, 저장된 웹 화면을 회원측에 표시되도록 한다.

<22> 본 발명의 HTML 자동생성기술을 이용한 고객 맞춤형 운영 사이트의 서비스 방법에 따른 장치는, 도 2에 도시된 바와 같이, 각 회원측 컴퓨터를 통해 입력된 회원 확인부호와 비밀번호를 확인하고 회원의 정보를 관리하도록 하는 회원정보 데이터베이스(DB1)와, 메인화면과 각각의 회원별로 다양한 웹 사이트 화면의 구성과 내용을 저장, 관리하도록 하는 웹 화면 데이터베이스(DB2)와, 상기 각 데이터베이스(DB1,DB2)의 정보를 회원측으로 전송, 또는 제어하도록 하는 서버(S)와, 상기 서버(S)에 접속하여 웹 사이트 화면을 제공받도록 하는 회원 컴퓨터(C)로 구성된다.

<23> 이하 본 발명에 따른 작용을 첨부된 도면에 의거하여 상세히 설명하면 다음과 같다.

<24> 도 1과 도 2에 도시된 바와 같이, 상기 N1 단계는 사용자 측으로부터 상기 서버(S)에 접속하였는가의 여부를 확인하도록 하고, 상기 N2 단계는 회원측으로부터 회원 아이디와 비밀번호를 입력받도록 하고, 상기 회원정보 데이터베이스(DB1)를 구동하여, 등록된 회원 아이디와 비밀번호가 상호 일치하는가의 여부를 비교, 판단하도록 한

다.

<25> 상기 N3 단계는 회원을 확인하게 되면, 웹사이트 제공자가 제공하는 메인 화면과 회원 고유의 웹 사이트 화면을 전송하도록 한다.

<26> 이때, 새로운 회원일 경우에는, 빈 공간 상태나 사이트 제공자의 기본 웹 화면을 회원측 컴퓨터(C)에 표시되도록 하여, 회원 본인이 직접 웹 화면 구조의 구성과 내용을 생성할 수 있도록 하고, 이미 등록된 회원일 경우에는, 상기 웹 화면 데이터베이스(DB2)를 구동하여 회원 본인이 직접 생성한 구성과 내용의 웹 화면을 회원측 컴퓨터(C)에 표시되도록 한다.

<27> 상기 N4 단계는 전송된 웹 화면상에서 화면 구성을 구획, 생성하고, 등록 내용 등을 생성하여 전송하였는가를 확인하도록 한다.

<28> 이때, HTML 자동생성기술이 실행되어, 회원이 직접 웹 화면의 구성과 내용을 생성하게 되면, 구성과 내용을 HTML 프로그램 언어로 자동으로 변환, 생성되는 것이다.

<29> 상기 N5 단계는 상기 N4 단계에서 회원측 컴퓨터(C)로부터 웹 화면 구조 구성과 내용 등을 생성하여 전송이 확인되면, 메인 화면이나 각각 회원별로 고유의 웹 화면을 상기 웹 화면 데이터베이스(DB2)에 저장하도록 한다.

<30> 상기 N6 단계는 상기 N5 단계에서 저장된 메인 화면과 각 회원의 고유의 웹 사이트 화면을 회원 컴퓨터(C)에 표시되도록 하고, 회원 컴퓨터(C)에서 화면 구성이나 내용을 변경 하거나 갱신하게 되면, 변경, 갱신되어 생성된 웹 화면의 구성과 내용을 저장하도록 하고, 저장된 웹 화면을 회원 컴퓨터(C)에 상기 서버(S)를 통해 표시되도록 한다.

<31> 또한, 각 웹 사이트의 메인 화면의 구성과 내용 등을 각각의 회원들이 변경할 수 있도록 하여, 메인 화면의 구성과 내용이 각 회원들의 성향에 따라 실시간으로 추가되고 변경되기 때문에, 실시간 가 변형 메인화면으로 회원들에게 경제적이고 원활한 서비스를 제공할 수 있는 것이다.

발명의 효과

<32> 이상에서 설명한 바와 같은 본 발명은, HTML 자동생성기술을 이용하여 사이트 개설자가 제공하는 웹 화면이 아닌 개인이 구성한 웹 사이트의 화면 구성과 내용을 인터넷 사용자 스스로 임의대로 생성할 수 있도록 함으로써, 각각의 인터넷 사용자의 개성과 특성에 알맞도록 웹 사이트 화면을 구성하여 운영할 수 있을 뿐만 아니라, 개인의 웹 사이트를 보다 독특하고 창의적인 구성과 내용으로 활용할 수 있도록 하고, 편리하게 정보를 교류할 수 있을 뿐 아니라, 웹사이트 운영자만이 웹 사이트를 추가 갱신하는데 많은 시간과 비용이 드는 것에 반해 웹서비스 제공화면에 접속한 사용자가 그 서비스 내용을 추가, 갱신하기 때문에 운영경비를 절약할 수 있는 유익한 발명인 것이다.

도면의 간단한 설명

<1> 도 1은 본 발명의 HTML 자동생성기술을 이용한 맞춤형 운영 사이트의 서비스 방법을 나타낸 순서도

<2> 도 2는 본 발명의 HTML 자동생성기술을 이용한 맞춤형 운영 사이트의 서비스 방법에 따른 장치를 나타낸 개략도

<3> * 도면의 주요부분에 대한 부호설명 *

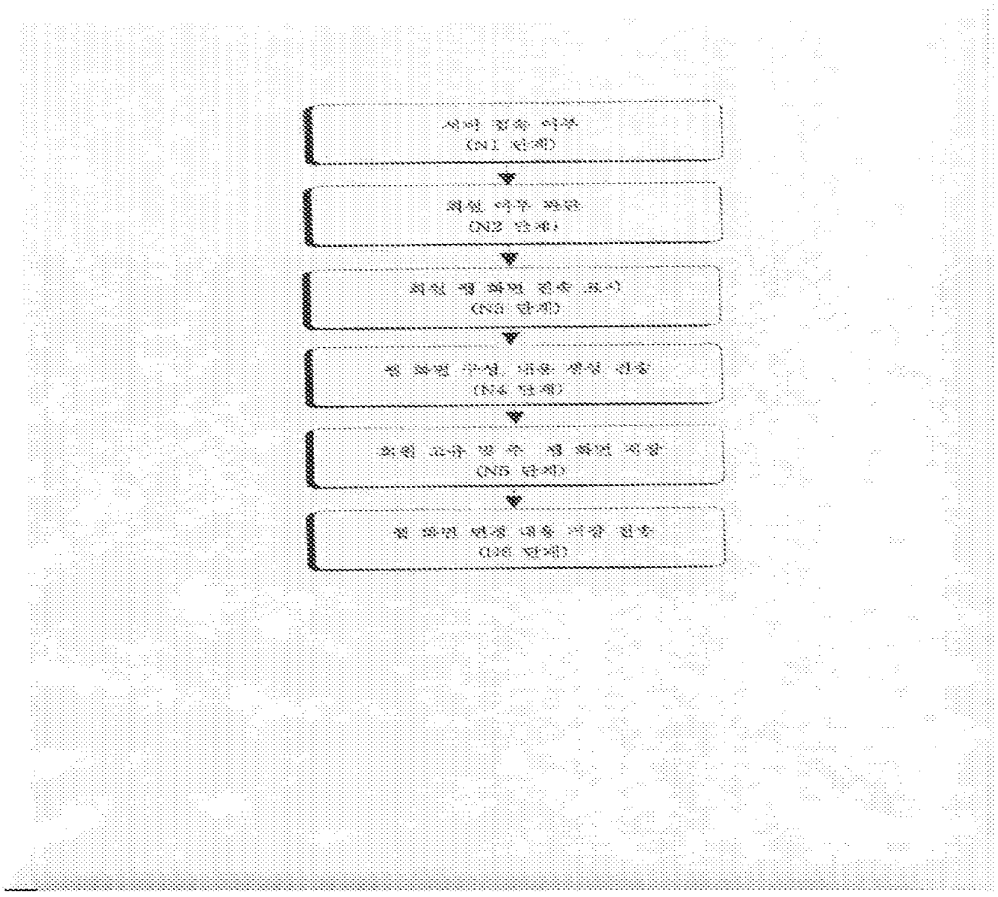
<4> DB1 : 회원정보 데이터베이스　　DB2 : 웹 화면 데이터베이스

<5> S : HTML 자동생성엔진　　C : 회원 컴퓨터

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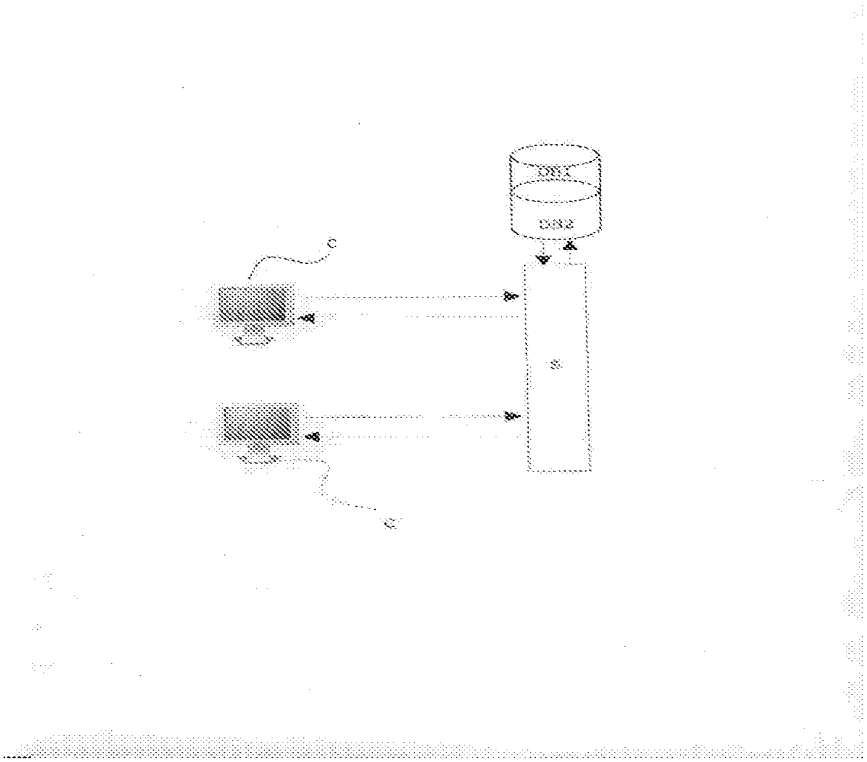
도면

도면1



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도면2



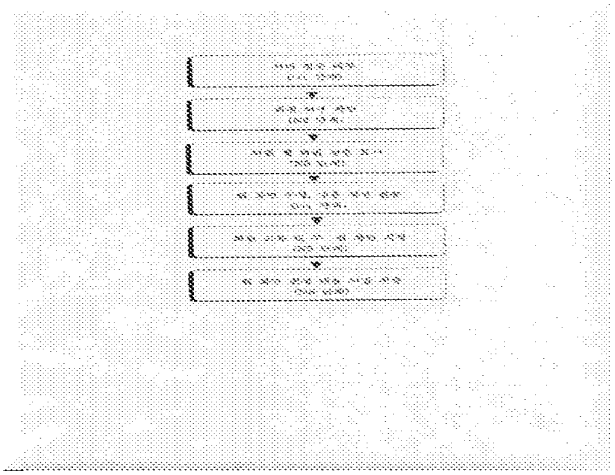
Petitioner HighLevel Ex-1004, 0228

patsnap

Title (Translation)	Method of provide custom made website service usinghtml auto create technology		
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Abstract (Translated)

The invention relates to the apparatus according to the screen configuration provided by the internet user for oneself web site administrator using the HTML auto generator liquor and doing method of the site using the structure of the web site display and addition of content and HTML auto generator liquor it conveniently interchanges on web with the information management it renews and it can run and in addition the web screen structure is renewed to the configuration and the content unique and inventive of the individual to provide the content that web site administrators are uniform. It is suitable for the personality and property of each internet user the content is created according to the arbitrary and that. The internet, the network, the website, the hypertext language automatic generation, the web screen renewal .



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요약

본 발명에 의한 웹디자인 자동 생성 방법은 개인이나 회사의 홈페이지, 블로그 등에서 특정 목적을 위한 광고나 홍보를 위한 프리젠테이션 자료를 용이하게 만들 수 있는 발명에 관한 것이다. 본 발명은 웹디자인 자동생성 방법에 있어서, (A) i) 웹디자인 데이터베이스를 입력, 검색, 편집, 저장, 생성, 전송 및 관리하며 데이터베이스를 구비하는 중앙서버와 ii) 디자인 자료와 워크오더 자료를 입력하며 상기 중앙서버에 웹디자인 자동생성을 요청하고 생성된 웹디자인을 수신하는 클라이언트서버와 iii) 상기 중앙서버와 상기 클라이언트서버를 연결하여 네트워크를 형성하는 유무선 통신망을 포함하는 웹디자인 자동생성 시스템 구축단계; (B) 상기 자동생성 시스템을 이용하여 웹디자인의 자동생성을 요청할 수 있는 자격을 부여하는 자격부여단계; (C) 상기 자동생성 시스템을 이용하여 자동생성하고자 하는 웹디자인에 필요한 디자인 자료와 워크오더 자료를 입력하거나 상기 중앙서버에 저장된 데이터베이스를 편집하여 입력하는 자료입력단계; (D) 입력된 디자인 자료 및 기저장된 디자인 자료에 워크오더 자료를 결합하여 원하는 웹디자인 생성을 요청하는 웹디자인 생성 요청단계; (E) 상기 웹디자인 자동생성 시스템을 이용하여 요청받은 상기 디자인 자료와 상기 워크오더를 기초로 웹디자인을 자동 생성하는 웹디자인 자동생성단계; (F) 생성된 웹디자인을 상기 중앙서버에 저장하고 이를 상기 클라이언트서버에 전송하여 상기 클라이언트서버에서 재생하는 웹디자인 전송단계를 포함하는 것을 특징으로 하는 웹디자인 자동생성 방법을 통하여 달성될 수 있다.

대표도

도 7

색인어

웹디자인, 중앙서버, 클라이언트서버, 자동생성, 홈페이지, 블로그, 워크오더, 인터넷, 웹사이트, 유무선 통신

명세서

도면의 간단한 설명

도 1은 회원이 텍스트를 입력하는 초기 화면이다.

도 2는 입력된 텍스트와 배경 영상을 회원이 원하는 워크오더로 설정하는 화면이다.

도 3은 웹디자인 이름을 입력하고 저장하는 화면이다.

도 4는 생성될 웹디자인의 비디오와 사운드를 설정하는 화면이다.

도 5는 생성요청한 웹디자인이 생성되는 화면이다.

도 6은 생성된 웹디자인이 재생되는 화면이다.

도 7은 본 발명에 의한 방법의 각 단계가 시계열적으로 나타낸 것이다.

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 웹디자인 자동생성 방법에 관한 것으로서 기존의 웹디자이너가 하던 웹디자인을 본 발명에 의한 웹디자인 자동생성 시스템을 이용하여 웹디자인을 자동적으로 생성하도록 한다.

통상적으로 홈페이지에서 컨텐츠의 내용을 이해하기 쉽도록 화면을 그래픽 작업하여 구성하고, 이를 HTML, Scripting 등으로 변환하여 웹상에서 볼 수 있도록 하는 웹디자인 작업은 홈페이지 제작에서 필수적이다.

홈페이지 컨텐츠가 동일한 내용이더라도 웹디자이너가 화면 구성을 어떻게 하느냐에 따라서 내용의 가치가 달라질 수 있으며, 웹디자이너가 다룰 수 있는 툴이 어떠한 것이냐에 따라서도 동일한 내용을 전달하는 방식에 현저한 차이가 생긴다. 홈페이지를 디자인하는 웹디자이너는 기본적으로 HTML과 웹디자인 풀을 능숙하게 다룰 줄 알아야 하며, 수많은 기능과 다양한 특징을 가지고 있는 툴을 숙지하여야 고객이 원하는 홈페이지에 근접하게 홈페이지를 만들 수 있다.

하지만, HTML, XML이나 여러 웹디자인 툴 등 많이 이용되는 웹디자인 기술은 물론, 더욱 다양화되고 발전하는 웹디자인 기술까지 모두 적용하여 웹디자인을 만들기는 웹디자이너의 능력에도 한계가 있다. 또한, 이러한 능력을 갖춘 웹디자이너를 고용하더라도 고용하는 고비용으로 인하여 최근 웹디자인 작성 기술까지 고객의 홈페이지에 적용하기는 용이하지 않다.

발명이 이루고자 하는 기술적 과제

본 발명에 의한 웹디자인 자동생성 방법은 상기 문제점을 해결하기 위한 것으로서 웹디자인 자동생성 시스템을 이용하여 웹디자인에 필요한 작업 툴을 시스템에 내장시키면서 입력된 웹디자인 작성에 필요한 자료를 바탕으로 웹디자인을 자동생성하는 것을 목적으로 한다.

또한, 본 발명에 의한 웹디자인 자동생성 방법은 웹디자이너를 고용해야 하는 고비용을 줄이는 것 뿐만 아니라, 웹디자인 자동생성 시스템에 다양한 웹디자인 작성 툴을 구비할 수 있어 홈페이지가 더욱 돋보이게 하는 것을 목적으로 한다.

또한, 웹디자이너도 본 발명에 의한 웹디자인 자동생성 방법을 사용하여 웹디자인을 제작하는 노력을 현저하게 줄일 수 있으며 다량의 작업들을 손쉽고 빨리 처리할 수 있다.

발명의 구성 및 작용

이하 본 발명의 구성을 중심으로 도면을 참고하여 상세하게 설명한다.

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본 발명에 의한 웹디자인 자동생성 방법은 웹디자인 자동생성 시스템 구축단계(S10), 자격부여단계(S20), 자료입력단계(S30), 웹디자인 생성요청단계(S40), 웹디자인 자동생성단계(S50) 및 웹디자인 전송단계(S60)로 이루어진다.

(1) 먼저, 웹디자인 자동생성 시스템 구축단계(S10)에 대하여 설명한다.

웹디자인 자동생성 시스템은 중앙서버와 클라이언트서버 그리고 이를 연결하여 네트워크를 형성하는 유무선 통신망으로 이루어진다.

본 발명의 시스템에서 중앙서버는 웹디자인 데이터베이스를 저장, 검색, 편집, 생성, 전송 및 관리할 수 있다. 중앙서버에 웹디자인을 작성하기 위한 웹디자인 데이터베이스와 시스템을 사용할 수 있는 회원들의 회원 데이터베이스를 구비하고 있다. 웹디자인 데이터베이스에는 작업프로그램 데이터베이스, 디자인 데이터베이스 그리고 워크오더 데이터베이스로 나뉜다.

작업프로그램 데이터베이스에는 그래픽 툴로서 비트맵(bitmap) 방식의 대표적인 툴인 토포샵(Photoshop)과 페인트샵 프로(Paintshop pro), 벡터(vector) 방식의 일루스트레이터(Illustrator)와 코랠드로우(Corel Draw) 등이 있으며, 이 밖에 이미지레디(Imageready), 프리핸드(Freehand), 페인터(Painter), 지아이에프 에니메이터(GIF Animator), 자라 쓰리디(Xara 3D), 쿨 쓰리디(Cool 3D), 쓰리디 맥스(3D Max), 드림위버(Dreamweaver), 골리브(Golive), 나모 웹에디터, 프론트페이지(Frontpage) 등과 같은 웹디자인 툴이 내장되어 있다. 중앙서버는 작업프로그램 데이터베이스에 저장된 웹디자인 툴이 가지는 특징을 최대한 살려 홈페이지나 블로그에 가장 적합한 웹디자인이 만들어질 수 있도록 한다.

디자인 데이터베이스에는 고객이 원하는 다양한 웹디자인 종류가 저장되어 있다. 디자인 데이터베이스에서 기업이나 개인이 원하는 웹디자인을 선택할 수 있다. 웹디자인은 제조업, 서비스업, 친목단체(community) 등 웹디자인을 필요로 하는 목적에 맞춰서 다양하게 구비한다. 예컨대, 개인의 취향이나 홈페이지의 목적에 따라 사용될 수 있도록 잘 분류된 배경 음악, 화면, 동영상 등의 디자인 데이터베이스가 이에 해당한다.

워크오더 데이터베이스에는 웹디자이너가 프로그램을 이용하여 웹디자인을 제작시 프로그램상에서 일련의 과정들이 저장되어 있다. 특정 웹디자인을 특정 프로그램으로 제작할 때 툴바에서 원하는 아이콘을 선택하고, 원하는 색상을 지정하며, 특수효과를 추가하거나, 웹디자인이 화면상 실행되는 시간을 설정하는 등의 일련의 작업들이 워크오더 데이터베이스에 저장되어 있다.

시스템을 사용할 수 있는 회원들의 데이터베이스에는 회원의 성명, 주소, 전화번호, 연락처는 물론 회원이 원하는 웹디자인 형태 및 취향, 웹디자인 제작 횟수 등의 데이터베이스도 포함하고 있다.

중앙서버와 클라이언트서버는 유무선 통신망으로 연결되어 네트워크를 형성하고 있다. 유무선 통신망을 통상적으로 인터넷망을 사용하는 것이 바람직하지만 당해 기술 분야에서 용이하게 사용할 수 있는 유무선 통신망을 모두 포함하여 구성될 수 있다.

중앙서버와 유무선 통신망으로 연결되어 있는 클라이언트서버에서는 회원이 원하는 웹디자인 형태를 선택하고, 회원의 웹디자인 자료를 입력하며, 입력된 자료를 저장한다. 또한, 저장된 웹디자인 자료를 웹디자인 편집프로그램을 통하여 수정 및 편집할 수 있다. 클라이언트서버에서 저장된 웹디자인을 검색하여 선택하는 경우 유무선 통신망을 통하여 중앙서버의 디자인 데이터베이스를 검색하여 선택한다.

(2) 다음, 웹디자인 자동생성을 요청 가능한 자격을 부여하는 자격부여단계(S20)에 대하여 설명한다.

웹디자인 자동생성 시스템을 이용하고자 하는 고객은 일련의 회원가입 절차를 거쳐 자격을 부여받는다. 회원가입은 월단위 또는 연단위 등 특정 기간을 정하여 가입비를 납부하는 방식 또는 자동생성 시스템을 사용하고자 하는 시간 또는 횟수만큼 선결제하여 포인트(point)로 적립하는 포인트제를 이용할 수도 있다. 포인트제의 경우 사용하는 만큼 포인트가 차감된다. 또한, 가입한 회원은 다른 회원이 만들어서 공개한 자료를 선택하여 자신의 웹디자인 자료로 활용이 가능하며 이때는 별도의 비용을 지불하거나 자신의 포인트를 추가로 차감할 수 있다.

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본 발명에서 자동생성 시스템을 이용하는 등급에 따라서 기본적인 웹디자인 작업을 생성 요청할 수 있는 일반 회원과 기본적인 웹디자인 생성요청은 물론 자신이 직접 웹디자인상에서 원하는 작업을 추가할 수 있는 디자이너 회원으로 나누어 자격부여도 가능하다. 디자이너 회원은 여러 데이터베이스와 웹디자인 툴을 사용하여 고난이도 효과를 추가하거나 또는 편집 작업을 할 수 있다.

회원에 대한 데이터베이스와 결제방식에 따른 시스템 사용량 등의 데이터베이스도 중앙서버에 저장되고 관리된다.

(3) 다음, 웹디자인에 필요한 자료를 입력하는 자료입력단계(S30)에 대하여 설명한다.

입력되는 자료에는 디자인 자료와 워크오더 자료가 있다.

디자인 자료에는 웹디자인을 통하여 전달하고자 하는 내용들을 포함하며 텍스트, 사진, 동영상 등이 있다. 개인이나 회사의 홈페이지, 블로그 등에서 일반인들에게 공개하고자 하는 자료들이 이에 해당한다. 이처럼 입력된 자료는 웹디자인의 목적에 맞게 수정 및 편집 가능하다. 배경화면의 선택, 텍스트의 글씨체, 크기나 굵기, 화면의 밝기 정도, 사진의 이미지 작업, 동영상에 추가되는 이미지 등을 선택하여 디자인 자료에 워크오더 자료를 추가한다. 자료입력단계(S30)에서 회원은 자료를 입력하는 대신 중앙서버의 디자인 데이터베이스에서 원하는 자료를 선택하여 자신의 웹디자인 목적에 맞게 사용할 수 있다. 이렇게 기존 자료를 사용하는 경우 회원은 추가 비용이나 포인트를 지불하게 할 수 있다.

또한, 자료입력단계(S30)에서 입력되는 디자인 자료의 양과 워크오더의 난이도 등을 감안하여 회원이라도 추가 비용이 발생하거나 추가 포인트가 차감될 수 있다.

(4) 다음, 입력된 디자인 자료와 워크오더 자료를 바탕으로 웹디자인을 생성하도록 하는 웹디자인 생성요청단계(S40)를 거친다.

회원은 자신의 디자인 자료와 워크오더 자료를 기초로 웹디자인 생성을 요청하거나 다른 회원이 완성한 웹디자인을 선택하여 자신이 원하는 디자인 자료로 변형시키거나 일부 자료를 대체하여 웹디자인 생성을 요청할 수 있다.

웹디자인 생성요청 횟수는 제한이 없는 것이 원칙이나 일정 횟수 이상 생성요청을 하지 못하게 제한할 수도 있다. 횟수가 제한된 경우 추가 비용이나 포인트를 지불하고 추가 생성을 요청할 수 있다. 이러한 횟수 제한은 일반 회원과 디자이너 회원으로 구분하여 정하는 것도 가능하다.

이렇게 생성요청 횟수를 제한하는 이유는 중앙서버에 지나치게 많은 로드가 걸리는 것을 방지하고 불필요하게 자동생성 요청을 하는 것을 방지하기 위함이다.

(5) 웹디자인 생성요청을 받아 웹디자인을 제작하는 자동생성 단계를 설명한다.

웹디자인 자동생성 단계는 본 발명에서 웹디자이너를 고용해야하는 고비용을 절약하고 여러 웹디자인 프로그램 툴을 숙지해야하는 노력을 덜기 위한 단계이다. 웹디자인 자동 생성을 위하여 회원이 입력한 디자인 자료와 워크오더자료를 기초로 중앙서버의 디자인 데이터베이스, 작업프로그램 데이터베이스 그리고 워크오더 데이터베이스와 비교하여 필요한 데이터베이스를 중앙서버에서 검색하여 찾아내어 불러온다.

회원이 입력한 자료를 바탕으로 디자인 데이터베이스와 워크오더 데이터베이스를 이용하고 웹디자인 프로그램 툴을 사용하여 회원이 원하는 웹디자인을 생성하게 된다. 이를 보다 구체적으로 설명하면 회원이 입력한 디자인 자료에 워크오더를 결합하여 자동생성 요청을 하면 중앙서버에서는 회원이 입력한 워크오더에 대한 자료를 중앙서버의 워크오더 데이터베이스에서 검색하여 해당하는 워크오더 데이터베이스를 불러오며 회원이 원하는 워크오더를 실행할 수 있도록 작업프로그램 데이터베이스에서 특정 프로그램을 이용하여 웹디자인을 생성하도록 한다. 웹디자인 자동생성 단계를 통하여 생성된 웹디자인을 화면상에 실행할 수 있다.

워크오더는 웹디자인 방식을 선택하는 것으로 회원이 알기 쉽도록 표현된 것임에 대하여 중앙서버의 워크오더 데이터베이스는 프로그램상 중앙서버가 실행가능한 자료로 저장되어 있다.

본 발명에서 자료입력단계(S30) 내지 자동생성단계(S50)는 본 발명의 바람직한 실시예를 나타내는 도 1 내지 도 6을 바탕으로 보다 구체적으로 설명한다.

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도 1은 자동생성 요청할 자격이 부여된 회원이 자료를 입력하는 화면에 해당한다. 도 1은 간단한 웹디자인 자동생성을 요청하는 것으로 배경 영상을 선택하고 메인타이틀과 서브타이틀을 입력한다. 도 1의 작업은 클라이언트서버에서 입력되는 것이 원칙이다. 하지만 중앙서버에서도 도 1의 입력 작업을 할 수 있음은 물론이다.

도 2에서는 도 1에서 선택된 자료를 바탕으로 텍스트와 배경 영상을 회원이 원하는 워크오더로 설정한다. 이렇게 선택된 디자인 자료와 워크오더 자료를 바탕으로 중앙서버는 디자인 데이터베이스, 워크오더 데이터베이스 그리고 작업프로그램 데이터베이스를 검색하여 매칭되는 자료를 가져와 웹디자인 생성작업을 할 수 있다.

배경 영상에서의 음악의 종류, 음량, 음질, 텍스트의 크기, 글꼴, 해상도, 자 간격, 줄 간격, 배경 영상의 색상, 웹디자인의 실행 시간 등의 워크오더를 설정한다. 설정된 워크오더를 바탕으로 생성되는 웹디자인이 정해진다.

도 2에서는 몇가지 워크오더만을 샘플로 설정하였지만 실제 웹디자인 자동생성 방법이 서비스되기 위해서는 수많은 워크오더가 설정되어 웹디자인이 자동생성된다. 본 명세서 구체적으로 명시하지 않은 디자인 자료나 워크오더 자료라도 통상적으로 기술분야에서 통상의 지식을 가진 자가 용이하게 고려할 수 있는 것은 본 발명의 권리범위에 해당한다고 할 것이다..

도 3와 도 4는 웹디자인 생성 요청단계(S40)를 나타낸 것으로 도 3은 생성하고자하는 웹디자인의 이름을 입력하여 저장하는 도면이며, 도 4에서는 생성될 웹디자인의 비디오와 사운드를 원하는 형식으로 설정하여 저장한다.

도 5은 생성요청한 웹디자인이 생성되는 과정을 나타낸다. 도 5에서는 웹디자인이 생성되는데 걸리는 시간과 생성되는 웹디자인의 용량을 나타낸다.

도 6은 생성된 웹디자인을 재생하는 과정을 나타낸다. 홈페이지 서버에 생성된 웹디자인을 올리기 전에 미리 웹디자인을 재생하여 확인할 수 있도록 한다.

(6) 마지막으로 생성된 웹디자인을 홈페이지 서버로 전송하는 웹디자인 전송단계(S60)를 갖는다.

홈페이지 서버로 전송하는 경우 클라이언트서버와 홈페이지 서버가 동일한 경우는 클라이언트서버로 전송하며, 다른 경우는 홈페이지서버로 곧바로 전송하는 방법 또는 클라이언트서버로 전송하여 다시 홈페이지 서버로 전송하는 방식을 취할 수도 있다.

이상 살펴본 바와 같이 본 발명에 의한 웹디자인 자동생성 방법은 웹디자인 자동생성 시스템 구축단계(S10), 자격부여단계(S20), 자료입력단계(S30), 웹디자인 생성 요청단계(S40), 웹디자인 자동생성단계(S50) 및 웹디자인 전송단계(S60)로 이루어지며, 도 7과 같다.

도 7은 본 발명에 의한 웹디자인 자동생성 방법의 각 단계를 시계열적으로 나타낸 것이다.

이상 도면과 발명의 바람직한 실시예를 설명함으로써 본 발명을 상세하게 설명하였다. 그러나 본 발명의 권리범위는 상기 실시예에 한정되는 것은 아니라 첨부된 특허청구범위내에서 다양한 형태의 실시예로 구현될 수 있다. 특허청구범위에서 청구하는 본 발명의 요지를 벗어남이 없이 당해 발명이 속하는 기술 분야에서 통상의 지식을 가진 자라면 누구든지 가능한 다양한 변형 가능한 범위까지 본 발명의 청구 범위 기재의 범위 내에 있는 것으로 본다.

발명의 효과

본 발명에 의한 웹디자인 자동생성 방법을 통하여 홈페이지, 블로그 등에 필수적인 웹디자인 작업을 용이하고 빠른 시간안에 할 수 있어, 웹디자이너를 고용해야하는 비용을 절감할 수 있을 뿐만 아니라 여러 웹디자인 작업프로그램을 다루지 못하더라도 웹디자인 작업을 할 수 있다. 또한 웹디자이너 입장에서는 웹디자인의 반복되는 작업을 본 발명에 의한 웹디자인 자동생성 방법을 이용하면 간편하게 처리할 수 있고 다양한 프로그램 툴을 사용하여 여러 특수 효과를 얻을 수 있는 장점을 가지고 있다.

(57) 청구의 범위

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청구항 1.

웹디자인 자동생성 방법에 있어서,

(A) i) 웹디자인 데이터베이스를 입력, 검색, 편집, 저장, 생성, 전송 및 관리하며 작업프로그램 데이터베이스, 디자인 데이터베이스 및 워크오더 데이터베이스를 구비하는 중앙서버와

ii) 디자인 자료와 워크오더 자료를 입력하며 상기 중앙서버에 웹디자인 자동생성을 요청하고 생성된 웹디자인을 수신하는 클라이언트서버와

iii) 상기 중앙서버와 상기 클라이언트서버를 연결하여 네트워크를 형성하는 유무선 통신망을 포함하는 웹디자인 자동생성 시스템 구축단계(S10);

(B) 상기 자동생성 시스템을 이용할 수 있는 자격을 부여하는 자격부여단계(S20);

(C) 상기 자동생성 시스템을 이용하여 자동생성하고자 하는 웹디자인에 필요한 디자인 자료와 워크오더 자료를 입력하거나 상기 중앙서버에 저장된 데이터베이스를 편집하여 입력하는 자료입력단계(S30);

(D) 입력된 디자인 자료 및 기저장된 디자인 자료에 워크오더 자료를 결합하여 원하는 웹디자인 생성을 요청하는 웹디자인 생성 요청단계(S40);

(E) 입력된 상기 디자인 자료와 상기 워크오더를 기초로 웹디자인을 자동 생성하는 웹디자인 자동생성단계(S50);

(F) 생성된 웹디자인을 상기 중앙서버에 저장하고 이를 상기 클라이언트서버에 전송하며 제생하는 웹디자인 전송단계(S60)를 포함하는 것을 특징으로 하는 웹디자인 자동생성 방법.

청구항 2.

제 1 항에 있어서,

상기 자동생성단계(S50)에서는 상기 자료입력단계(S30)에서 입력된 텍스트, 사진, 동영상을 기초로 상기 텍스트의 크기, 글꼴, 행상도, 자간격, 줄간격, 배경 화면, 배경 동영상, 배경음악, 음량, 특수효과를 나타내는 워크오더를 결합하여 웹디자인을 생성하는 것을 특징으로 하는 웹디자인 자동생성방법.

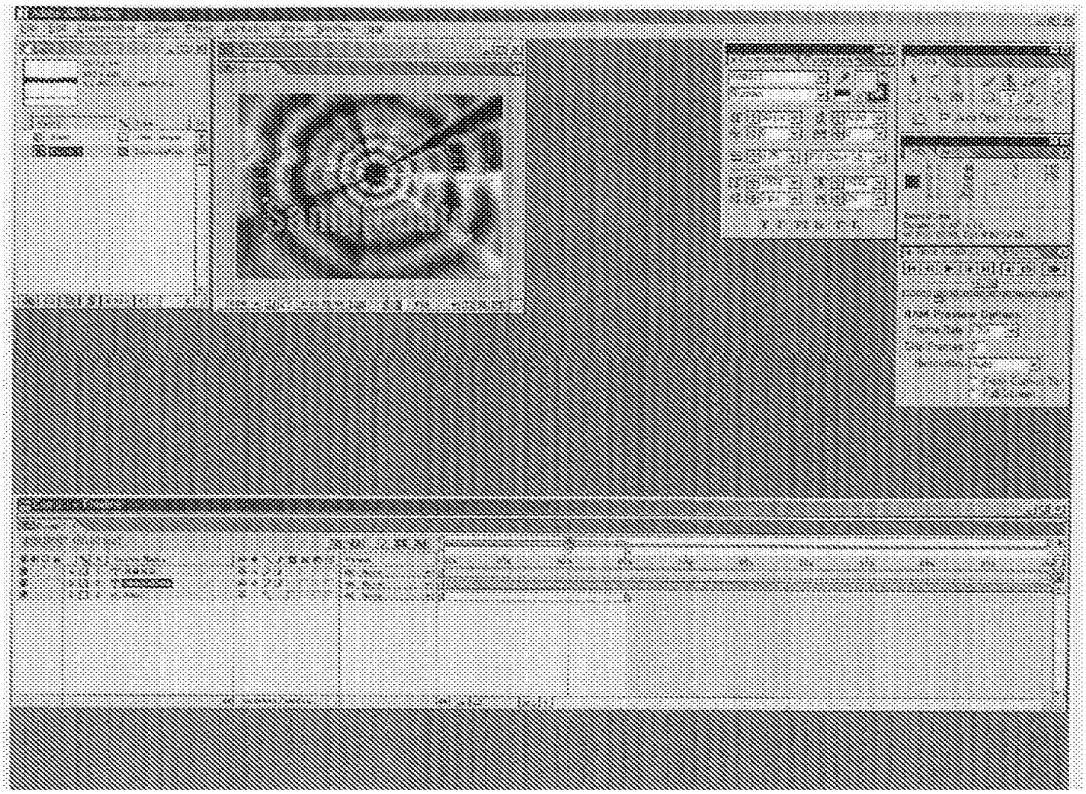
도면

도면1

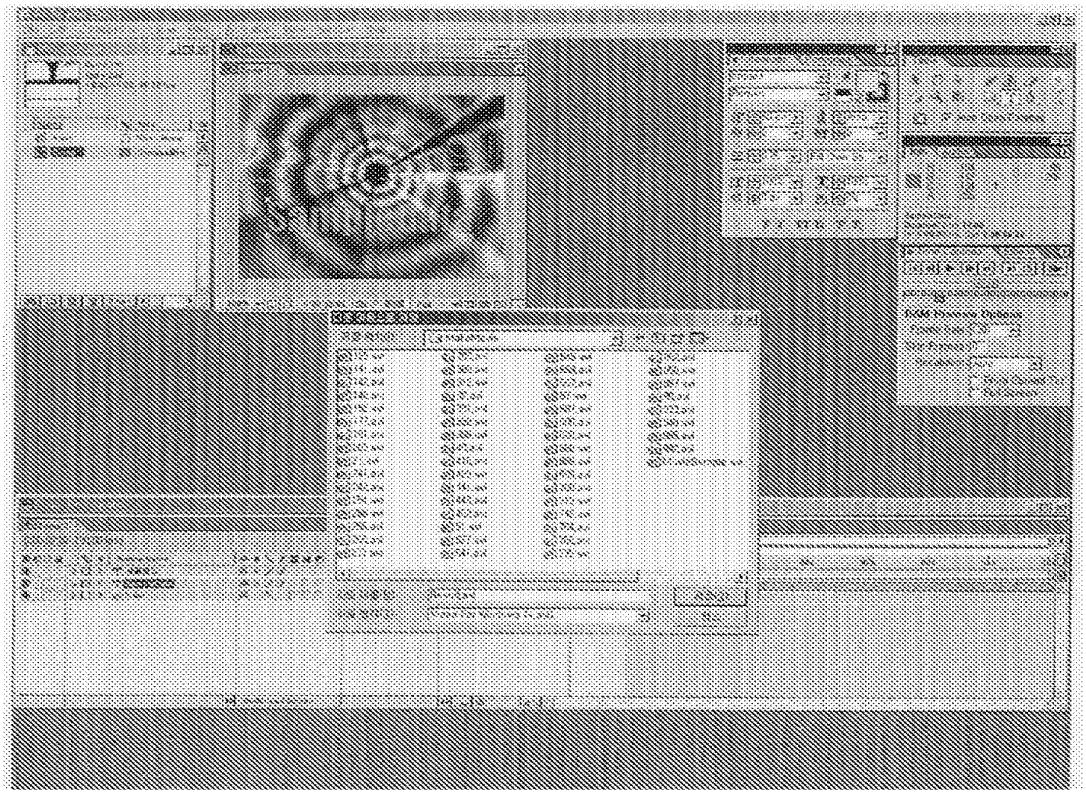


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도면2

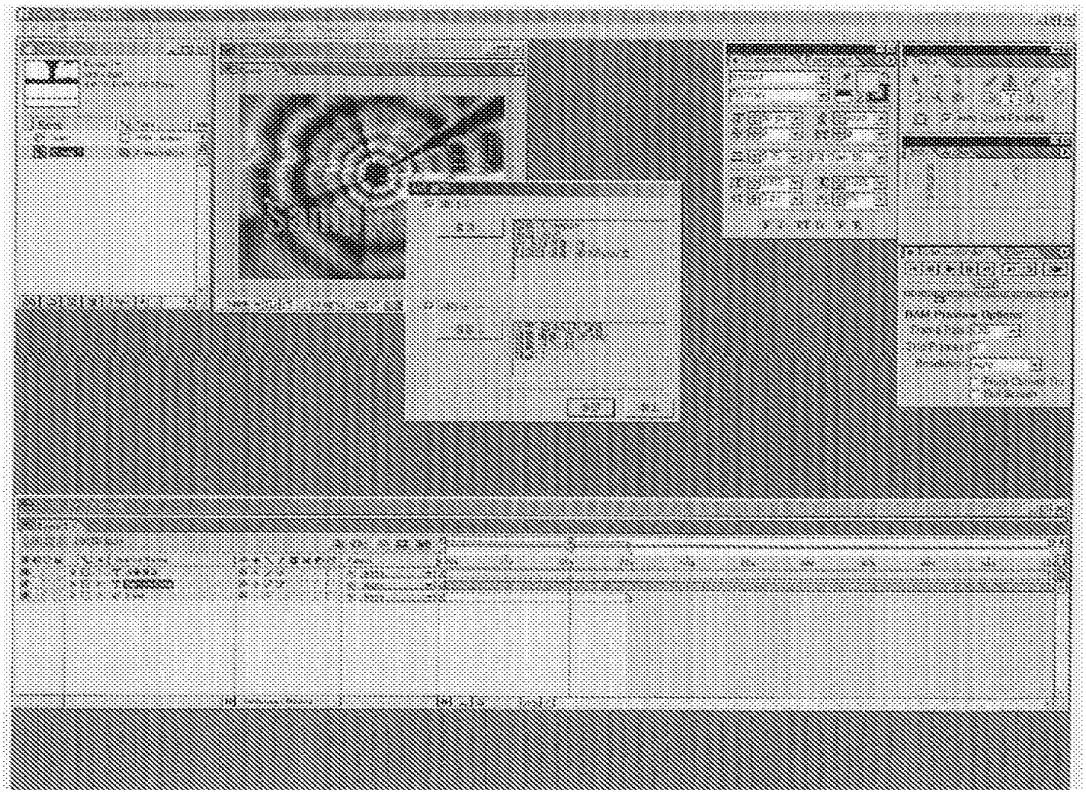


도면3

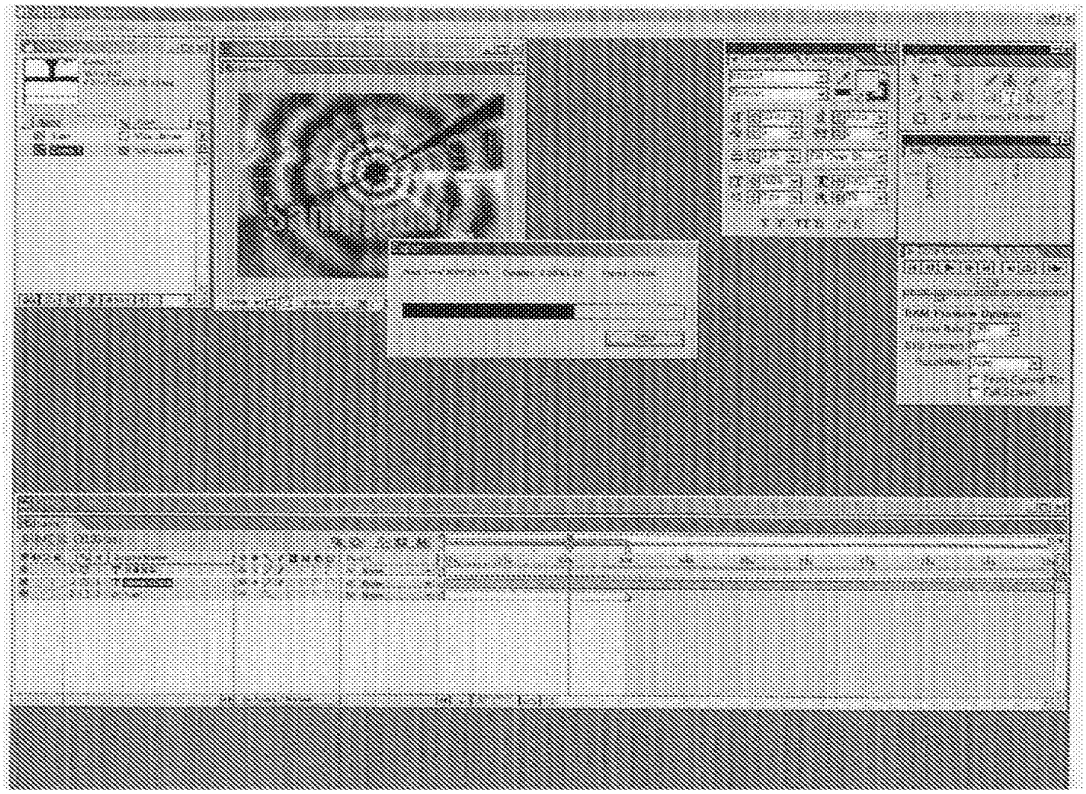


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도면4

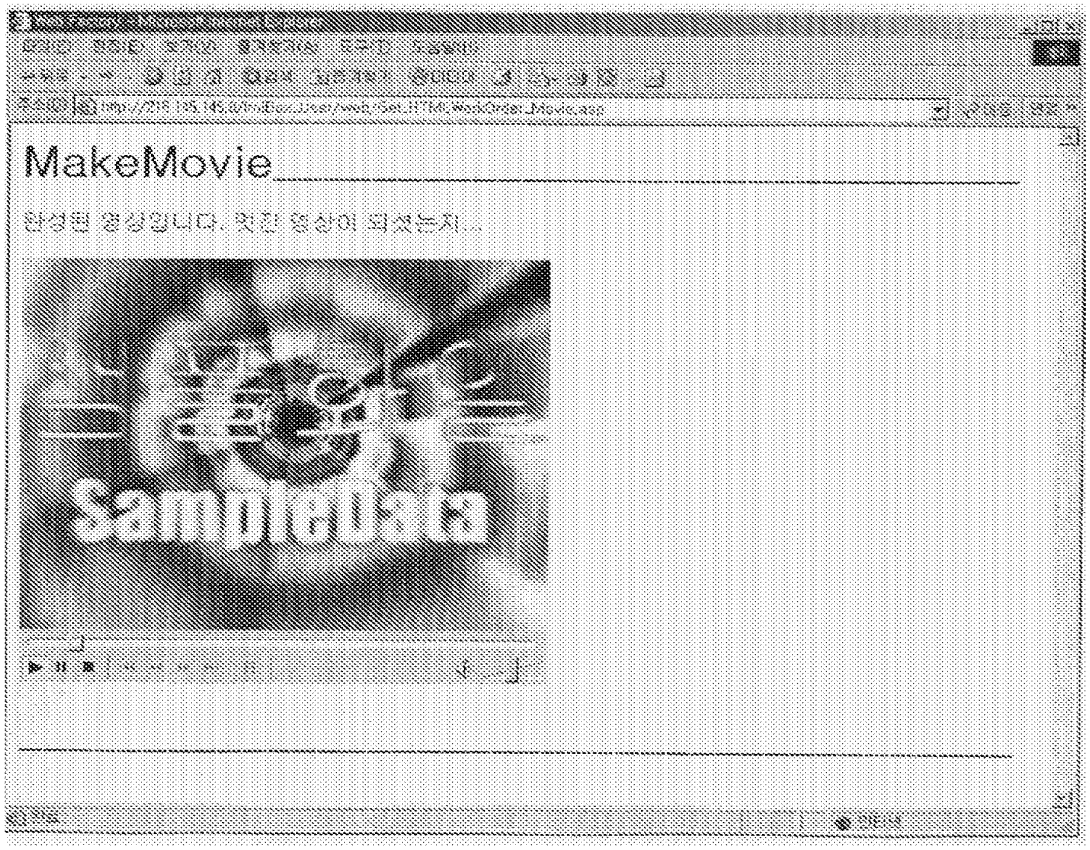


도면5

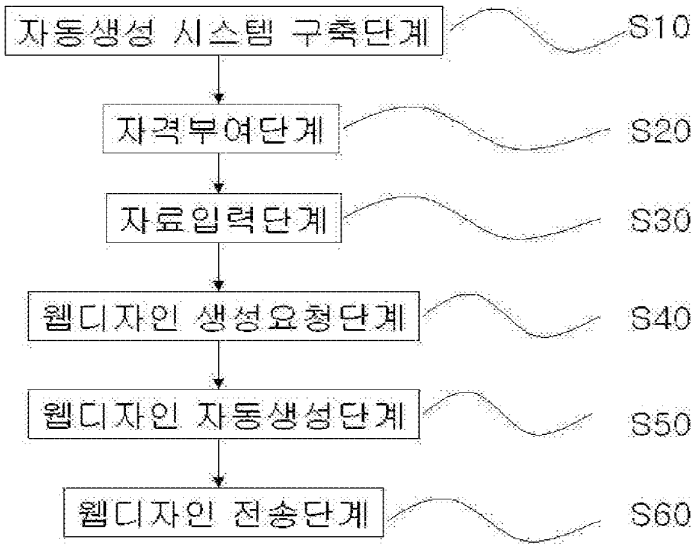


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도면6



도면7

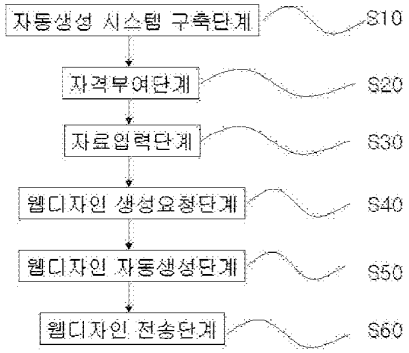


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patsnap

Title (Translation)	Method for creating web design automatically		
Publication Number	KR1020060014233A	Publication Date	15 Feb 2006
Application Number	KR1020040062846	Application Date	10 Aug 2004
Current Assignee (Translation)	KIM KWANG YOUNG		
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IPC	G06F17/00 G06Q99/00 G06Q50/10		
CPC	G06Q50/10 G06F16/50		
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External Link	Espacenet		

Abstract (Translated)



The web design automatic generation method relates to the invention which easily is able to make presentation data for the advertisement for the specific purpose or the public relation in the home page of the individual or the company, the blog etc. As for the web design automatic generation method of the invention (A) i) The automatically generate is the web design automatic generation step the web design based on data for designing necessary for the entitlement step: web design spoken the automatically generate letters in ancient writing style using (C) automatic creation system grants with the qualification requesting the automatic generation of the web design using the web design automatic creation system build-up stage: (B) automatic creation system and data input step: web design create request step: data for designing which it is requested using (E) web design automatic creation system and work order requests the desired web design production it unites work order data with data for designing inputted with (D) and the pre-stored data for designing it inputs it edits the database stored in the center server it inputs work order data which comprise the input the web design database, the center server equipped with the search, the editing, storage, the production, and the database it transmits and it manages, and wired and wireless network forming the network the client server, receiving the ii) data for designing and the web design which requests the web design automatic generation to the center server while inputting work order data and is generated the iii) center server and client server are connected (F) It can be achieved through the web design automatic generation method for storing the generated web design in the center server and transmitting this in the client server and comprising the web design transmittal step reproduced in the client server. The web design, the center server, the client server, the automatic generation, the home page, the blog, the work order, the internet, the website, the wire/wireless communication .

Electronic Acknowledgement Receipt

EFS ID:	36351505
Application Number:	15880226
International Application Number:	
Confirmation Number:	8621
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Caitlin Johnson
Filer Authorized By:	Kyle M. Woodhouse
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Application Type:	Utility under 35 USC 111(a)

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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS_15880226_1.pdf	628349 a5e81db8b12e5d4ae414a0f3276c831e097e7310	no	4

Warnings:

Information:					
2	Non Patent Literature	1_Outgoing_Writte_355093.pdf	282879 382e65bafa06ed859b681223dcf8c5ddd90ab407	no	8
Warnings:					
Information:					
3	Non Patent Literature	2_Outgoing_ISA210_355094.pdf	240572 5f292c45e483a735300a3429471d5cb0565336f6	no	3
Warnings:					
Information:					
4	Foreign Reference	1_WO2015172228A1_355059.pdf	3589397 22bdccc11ed568382014 51dfb23200ad65b602f1	no	68
Warnings:					
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5	Foreign Reference	2_CN102999527A_355060.pdf	1356688 1db315f73a21ece4339d76b8b7eb6a2bf4555e0c	no	18
Warnings:					
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6	Foreign Reference	3_KR1020070118753A_355063.pdf	624698 3111259cb26125643e6453ff8a09f98768f401c4	no	7
Warnings:					
Information:					
7	Foreign Reference	4_KR1020060014233A_355061.pdf	3685303 7027c05f64b9eed50d49214d12cf1aa685136d16	no	11
Warnings:					
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			Total Files Size (in bytes):	10407886	

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National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US

CONFIRMATION NO. 8621

24247
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P.O. BOX 2550
SALT LAKE CITY, UT 84110

PUBLICATION NOTICE



Title:WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Publication No.US-2019-0228106-A1
Publication Date:07/25/2019

NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently http://www.uspto.gov/patft/.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Public Records Division. The Public Records Division can be reached by telephone at (571) 272-3150 or (800) 972-6382, by facsimile at (571) 273-3250, by mail addressed to the United States Patent and Trademark Office, Public Records Division, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently https://portal.uspto.gov/pair/PublicPair. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Office of Data Managment, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

Petitioner HighLevel Ex-1004, 0244

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 08/19/2019

TRASKBRITT, P.C.
P.O. BOX 2550
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EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
08/19/2019	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0245

Office Action Summary	Application No. 15/880,226	Applicant(s) Dickerson et al.	
	Examiner ROLAND J CASILLAS	Art Unit 2141	AIA (FITF) Status Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 01/25/2018.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL.** 2b) ☑ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 1-20 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 1-20 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date 06/19/19.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

Petitioner HighLevel Ex-1004, 0246

DETAILED ACTION

1. The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

2. This Office Action is sent in response to Applicant's Communication received on 01/25/2018 for application number 15/880,266. The Office hereby acknowledges receipt of the following and placed of record in file: Specification, Drawings, Abstract, Oath/Declaration, and Claims.

3. Claims 1-20 are presented for examination.

Information Disclosure Statement

4. The information disclosure statement (IDS) submitted on 06/19/19 was filed before the mailing date of the first office action on the merits. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Claim Rejections - 35 USC § 102

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (a)(1) the claimed invention was patented, described in a printed publication, or in public use, on sale or otherwise available to the public before the effective filing date of the claimed invention.
>
> (a)(2) the claimed invention was described in a patent issued under section 151, or in an application for patent published or deemed published under section 122(b), in which the patent or application, as the case may be, names another inventor and was effectively filed before the effective filing date of the claimed invention.

6. **Claims 1-2, 12, and 16-17 are rejected under 35 U.S.C. 102(a)(2) as being anticipated by Shaposhnikov (US 2017/0147364 A1)**.

7. **Regarding claim 1**, Shaposhnikov teaches a method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receiving a selection of the selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website [**Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages [**Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**];

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages [**Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items (i.e. directional webpages)**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website [**Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

8. **Regarding claim 2**, Shaposhnikov teaches all of the limitations of claim 1 as described above. Shaposhnikov further teaches including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab [**Fig. 11, (1102-1108), Para. 108, user can edit and add content to different portions of the channel**].

9. **Regarding claim 12**, Shaposhnikov teaches a system comprising:

at least one processor [**Fig. 2, (208), Paras. 69, 75, processing device**]; and

at least one non-transitory computer-readable storage medium storing instructions thereon that [**Fig. 2, (206), Paras. 69, 74, memory**], when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receive a selection of the selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website [**Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receive a selection of a website type of the plurality of website types [**Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receive a selection of a website template of the plurality of website templates [**Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages [**Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**];

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages [**Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items (i.e. directional webpages)**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website [**Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

10. **Regarding claim 16**, Shaposhnikov teaches a non-transitory computer readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receiving a selection of the selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation**)];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website [**Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages [**Figs. 4,**

11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)];

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages [**Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items (i.e. directional webpages)**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website [**Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

11. **Regarding claim 17**, Shaposhnikov teaches all of the limitations of claim 16 as described above. Shaposhnikov further teaches steps of including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab [**Fig. 11, (1102-1108), Para. 108, user can edit and add content to different portions of the channel**].

Claim Rejections - 35 USC § 103

12. The following is a quotation of 35 U.S.C. 103 which forms the basis for all obviousness rejections set forth in this Office action:

> A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

13. **Claims 3-5, 11, 15, and 18 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 A1) in view of Cordasco (US 2012/0151329 A1)**.

14. **Regarding claim 3**, Shaposhnikov teaches all of the limitations of claim 2 as described above. But, Shaposhnikov does not explicitly teach including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

However, Cordasco teaches including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website [**Fig. 4, Paras. 56-58, a user can manage variants (i.e. split test) for a plurality of test pages for a website**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

15. **Regarding claim 4**, Shaposhnikov teaches all of the limitations of claim 2 as described above. But, Shaposhnikov does not explicitly teach receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and in response to the user interaction with

the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

However, Cordasco teaches receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website [**Figs. 4, 8, (208), Paras. 58, 71-74, selecting a portion of guests to be directed to site A and another portion to site B**]; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website [**Figs. 4, 8, (208), Paras. 58, 71-74, selecting a portion of guests to be directed to site A and another portion to site B**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

16. **Regarding claim 5**, Shaposhnikov teaches all of the limitations of claim 2 as described above. But, Shaposhnikov does not explicitly teach wherein the split test selectable element comprises a sliding selectable element.

However, Cordasco teaches wherein the split test selectable element comprises a sliding selectable element [**Fig. 9, (366), Para. 76, user can enter the amount for each site (i.e. 33% between each site), one of ordinary skill in the art would be able to alter the interface to include a slider instead of a text box**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

17. **Regarding claim 11**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

However, Cordasco teaches wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website [**Para. 30, having a portion of the website for purchases**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the purchase portion of Cordasco to allow the system to place products for sale within a webpage.

A person having ordinary skill in the art would have been motivated to modify and include the purchase portion to allow the user to place products for sale within a website for additional content.

18. **Regarding claim 15**, Shaposhnikov teaches all of the limitations of claim 12 as described above. But, Shaposhnikov does not explicitly teach wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

However, Cordasco teaches wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time [**Figs. 8-9, (350), Paras. 74-75, displaying the number of users who have visited each webpage individually and in sum**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant

manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

19. **Regarding claim 18**, Shaposhnikov teaches all of the limitations of claim 17 as described above. But, Shaposhnikov does not explicitly teach further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

However, Cordasco teaches including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website [**Fig. 4, Paras. 56-58, a user can manage variants (i.e. split test) for a plurality of test pages for a website**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

20. **Claims 6-10, 13-14, and 19-20 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 A1) in view of Olliphant (US 2008/0263135 A1)**.

21. **Regarding claim 6**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential

webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

22. **Regarding claim 7**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

23. **Regarding claim 8**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

However, Olliphant teaches wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email [**Figs. 4, 8A, Para. 56, user is guided to the sequential pages via email link**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

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24. **Regarding claim 9**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

However, Olliphant teaches wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website [**Figs. 8P-Q, Para. 65, user can enter emails through an invite section or have the system do it automatically using the user's contacts**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

25. **Regarding claim 10**, Shaposhnikov teaches all of the limitations of claim 9 as described above. Olliphant further teaches sending an email to the email address [**Figs. 4, 8A, Q, Paras. 56, 65, a user is invited via email from another user through the invite step**].

26. **Regarding claim 13**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

However, Olliphant teaches wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers [**Figs. 8A, P-Q, Paras. 56, 65, trigger sending one or more emails to additional user through the sign-up process, either allowing the user to enter additional users or having the system doing it automatically**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

27. **Regarding claim 14**, Shaposhnikov teaches all of the limitations of claim 13 as described above. Olliphant further teaches wherein the at least one event includes sending a communication to at least one guest of the customized website [**Figs. 4, 8A, Q, Paras. 56, 65, a user is invited via email from another user through the invite step**].

28. **Regarding claim 19**, Shaposhnikov teaches all of the limitations of claim 16 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

29. **Regarding claim 20**, Shaposhnikov teaches all of the limitations of claim 16 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential

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webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROLAND J CASILLAS whose telephone number is (571)272-4994. The examiner can normally be reached on 8am - 6pm PST.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is

encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amy Ng can be reached on 571-270-1698. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2141

Notice of References Cited	Application/Control No. 15/880,226	Applicant(s)/Patent Under Reexamination Dickerson et al.	
	Examiner ROLAND J CASILLAS	Art Unit 2141	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20170147364-A1	05-2017	Shaposhnikov; Dimitry	G06F17/248	1/1
*	B	US-20120151329-A1	06-2012	Cordasco; Matthew	G06F11/3006	715/234
*	C	US-20080263135-A1	10-2008	Olliphant; Hugh	G06F16/9577	709/203
	D					
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*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

CPC - Searched*		
Symbol	Date	Examiner
G06F16/9577; 16/972; 16/951; 3/0481; 17/248	08/13/2019	RJC

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
PALM: Inventor Search; Double Patenting	08/13/2019	RJC
EAST: US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM-TDB [See Attached]	08/13/2019	RJC
NPL: ProQuest [See Attached]	08/13/2019	RJC

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

CLAIMS

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	08/14/2019								
	1	✓								
	2	✓								
	3	✓								
	4	✓								
	5	✓								
	6	✓								
	7	✓								
	8	✓								
	9	✓								
	10	✓								
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	12	✓								
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	14	✓								
	15	✓								
	16	✓								
	17	✓								
	18	✓								
	19	✓								
	20	✓								

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Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2173 2141
Examiner Name	VU, KIEU D Roland Casillas
Attorney Docket Number	3819-P13945US

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20130055071	A1	2013-02-28	Bray	
	2	20120151329	A1	2012-06-14	Cordasco	
	3	20080072139	A1	2008-03-20	Salinas et al.	

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	1	2015/172228	WO	A1	2015-11-19	Pagecloud Inc.		

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15880226
	Filing Date	2018-01-25
	First Named Inventor	Todd Dickerson
	Art Unit	2173 2141
	Examiner Name	VU, KIEU D Roland Casillas
	Attorney Docket Number	3819-P13945US

	2	102999527	CN	A	2013-03-27	Tencent Technology (Shenzhen) Co., Ltd.		
	3	10-2007-0118753	KR	A	2007-12-18	Zero One System Co., Ltd.		
	4	10-2006-0014233	KR	A	2006-02-15	Kim Kwang Young		

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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	International Written Opinion of the International Searching Authority for PCT Application No. PCT/US2019/014602, mailed May 01, 2019, 7 pages.	
	2	International Search Report for PCT Application No. PCT/US2019/014602, mailed May 01, 2019, 3 pages	

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Examiner Signature	/ROLAND J CASILLAS/	Date Considered	08/13/2019

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	~~2173~~ 2141
Examiner Name	~~VU, KIEU D~~ Roland Casillas
Attorney Docket Number	3819-P13945US

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

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See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Kyle Woodhouse/	Date (YYYY-MM-DD)	2019-06-19
Name/Print	Kyle Woodhouse	Registration Number	70,087

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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Dialog

Search Strategy from Dialog

August 13 2019 14:40

Petitioner HighLevel Ex-1004, 0274

Search Strategy

Databases: Inspec®

Set#	Searched for	Results
S1	((website N/5 creat*))	662°
S2	(website N/5 creat*) AND (sequential N/5 webpage)	0°
S3	((website N/5 creat*) AND sequential)	6°
S4	((website N/5 creat*) AND sequential AND trigger)	0°
S5	((website N/5 creat*) AND trigger)	4°
S6	((website N/5 creat*) AND (event N/5 trigger))	0°
S7	(((website N/5 creat*) AND (event N/5 trigger*)))	0°
S8	((website N/5 manag*))	1323°
S9	((website N/5 manag*) AND sequential)	29°
S10	((website N/5 manag*) AND (sequential N/5 webpage))	0°
S11	(((website N/5 manag*) AND (series N/5 webpage)))	0°
S12	(((website N/5 manag*) AND (directional N/5 webpage)))	0°
S13	(((website N/5 manag*) AND event))	72°
S14	((website N/5 manag*) AND (trigger* N/5 event))	0°

° Duplicates are removed from the search and from the result count.

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	22	("7325188" "20030167213" "20090070485" "20080150952" "20120324422" "20020049788" "20080072139" "20120151329" "20130055071").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:21
L2	4	"2015172228".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:44
L3	0	(L1 L2) and (dashboard)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:51
L4	7	(L1 L2) and template	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:52
L5	3	"20170090734".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:53
L6	507364	(715/$ 715/760).ccls. (G06F16/9577 G06F16/972 G06F16/951 G06F3/0481 G06F3/048$ G06F17/248).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:18
L7	9425	L6 and (website with (build$3 creat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:20
L8	3955	L6 and (website with (build$3	US-PGPUB;	OR	ON	2019/08/13

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		creat$3)) and (direct$5 with (page link))	USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			09:21
L9	1014	L8 and (website with (categor$4 template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:21
L10	937	L9 and ((add$3 includ$3) with (media object video image audio))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:22
L11	2	L10 and (split near3 test)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:23
L12	676	L10 and ((criteria parameter characteristic variant) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:25
L13	290	L10 and ((criteria parameter characteristic variant) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:25
L14	30	L10 and ((criteria parameter characteristic variant) with (value number percentage) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:26
L15	25	L14 and @ad<"20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:26
L16	4	L10 and (varia$4 with page with option)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	OR	ON	2019/08/13 09:36

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			IBM_TDB			
L17	102	L10 and (sequential with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:40
L18	90	L17 and @ad<"20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:41
L19	0	L6 and (series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:01
L20	2	(series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:01
L21	26	L10 and ((series direction$3) with web$page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:02
L22	10	(US-20130055071-$ or US-20120151329-$ or US-20090070485-$ or US-20080072139-$ or US-20030167213-$ or US-20020049788-$ or US-20170090734-$ or US-20110161847-$ or US-20170147364-$ or US-20080263135-$).did.	US-PGPUB	OR	ON	2019/08/13 10:21
L23	2	L22 and (statistic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:22
L24	3	L22 and trigger$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:48
L25	6	L22 and (subscrib$3 subscrip$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO;	OR	ON	2019/08/13 10:51

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			JPO; DERWENT; IBM_TDB			
L26	8	L22 and (buy$3 purchas$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 11:42

8/13/2019 3:09:23 PM
C:\Users\rcasillas\Desktop\Applications\15880226 - Website Creation System\15880226 - Website Creation System.wsp

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Title: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
01/25/2018	715	2141	3819-P13945US
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CONTINUING DATA

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

02/20/2018

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

VIA ELECTRONIC FILING
November 19, 2019

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following amendments and remarks are filed in response to the Examiner's remarks in the Office Action of August 19, 2019, the three-month shortened statutory period for response to which expires on November 19, 2019. This response is submitted on or before three months from the date of the Office Action.

Amendments to the specification are set forth in a Substitute Specification submitted herewith, are discussed on page 3 of this paper, and illustrated in a Marked-Up version of the Specification also submitted herewith;

Amendments to the claims are reflected in the listing of claims that begins on page 4 of this paper.

Corrections to the drawings are summarized on page 10 of this paper, with a replacement sheet and an annotated sheet showing the correction enclosed herewith; and

Remarks begin on page 11 of this paper.

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APPENDIX A

(CLEAN VERSION OF SUBSTITUTE SPECIFICATION)

(Serial No. 15/880,226)

PATENT
Attorney Docket No. 3819-P13945US

VIA ELECTRONIC FILING

APPLICATION FOR UNITED STATES LETTERS PATENT

for

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

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TITLE

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

TECHNICAL FIELD

[0001] This disclosure relates generally to a website creation system having at least one series of direction webpages and related methods.

BACKGROUND

[0002] The Internet has played an influential role in developing electronic commerce. Furthermore, one who may want to create a website for selling a product and/or service in hopes of yielding favorable results (e.g., sales, opt-ins, etc.) must often hire two or more different companies to develop and generate different portions of the website. This results in extreme, and in some cases, hindering costs before ever selling a product and/or service. Moreover, the website owner typically has very little ability to personally edit and adjust the website to meet the adjusting needs of website guests (e.g., customers) without again turning to the development companies and paying additional fees for their services. Other options for creating a website include employing "cookie cutter" (e.g., one type fits all) websites that all look substantially the same and are not tailored to the website owners' products and/or services. Thus, because the resultant websites are not created under one roof and/or are not tailored to products and/or services offered thereon, the resultant websites are often clunky, not user friendly, and overall unappealing and unpersuasive to potential customers. This, conventionally, results in abandoned carts, lost sales, and overall poor results for the website owner. Accordingly, these and other disadvantages exist with respect to conventional methods and systems for creating websites.

BRIEF SUMMARY

[0003] The various embodiments described below provide benefits and/or solve one or more of the foregoing or other problems in the art with systems and methods for creating websites. Some embodiments of the present disclosure include a method for creating a website. The method may include providing, to a user for display on a client device, via a website creation system, a user

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dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type including a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface including a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0004] In one or more embodiments, the systems and methods provide a method for creating a response action within a created website. The method may include receiving, from a client device, a selection of a type of response action, the response action to be performed in response to a triggering condition; receiving a selection of at least one rule of the triggering condition; receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] Various embodiments will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

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[0006] FIG. 1 illustrates a schematic representation of an environment within which a website creation system can operate in accordance with one or more embodiments of the present disclosure;

[0007] FIGS. 2A-2C illustrate a sequence flow diagram that a website creation system can utilize to create a website in accordance with one or more embodiments;

[0008] FIGS. 3A-3N illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create a website according to one or more embodiments of the present disclosure;

[0009] FIGS. 4A and 4B illustrate a sequence flow diagram that a website creation system can utilize to create one or more response actions in accordance with one or more embodiments of the present disclosure;

[0010] FIGS. 5A-5L illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create one or more response actions according to one or more embodiments of the present disclosure; and

[0011] FIG. 6 illustrates a block diagram of an example computing device in accordance with one or more embodiments of the present disclosure.

DETAILED DESCRIPTION

[0012] The illustrations presented herein are not actual views of any particular website creation system, or any component thereof, but are merely idealized representations, which are employed to describe the present invention.

[0013] One or more embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create a website. Furthermore, the website creation system may enable the user to create a website having a series of directional webpages. The series of directional webpages may include a series (e.g., a sequence or funnel) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during a single web browsing session. In additional

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embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the series of directional webpages may be designed and intended to cause a guest of the created website to remain on the website, opt into an email list, provide contact information (e.g., an email address, a telephone number, a social media identifier, etc.), share a portion of the website on social media, complete a purchase, complete multiple purchases, add an item to a cart, visit another website, interact with a chat messenger, view a video on the website, view an image on the website, etc.

[0014] Because the website creation system of the present disclosure enables a user to create, within a single system, a website that includes at least one series of directional webpages ordered and designed to entice particular user interaction, the website creation system is advantageous over conventional website creation systems. For instance, because the website creation system enables a user to create a website while working with a single system instead of multiple developers and systems, the website creation system reduces required processing power, memory, and communication resources needed to facilitate creating websites. Accordingly, the website creation system results in less data transfer and data bandwidth usage for a computer/communication system. In other words, the website creation system results in less required processing power and communication bandwidth in comparison to conventional systems. As a result, the website creation system of the present disclosure, in comparison to conventional systems, may be a more appropriate system for mobile devices. Additionally, the in view of the foregoing, the website creation system may result in more user friendly, consistent, attractive, and persuasive websites in comparison to conventional website creation systems and methods.

[0015] Moreover, some embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to monitor and edit a website to meet the needs of current traffic (e.g., guests) visiting the website. For instance, the website creation system includes a website editor graphical user interface ("GUI") for display to the system administrator on a client device. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor

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GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website.

[0016] Additional embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create one or more response actions related to the user's created website. For instance, the user can customize the website to perform a response action in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of the website. As a non-limiting example, a response action may include sending a communication to a guest of the website based on the guest's status or number of followers within a social media network. Each of the response actions may include multiple specific ordered rules that enable automation of further tasks (e.g., sending communications to a guest in response to a guest's actions, adding the guest to broadcasts, tagging the guest, etc.). Furthermore, the multiple specific rules cause the website to perform the response actions in specific technological ways.

[0017] FIG. 1 illustrates a schematic diagram of an environment 100 in which a website creation system can operate according to one or more embodiments of the present disclosure. As illustrated, the environment 100 includes a client device 104, at least one server 101 including a website creation system 108, a network 102, and one or more third-party system(s) 116. The website creation system 108, the client device 104, and the third-party system(s) 116 can communicate via the network 102. The network 102 may include one or more networks, such as the Internet, and can use one or more communications platforms or technologies suitable for transmitting data and/or communication signals. Although FIG. 1 illustrates a particular arrangement of the client device 104, the server 101, the third-party system(s) 116, and the network 102, various additional arrangements are possible. For example, the server 101 and, accordingly, the website creation system 108, can directly communicate with the client device 104, bypassing the network 102.

[0018] As illustrated in FIG. 1, a user 110 can interface with the client device 104, for example, to communicate with the server 101 and to utilize the website creation system 108 to create a website. The user 110 can be an individual (i.e., human user), a business, a group, or any other entity. Although FIG. 1 illustrates only one user 110 associated with the client device 104, the environment 100 can include any number of a plurality of users that each interact with the environment 100 using a corresponding client device.

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[0019] In some embodiments, the website creation system 108 can include a system associated with an entity such as a website creation provider, which provides tools and editor graphical user interfaces to user(s) 110 to create websites. For example, the website creation system 108 may enable a user (referred to hereinafter as "system administrator") to create a website that includes a series of directional webpages designed and sequenced (e.g., arranged in a particular order) to elicit (e.g., entice) a particular user interaction with the website (e.g., provide contact information, opt in to receive communications from the website, complete a purchase, complete multiple purchases, add something to a cart, interact with (e.g., click) a selectable element (e.g., a button) of the website, share the website and/or a purchase on a social media network). Additionally, the website creation system 108 may enable a system administrator to monitor activity on a website created via the website creation system 108 and/or edit a website created via the website creation system 108. The series of directional webpages is described in further detail below in regards to FIGS. 2A-2C.

[0020] Furthermore, the website creation system 108 may enable a system administrator to create one or more response actions. As used herein, the term "response actions" may refer to actions taken by a response action system of the website creation system 108 in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of a website created via the website creation system 108. For example, a response action may include the response action system of the website creation system 108 sending a communication to a guest of the website in response to the guest having a particular number of followers on a social media network. The response actions are described in greater detail below in regard to FIGS. 4A and 4B.

[0021] In particular embodiments, the website creation system 108 may be capable of linking a variety of entities (e.g., third party systems 116 and a guests). As an example and not by way of limitation, the website creation system 108 may enable users (e.g., guests of a website created via the website creation system 108) to interact with each other as well as receive content from third party systems 116 (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created via the website creation system 108 to interact with these entities through an application programming interfaces (API) or other communication channels.

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[0022] In particular embodiments, a website creation system 108 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system 108 may provide a platform, or backbone, which other systems, such as third party systems 116, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

[0023] As shown in FIG. 1, in some embodiments, the website creation system 108 can include a database 114. As is described in greater detail below in regard to FIGS. 2A-2C, the website creation system 108 can utilize the database to store contact data packages and generated websites.

[0024] In some embodiments, the client device 104 includes a client application 112 installed thereon. In one or more embodiments, the client application 112 can be associated with the website creation system 108. For example, the client application 112 allows the client device 104 to directly or indirectly interface with the website creation system 108. The client application 112 also enables the user 110 (e.g., system administrator) to create, monitor, and edit websites via the website creation system 108 and the client device 104. For example, the client application 112 can include a web browsing application and/or a website creation application.

[0025] The third-party systems 116 may include additional systems that may interface with the website creation system 108. For example, in some embodiments, the third-party systems 116 may include social media networks (e.g., FACEBOOK®, TWITTER®, GOOGLE® PLUS, etc.) with which the website creation system 108 may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems 116 may include payment processors (e.g., PAYPAL, VISA PAY, STRIPE, NMI, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems 116 may include website monitoring systems, email platforms, etc.

[0026] Both the client device 104 and the server 101 (and the website creation system 108) can represent various types of computing devices with which guests can interact. For example, the client device 104 and/or the server 101 can be a mobile device (e.g., a cell phone, a smartphone, a PDA, a tablet, a laptop, a watch, a wearable device, etc.). In some embodiments, however, the client

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device 104 and/or server 101 can be a non-mobile device (e.g., a desktop or server). Additional details with respect to the client device 104 and the server 101 are discussed below with respect to FIG. 6.

[0027] FIGS. 2A-2C illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create a website including a series of directional webpages that are configured to illicit a particular user interaction with the website. The client device 104 and website creation system 108 shown in FIGS. 2A-2C may be as described with reference to FIG. 1.

[0028] Referring to the sequence-flow diagram 200, a client device 104 can detect one or more user interactions requesting creation of a member account with the website creation system 108. For instance, the client device 104 can detect a user interaction requesting creation of a member account via the client application 112 (e.g., a web browsing application displaying an option to create a member account within the website creation system 108). For example, the client application 112 can detect the user interaction requesting creation of a member account.

[0029] As shown in FIG. 2A, upon the client device 104 detecting the user interaction requesting creation of a member account, the website creation system 108 receives an indication of a user interaction to create a member account, as shown in act 202. For example, upon detecting the user interaction requesting creation of a member account, the client device 104 and/or the client application 112 can provide an indication of the user interaction to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction through the network 102.

[0030] As shown in FIG. 2A, in response to receiving the indication of the user interaction to create a member account, the website creation system 108 creates a member account, as shown in act 204. In some embodiments, creating the member account may include the website creation system 108 requesting a user identifier including one or more of an email address, a username, a login credential, etc. Furthermore, in some embodiments, the request for the user identifier can include a request to create (e.g., choose, select, assign, etc.) a user credential (e.g., password). In one or more embodiments, the website creation system 108 can request the user identifier and/or user credential within the client application 112.

[0031] Upon creating a member account, the website creation system 108 provides a member dashboard to a user (e.g., a website creator or system administrator) for display on client device, as shown in act 206. The member dashboard may include one or more selectable options to

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create (i.e., commence creating) a website. Furthermore, the member dashboard may include one or more content windows for displaying statistics (e.g., page views, opt-ins, sales) related to a system administrator's websites. For example, the member dashboard may display comparisons of statistics regarding the system administrator's websites. The member dashboard is described in greater detail below in regard to FIG. 3A.

[0032] In response to receiving the member dashboard, the client device 104 may display the member dashboard. For example, the client device 104 can display the member dashboard within the client application 112 and on a display screen. For instance, the client application 112 can display the member dashboard within a graphical user interface ("GUI") of the client application 112 and/or the website creation system 108.

[0033] In addition to providing a member dashboard, the website creation system 108 receives an indication of a user interaction to create a website, as show in act 208 of FIG. 2A. For example, upon detecting a user interaction to create a website, the client device 104 and/or the client application 112 can provide an indication of the user interaction to create a website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction to create a website through the network 102.

[0034] Upon receiving the indication of the user interaction to create a website, the website creation system 108 provides a plurality of website types to the client device 104, as shown in act 210 of FIG. 2A. Each website type may include a series of directional webpages. As discussed briefly above, the phrase a "series of directional webpages" refers to a series (e.g., a sequence) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the particular user interaction (e.g., the sought after user interaction) may include one or more of remaining on the website, opting into an email list, opting into receiving push messages via a social media network, application, or web browser, providing

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contact information (e.g., an email address, a telephone number, a social media identifier, etc.), sharing a portion of the website on social media, completing a purchase, accepting an up-sell option, completing multiple purchases, adding an item to a cart, visiting another website, interacting with a chat messenger, viewing a video on the website, interacting with a webinar, viewing an image on the website, etc.

[0035] As noted above, in some embodiments, each webpage of a series of directional webpages may be presented in a single browsing session. In other embodiments, webpages of a series of directional webpages may be presented in multiple different browsing sessions. For instance, a first webpage of a series of directional webpages may be presented in a first browsing session, and a second webpage of a series of directional webpages may be presented in a second browsing session (e.g., a second browsing session initiated in response to an interaction within an email sent to a guest by the website creation system 108).

[0036] In one or more embodiments, each webpage of the series of directional webpages may include one or more text elements, media elements, form elements, advance form elements, countdown elements, content block elements, miscellaneous elements, and special elements. Text elements may include headlines, sub-headlines, paragraphs, and bullet lists. Media elements may include images, image popups, videos, video popups, audio files, and audio players. Form elements may include buttons, input forms, select (e.g., drop down) boxes, and text areas. Advance form elements may include short message service (SMS) signups, billing addresses, shipping addresses, and surveys. Countdown elements may include countdown timers, minute timers, and day timers. Content block elements may include icons, dividers, progress bars, image features, navigation bars, image lists, pricing tables, and frequently asked questions (FAQs). The miscellaneous elements may include text blocks, social shares, social media comments, and custom JS/HTML. The special elements may include order forms, order confirmations, guest logins, membership content, and webinar dates.

[0037] Furthermore, each webpage of the series of directional webpages may be associated with an overall category and type of webpage. For example, the website creation system 108 may have the following page categories: 1) presale page category, 2) opt-in page category, 3) thank you page category, 4) sales page category, 5) upsell page category, 6) order forms category, 7) webinar page category, 8) membership page category, 9) affiliate page category, and 10) other page category.

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[0038] The presale page category may include survey pages, article pages, presale pages, and click pop pages. The opt-in page category may include squeeze pages, reverse squeeze pages, lead magnets, and coupons. The thank you page category may include thank you pages, offer walls, bridge pages, and share pages. The sales page category may include video sales pages, sales letter pages, and product launch pages. The one time offer page category may include upsell pages and downsell pages. The order forms category may include two-step order pages, traditional order pages, video sales letter order pages, sales letter order pages, and product launch and order pages. The webinar pages category may include webinar registration pages, webinar confirmation pages, webinar broadcast rooms, and webinar replay rooms. The membership pages category may include access pages and members' areas. The affiliate pages category may include access pages and affiliate areas. The other pages category may include application pages, ask pages, store fronts, home pages, hero pages, and live demo pages. Each of the foregoing pages is described in detail below.

[0039] **Presale Page**

[0040] The presale page may be a page that preempts a sales page. The presale page may introduce a product and/or service without giving the direct option of purchasing or commencing a purchase of the product. For instance, the presale page may be designed and intended to peak a guest's interest in a product and/or service.

[0041] **Article Page**

[0042] The article page is another type of presale page. The article page may include an article relating to a product and/or service. Furthermore, the article page may include a selectable element (e.g., button) for entering a series of directional webpages (described above) to purchase the product and/or service. Additionally, the article page may be designed and intended to peak a guest's interest in a product and/or service.

[0043] **Survey Page**

[0044] The survey page includes one or more questions related to a product and/or service. Additionally, the survey page can include one or more questions about a guest visiting a website. The survey page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page).

[0045] **Click Pop Page**

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[0046] The click pop page is a pop up that appears on a page. The click pop page may by triggered via a button on a page or when a guest tries to leave the page. The click pop page may be designed and intended to keep a guest on the website by offering additional discounts, products, services, benefits, or free products to the guest.

[0047] **Squeeze Page**

[0048] For instance, the squeeze page may include a curiosity-based headline including one or more questions where an email input is required to see answers to the one or more questions. The squeeze page may be designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0049] **Reverse Squeeze Page**

[0050] The reverse squeeze page may include a video training, and after the video ends, the reverse squeeze page may invite a guest to opt in to an email list. Thus, the reverse squeeze page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the reverse squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0051] **Lead Magnet Page**

[0052] The lead magnet page may include an incentive (e.g., a magnet) for providing an email address. For example, the incentive may include one or more of a report, ebook, video, etc. In response to providing an email address, the lead magnet page may provide the incentive. Thus, the lead magnet page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the lead magnet page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0053] **Coupon Page**

[0054] The coupon page may be similar to the lead magnet page. However, the coupon page may provide a discount (e.g., a coupon code or voucher) on a product and/or service for providing an email address.

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[0055] **Thank You Page**

[0056] The thank you page may appear after a guest fills out an opt in form or purchases a product and/or service. The Thank You Page may include one or more thank you messages, discounts, benefits, selectable elements for sharing the purchase on social media networks, additional opt-in opportunities, etc.

[0057] **Offer Wall**

[0058] The offer wall may be displayed after an initial purchase and may include additional products and/or services for purchase. In some embodiments, the products and/or services may be discounted relative to standard prices and may include "one time offers" that do not require inputting payment information a second time. For example, the offer wall may provide additional specialized offers to a guest after making an initial purchase. The offer wall may be designed and intended to cause the guest to make additional purchases after making a first purchase.

[0059] **Bridge Page**

[0060] The bridge page may provide additional information concerning a product and/or service to a guest. The bridge page may serve to increase and/or peak a guest's interest in a product and/or service. For example, the bridge page may remind a guest about the importance of the product and/or service. As a non-limiting example, the bridge page may be designed and intended to bridge an idea of product's importance with the concept of purchasing the product.

[0061] **Share Page**

[0062] The share page may include a thank you page. However, the share page may include an invitation to share the guest's experience (e.g., purchase) via a social media network (e.g., FACEBOOK®, TWITTER®, GOOGLE® +). The share page may be designed and intended to cause a guest to share a purchase and/or a website on a social media network.

[0063] **Video Sales Letter Page**

[0064] The video sales letter page is a sales page that includes a video concerning a product and/or service in addition to a spoiler box that includes elements (e.g., a bullet list of information) included in the video that may increase a guest's intrigue and/or curiosity. The video sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The video sales letter page may be designed to peak a guest's interest in a product and/or service.

[0065] **Sales Letter Page**

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[0066] The sales letter page includes a letter concerning a product and/or service including aspects of the product and/or service and associated advantages. The sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The sales letter page may also be designed to peak a guest's interest in a product and/or service.

[0067] **Product Launch Page**

[0068] The product launch page includes at least one video concerning a product and/or service and links to additional videos in a sequence of videos concerning the product and/or service. The additional videos may be unlocked after a particular period of time and/or watching a previous video in the sequence. The product page may also be designed to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching the videos.

[0069] **OTO ("Upsell") Page**

[0070] The upsell page may appear after a guest has entered in payment information to purchase a product and/or service. The upsell page may include a "one-click" offer to add to an order. The "one-click" offer only requires a single user interaction (e.g., a click) to add a product to the purchase and/or to purchase the product. In other words, the upsell page does not require the guest to re-enter payment information. The upsell page may be designed and intended to cause the guest to complete additional purchases on the website.

[0071] **Downsell Page**

[0072] The downsell page may appear in the event that a guest refuses the "one-click" offer of the upsell page. The downsell page may offer a less expensive digital version of a physical product or a payment plan for the original product and/or service. The downsell page may not appear if the guest accepts the "one-click" offer of the upsell page. The downsell page may also be designed and intended to cause the guest to complete additional purchases on the website.

[0073] **Two-step Order Form**

[0074] The two-step order form page may include a first page/step requesting a guest's address and a second page/step requesting the guest's payment information. The two-step order form page may be designed and intended to cause the guest to perform a relatively small commitment in entering an address. The small commitment of entering an address may encourage a guest to fulfill the request for the guest's payment information and eventual purchase.

[0075] **Traditional Order Form**

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[0076] The traditional order form page collects for a guest's address and payment information on a single page.

[0077] **Video Sales Letter Order Form**

[0078] The video sales letter order form page includes the video sales letter page with an order form below the video. For instance, the order form may appear after a guest clicks an "Add to Cart" button. As noted above, the video sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form may give the guest the immediate ability to purchase the product and/or service.

[0079] **Sales Letter Order Form**

[0080] The sales letter order form page includes the sales letter page with an order form embedded into the page. As noted above, the sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form gives the guest the immediate ability to purchase the product and/or service.

[0081] **The Product Launch Order Form**

[0082] The product launch order form page includes at least some elements of the product launch page but also includes an order form in addition to, or instead of, elements of the product launch page. As mentioned above, the product launch page may be designed and intended to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching videos of the product launch page. Additionally, the order form gives the guest the immediate ability to purchase the product and/or service.

[0083] **Webinar Registration Page**

[0084] The webinar registration page allows a guest to register for a webinar and may include one or more headlines regarding the webinar.

[0085] **Webinar Confirmation Page**

[0086] The webinar confirmation page provide a "thank you" to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

[0087] **Webinar Broadcast Room**

[0088] The webinar broadcast room is the page broadcasting the webinar. The webinar broadcast room only permits the webinar to be viewed live.

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[0089] **Webinar Replay Room**

[0090] The webinar replay room is similar to the webinar broadcast room but it permits the webinar to be paused and replayed. The webinar replay room may include a countdown clock and an "add to cart" button as well. The webinar replay room may be designed and intended to cause a guest to purchase a product within a particular period of time after viewing a webinar.

[0091] **Member's Access Page**

[0092] The member's access page may allow guests to create and login to their account of a created website.

[0093] **Member's Area**

[0094] The member's area may include content, sections, and lessons concerning products and/or services.

[0095] **Affiliate Access Page**

[0096] The affiliate access page enables an affiliate to create an account and to login to their account of a website created via the website creation system 108.

[0097] **Affiliate Area**

[0098] The affiliate area provides tools to help affiliates promote products and/or services. For instance, the tools may include banner ads, sample email copies, social media ads, etc.

[0099] **Application Page**

[00100] The application page enables guests of the website to apply to work with creators of the website (e.g., a website owner) and/or sellers of a product and/or service.

[00101] **Storefront Page**

[00102] The storefront page includes images and/or videos of products and/or services.

[00103] **Home Page**

[00104] The home page may include any traditional home page known in the art.

[00105] **Live Demo Page**

[00106] The live demo page may include a single or repeated live demonstration of a product and/or service. The live demo page may be designed and intended to peak a guest's interest in a product and/or service.

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[00107] **Ask Page**

[00108] The ask page is a one-question survey intended to discover a guest's number one challenge related to a system administrator's topic and/or product and/or service. The ask page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page). Additionally, the ask page is designed and intended to acquire information regarding what is preventing a guest from purchasing a product and/or service.

[00109] **Hero Page**

[00110] The hero page highlights a business or individual related to the system administrator's topic and/or product and/or service. The hero page may include social media bios, email signatures, etc. Again, the hero page may be designed and intended to grow a guest's interest in a product and/or service.

[00111] **Indoctrination Page**

[00112] The indoctrination page appears after a guest joins a list (e.g., email list) or registers for a webinar. The indoctrination page may include information related to a product and/or service. The indoctrination page may be designed and intended to prepare a guest for later received communications (e.g., emails) from the website creation system 108 or a webinar and to eventually purchase the product and/or service.

[00113] Referring to all of the foregoing described pages together, any of the pages may include one or more timers related to any aspect of the page. For example, any benefit, product, and/or service offered on a page may include a respective timer. The timer may indicate a period of time remaining in which a guest may choose to accept the offer. In some embodiments, a timer may start (e.g., start counting down) relative to an action taken by a guest. For instance, a timer may start in response to a guest making a first purchase, watching a video, providing a response to a question, opening a page, opening a communication (e.g., email), etc. The one or more times may be designed and intended to create a sense of urgency in the guest and to cause the guest to more readily accept an offer.

[00114] With continued reference to FIG. 2A, as mentioned briefly above, each website type of the plurality of website types provided by the website creation system 108 may include a respective series of directional webpages of a plurality of different series of directional webpages. In

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some embodiments, the website creation system 108 may include the following different series (e.g., funnels) of directional webpages: 1) squeeze page series, 2) reverse squeeze series, 3) lead magnet series, 4) bridge series, 5) survey series, 6) application series, 7) ask campaign series, 8) two-step tripwire series, 9) video sales letter series, 10) sales letter series, 11) membership series, 12) daily deal series, 13) invisible series, 14) webinar series, 15) auto-webinar series, 16) product launch series, 17) hero series, 18) homepage series, 19) cancellation series, 20) storefront series, 21) summit series, and 22) live demo series. In one or more embodiments, the website creation system 108 may include at least ten different types of series. In additional embodiments, the website creation system 108 may include at least twenty different types of series. In further embodiments, the website creation system 108 may include at least twenty-two different types of series. Each of the above listed series is described in detail below.

[00115] **Squeeze Page Series**

[00116] The squeeze page series may include at least two pages: a squeeze page and a thank you page. As mentioned above, the squeeze page series may be designed to generate curiosity and to entice a guest to provide an email address (e.g., opt in to an email list). For example, the squeeze page series may offer a benefit for providing an email address. The thank you page provides the promised benefit.

[00117] **Reverse Squeeze Page Series**

[00118] The reverse squeeze page series may include at least two pages: a reverse squeeze page and a thank you page. The reverse squeeze page series may be designed to provide a benefit (e.g., a free video) prior to requesting a guest to provide an email address (e.g., opt in to an email list). The thank you page provides additional information about products and/or services and the option to "share" the guest's experience via a social media network.

[00119] **Lead Magnet Series**

[00120] The lead magnet series may include at least two pages: a lead magnet page and a thank you page. The lead magnet series may provide a benefit in exchange (e.g., report, video, or a tangible) for a guest's email address.

[00121] **The Bridge Series**

[00122] The bridge series may include at least two pages: a squeeze page and a bridge page. The bridge series may connect two concepts that setup a later sale. The squeeze page may entice a

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guest to provide an email address, and the bridge page may provide additional information regarding a product and/or service and a link (e.g., hyperlink) to another page (e.g., an affiliate's page) to purchase the product and/or service.

[00123] **The Survey Series**

[00124] The survey series may include at least one page: a survey page. The survey series may be designed to entice a guest to interact with the website (e.g., providing responses to questions and making commitments) and to acquire information related to the guest such that later pages may be tailored to the guest.

[00125] **The Application Series**

[00126] The application series may include at least three pages: a reverse squeeze page, an application page, and a thank you page. The application series enables a guest to apply to become a client. The application series facilitates a guest to be qualified (e.g., vetted) before becoming a client.

[00127] **Ask Campaign Series**

[00128] The ask campaign series may include at least two pages: an ask page and a thank you page. The ask campaign series may be designed to determine what a guest really wants in regard to a product and/or service. The ask page may ask a question, and the thank you page may provide reward (e.g., a product) for responding to the question.

[00129] **Two-Step Tripwire Series**

[00130] The two-step tripwire series may include at least four pages: a two-step order page, an upsell page, a downsell page, and an offer wall. The two-step tripwire series may offer a product at a significant discount such that guests are very likely to purchase the product. Upon a purchase via the two-step order page, the upsell and/or downsell pages follow-up with the guest to provide additional offers to the guest.

[00131] **Video Sales Letter Series**

[00132] The video sales letter series may include at least four pages: a video sales letter and order form page, an upsell page, a downsell page, and an offer wall. The video of the video sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[00133] **Sales Letter Series**

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[00134] The sales letter series may include at least four pages: a sales letter order form page, an upsell page, a downsell page, and an offer wall. The sales letter of the sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[00135] **Membership Series**

[00136] The Membership Series may include at least four pages: a video sales letter and order form page, an offer wall, a membership access page, and a membership page. The membership series may be designed to entice guests to sign up for paid membership sites, paid newsletters, etc.

[00137] **Daily Deal Series**

[00138] The daily deal series may include at least two pages: a two-step order form page and a share page. The two-step order form page may include an offer (e.g., an irresistible offer) that entices guests to create an account. The share page (e.g., thank you page) encourages the guests to share the offer on social media networks.

[00139] **Invisible Series**

[00140] The invisible series may include at least three pages: a video sales letter and order form page, an upsell page, and an offer wall. The invisible series may be designed to give away a relatively large amount of value for free upfront while requiring a guest's credit card information. The upsell page and offer wall is shown after a video (e.g., a training video) to offer the guest additional products and/or services. Furthermore, a thank you page may include a messages such as "Do nothing, and your credit card will be billed in two days. If you did not like to the training, just let me know and we will not bill you at all."

[00141] **Webinar Series**

[00142] The webinar series may include at least four pages: a webinar registration page, a webinar confirmation page, an indoctrination page, and a replay page. The webinar series may include a first phase where guests register for a seat to attend a webinar and hear success stores to increase curiosity. The webinar is typically hosted by a third-party. The webinar series may further include a second phase where the guests attend another webinar and watch replays while a window to buy begins to close creating true urgency and scarcity.

[00143] **Auto-webinar Series**

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[00144] The auto-webinar series may include at least five pages: a webinar registration page, a webinar confirmation page, webinar broadcast, a replay page, and an indoctrination page. The auto webinar plays every hour. A guest may register for a webinar on the webinar registration page and the webinar confirmation page may provide a data and time for the webinar. The guest may be emailed the indoctrination page. After the webinar, the guest may be emails links to the replay page.

[00145] **Product Launch Series**

[00146] The product launch series may include at least six pages: a product launch page, three sales pages, and a product launch and order form page. The product launch series may be designed to build anticipation (via the three sales pages and product launch page) prior to enabling a guest to purchase a product and/or service. For instance, the three sales pages may be emailed to a guest a day apart from each other before finally opening up a cart and allowing the guest to purchase a product. The cart may be closed after a few days.

[00147] **Hero Series**

[00148] The hero series may include at least two pages: a hero page and a thank you page. The hero page may include a bio, an option for guests to join an email newsletter, and a request to follow a social media account. The thank you page may be provided in response to the guest joining the email list or following the social media account.

[00149] **Homepage Series**

[00150] The homepage series may include at least two pages: a home page and a thank you page. The home page may include, for example, a story of a business and invites guests to opt in to an email list. The home page may also include one or more products and/or services for purchase. The thank you page may be presented in response to opting-in or purchasing a product.

[00151] **Cancellation Series**

[00152] The cancellation series may include at least two pages: a survey page and an article page. The cancellation series may be utilized when a guest is requesting a refund, to cancel a service, or return a product. The survey page may include one or more questions concerning the guest's request, and the article page may include one or more reasons why the guest should not want a refund, to cancel the service, or return the product.

[00153] **Storefront Series**

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[00154] The storefront series may include at least one page: a storefront page. The storefront page may include at least substantially all of a website's products and/or services. Each product link may be linked to another series.

[00155] **Summit Series**

[00156] The summit series may include at least three pages: a sales letter page, a video sales letter and order form page, and a share page. The video sales letter and order form page may include an online summit with multiple speakers being interviewed about a product and/or service. The sales letter page may include a biography of each speaker and a portrait image of each speaker. The share page may encourage guests to share the online summit and/or invited friends to the online summit.

[00157] **Live Demo Series**

[00158] The live demo series may include at least two pages: a live demo page and a thank you page. The live demo page may include a live demonstration of a product and/or service and an option to purchase the product and/or service.

[00159] Referring still to FIGS. 2A, in some embodiments, the website creation system 108 may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application 112 of the client device 104. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. 3B and 3C.

[00160] Upon receiving the plurality of website types, the client device 104 and/or application 112 may display the plurality of website types. For instance, the client device 104 and/or application 112 may display the plurality of website types on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website type of the plurality of website types.

[00161] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website type of the plurality of website types, the website creation system 108 receives a selection of a website type of the plurality of website types, as shown in act 212 of FIG. 2A. For instance, upon detecting a user interaction selecting a website type of the plurality of website types, the client device 104 and/or application 112 may provide an indication of the selection of the website type to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website type through the network 102.

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[00162] Referring to FIG. 2B, upon receiving the selection of the website type, the website creation system 108 provides a plurality of website templates particular to the selected website type to the client device 104 for display to the user 110 (e.g., system administrator), as shown in act 214. The plurality of website templates may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. The website templates are described in greater detail below with reference to FIG. 3C.

[00163] Upon receiving the plurality of website templates, the client device 104 and/or application 112 may display the plurality of website templates. For instance, the client device 104 and/or application 112 may display the plurality of website templates on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website template of the plurality of website templates.

[00164] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website template of the plurality of website templates, the website creation system 108 receives an indication of the selection of a website template of the plurality of website types, as shown in act 216 of FIG. 2B. For instance, upon detecting a user interaction selecting a website template of the plurality of website types, the client device 104 and/or application 112 may provide the indication of the selection of the website template to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website template through the network 102.

[00165] In response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 may provide a confirmation page to the client device 104 for display to the user 110, as shown in act 218 of FIG. 2B. For instance, the website creation system 108 may provide a confirmation page to the client device 104 via the network. Additionally, in response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 generates and launches a generic website specific to the selected website type and the selected website template, as shown in act 220 of FIG. 2B.

[00166] In some embodiments, the website creation system 108 may begin hosting the generic website on its servers 101, and the website creation system 108 may make the generic website available via the Internet and to the public. In one or more embodiments, the launch may include a

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soft launch (i.e., rolling out the website to test markets), as is known in the art. Additionally, the website creation system 108 may store data representing the generic website within the database 114 of the website creation system 108. In other embodiments, the website creation system 108 may provide the generic website to a third-party server (e.g., hosting system), and the generic website may be hosted on the third-party server.

[00167] In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system 108 provides a website editor graphical user interface ("GUI") for display to the system administrator (e.g., the user 110) on the client device 104, as shown in act 222 of FIG. 2B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user 110) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to FIG. 3E-3M.

[00168] Upon receiving the website editor GUI, the client device 104 and/or application 112 may display the website editor GUI. For instance, the client device 104 and/or application 112 may display the website editor GUI on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI.

[00169] Upon the client device 104 and/or application 112 detecting one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI, the website creation system 108 receives an indication of the at least one user interaction editing at least one webpage of the website, as shown in act 224 of FIG. 2B. For instance, upon detecting one or more user interactions editing one or more elements of at least one webpage of the website, the client device 104 and/or application 112 may provide an indication of at least one user interaction editing at least one webpage of the website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of at least one user interaction editing at least one webpage of the website through the network 102.

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[00170] Referring to FIG. 2C, in response to receiving the indication of at least one user interaction editing at least one webpage of the website, the website creation system 108 edits the launched website according to the user interaction to create a customized website, as shown in act 226. Moreover, the website creation system 108 can store data representing the edit and the customized website in the database 114 of the website creation system 108. In some embodiments, the website creation system 108 can relaunch the customized website. As will be understood by one of ordinary skill in the art, act 222-226 may be repeated any number of times as a system administrator (e.g., user 110) edits a website.

[00171] FIGS. 3A-3M illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, the components of the website editor GUI of the website creation system 108 as described in regard to FIGS. 1-2C can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator (e.g., user 110) to interact with a collection of display elements for a variety of purposes. For instance, FIGS. 3A-3M and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

[00172] For example, FIG. 3A illustrates a user device 302 that may implement one or more of the components or features of the website creation system. For purposes of the present disclosure, the user device 302 may be a client device (e.g., client device 104). As shown in FIG. 3A, in some embodiments, the user device 302 is a handheld device, such as a tablet device. As used herein, the term "handheld device" refers to a device sized and configured to be held/operated in one or more hands of a user (e.g., system administrator). In additional or alternative examples, however, any other suitable computing device, such as, but not limited to, a mobile phone device, larger wireless device, laptop or desktop computer, a personal digital assistant device, and/or any other suitable computing device can perform one or more of the processes and/or operations described herein.

[00173] The user device 302 includes a touch screen display 304 that can display user interfaces. Furthermore, the user device 302 receives and/or detects user input via the touch screen display 304. As used herein, a "touch screen display" refers to the display of a touch screen device.

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In one or more embodiments, a touch screen device may be the user device 302 with at least one surface upon which a user (e.g., a system administrator) may perform touch gestures (e.g., a laptop, a tablet computer, a personal digital assistant, a media player, a mobile phone, etc.). Additionally, or alternatively, the user device 302 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[00174] As shown in FIG. 3A, the touch screen display 304 of the user device 302 displays a website creation system graphical user interface ("GUI") 306 provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 302. For example, as described above with reference to FIG. 1, the user device 302 (e.g., client device 104) can access the website creation system 108 via a network (e.g., network 102). As illustrated in FIG. 3A, in some embodiments, the website creation system GUI 306 can include a comparison content window 308, a "build a new website" selectable element 310, and an activity tracker window 312.

[00175] The comparison content window 308 may show a comparison of statistics for websites built by a system administrator utilizing the website creation system 108. For instance, the comparison content window 308 may show a comparison of page views, opt ins (e.g., email opt ins, newsletter opt ins, webinar opt ins, social media share opt ins, etc.), and sales from websites built with the website creation system 108.

[00176] The "build a new website" selectable element 310 may include a hyperlink to a sequence of website builder and editor GUIs described below in regard to FIGS. 3B and 3L. The activity tracker window 312 may provide a complete or partial list of activities (e.g., page views, opt-ins, and sales) occurring in real time on websites built with the website creation system 108 and monitored by the system administrator.

[00177] Referring to FIG. 3B, upon a selection of the "build a new website" selectable element 310, the website creation system 108 displays a website-type selection GUI 314. The website-type selection GUI 314 may display a plurality of website types 316a-316i (e.g., a plurality of selectable elements representing the plurality of website types 316a-316i). For example, the website-type selection GUI 314 may display any of the website types described above in regard to FIGS. 2A-2C. Furthermore, the website types 316a-316i may include any of the plurality of different series of directional webpages described above in regard to FIGS. 2A-2C.

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[00178] Additionally, the website type selection GUI 314 may include one or more filters 318a-318k for assisting in selecting a particular website type. For example, the filters 318a-318k may include author/speaker/coach/consultant, professional services, retail, ecommerce, b2b, network marketing, generate leads, sell a product, create an event, and other.

[00179] Referring to FIG. 3C, upon a selection of a website type, the website creation system 108 displays a website template selection GUI 320. The website template selection GUI 320 may include instructions on how to utilize the selected website type and a plurality of website templates 322a-322l (e.g., selectable elements representing the plurality of website templates) specific to the selected website type. In some embodiments, the plurality of website templates 322a-322l may be organized based on whether the website templates are included within a basic package of the website creation system 108 or have an additional cost associated with plurality of website templates 322a-322l. The plurality of website templates 322a-322l may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. Furthermore, the website template selection GUI 320 may include any of the website templates 322a-322l described above in regard to FIGS. 3A-3C.

[00180] Referring to FIG. 3D, upon a selection of a website template, the website creation system 108 displays a confirmation GUI 324. The confirmation GUI 324 may include an overview window 326 showing an overview of the pages included within the selected website type and selected website template. Furthermore, the confirmation GUI 324 may include a confirmation button 328 for confirming the selected website type and the selected website template.

[00181] Referring to FIG. 3E, upon a selection of the confirmation button 328, the website creation system 108 generates and launches a generic website, as described above in regard to act 220 of FIG. 2B; furthermore, the website creation system 108 displays a website editor GUI 330 on the user device 302. The website editor GUI 330 may include a plurality of tabs 332a-332c representing each page, respectively, of the generic website. Each tab of the plurality of webpage tabs 332a-332c may include a control window 334, which enables a system administrator to edit the webpage associated with the tab. For example, the control window 334 enables a system administrator to add media objects (e.g., images, videos, text) to the webpage of the generic website. The control window 334 may also include a preview button 336 for previewing the webpage.

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[00182] Additionally, each tab of the plurality of tabs 332a-332c may include a split test selectable element 338. The split test selectable element 338 may enable a system administrator to create a variation of a webpage associated with a single tab. For example, the split test selectable element 338 may enable a system administrator to associate two different webpages within a single tab.

[00183] Upon selection of the split test selectable element 338, an additional control window 339 may be displayed for an additional (e.g., second) webpage associated with the tab, as shown in FIG. 3F. Furthermore, as shown in FIG. 3F, a system administrator may specify (via selection of the split test selectable element 338) what percentage of guests (i.e., traffic) will be shown a first webpage of the two different webpages when visiting the website and what percentage of guests will be show a second webpage of the two different webpages when visiting the website. For instance, the website editor GUI 330 may include a sliding selectable element 340 that enables a system administrator to specify what percentage of guests will be shown the first webpage and what percentage of guests will be show the second webpage. In some embodiments, the first webpage may be assigned between 0% and 100% of the guests of the website. Likewise, the second webpage may be assigned between 0% and 100% of the guests of the website. However, as will be understood by one of ordinary skill in the art, a sum of the percentage assigned to the first webpage and the percentage assigned to the second webpage will always equate to 100%. In additional embodiments, website creation system 108 may enable a system administrator to associate three, four, or five different webpages to a single tab, and website traffic may be split amongst all the different webpages in the manner described above.

[00184] Additionally, referring to FIG. 3G, each tab of the plurality of tabs 332a-332c may include an automation tab 342. The automation tab 342 may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an up-sell option, etc.. Furthermore, a system administrator may set the events to include sending an email

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and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

[00185] Furthermore, referring to FIG. 3H, each tab of the plurality of tabs 332a-332c may include a publishing tab 346. The publishing tab 346 may enable a system administrator (e.g., a creator of the website) to integrate the website with third-party systems 116 (FIG. 1).

[00186] In some embodiments, the publishing tab 346 may include a selectable element 348 for creating a pop-up version of a webpage of the website to appear on another website (e.g., a third-party website). Additionally, the publishing tab 346 may include a selectable element 350 for creating a link within an affiliate's website or emails that automatically opts in guests (e.g., adds the guest to an email list) that interact (e.g., click) the link. Moreover, the publishing tab 346 may include a selectable element 352 for adding a plugin to show the created website or webpages of the website within a blog (e.g., a WORDPRESS® blog). Furthermore, the publishing tab 346 may include a selectable element 354 for connecting the created website or webpages to a social media account (e.g., FACEBOOK® account) or page. Likewise, the publishing tab 346 may include a selectable element 356 for adding the created website and/or webpages inside of an iframe to embed within any third-party website. Also, the publishing tab 346 may include a selectable element 358 for downloading an .html file of the created website and/or webpages in order to host the created website and/or webpages at another location.

[00187] As shown in FIG. 3I, the website editor GUI 330 may include a statistics tab 360, whereon, when selected, may show statistics related to the created website. For example, the statistics tab 360 may show a total number of page views of the created website and/or pages within the created website for a given period of time. Furthermore, the statistics tab 360 may show a total number of opt-ins garnered by the created website during the given a period of time.

[00188] As show in FIG. 3J, the website editor GUI 330 may further include a contacts tab 362, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab 362 may show one or more contacts acquired by and through the created website. The contacts tab 362 may include an option to download the contacts. Furthermore, the one or more contacts of the contact tab 362 can be filtered by individual webpages. In other words, which contacts were acquired through which webpage of the created website can be displayed.

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APPENDIX B

(VERSION OF SUBSTITUTE SPECIFICATION WITH MARKINGS TO SHOW CHANGES MADE)

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APPLICATION FOR UNITED STATES LETTERS PATENT

for

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

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TITLE

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

TECHNICAL FIELD

[0001] This disclosure relates generally to a website creation system having at least one series of direction webpages and related methods.

BACKGROUND

[0002] The Internet has played an influential role in developing electronic commerce. Furthermore, one who may want to create a website for selling a product and/or service in hopes of yielding favorable results (e.g., sales, opt-ins, etc.) must often hire two or more different companies to develop and generate different portions of the website. This results in extreme, and in some cases, hindering costs before ever selling a product and/or service. Moreover, the website owner typically has very little ability to personally edit and adjust the website to meet the adjusting needs of website guests (e.g., customers) without again turning to the development companies and paying additional fees for their services. Other options for creating a website include employing "cookie cutter" (e.g., one type fits all) websites that all look substantially the same and are not tailored to the website owners' products and/or services. Thus, because the resultant websites are not created under one roof and/or are not tailored to products and/or services offered thereon, the resultant websites are often clunky, not user friendly, and overall unappealing and unpersuasive to potential customers. This, conventionally, results in abandoned carts, lost sales, and overall poor results for the website owner. Accordingly, these and other disadvantages exist with respect to conventional methods and systems for creating websites.

BRIEF SUMMARY

[0003] The various embodiments described below provide benefits and/or solve one or more of the foregoing or other problems in the art with systems and methods for creating websites. Some embodiments of the present disclosure include a method for creating a website. The method may include providing, to a user for display on a client device, via a website creation system, a user

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dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type including a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface including a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0004] In one or more embodiments, the systems and methods provide a method for creating a response action within a created website. The method may include receiving, from a client device, a selection of a type of response action, the response action to be performed in response to a triggering condition; receiving a selection of at least one rule of the triggering condition; receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] Various embodiments will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

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[0006] FIG. 1 illustrates a schematic representation of an environment within which a website creation system can operate in accordance with one or more embodiments of the present disclosure;

[0007] FIGS. 2A-2C illustrate a sequence flow diagram that a website creation system can utilize to create a website in accordance with one or more embodiments;

[0008] FIGS. 3A-3N illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create a website according to one or more embodiments of the present disclosure;

[0009] FIGS. ~~4A-4B~~ 4A and 4B illustrate a sequence flow diagram that a website creation system can utilize to create one or more response actions in accordance with one or more embodiments of the present disclosure;

[0010] FIGS. 5A-5L illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create one or more response actions according to one or more embodiments of the present disclosure; and

[0011] FIG. 6 illustrates a block diagram of an example computing device in accordance with one or more embodiments of the present disclosure.

DETAILED DESCRIPTION

[0012] The illustrations presented herein are not actual views of any particular website creation system, or any component thereof, but are merely idealized representations, which are employed to describe the present invention.

[0013] One or more embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create a website. Furthermore, the website creation system may enable the user to create a website having a series of directional webpages. The series of directional webpages may include a series (e.g., a sequence or funnel) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during a single web browsing session. In additional

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embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the series of directional webpages may be designed and intended to cause a guest of the created website to remain on the website, opt into an email list, provide contact information (e.g., an email address, a telephone number, a social media identifier, etc.), share a portion of the website on social media, complete a purchase, complete multiple purchases, add an item to a cart, visit another website, interact with a chat messenger, view a video on the website, view an image on the website, etc.

[0014] Because the website creation system of the present disclosure enables a user to create, within a single system, a website that includes at least one series of directional webpages ordered and designed to entice particular user interaction, the website creation system is advantageous over conventional website creation systems. For instance, because the website creation system enables a user to create a website while working with a single system instead of multiple developers and systems, the website creation system reduces required processing power, memory, and communication resources needed to facilitate creating websites. Accordingly, the website creation system results in less data transfer and data bandwidth usage for a computer/communication system. In other words, the website creation system results in less required processing power and communication bandwidth in comparison to conventional systems. As a result, the website creation system of the present disclosure, in comparison to conventional systems, may be a more appropriate system for mobile devices. Additionally, the in view of the foregoing, the website creation system may result in more user friendly, consistent, attractive, and persuasive websites in comparison to conventional website creation systems and methods.

[0015] Moreover, some embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to monitor and edit a website to meet the needs of current traffic (e.g., guests) visiting the website. For instance, the website creation system includes a website editor graphical user interface ("GUI") for display to the system administrator on a client device. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor

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GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website.

[0016] Additional embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create one or more response actions related to the user's created website. For instance, the user can customize the website to perform a response action in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of the website. As a non-limiting example, a response action may include sending a communication to a guest of the website based on the guest's status or number of followers within a social media network. Each of the response actions may include multiple specific ordered rules that enable automation of further tasks (e.g., sending communications to a guest in response to a guest's actions, adding the guest to broadcasts, tagging the guest, etc.). Furthermore, the multiple specific rules cause the website to perform the response actions in specific technological ways.

[0017] FIG. 1 illustrates a schematic diagram of an environment 100 in which a website creation system can operate according to one or more embodiments of the present disclosure. As illustrated, the environment 100 includes a client device 104, at least one server 101 including a website creation system 108, a network 102, and one or more third-party system(s) 116. The website creation system 108, the client device 104, and the third-party system(s) 116 can communicate via the network 102. The network 102 may include one or more networks, such as the Internet, and can use one or more communications platforms or technologies suitable for transmitting data and/or communication signals. Although FIG. 1 illustrates a particular arrangement of the client device 104, the server 101, the third-party system(s) 116, and the network 102, various additional arrangements are possible. For example, the server 101 and, accordingly, the website creation system 108, can directly communicate with the client device 104, bypassing the network 102.

[0018] As illustrated in FIG. 1, a user 110 can interface with the client device 104, for example, to communicate with the server 101 and to utilize the website creation system 108 to create a website. The user 110 can be an individual (i.e., human user), a business, a group, or any other entity. Although FIG. 1 illustrates only one user 110 associated with the client device 104, the environment 100 can include any number of a plurality of users that each interact with the environment 100 using a corresponding client device.

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[0019] In some embodiments, the website creation system 108 can include a system associated with an entity such as a website creation provider, which provides tools and editor graphical user interfaces to user(s) 110 to create websites. For example, the website creation system 108 may enable a user (referred to hereinafter as "system administrator") to create a website that includes a series of directional webpages designed and sequenced (e.g., arranged in a particular order) to elicit (e.g., entice) a particular user interaction with the website (e.g., provide contact information, opt in to receive communications from the website, complete a purchase, complete multiple purchases, add something to a cart, interact with (e.g., click) a selectable element (e.g., a button) of the website, share the website and/or a purchase on a social media network). Additionally, the website creation system 108 may enable a system administrator to monitor activity on a website created via the website creation system 108 and/or edit a website created via the website creation system 108. The series of directional webpages is described in further detail below in regards to FIGS. 2A-2C.

[0020] Furthermore, the website creation system 108 may enable a system administrator to create one or more response actions. As used herein, the term "response actions" may refer to actions taken by a response action system of the website creation system 108 in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of a website created via the website creation system 108. For example, a response action may include the response action system of the website creation system 108 sending a communication to a guest of the website in response to the guest having a particular number of followers on a social media network. The response actions are described in greater detail below in regard to FIGS. 4A and 4B.

[0021] In particular embodiments, the website creation system 108 may be capable of linking a variety of entities (e.g., third party systems 116 and a guests). As an example and not by way of limitation, the website creation system 108 may enable users (e.g., guests of a website created via the website creation system 108) to interact with each other as well as receive content from third party systems 116 (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created via the website creation system 108 to interact with these entities through an application programming interfaces (API) or other communication channels.

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[0022] In particular embodiments, a website creation system 108 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system 108 may provide a platform, or backbone, which other systems, such as third party systems 116, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

[0023] As shown in FIG. 1, in some embodiments, the website creation system 108 can include a database 114. As is described in greater detail below in regard to FIGS. 2A-2C, the website creation system 108 can utilize the database to store contact data packages and generated websites.

[0024] In some embodiments, the client device 104 includes a client application 112 installed thereon. In one or more embodiments, the client application 112 can be associated with the website creation system 108. For example, the client application 112 allows the client device 104 to directly or indirectly interface with the website creation system 108. The client application 112 also enables the user 110 (e.g., system administrator) to create, monitor, and edit websites via the website creation system 108 and the client device 104. For example, the client application 112 can include a web browsing application and/or a website creation application.

[0025] The third-party systems 116 may include additional systems that may interface with the website creation system 108. For example, in some embodiments, the third-party systems 116 may include social media networks (e.g., ~~FACEBOOK, TWITTER, GOOGLE~~ FACEBOOK®, TWITTER®, GOOGLE® PLUS, etc.) with which the website creation system 108 may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems 116 may include payment processors (e.g., PAYPAL, VISA PAY, STRIPE, NMI, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems 116 may include website monitoring systems, email platforms, etc.

[0026] Both the client device 104 and the server 101 (and the website creation system 108) can represent various types of computing devices with which guests can interact. For example, the client device 104 and/or the server 101 can be a mobile device (e.g., a cell phone, a smartphone, a PDA, a tablet, a laptop, a watch, a wearable device, etc.). In some embodiments, however, the client

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device 104 and/or server 101 can be a non-mobile device (e.g., a desktop or server). Additional details with respect to the client device 104 and the server 101 are discussed below with respect to FIG. 6.

[0027] FIGS. 2A-2C illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create a website including a series of directional webpages that are configured to illicit a particular user interaction with the website. The client device 104 and website creation system 108 shown in FIGS. 2A-2C may be as described with reference to FIG. 1.

[0028] Referring to the sequence-flow diagram 200, a client device 104 can detect one or more user interactions requesting creation of a member account with the website creation system 108. For instance, the client device 104 can detect a user interaction requesting creation of a member account via the client application 112 (e.g., a web browsing application displaying an option to create a member account within the website creation system 108). For example, the client application 112 can detect the user interaction requesting creation of a member account.

[0029] As shown in FIG. 2A, upon the client device 104 detecting the user interaction requesting creation of a member account, the website creation system 108 receives an indication of a user interaction to create a member account, as shown in act 202. For example, upon detecting the user interaction requesting creation of a member account, the client device 104 and/or the client application 112 can provide an indication of the user interaction to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction through the network 102.

[0030] As shown in FIG. 2A, in response to receiving the indication of the user interaction to create a member account, the website creation system 108 creates a member account, as shown in act 204. In some embodiments, creating the member account may include the website creation system 108 requesting a user identifier including one or more of an email address, a username, a login credential, etc. Furthermore, in some embodiments, the request for the user identifier can include a request to create (e.g., choose, select, assign, etc.) a user credential (e.g., password). In one or more embodiments, the website creation system 108 can request the user identifier and/or user credential within the client application 112.

[0031] Upon creating a member account, the website creation system 108 provides a member dashboard to a user (e.g., a website creator or system administrator) for display on client device, as shown in act 206. The member dashboard may include one or more selectable options to

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create (i.e., commence creating) a website. Furthermore, the member dashboard may include one or more content windows for displaying statistics (e.g., page views, opt-ins, sales) related to a system administrator's websites. For example, the member dashboard may display comparisons of statistics regarding the system administrator's websites. The member dashboard is described in greater detail below in regard to FIG. 3A.

[0032] In response to receiving the member dashboard, the client device 104 may display the member dashboard. For example, the client device 104 can display the member dashboard within the client application 112 and on a display screen. For instance, the client application 112 can display the member dashboard within a graphical user interface ("GUI") of the client application 112 and/or the website creation system 108.

[0033] In addition to providing a member dashboard, the website creation system 108 receives an indication of a user interaction to create a website, as show in act 208 of FIG. 2A. For example, upon detecting a user interaction to create a website, the client device 104 and/or the client application 112 can provide an indication of the user interaction to create a website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction to create a website through the network 102.

[0034] Upon receiving the indication of the user interaction to create a website, the website creation system 108 provides a plurality of website types to the client device 104, as shown in act 210 of FIG. 2A. Each website type may include a series of directional webpages. As discussed briefly above, the phrase a "series of directional webpages" refers to a series (e.g., a sequence) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the particular user interaction (e.g., the sought after user interaction) may include one or more of remaining on the website, opting into an email list, opting into receiving push messages via a social media network, application, or web browser, providing

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contact information (e.g., an email address, a telephone number, a social media identifier, etc.), sharing a portion of the website on social media, completing a purchase, accepting an up-sell option, completing multiple purchases, adding an item to a cart, visiting another website, interacting with a chat messenger, viewing a video on the website, interacting with a webinar, viewing an image on the website, etc.

[0035] As noted above, in some embodiments, each webpage of a series of directional webpages may be presented in a single browsing session. In other embodiments, webpages of a series of directional webpages may be presented in multiple different browsing sessions. For instance, a first webpage of a series of directional webpages may be presented in a first browsing session, and a second webpage of a series of directional webpages may be presented in a second browsing session (e.g., a second browsing session initiated in response to an interaction within an email sent to a guest by the website creation system 108).

[0036] In one or more embodiments, each webpage of the series of directional webpages may include one or more text elements, media elements, form elements, advance form elements, countdown elements, content block elements, miscellaneous elements, and special elements. Text elements may include headlines, sub-headlines, paragraphs, and bullet lists. Media elements may include images, image popups, videos, video popups, audio files, and audio players. Form elements may include buttons, input forms, select (e.g., drop down) boxes, and text areas. Advance form elements may include short message service (SMS) signups, billing addresses, shipping addresses, and surveys. Countdown elements may include countdown timers, minute timers, and day timers. Content block elements may include icons, dividers, progress bars, image features, navigation bars, image lists, pricing tables, and frequently asked questions (FAQs). The miscellaneous elements may include text blocks, social shares, social media comments, and custom JS/HTML. The special elements may include order forms, order confirmations, guest logins, membership content, and webinar dates.

[0037] Furthermore, each webpage of the series of directional webpages may be associated with an overall category and type of webpage. For example, the website creation system 108 may have the following ~~pages~~ page categories: 1) presale page category, 2) opt-in page category, 3) thank you page category, 4) sales page category, 5) upsell page category, 6) order forms category,

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7) webinar page category, 8) membership page category, 9) affiliate page category, and 10) other page category.

[0038] The presale page category may include survey pages, article pages, presale pages, and click pop pages. The opt-in page category may include squeeze pages, reverse squeeze pages, lead magnets, and coupons. The thank you page category may include thank you pages, offer walls, bridge pages, and share pages. The sales page category may include video sales pages, sales letter pages, and product launch pages. The one time offer page category may include upsell pages and downsell pages. The order forms category may include two-step order pages, traditional order pages, video sales letter order pages, sales letter order pages, and product launch and order pages. The webinar pages category may include webinar registration pages, webinar confirmation pages, webinar broadcast rooms, and webinar replay rooms. The membership pages category may include access pages and members' areas. The affiliate pages category may include access pages and affiliate areas. The other pages category may include application pages, ask pages, store fronts, home pages, hero pages, and live demo pages. Each of the foregoing pages is described in detail below.

[0039] **Presale Page**

[0040] The presale page may be a page that preempts a sales page. The presale page may introduce a product and/or service without giving the direct option of purchasing or commencing a purchase of the product. For instance, the presale page may be designed and intended to peak a guest's interest in a product and/or service.

[0041] **Article Page**

[0042] The article page is another type of presale page. The article page may include an article relating to a product and/or service. Furthermore, the article page may include a selectable element (e.g., button) for entering a series of directional webpages (described above) to purchase the product and/or service. Additionally, the article page may be designed and intended to peak a guest's interest in a product and/or service.

[0043] **Survey Page**

[0044] The survey page includes one or more questions related to a product and/or service. Additionally, the survey page can include one or more questions about a guest visiting a website. The survey page may be designed and intended to grow a guest's interest in a product and/or service and

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to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page).

[0045] **Click Pop Page**

[0046] The click pop page is a pop up that appears on a page. The click pop page may by triggered via a button on a page or when a guest tries to leave the page. The click pop page may be designed and intended to keep a guest on the website by offering additional discounts, products, services, benefits, or free products to the guest.

[0047] **Squeeze Page**

[0048] For instance, the squeeze page may include a curiosity-based headline including one or more questions where an email input is required to see answers to the one or more questions. The squeeze page may be designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0049] **Reverse Squeeze Page**

[0050] The reverse squeeze page may include a video training, and after the video ends, the reverse squeeze page may invite a guest to opt in to an email list. Thus, the reverse squeeze page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the reverse squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0051] **Lead Magnet Page**

[0052] The lead magnet page may include an incentive (e.g., a magnet) for providing an email address. For example, the incentive may include one or more of a report, ebook, video, etc. In response to providing an email address, the lead magnet page may provide the incentive. Thus, the lead magnet page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the lead magnet page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0053] **Coupon Page**

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[0054] The coupon page may be similar to the lead magnet page. However, the coupon page may provide a discount (e.g., a coupon code or voucher) on a product and/or service for providing an email address.

[0055] **Thank You Page**

[0056] The thank you page may appear after a guest fills out an opt in form or purchases a product and/or service. The Thank You Page may include one or more thank you messages, discounts, benefits, selectable elements for sharing the purchase on social media networks, additional opt-in opportunities, etc.

[0057] **Offer Wall**

[0058] The offer wall may be displayed after an initial purchase and may include additional products and/or services for purchase. In some embodiments, the products and/or services may be discounted relative to standard prices and may include "one time offers" that do not require inputting payment information a second time. For example, the offer wall may provide additional specialized offers to a guest after making an initial purchase. The offer wall may be designed and intended to cause the guest to make additional purchases after making a first purchase.

[0059] **Bridge Page**

[0060] The bridge page may provide additional information concerning a product and/or service to a guest. The bridge page may serve to increase and/or peak a guest's interest in a product and/or service. For example, the bridge page may remind a guest about the importance of the product and/or service. As a non-limiting example, the bridge page may be designed and intended to bridge an idea of product's importance with the concept of purchasing the product.

[0061] **Share Page**

[0062] The share page may include a thank you page. However, the share page may include an invitation to share the guest's experience (e.g., purchase) via a social media network (e.g., ~~FACEBOOK, TWITTER, GOOGLE~~ FACEBOOK®, TWITTER®, GOOGLE® +). The share page may be designed and intended to cause a guest to share a purchase and/or a website on a social media network.

[0063] **Video Sales Letter Page**

[0064] The video sales letter page is a sales page that includes a video concerning a product and/or service in addition to a spoiler box that includes elements (e.g., a bullet list of information)

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included in the video that may increase a guest's intrigue and/or curiosity. The video sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The video sales letter page may be designed to peak a guest's interest in a product and/or service.

[0065] **Sales Letter Page**

[0066] The sales letter page includes a letter concerning a product and/or service including aspects of the product and/or service and associated advantages. The sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The sales letter page may also be designed to peak a guest's interest in a product and/or service.

[0067] **Product Launch Page**

[0068] The product launch page includes at least one video concerning a product and/or service and links to additional videos in a sequence of videos concerning the product and/or service. The additional videos may be unlocked after a particular period of time and/or watching a previous video in the sequence. The product page may also be designed to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching the videos.

[0069] **OTO ("Upsell") Page**

[0070] The upsell page may appear after a guest has entered in payment information to purchase a product and/or service. The upsell page may include a "one-click" offer to add to an order. The "one-click" offer only requires a single user interaction (e.g., a click) to add a product to the purchase and/or to purchase the product. In other words, the upsell page does not require the guest to re-enter payment information. The upsell page may be designed and intended to cause the guest to complete additional purchases on the website.

[0071] **Downsell Page**

[0072] The downsell page may appear in the event that a guest refuses the "one-click" offer of the upsell page. The downsell page may offer a less expensive digital version of a physical product or a payment plan for the original product and/or service. The downsell page may not appear if the guest accepts the "one-click" offer of the upsell page. The downsell page may also be designed and intended to cause the guest to complete additional purchases on the website.

[0073] **Two-step Order Form**

[0074] The two-step order form page may include a first page/step requesting a guest's address and a second page/step requesting the guest's payment information. The two-step order form

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page may be designed and intended to cause the guest to perform a relatively small commitment in entering an address. The small commitment of entering an address may encourage a guest to fulfill the request for the guest's payment information and eventual purchase.

[0075] **Traditional Order Form**

[0076] The traditional order form page collects for a guest's address and payment information on a single page.

[0077] **Video Sales Letter Order Form**

[0078] The video sales letter order form page includes the video sales letter page with an order form below the video. For instance, the order form may appear after a guest clicks an "Add to Cart" button. As noted above, the video sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form may give the guest the immediate ability to purchase the product and/or service.

[0079] **Sales Letter Order Form**

[0080] The sales letter order form page includes the sales letter page with an order form embedded into the page. As noted above, the sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form gives the guest the immediate ability to purchase the product and/or service.

[0081] **The Product Launch Order Form**

[0082] The product launch order form page includes at least some elements of the product launch page but also includes an order form in addition to, or instead of, elements of the product launch page. As mentioned above, the product launch page may be designed and intended to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching videos of the product launch page. Additionally, the order form gives the guest the immediate ability to purchase the product and/or service.

[0083] **Webinar Registration Page**

[0084] The webinar registration page allows a guest to register for a webinar and may include one or more headlines regarding the webinar.

[0085] **Webinar Confirmation Page**

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[0086] The webinar confirmation page provide a "thank you" to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

[0087] **Webinar Broadcast Room**

[0088] The webinar broadcast room is the page broadcasting the webinar. The webinar broadcast room only permits the webinar to be viewed live.

[0089] **Webinar Replay Room**

[0090] The webinar replay room is similar to the webinar broadcast room but it permits the webinar to be paused and replayed. The webinar replay room may include a countdown clock and an "add to cart" button as well. The webinar replay room may be designed and intended to cause a guest to purchase a product within a particular period of time after viewing a webinar.

[0091] **Member's Access Page**

[0092] The member's access page may allow guests to create and login to their account of a created website.

[0093] **Member's Area**

[0094] The member's area may include content, sections, and lessons concerning products and/or services.

[0095] **Affiliate Access Page**

[0096] The affiliate access page enables an affiliate to create an account and to login to their account of a website created via the website creation system 108.

[0097] **Affiliate Area**

[0098] The affiliate area provides tools to help affiliates promote products and/or services. For instance, the tools may include banner ads, sample email copies, social media ads, etc.

[0099] **Application Page**

[00100] The application page enables guests of the website to apply to work with creators of the website (e.g., a website owner) and/or sellers of a product and/or service.

[00101] **Storefront Page**

[00102] The storefront page includes images and/or videos of products and/or services.

[00103] **Home Page**

[00104] The home page may include any traditional home page known in the art.

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[00105] **Live Demo Page**

[00106] The live demo page may include a single or repeated live demonstration of a product and/or service. The live demo page may be designed and intended to peak a guest's interest in a product and/or service.

[00107] **Ask Page**

[00108] The ask page is a one-question survey intended to discover a guest's number one challenge related to a system administrator's topic and/or product and/or service. The ask page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page). Additionally, the ask page is designed and intended to acquire information regarding what is preventing a guest from purchasing a product and/or service.

[00109] **Hero Page**

[00110] The hero page highlights a business or individual related to the system administrator's topic and/or product and/or service. The hero page may include social media bios, email signatures, etc. Again, the hero page may be designed and intended to grow a guest's interest in a product and/or service.

[00111] **Indoctrination Page**

[00112] The indoctrination page appears after a guest joins a list (e.g., email list) or registers for a webinar. The indoctrination page may include information related to a product and/or service. The indoctrination page may be designed and intended to prepare a guest for later received communications (e.g., emails) from the website creation system 108 or a webinar and to eventually purchase the product and/or service.

[00113] Referring to all of the foregoing described pages together, any of the pages may include one or more timers related to any aspect of the page. For example, any benefit, product, and/or service offered on a page may include a respective timer. The timer may indicate a period of time remaining in which a guest may choose to accept the offer. In some embodiments, a timer may start (e.g., start counting down) relative to an action taken by a guest. For instance, a timer may start in response to a guest making a first purchase, watching a video, providing a response to a question, opening a page, opening a communication (e.g., email), etc. The one or more times may be designed

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and intended to create a sense of urgency in the guest and to cause the guest to more readily accept an offer.

[00114] With continued reference to FIG. 2A, as mentioned briefly above, each website type of the plurality of website types provided by the website creation system 108 may include a respective series of directional webpages of a plurality of different series of directional webpages. In some embodiments, the website creation system 108 may include the following different series (e.g., funnels) of directional webpages: 1) squeeze page series, 2) reverse squeeze series, 3) lead magnet series, 4) bridge series, 5) survey series, 6) application series, 7) ask campaign series, 8) two-step tripwire series, 9) video sales letter series, 10) sales letter series, 11) membership series, 12) daily deal series, 13) invisible series, 14) webinar series, 15) auto-webinar series, 16) product launch series, 17) hero series, 18) homepage series, 19) cancellation series, 20) storefront series, 21) summit series, and 22) live demo series. In one or more embodiments, the website creation system 108 may include at least ten different types of series. In additional embodiments, the website creation system 108 may include at least twenty different types of series. In further embodiments, the website creation system 108 may include at least twenty-two different types of series. Each of the above listed series is described in detail below.

[00115] **Squeeze Page Series**

[00116] The squeeze page series may include at least two pages: a squeeze page and a thank you page. As mentioned above, the squeeze page series may be designed to generate curiosity and to entice a guest to provide an email address (e.g., opt in to an email list). For example, the squeeze page series may offer a benefit for providing an email address. The thank you page provides the promised benefit.

[00117] **Reverse Squeeze Page Series**

[00118] The reverse squeeze page series may include at least two pages: a reverse squeeze page and a thank you page. The reverse squeeze page series may be designed to provide a benefit (e.g., a free video) prior to requesting a guest to provide an email address (e.g., opt in to an email list). The thank you page provides additional information about products and/or services and the option to "share" the guest's experience via a social media network.

[00119] **Lead Magnet Series**

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[00120] The lead magnet series may include at least two pages: a lead magnet page and a thank you page. The lead magnet series may provide a benefit in exchange (e.g., report, video, or a tangible) for a guest's email address.

[00121] **The Bridge Series**

[00122] The bridge series may include at least two pages: a squeeze page and a bridge page. The bridge series may connect two concepts that setup a later sale. The squeeze page may entice a guest to provide an email address, and the bridge page may provide additional information regarding a product and/or service and a link (e.g., hyperlink) to another page (e.g., an affiliate's page) to purchase the product and/or service.

[00123] **The Survey Series**

[00124] The survey series may include at least one page: a survey page. The survey series may be designed to entice a guest to interact with the website (e.g., providing responses to questions and making commitments) and to acquire information related to the guest such that later pages may be tailored to the guest.

[00125] **The Application Series**

[00126] The application series may include at least three pages: a reverse squeeze page, an application page, and a thank you page. The application series enables a guest to apply to become a client. The application series facilitates a guest to be qualified (e.g., vetted) before becoming a client.

[00127] **Ask Campaign Series**

[00128] The ask campaign series may include at least two pages: an ask page and a thank you page. The ask campaign series may be designed to determine what a guest really wants in regard to a product and/or service. The ask page may ask a question, and the thank you page may provide reward (e.g., a product) for responding to the question.

[00129] **Two-Step Tripwire Series**

[00130] The two-step tripwire series may include at least four pages: a two-step order page, an upsell page, a downsell page, and an offer wall. The two-step tripwire series may offer a product at a significant discount such that guests are very likely to purchase the product. Upon a purchase via the two-step order page, the upsell and/or downsell pages follow-up with the guest to provide additional offers to the guest.

[00131] **Video Sales Letter Series**

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[00132] The video sales letter series may include at least four pages: a video sales letter and order form page, an upsell page, a downsell page, and an offer wall. The video of the video sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[00133] **Sales Letter Series**

[00134] The sales letter series may include at least four pages: a sales letter order form page, an upsell page, a downsell page, and an offer wall. The sales letter of the sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[00135] **Membership Series**

[00136] The Membership Series may include at least four pages: a video sales letter and order form page, an offer wall, a membership access page, and a membership page. The membership series may be designed to entice guests to sign up for paid membership sites, paid newsletters, etc.

[00137] **Daily Deal Series**

[00138] The daily deal series may include at least two pages: a two-step order form page and a share page. The two-step order form page may include an offer (e.g., an irresistible offer) that entices guests to create an account. The share page (e.g., thank you page) encourages the guests to share the offer on social media networks.

[00139] **Invisible Series**

[00140] The invisible series may include at least three pages: a video sales letter and order form page, an upsell page, and an offer wall. The invisible series may be designed to give away a relatively large amount of value for free upfront while requiring a guest's credit card information. The upsell page and offer wall is shown after a video (e.g., a training video) to offer the guest additional products and/or services. Furthermore, a thank you page may include a messages such as "Do nothing, and your credit card will be billed in two days. If you did not like to the training, just let me know and we will not bill you at all."

[00141] **Webinar Series**

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[00142] The webinar series may include at least four pages: a webinar registration page, a webinar confirmation page, an indoctrination page, and a replay page. The webinar series may include a first phase where guests register for a seat to attend a webinar and hear success stores to increase curiosity. The webinar is typically hosted by a third-party. The webinar series may further include a second phase where the guests attend another webinar and watch replays while a window to buy begins to close creating true urgency and scarcity.

[00143] **Auto-webinar Series**

[00144] The auto-webinar series may include at least five pages: a webinar registration page, a webinar confirmation page, webinar broadcast, a replay page, and an indoctrination page. The auto webinar plays every hour. A guest may register for a webinar on the webinar registration page and the webinar confirmation page may provide a data and time for the webinar. The guest may be emailed the indoctrination page. After the webinar, the guest may be emails links to the replay page.

[00145] **Product Launch Series**

[00146] The product launch series may include at least six pages: a product launch page, three sales pages, and a product launch and order form page. The product launch series may be designed to build anticipation (via the three sales pages and product launch page) prior to enabling a guest to purchase a product and/or service. For instance, the three sales pages may be emailed to a guest a day apart from each other before finally opening up a cart and allowing the guest to purchase a product. The cart may be closed after a few days.

[00147] **Hero Series**

[00148] The hero series may include at least two pages: a hero page and a thank you page. The hero page may include a bio, an option for guests to join an email newsletter, and a request to follow a social media account. The thank you page may be provided in response to the guest joining the email list or following the social media account.

[00149] **Homepage Series**

[00150] The homepage series may include at least two pages: a home page and a thank you page. The home page may include, for example, a story of a business and invites guests to opt in to an email list. The home page may also include one or more products and/or services for purchase. The thank you page may be presented in response to opting-in or purchasing a product.

[00151] **Cancellation Series**

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[00152] The cancellation series may include at least two pages: a survey page and an article page. The cancellation series may be utilized when a guest is requesting a refund, to cancel a service, or return a product. The survey page may include one or more questions concerning the guest's request, and the article page may include one or more reasons why the guest should not want a refund, to cancel the service, or return the product.

[00153] **Storefront Series**

[00154] The storefront series may include at least one page: a storefront page. The storefront page may include at least substantially all of a website's products and/or services. Each product link may be linked to another series.

[00155] **Summit Series**

[00156] The summit series may include at least three pages: a sales letter page, a video sales letter and order form page, and a share page. The video sales letter and order form page may include an online summit with multiple speakers being interviewed about a product and/or service. The sales letter page may include a biography of each speaker and a portrait image of each speaker. The share page may encourage guests to share the online summit and/or invited friends to the online summit.

[00157] **Live Demo Series**

[00158] The live demo series may include at least two pages: a live demo page and a thank you page. The live demo page may include a live demonstration of a product and/or service and an option to purchase the product and/or service.

[00159] Referring still to FIGS. 2A, in some embodiments, the website creation system 108 may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application 112 of the client device 104. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. 3B and 3C.

[00160] Upon receiving the plurality of website types, the client device 104 and/or application 112 may display the plurality of website types. For instance, the client device 104 and/or application 112 may display the plurality of website types on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website type of the plurality of website types.

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[00161] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website type of the plurality of website types, the website creation system 108 receives a selection of a website type of the plurality of website types, as shown in act 212 of FIG. 2A. For instance, upon detecting a user interaction selecting a website type of the plurality of website types, the client device 104 and/or application 112 may provide an indication of the selection of the website type to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website type through the network 102.

[00162] Referring to FIG. 2B, upon receiving the selection of the website type, the website creation system 108 provides a plurality of website templates particular to the selected website type to the client device 104 for display to the user 110 (e.g., system administrator), as shown in act 214. The plurality of website templates may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. The website templates are described in greater detail below with reference to FIG. 3C.

[00163] Upon receiving the plurality of website templates, the client device 104 and/or application 112 may display the plurality of website templates. For instance, the client device 104 and/or application 112 may display the plurality of website templates on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website template of the plurality of website templates.

[00164] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website template of the plurality of website templates, the website creation system 108 receives an indication of the selection of a website template of the plurality of website types, as shown in act 216 of FIG. 2B. For instance, upon detecting a user interaction selecting a website template of the plurality of website types, the client device 104 and/or application 112 may provide the indication of the selection of the website template to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website template through the network 102.

[00165] In response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 may provide a confirmation page to the client device 104 for display to the user 110, as shown in act 218 of FIG. 2B. For instance, the website creation system 108 may provide a confirmation page to the client

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device 104 via the network. Additionally, in response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 generates and launches a generic website specific to the selected website type and the selected website template, as shown in act 220 of FIG. 2B.

[00166] In some embodiments, the website creation system 108 may begin hosting the generic website on its servers 101, and the website creation system 108 may make the generic website available via the Internet and to the public. In one or more embodiments, the launch may include a soft launch (i.e., rolling out the website to test markets), as is known in the art. Additionally, the website creation system 108 may store data representing the generic website within the database 114 of the website creation system 108. In other embodiments, the website creation system 108 may provide the generic website to a third-party server (e.g., hosting system), and the generic website may be hosted on the third-party server.

[00167] In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system 108 provides a website editor graphical user interface ("GUI") for display to the system administrator (e.g., the user 110) on the client device 104, as shown in act 222 of FIG. 2B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user 110) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to FIG. 3E-3M.

[00168] Upon receiving the website editor GUI, the client device 104 and/or application 112 may display the website editor GUI. For instance, the client device 104 and/or application 112 may display the website editor GUI on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI.

[00169] Upon the client device 104 and/or application 112 detecting one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI, the website creation system 108 receives an indication of the at least one user interaction

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editing at least one webpage of the website, as shown in act 224 of FIG. 2B. For instance, upon detecting one or more user interactions editing one or more elements of at least one webpage of the website, the client device 104 and/or application 112 may provide an indication of at least one user interaction editing at least one webpage of the website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of at least one user interaction editing at least one webpage of the website through the network 102.

[00170] Referring to FIG. 2C, in response to receiving the indication of at least one user interaction editing at least one webpage of the website, the website creation system 108 edits the launched website according to the user interaction to create a customized website, as shown in act 226. Moreover, the website creation system 108 can store data representing the edit and the customized website in the database 114 of the website creation system 108. In some embodiments, the website creation system 108 can relaunch the customized website. As will be understood by one of ordinary skill in the art, act 222-226 may be repeated any number of times as a system administrator (e.g., user 110) edits a website.

[00171] FIGS. 3A-3M illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, the components of the website editor GUI of the website creation system 108 as described in regard to FIGS. 1-2C can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator (e.g., user 110) to interact with a collection of display elements for a variety of purposes. For instance, FIGS. 3A-3M and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

[00172] For example, FIG. 3A illustrates a user device 302 that may implement one or more of the components or features of the website creation system. For purposes of the present disclosure, the user device 302 may be a client device (e.g., client device 104). As shown in FIG. 3A, in some embodiments, the user device 302 is a handheld device, such as a tablet device. As used herein, the term "handheld device" refers to a device sized and configured to be held/operated in one or more hands of a user (e.g., system administrator). In additional or alternative examples, however, any other

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suitable computing device, such as, but not limited to, a mobile phone device, larger wireless device, laptop or desktop computer, a personal digital assistant device, and/or any other suitable computing device can perform one or more of the processes and/or operations described herein.

[00173] The user device 302 includes a touch screen display 304 that can display user interfaces. Furthermore, the user device 302 receives and/or detects user input via the touch screen display 304. As used herein, a "touch screen display" refers to the display of a touch screen device. In one or more embodiments, a touch screen device may be the user device 302 with at least one surface upon which a user (e.g., a system administrator) may perform touch gestures (e.g., a laptop, a tablet computer, a personal digital assistant, a media player, a mobile phone, etc.). Additionally, or alternatively, the user device 302 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[00174] As shown in FIG. 3A, the touch screen display 304 of the user device 302 displays a website creation system graphical user interface ("GUI") 306 provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 302. For example, as described above with reference to FIG. 1, the user device 302 (e.g., client device 104) can access the website creation system 108 via a network (e.g., network 102). As illustrated in FIG. 3A, in some embodiments, the website creation system GUI 306 can include a comparison content window 308, a "build a new website" selectable element 310, and an activity tracker window 312.

[00175] The comparison content window 308 may show a comparison of statistics for websites built by a system administrator utilizing the website creation system 108. For instance, the comparison content window 308 may show a comparison of page views, opt ins (e.g., email opt ins, newsletter opt ins, webinar opt ins, social media share opt ins, etc.), and sales from websites built with the website creation system 108.

[00176] The "build a new website" selectable element 310 may include a hyperlink to a sequence of website builder and editor GUIs described below in regard to FIGS. 3B and 3L. The activity tracker window 312 may provide a complete or partial list of activities (e.g., page views, opt-ins, and sales) occurring in real time on websites built with the website creation system 108 and monitored by the system administrator.

[00177] Referring to FIG. 3B, upon a selection of the "build a new website" selectable element 310, the website creation system 108 displays a ~~website type~~ website-type selection GUI 314.

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The ~~website type~~ website-type selection GUI 314 may display a plurality of website types 316a-316i (e.g., a plurality of selectable elements representing the plurality of website types 316a-316i). For example, the ~~website type~~ website-type selection GUI 314 may display any of the website types described above in regard to FIGS. 2A-2C. Furthermore, the website types 316a-316i may include any of the plurality of different series of directional webpages described above in regard to FIGS. 2A-2C.

[00178] Additionally, the website type selection GUI 314 may include one or more filters 318a-318k for assisting in selecting a particular website type. For example, the filters 318a-318k may include author/speaker/coach/consultant, professional services, retail, ecommerce, b2b, network marketing, generate leads, sell a product, create an event, and other.

[00179] Referring to FIG. 3C, upon a selection of a website type, the website creation system 108 displays a website template selection GUI 320. The website template selection GUI 320 may include instructions on how to utilize the selected website type and a plurality of website templates 322a-322l (e.g., selectable elements representing the plurality of website templates) specific to the selected website type. In some embodiments, the plurality of website templates 322a-322l may be organized based on whether the website templates are included within a basic package of the website creation system 108 or have an additional cost associated with plurality of website templates 322a-322l. The plurality of website templates 322a-322l may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. Furthermore, the website template selection GUI 320 may include any of the website templates 322a-322l described above in regard to FIGS. 3A-3C.

[00180] Referring to FIG. 3D, upon a selection of a website template, the website creation system 108 displays a confirmation GUI 324. The confirmation GUI 324 may include an overview window 326 showing an overview of the pages included within the selected website type and selected website template. Furthermore, the confirmation GUI 324 may include a confirmation button 328 for confirming the selected website type and the selected website template.

[00181] Referring to FIG. 3E, upon a selection of the confirmation button 328, the website creation system 108 generates and launches a generic website, as described above in regard to act 220 of FIG. 2B; furthermore, the website creation system 108 displays a website editor GUI 330 on the user device 302. The website editor GUI 330 may include a plurality of tabs 332a-332c representing

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each page, respectively, of the generic website. Each tab of the plurality of webpage tabs 332a-332c may include a control window 334, which enables a system administrator to edit the webpage associated with the tab. For example, the control window 334 enables a system administrator to add media objects (e.g., images, videos, text) to the webpage of the generic website. The control window 334 may also include a preview button 336 for previewing the webpage.

[00182] Additionally, each tab of the plurality of tabs 332a-332c may include a split test selectable element 338. The split test selectable element 338 may enable a system administrator to create a variation of a webpage associated with a single tab. For example, the split test selectable element 338 may enable a system administrator to associate two different webpages within a single tab.

[00183] Upon selection of the split test selectable element 338, an additional control window 339 may be displayed for an additional (e.g., second) webpage associated with the tab, as shown in FIG. 3F. Furthermore, as shown in FIG. 3F, a system administrator may specify (via selection of the split test selectable element 338) what percentage of guests (i.e., traffic) will be shown a first webpage of the two different webpages when visiting the website and what percentage of guests will be show a second webpage of the two different webpages when visiting the website. For instance, the website editor GUI 330 may include a sliding selectable element 340 that enables a system administrator to specify what percentage of guests will be shown the first webpage and what percentage of guests will be show the second webpage. In some embodiments, the first webpage may be assigned between 0% and 100% of the guests of the website. Likewise, the second webpage may be assigned between 0% and 100% of the guests of the website. However, as will be understood by one of ordinary skill in the art, a sum of the percentage assigned to the first webpage and the percentage assigned to the second webpage will always equate to 100%. In additional embodiments, website creation system 108 may enable a system administrator to associate three, four, or five different webpages to a single tab, and website traffic may be split amongst all the different webpages in the manner described above.

[00184] Additionally, referring to FIG. 3G, each tab of the plurality of tabs 332a-332c may include an automation tab 342. The automation tab 342 may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the

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website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an up-sell option, etc.. Furthermore, a system administrator may set the events to include sending an email and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

[00185] Furthermore, referring to FIG. 3H, each tab of the plurality of tabs 332a-332c may include a publishing tab 346. The publishing tab 346 may enable a system administrator (e.g., a creator of the website) to integrate the website with third-party systems 116 (FIG. 1).

[00186] In some embodiments, the publishing tab 346 may include a selectable element 348 for creating a pop-up version of a webpage of the website to appear on another website (e.g., a third-party website). Additionally, the publishing tab 346 may include a selectable element 350 for creating a link within an affiliate's website or emails that automatically opts in guests (e.g., adds the guest to an email list) that interact (e.g., click) the link. Moreover, the publishing tab 346 may include a selectable element 352 for adding a plugin to show the created website or webpages of the website within a blog (e.g., a ~~WordPress~~ WORDPRESS® blog). Furthermore, the publishing tab 346 may include a selectable element 354 for connecting the created website or webpages to a social media account (e.g., ~~FACEBOOK~~ FACEBOOK® account) or page. Likewise, the publishing tab 346 may include a selectable element 356 for adding the created website and/or webpages inside of an iframe to embed within any third-party website. Also, the publishing tab 346 may include a selectable element 358 for downloading an .html file of the created website and/or webpages in order to host the created website and/or webpages at another location.

[00187] As shown in FIG. 3I, the website editor GUI 330 may include a statistics tab 360, whereon, when selected, may show statistics related to the created website. For example, the statistics tab 360 may show a total number of page views of the created website and/or pages within the created website for a given period of time. Furthermore, the statistics tab 360 may show a total number of ~~opt ins~~ opt-ins garnered by the created website during the given a period of time.

[00188] As show in FIG. 3J, the website editor GUI 330 may further include a contacts tab 362, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab 362 may show one or more contacts

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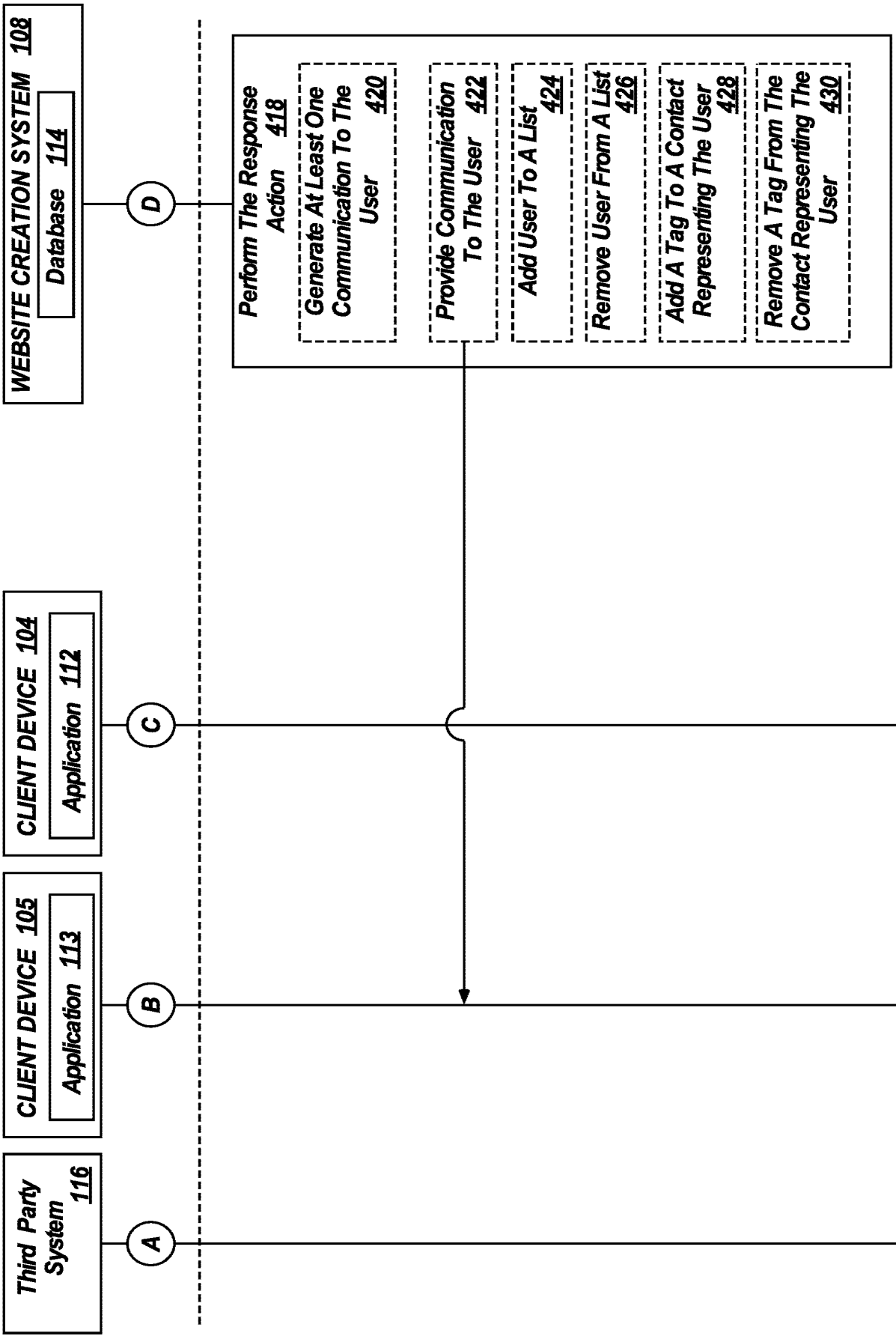

WEBSITE CREATION SYSTEM 108
Database 114
D
Perform The Response Action 418
Generate At Least One Communication To The User 420
Provide Communication To The User 422
Add User To A List 424
Remove User From A List 426
Add A Tag To A Contact Representing The User 428
Remove A Tag From The Contact Representing The User 430
CLIENT DEVICE 104
Application 112
C
CLIENT DEVICE 105
Application 113
B
Third Party System 116
A

FIG. 4B

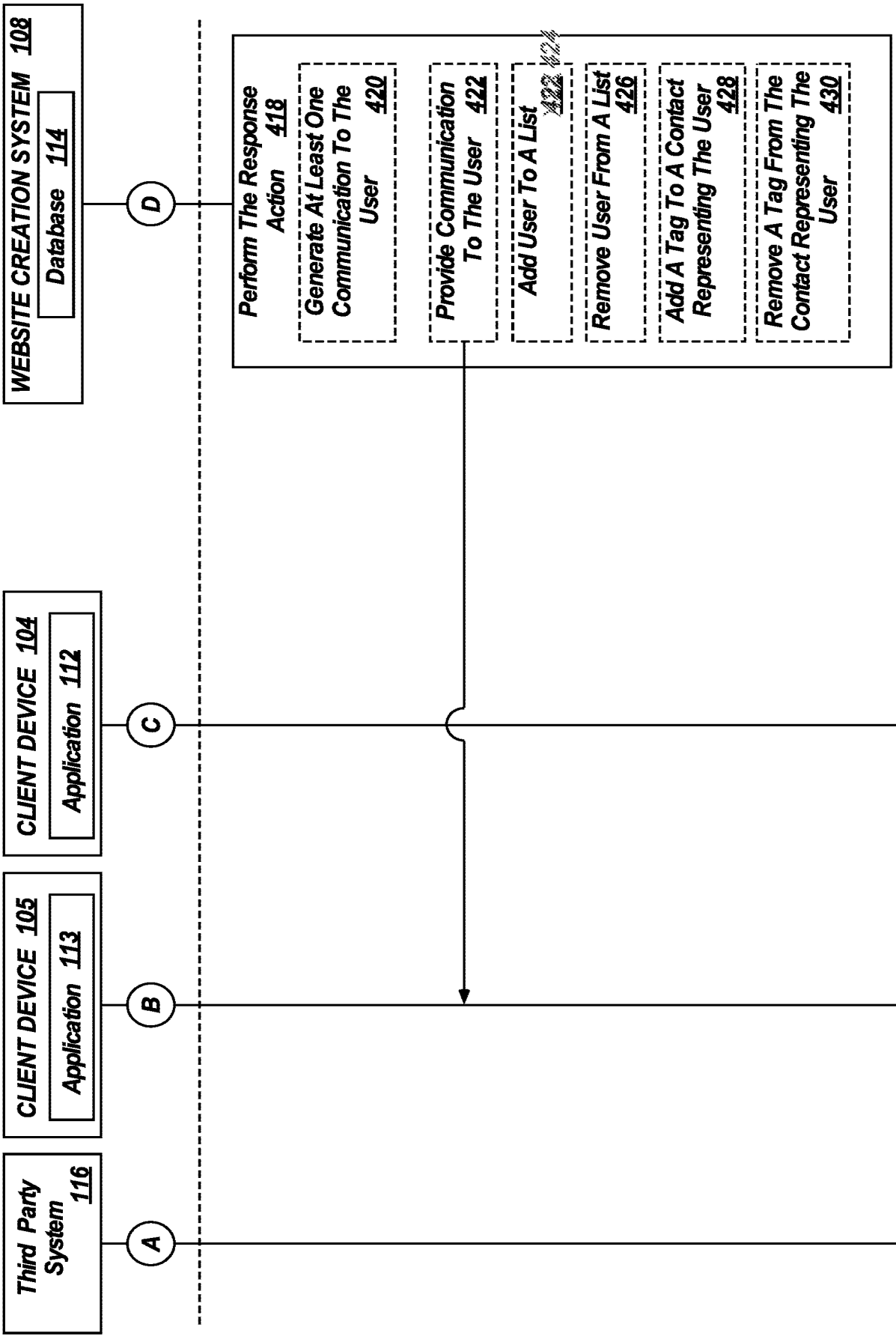

WEBSITE CREATION SYSTEM 108
Database 114
D
Perform The Response Action 418
Generate At Least One Communication To The User 420
Provide Communication To The User 422
Add User To A List 424
Remove User From A List 426
Add A Tag To A Contact Representing The User 428
Remove A Tag From The Contact Representing The User 430
CLIENT DEVICE 104
Application 112
C
CLIENT DEVICE 105
Application 113
B
Third Party System 116
A

FIG. 4B

Electronic Acknowledgement Receipt

EFS ID:	37799808
Application Number:	15880226
International Application Number:	
Confirmation Number:	8621
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Caitlin Johnson
Filer Authorized By:	Kyle M. Woodhouse
Attorney Docket Number:	3819-P13945US
Receipt Date:	19-NOV-2019
Filing Date:	25-JAN-2018
Time Stamp:	18:39:14
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		2019-Nov-19-Amendment-13945US.pdf	569167 050c9fa66ed25c58a70c53a9b3490d0e15341693	yes	18

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Applicant Arguments/Remarks Made in an Amendment	11	18
	Drawings-only black and white line drawings	10	10
	Claims	4	9
	Specification	3	3
	Amendment/Req. Reconsideration-After Non-Final Reject	1	2

Warnings:					
Information:					
2	Specification	2019-Nov-19-APPENDIXA-13945US.pdf	197068 5bf673733a55ee4d283b169eb6ab4948f4152ae3	no	31
Warnings:					
Information:					
3	Applicant Arguments/Remarks Made in an Amendment	2019-Nov-19-APPENDIXB-13945US.pdf	197603 5bcef078d7fe01dbf9de1fc19f4d90509313b169	no	31
Warnings:					
Information:					
4	Drawings-only black and white line drawings	2019-Nov-19-ReplacementSheet-13945US.pdf	902603 60b9884348c0f523c29a8130bf2addd6ff35328c	no	1
Warnings:					
Information:					
5	Applicant Arguments/Remarks Made in an Amendment	2019-Nov-19-AnnotatedSheet-13945US.pdf	823493 66d92993c1479f3d509caab3a980a915f311a738	no	1
Warnings:					
Information:					
		Total Files Size (in bytes):	2689934		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

IN THE CLAIMS:

Claims 16-20 have been amended herein. Please note that all claims currently pending and under consideration in the referenced application are shown below. Please enter these claims as amended. This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1. (Original) A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;

receiving a selection of a website type of the plurality of website types;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

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in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

2. (Original) The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

3. (Original) The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. (Original) The method of claim 2, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. (Original) The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

6. (Original) The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

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7. (Original) The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

8. (Original) The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

9. (Original) The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. (Original) The method of claim 9, further comprising sending an email to the email address.

11. (Original) The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

12. (Original) A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for

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selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;

receive a selection of a website type of the plurality of website types;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receive a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. (Original) The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. (Original) The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. (Original) The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

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16. (Currently Amended) A non-transitory ~~computer readable~~computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;

receiving a selection of a website type of the plurality of website types;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. (Currently Amended) The non-transitory ~~computer readable~~computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one

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processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

18. (Currently Amended) The non-transitory ~~computer-readable~~computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. (Currently Amended) The non-transitory ~~computer-readable~~computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

20. (Currently Amended) The non-transitory ~~computer-readable~~computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

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IN THE SPECIFICATION:

Please enter the substitute specification in clean form and including paragraph numbers **[0001]** through **[00268]** attached hereto as Appendix A. A marked-up substitute specification to clearly identify amendments to the specification is attached hereto as Appendix B. It is respectfully submitted that the substitute specification does not introduce new matter into the above-referenced patent application.

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IN THE DRAWINGS:

The attached sheet of drawings includes a correction to FIG. 4B. This sheet replaces the original sheet including FIG. 4B.

Specifically, FIG. 4B has been revised to change the bottommost reference numeral "422" to --424-- to eliminate redundancy with previously used reference numerals. No new matter has been added.

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REMARKS

The Office Action of August 19, 2019 has been received and reviewed. Claims 1–20 are currently pending in the application. Claims 1-20 stand rejected.

Applicant has amended claims 16-20 herein for clarity. No new matter has been added. Reconsideration of the application is respectfully requested.

Acceptance of Drawings

Applicant notes the filing of formal drawings herein on January 25, 2019. Although no objection has been raised, the Office Action does not indicate that the drawings have been accepted. Applicant respectfully requests that the Examiner indicate whether the drawings are acceptable in the next communication.

35 U.S.C. § 102 Anticipation Rejections

Anticipation Rejection Based on Shaposhnikov

Claims 1, 2, 12, 16 and 17 are rejected under 35 U.S.C. 102(a)(2) as being anticipated bv Shaposhnikov (US 2017/0147364 A1). Applicant respectfully traverses this rejection, as hereinafter set forth.

A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference. *Verdegaal Brothers v. Union Oil Co. of California*, 2 U.S.P.Q.2d 1051, 1053 (Fed. Cir. 1987). The identical invention must be shown in as complete detail as is contained in the claim. *Richardson v. Suzuki Motor Co.*, 9 U.S.P.Q.2d 1913, 1920 (Fed. Cir. 1989).

Unless a single prior art reference describes "all of the limitations claimed" and "all of the limitations [are] arranged or combined in the same way as recited in the claim, it cannot be said to prove prior invention of the thing claimed and, thus, cannot anticipate under 35 U.S.C. § 102." *Net MoneyIN Inc. v. VeriSign Inc.*, 545 F.3d 1359, 1371 (Fed. Cir. 2008). A single prior art reference must "clearly and unequivocally" describe the claimed invention "without *any* need for picking, choosing, and combining various disclosures not directly related to each other by the teachings of the cited reference." *Id.* (*citing In re Arkley*, 455 F.2d 586, 587 (C.C.P.A. 1972)).

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The anticipation rejections of claims 1, 2, 12, 16, and 17 should be withdrawn because Shaposhnikov does not describe, expressly or inherently, each and every element of independent claims 1, 12, or 16. For example, Shaposhnikov does not describe a "method, comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, **each website type comprising a series of directional webpages configured to cause a particular user interaction with a website**; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, **a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages**; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website," as recited in claim 1 and similarly recited in claims 12 and 16.

1. **Shaposhnikov does not describe a website type comprising "a series of directional webpages configured to cause a particular user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16.**

Shaposhnikov does not describe a website type comprising "a series of directional webpages configured to cause a particular user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16. Shaposhnikov describes a method of "simultaneously creating a website and an app including providing, at the at least one website, a first coding

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template operably configured to create a website and a second coding template operably configured to create a mobile app." *Shaposhnikov,* Abstract. Shaposhnikov also describes creating "a channel" that includes creating both a "website" and a "corresponding mobile app" simultaneously. *Shaposhnikov,* ¶[0090]. Shaposhnikov further describes that a developer "may select a category to be associated with the channel [and that] the channel categories include restaurant, business organizations, health and fitness, education, sports and activities, and others." *Shaposhnikov,* ¶[0094]. A user may further "1) select a channel name; 2) choose a category for the channel; 3) choose a template for the channel; 4) choose a color scheme for the channel; and 5) click a "create channel" button." *Shaposhnikov,* ¶[0093].

In this case, the Examiner merely cites the selection of a channel name, a channel category, a channel template, or a color scheme and alleges, without any explanation, that Shaposhnikov describes "a series of directional webpages configured to cause a particular user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16. *Office Action*, p. 3. To the contrary, neither the channel, nor the website, nor the app of Shaposhnikov includes a "series of directional webpages configured to cause a particular user interaction with a website." Applicant acknowledges that the Examiner indirectly suggests that "menu items" of Shaposhnikov correlate to "directional webpages." *Office Action*, p. 4. Applicant respectfully disagrees and asserts that menu items (e.g., selectable elements) within a menu do not qualify as "directional webpages," let alone "a series of directional webpages configured to cause a particular user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16. Accordingly, Shaposhnikov does not describe each and every element of claims 1, 12, and 16, for at least this reason.

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2. **Shaposhnikov does not describe a website type comprising "a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16.**

Shaposhnikov does not describe a website type comprising "a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16. In this case, the Examiner apparently points to "options tabs 1102, a settings tab 1104, add/edit content selection buttons 1106, etc., which would not be shown on the published website 704 and mobile app 706" as allegedly correlating to the "webpage tabs" of the claims. *See Office Action*, p. 4. However, none of the "option tabs 1102," the "settings tab 1104," or the "add/edit content selection buttons 1106" represents webpages of a "series of direction webpages," as required in the claims. Rather, upon selection of the option tabs 1102 of Shaposhnikov, an options menu 1302 is displayed which enables a use to turn on and off elements of the website. *Shaposhnikov,* ¶[0115]. As a result, the option tabs 1102 represent an options menu 1302 and not a webpage. Likewise, upon selection of the settings tab 1104, an administrative settings page 1400[1] is displayed and not a webpage of a "series of direction webpages." As a result, the settings tab 1104 represents an administrative settings page 1400 and not a webpage of a launched generic website. Furthermore, Shaposhnikov does not provide any description as to the use and function of the "add/edit content selection buttons 1106," and therefore, the "add/edit content selection buttons 1106" of Shaposhnikov cannot describe a tab "representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16. Accordingly, Shaposhnikov does not describe each and every element of claims 1, 12, and 16, for this additional reason.

In view of the foregoing, as Shaposhnikov does not expressly or inherently describe each and every element set forth in independent claims 1, 12, and 16, Applicant asserts that claims 1, 12,

[1] Applicant further notes that the settings tab 1104 is not "shown on the published website" and therefore, would not be accessible to a visitor. *Shapo*, ¶[0108] Accordingly, the settings tab 1104 could not represent webpage of a "series of direction webpages" of the launched generic website of the claims.

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and 16 are not anticipated by Shape and respectfully requests that the Examiner withdraw the rejection of independent claims 1, 12, and 16 under 35 U.S.C. § 102(a)(2).

Applicant additionally asserts that each of dependent claims 2 and 17 is allowable at least because each depends from one of claims 1 or 16, which are allowable. Therefore, Applicant asserts that claims 2 and 17 are not anticipated by Shaposhnikov and respectfully requests that the Examiner withdraw the rejection of dependent claims 2 and 17 under 35 U.S.C. § 102(a)(2), for at least this reason.

35 U.S.C. § 103 Obviousness Rejections

Obviousness Rejection Based on Shaposhnikov in View of Cordasco

Claims 3-5, 11, 15, and 18 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 A1) in view of Cordasco (US 2012/0151329 A1). Applicant respectfully traverses this rejection, as hereinafter set forth.

To establish a *prima facie* case of obviousness, the prior art reference itself (or references when combined) or "the inferences and creative steps that a person of ordinary skill in the art would [have] employ[ed]" at the time of the invention must teach or suggest all of the claim elements. *KSR Intern. Co. v. Teleflex Inc.*, 550 U.S. 398, 418, 82 U.S.P.Q.2d 1385 (2007); *see also* M.P.E.P. § 2143.03. Additionally, the Examiner must determine whether there is "an apparent reason to combine the known elements in the fashion claimed by the patent at issue." *Id.* "[A] patent composed of several elements is not proved obvious merely by demonstrating that each of its elements was, independently, known in the prior art." *Id.* Further, rejections on obviousness grounds "cannot be sustained by mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." *Id.* (quoting *In re Kahn*, 441, F.3d 977, 988 (Fed. Cir. 2006)). Finally, to establish a *prima facie* case of obviousness there must be a reasonable expectation of success. *In re Merck & Co., Inc.*, 800 F.2d 1091, 1097 (Fed. Cir. 1986). Furthermore, the reason that would have prompted the combination and the reasonable expectation of success must be found in the prior art, common knowledge, or the nature of the problem itself, and not based on the Applicant's disclosure. *DyStar Textilfarben GmbH & Co. Deutschland KG v. C. H. Patrick Co.*, 464 F.3d

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1356, 1367 (Fed. Cir. 2006); M.P.E.P. § 2144. Underlying the obvious determination is the fact that hindsight cannot be used. *KSR*, 550 U.S. at 421; *DyStar*, 464 F.3d at 1367.

Claims 3-5, 11, 15, and 18 depend from one of claims 1, 12, or 16 and include each and every element thereof. As discussed above, Shaposhnikov does not describe each and every element of claims 1, 12, and 16. Furthermore, for essentially the same reasons, Shaposhnikov does not teach, suggest, or otherwise render obvious each and every element of claims 1, 12, and 16. Moreover, Cordasco does not remedy the deficiencies of Shaposhnikov in this regard. As Shaposhnikov and Cordasco, when combined, do not teach or suggest all the elements recited in independent claims 1, 12, and 16, Applicant asserts that independent claims 1, 12, and 16 could not have been obvious to a person of ordinary skill in the art at the time the invention was made considering Shaposhnikov in view of Cordasco.

Furthermore, the nonobviousness of independent claims 1, 12, and 16 precludes a rejection of claims 3-5, 11, 15, and 18, which depend therefrom, because a dependent claim is obvious only if the independent claim from which it depends is obvious. *See In re Fine*, 5 U.S.P.Q.2d 1596, 1600 (Fed. Cir. 1988); M.P.E.P. § 2143.03. Therefore, Applicant requests that the Examiner withdraw the 35 U.S.C. § 103(a) obviousness rejection of dependent claims 3-5, 11, 15, and 18.

Obviousness Rejection Based on Shaposhnikov in View of Olliphant

Claims 6-10, 13, 14, 19 and 20 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 Al) in view of Olliphant (US 2008/0263135 A1). Applicant respectfully traverses this rejection, as hereinafter set forth.

Claims 6-10, 13, 14, 19 and 20 depend from one of claims 1, 12, or 16 and include each and every element thereof. As discussed above, Shaposhnikov does not teach, suggest, or otherwise render obvious each and every element of claims 1, 12, and 16. Furthermore, Olliphant does not remedy the deficiencies of Shaposhnikov in this regard. As Shaposhnikov and Olliphant, when combined, do not teach or suggest all the elements recited in independent claims 1, 12, and 16, Applicant asserts that independent claims 1, 12, and 16 could not have been obvious to a person of ordinary skill in the art at the time the invention was made considering Shaposhnikov in view of Olliphant.

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Furthermore, the nonobviousness of independent claims 1, 12, and 16 precludes a rejection of claims 6-10, 13, 14, 19 and 20, which depend therefrom, because a dependent claim is obvious only if the independent claim from which it depends is obvious. *See In re Fine*, 5 U.S.P.Q.2d 1596, 1600 (Fed. Cir. 1988); M.P.E.P. § 2143.03. Therefore, Applicant requests that the Examiner withdraw the 35 U.S.C. § 103(a) obviousness rejection of dependent claims 3-5, 11, 15, and 18.

Regarding dependent claim 6, Applicant additionally asserts that Shaposhnikov and Olliphant, when combined, do not teach or suggest "wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session," as recited in dependent claim 6.

While Applicant acknowledges that Olliphant teaches displaying a number of webpages sequentially. Olliphant does not describe anything in regard to a "selected website type" that includes a "series of directional webpages" configured to cause a particular user interaction with a website and that "comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session." Rather, Olliphant teaches a process for dynamically selecting and presenting a webpage from a list of webpages to a user. *Olliphant*, Abstract. The process includes selecting the webpage from the list of one or more webpages and displaying the chosen webpage on a client device. *Id.* The webpage is chosen based on selected preferences of a user. *See Olliphant*, FIG. 4. Additionally, Olliphant does not describe anything suggesting that the webpages depicted in FIGS. 8A-8S (cited by the Examiner) are part of a selected website type (for generating). Moreover, Olliphant does not teach or suggest anything in regard to the webpages depicted in FIGS. 8A-8S being presented in a single web browsing session. Therefore, Applicant asserts that dependent claim 6 would not have been obvious to a person of ordinary skill in the art at the time the invention was made considering Shaposhnikov in view of Olliphant, and requests that the Examiner withdraw the rejection of dependent claim 6 under 35 U.S.C. § 103(a) for this additional reason.

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CONCLUSION

Claims 1-20 are believed to be in condition for allowance, and an early notice thereof is respectfully solicited. Should the Examiner determine that additional issues remain which might be resolved by a telephone conference, the Examiner is respectfully invited to contact Applicant's undersigned attorney.

Respectfully submitted,

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Date: November 19, 2019
KMW/cw

Enclosures: Appendices A and B
Replacement Sheet
Annotated Sheet Showing Changes

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/880,226	Filing Date 01/25/2018	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

	(Column 1)	(Column 2)			
FOR	NUMBER FILED	NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	11/19/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/CAROL A BARNES/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 02/10/2020

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EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
02/10/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0368

Office Action Summary	Application No. 15/880,226	Applicant(s) Dickerson et al.	
	Examiner ROLAND J CASILLAS	Art Unit 2141	AIA (FITF) Status Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 11/19/2019.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☑ This action is **FINAL.** 2b) ☐ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 1-20 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 1-20 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☑ The drawing(s) filed on 111/19/2019 is/are: a)☑ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

DETAILED ACTION

1. The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

2. This Office Action is sent in response to Applicant's Communication received on 11/19/2019 for application number 15/880,226. The Office hereby acknowledges receipt of the following and placed of record in file: Specification, Drawings, Abstract, Oath/Declaration, and Claims.

3. Amended Claims 1-20 are presented for examination.

Response to Arguments

4. **Argument 1**, Applicant argues that Shaposhnikov does not teach directional pages as similarly recited in the independent claims.

5. **Argument 2**, Applicant argues that Shaposhnikov does not teach the GUI editor for the directional pages as similarly recited in the independent claims.

6. **Argument 3**, Applicant argues that Olliphant does not teach the sequential webpages as similarly recited in dependent claim 6.

7. **Responding to Argument 1**, Applicant's argument has been fully considered but is not persuasive. Shaposhnikov teaches the directional pages as similarly recited in the independent claims. Shaposhnikov describes the creation process following the flow chart in Figure 4a. At steps 406-412, the user can select a channel name, channel category, website-app template, and color scheme to apply to the newly created channel/website/app. Each of these items are selected from menus that cause a particular user interaction (i.e. selection), these are the directional pages as recited in the independent claims. Therefore, Shaposhnikov teaches this limitation.

8. **Responding to Argument 2**, Applicant's argument has been fully considered but is not persuasive. Shaposhnikov teaches the editor as similarly recited a seen in Figures 11-13. These figures describe the editing process for the website and the app, where the user can select a portion of the website to edit and the editor brings an additional display space to edit that specific area. Therefore, Shaposhnikov teaches this limitation.

9. **Responding to Argument 3**, Applicant's argument has been fully considered but is not persuasive. Olliphant teaches a sign-up process for a website using a series of sequential webpages. Olliphant is used with Shaposhnikov to teach the creation of a website using a set of sequential pages as a part of the completed website. Therefore, the combination of Shaposhnikov and Olliphant teach this limitation.

Drawings

10. The drawings were received on 11/19/2019. These drawings are accepted.

Claim Rejections - 35 USC § 102

11. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (a)(1) the claimed invention was patented, described in a printed publication, or in public use, on sale or otherwise available to the public before the effective filing date of the claimed invention.
>
> (a)(2) the claimed invention was described in a patent issued under section 151, or in an application for patent published or deemed published under section 122(b), in which the patent or application, as the case may be, names another inventor and was effectively filed before the effective filing date of the claimed invention.

12. **Claims 1-2, 12, and 16-17 are rejected under 35 U.S.C. 102(a)(2) as being anticipated by Shaposhnikov (US 2017/0147364 A1)**.

13. **Regarding claim 1**, Shaposhnikov teaches a method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receiving a selection of the selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website [**Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages [**Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**];

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages [**Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items (i.e. directional webpages)**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website [**Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

14. **Regarding claim 2**, Shaposhnikov teaches all of the limitations of claim 1 as described above. Shaposhnikov further teaches including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab [**Fig. 11, (1102-1108), Para. 108, user can edit and add content to different portions of the channel**].

15. **Regarding claim 12**, Shaposhnikov teaches a system comprising:

at least one processor [**Fig. 2, (208), Paras. 69, 75, processing device**]; and

at least one non-transitory computer-readable storage medium storing instructions thereon that [**Fig. 2, (206), Paras. 69, 74, memory**], when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receive a selection of the selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website [**Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receive a selection of a website type of the plurality of website types [**Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receive a selection of a website template of the plurality of website templates [**Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages [**Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**];

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages [**Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items (i.e. directional webpages)**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website [**Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

16. **Regarding claim 16**, Shaposhnikov teaches a non-transitory computer readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receiving a selection of the selectable option to create a website [**Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website [**Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages [**Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**];

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages [**Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items (i.e. directional webpages)**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website [**Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

17. **Regarding claim 17**, Shaposhnikov teaches all of the limitations of claim 16 as described above. Shaposhnikov further teaches steps of including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab [**Fig. 11, (1102-1108), Para. 108, user can edit and add content to different portions of the channel**].

Claim Rejections - 35 USC § 103

18. The following is a quotation of 35 U.S.C. 103 which forms the basis for all obviousness rejections set forth in this Office action:

> A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

19. **Claims 3-5, 11, 15, and 18 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 A1) in view of Cordasco (US 2012/0151329 A1)**.

20. **Regarding claim 3**, Shaposhnikov teaches all of the limitations of claim 2 as described above. But, Shaposhnikov does not explicitly teach including within each webpage tab of the

website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

However, Cordasco teaches including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website [**Fig. 4, Paras. 56-58, a user can manage variants (i.e. split test) for a plurality of test pages for a website**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

21. **Regarding claim 4**, Shaposhnikov teaches all of the limitations of claim 2 as described above. But, Shaposhnikov does not explicitly teach receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage

within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

However, Cordasco teaches receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website [**Figs. 4, 8, (208), Paras. 58, 71-74, selecting a portion of guests to be directed to site A and another portion to site B**]; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website [**Figs. 4, 8, (208), Paras. 58, 71-74, selecting a portion of guests to be directed to site A and another portion to site B**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

22. **Regarding claim 5**, Shaposhnikov teaches all of the limitations of claim 2 as described above. But, Shaposhnikov does not explicitly teach wherein the split test selectable element comprises a sliding selectable element.

However, Cordasco teaches wherein the split test selectable element comprises a sliding selectable element [**Fig. 9, (366), Para. 76, user can enter the amount for each site (i.e. 33% between each site), one of ordinary skill in the art would be able to alter the interface to include a slider instead of a text box**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

23. **Regarding claim 11**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

However, Cordasco teaches wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website [**Para. 30, having a portion of the website for purchases**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the purchase portion of Cordasco to allow the system to place products for sale within a webpage.

A person having ordinary skill in the art would have been motivated to modify and include the purchase portion to allow the user to place products for sale within a website for additional content.

24. **Regarding claim 15**, Shaposhnikov teaches all of the limitations of claim 12 as described above. But, Shaposhnikov does not explicitly teach wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

However, Cordasco teaches wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time [**Figs. 8-9, (350), Paras. 74-75, displaying the number of users who have visited each webpage individually and in sum**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant

manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

25. **Regarding claim 18**, Shaposhnikov teaches all of the limitations of claim 17 as described above. But, Shaposhnikov does not explicitly teach further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

However, Cordasco teaches including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website [**Fig. 4, Paras. 56-58, a user can manage variants (i.e. split test) for a plurality of test pages for a website**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the variant manager of Cordasco to allow the system to test different webpages to see how different users react to different content.

A person having ordinary skill in the art would have been motivated to modify and include the variant manager to allow the user to test out different pages with different content of layouts to determine the optimal setup for the website creating an efficient and user friendly website builder.

26. **Claims 6-10, 13-14, and 19-20 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 A1) in view of Olliphant (US 2008/0263135 A1)**.

27. **Regarding claim 6**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential

webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

28. **Regarding claim 7**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

29. **Regarding claim 8**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

However, Olliphant teaches wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email [**Figs. 4, 8A, Para. 56, user is guided to the sequential pages via email link**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

30. **Regarding claim 9**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

However, Olliphant teaches wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website [**Figs. 8P-Q, Para. 65, user can enter emails through an invite section or have the system do it automatically using the user's contacts**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

31. **Regarding claim 10**, Shaposhnikov teaches all of the limitations of claim 9 as described above. Olliphant further teaches sending an email to the email address [**Figs. 4, 8A, Q, Paras. 56, 65, a user is invited via email from another user through the invite step**].

32. **Regarding claim 13**, Shaposhnikov teaches all of the limitations of claim 1 as described above. But, Shaposhnikov does not explicitly teach wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

However, Olliphant teaches wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers [**Figs. 8A, P-Q, Paras. 56, 65, trigger sending one or more emails to additional user through the sign-up process, either allowing the user to enter additional users or having the system doing it automatically**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

33. **Regarding claim 14**, Shaposhnikov teaches all of the limitations of claim 13 as described above. Olliphant further teaches wherein the at least one event includes sending a communication to at least one guest of the customized website [**Figs. 4, 8A, Q, Paras. 56, 65, a user is invited via email from another user through the invite step**].

34. **Regarding claim 19**, Shaposhnikov teaches all of the limitations of claim 16 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

35. **Regarding claim 20**, Shaposhnikov teaches all of the limitations of claim 16 as described above. But, Shaposhnikov does not explicitly teach wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential

webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

However, Olliphant teaches wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions [**Figs. 4, 8A-S, Paras. 56-67, sequential pages (i.e. one after another) are displayed during a sign-up process**].

It would have been obvious to a person having ordinary skill in the art at the time the invention was filed to modify the website builder of Shaposhnikov and incorporate the sequential webpages of Olliphant to allow the system to create a plurality of pages in succession to be displayed during a certain event.

A person having ordinary skill in the art would have been motivated to modify and include the sequential webpages to allow the user to generate a set of pages to be presented to a user during an event to lead the user to a certain purpose, creating an efficient and user friendly interface.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after

the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROLAND J CASILLAS whose telephone number is (571)272-4994. The examiner can normally be reached on 8am - 6pm PST.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amy Ng can be reached on 571-270-1698. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2141

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

CLAIMS

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	08/14/2019	02/04/2020							
	1	✓	✓							
	2	✓	✓							
	3	✓	✓							
	4	✓	✓							
	5	✓	✓							
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	17	✓	✓							
	18	✓	✓							
	19	✓	✓							
	20	✓	✓							

Petitioner HighLevel Ex-1004, 0392

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

CPC - Searched*		
Symbol	Date	Examiner
G06F16/9577; 16/972; 16/951; 3/0481; 17/248	08/13/2019	RJC
G06F16/9577; 16/972; 16/951; 3/0481; 17/248	02/04/2020	RJC

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
PALM: Inventor Search; Double Patenting	08/13/2019	RJC
EAST: US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM-TDB [See Attached]	08/13/2019	RJC
NPL: ProQuest [See Attached]	08/13/2019	RJC
EAST: US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM-TDB [See Attached]	02/04/2020	RJC

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

Petitioner HighLevel Ex-1004, 0393

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

Petitioner HighLevel Ex-1004, 0394

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L4	22	("7325188" "20030167213" "20090070485" "20080150952" "20120324422" "20020049788" "20080072139" "20120151329" "20130055071").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L5	4	"2015172228".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L6	0	(L4 L5) and (dashboard)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L7	7	(L4 L5) and template	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L8	3	"20170090734".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L9	536516	(715/$ 715/760).ccls. (G06F16/9577 G06F16/972 G06F16/951 G06F3/0481 G06F3/048$ G06F17/248).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L10	9881	L9 and (website with (build$3 creat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L11	4093	L9 and (website with (build$3	US-PGPUB;	OR	ON	2020/02/04

		creat$3)) and (direct$5 with (page link))	USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			09:46
L12	1022	L11 and (website with (categor$4 template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L13	944	L12 and ((add$3 includ$3) with (media object video image audio))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L14	2	L13 and (split near3 test)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L15	686	L13 and ((criteria parameter characteristic variant) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L16	295	L13 and ((criteria parameter characteristic variant) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L17	30	L13 and ((criteria parameter characteristic variant) with (value number percentage) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L18	23	L17 and @ad<"20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L19	4	L13 and (varia$4 with page with option)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	OR	ON	2020/02/04 09:46

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L23	2	(series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L24	25	L13 and ((series direction$3) with web$page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
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L27	3	L25 and trigger$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
L28	6	L25 and (subscrib$3 subscrip$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO;	OR	ON	2020/02/04 09:46

Petitioner HighLevel Ex-1004, 0397

			JPO; DERWENT; IBM_TDB			
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S1	22	("7325188" "20030167213" "20090070485" "20080150952" "20120324422" "20020049788" "20080072139" "20120151329" "20130055071").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:21
S2	4	"2015172228".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:44
S3	0	(S1 S2) and (dashboard)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:51
S4	7	(S1 S2) and template	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:52
S5	3	"20170090734".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:53
S6	507364	(715/$ 715/760).ccls. (G06F16/9577 G06F16/972 G06F16/951 G06F3/0481 G06F3/048$ G06F17/248).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:18
S7	9425	S6 and (website with (build$3 creat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:20
S8	3955	S6 and (website with (build$3 creat$3)) and (direct$5 with (page	US-PGPUB; USPAT;	OR	ON	2019/08/13 09:21

Petitioner HighLevel Ex-1004, 0398

		link))	USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			
S9	1014	S8 and (website with (categor$4 template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:21
S10	937	S9 and ((add$3 includ$3) with (media object video image audio))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:22
S11	2	S10 and (split near3 test)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:23
S12	676	S10 and ((criteria parameter characteristic variant) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:25
S13	290	S10 and ((criteria parameter characteristic variant) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:25
S14	30	S10 and ((criteria parameter characteristic variant) with (value number percentage) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:26
S15	25	S14 and @ad< "20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:26
S16	4	S10 and (varia$4 with page with option)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:36

Petitioner HighLevel Ex-1004, 0399

S17	102	S10 and (sequential with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:40
S18	90	S17 and @ad< "20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:41
S19	0	S6 and (series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:01
S20	2	(series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:01
S21	26	S10 and ((series direction$3) with web$page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:02
S22	10	(US-20130055071-$ or US-20120151329-$ or US-20090070485-$ or US-20080072139-$ or US-20030167213-$ or US-20020049788-$ or US-20170090734-$ or US-20110161847-$ or US-20170147364-$ or US-20080263135-$).did.	US-PGPUB	OR	ON	2019/08/13 10:21
S23	2	S22 and (statistic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:22
S24	3	S22 and trigger$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:48
S25	6	S22 and (subscrib$3 subscrip$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2019/08/13 10:51

Petitioner HighLevel Ex-1004, 0400

			DERWENT; IBM_TDB			
S26	8	S22 and (buy$3 purchas$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 11:42

2/ 4/ 2020 9:55:40 AM
C:\ Users\ rcasillas\ Desktop\ Applications\ 15880226 - Website Creation System\ 15880226 - Website Creation System.wsp

Petitioner HighLevel Ex-1004, 0401

PTO/SB/08a (02-18)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2141
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945US

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6185587	B1	2001-02-06	BERNARDO et al.	
	2	7194678	B1	2007-03-20	KOIKE et al.	
	3	7458021	B2	2008-11-25	BALASUBRAMANYAN et al.	
	4	8799829	B2	2014-08-05	GROSZ et al.	

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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20030233425	A1	2003-12-18	LYONS et al.	
	2	20110161178	A1	2011-06-30	ROSENSTEIN et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15880226
	Filing Date	2018-01-25
	First Named Inventor	Todd Dickerson
	Art Unit	2141
	Examiner Name	CASILLAS, ROLAND J
	Attorney Docket Number	3819-P13945US

	3	20130117151	A1	2013-05-09	MACAISA et al.	
	4	20140075385	A1	2014-03-13	WAN et al.	
	5	20140143252	A1	2014-05-22	SILVERSTEIN et al.	
	6	20150120357	A1	2015-04-30	TUCHMAN et al.	
	7	20150317750	A1	2015-11-05	BENHURI MARC N	
	8	20170116581	A1	2017-04-27	SHAH et al.	

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Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] i	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
	1							

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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15880226
	Filing Date	2018-01-25
	First Named Inventor	Todd Dickerson
	Art Unit	2141
	Examiner Name	CASILLAS, ROLAND J
	Attorney Docket Number	3819-P13945US

	1	

If you wish to add additional non-patent literature document citation information please click the Add button Add

EXAMINER SIGNATURE

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2141
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945US

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☒ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

☒ The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Kyle Woodhouse/	Date (YYYY-MM-DD)	2020-03-04
Name/Print	Kyle Woodhouse	Registration Number	70,087

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these record s.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Patent Application Fee Transmittal

Application Number:	15880226
Filing Date:	25-Jan-2018
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Filer:	Kyle M. Woodhouse/bbx admin
Attorney Docket Number:	3819-P13945US

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
SUBMISSION- INFORMATION DISCLOSURE STMT	2806	1	120	120
		Total in USD ($)		**120**

Electronic Acknowledgement Receipt

EFS ID:	38772032
Application Number:	15880226
International Application Number:	
Confirmation Number:	8621
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Caitlin Johnson
Filer Authorized By:	Kyle M. Woodhouse
Attorney Docket Number:	3819-P13945US
Receipt Date:	04-MAR-2020
Filing Date:	25-JAN-2018
Time Stamp:	18:12:03
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$120
RAM confirmation Number	E202034I12223251
Deposit Account	201469
Authorized User	Caitlin Johnson

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.16 (National application filing, search, and examination fees)

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)

37 CFR 1.20 (Post Issuance fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS_15880226_1.pdf	1043886 241e3b1c588e5604e776d2b3e16a7e2584865b3e	no	5
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30845 b080ae56bb5a64a551dd1ca38d5bbf50000445ee	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1074731		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PATENT
REPLY UNDER 37 CFR § 1.116
EXPEDITED PROCEDURE
TECHNOLOGY CENTER 2100

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

VIA ELECTRONIC FILING
April 7, 2020

AMENDMENT UNDER 37 C.F.R. §1.116 AND REQUEST FOR PARTICIPATION IN THE AFTER FINAL CONSIDERATION PROGRAM

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following amendments and remarks are filed in response to the Examiner's remarks in the Final Office Action of February 10, 2020, the three-month shortened statutory period for response to which expires on May 10, 2020. This response is submitted on or before two months from the date of the Final Office Action.

Amendments to the Claims are reflected in the listing of claims that begins on page 3 of this paper.

Remarks begin on page 10 of this paper.

Petitioner HighLevel Ex-1004, 0412

Doc Code: A.NE.AFCP
Document Description: After Final Consideration Pilot Program Request

PTO/SB/434 (05-13)

CERTIFICATION AND REQUEST FOR CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0

Practitioner Docket No.:	Application No.:	Filing Date:
3819-P13945US	15/880,226	01/25/2018
First Named Inventor:	**Title:**	
Todd Dickerson	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0 (AFCP 2.0) OF THE ACCOMPANYING RESPONSE UNDER 37 CFR 1.116.

1. The above-identified application is (i) an original utility, plant, or design nonprovisional application filed under 35 U.S.C. 111(a) [a continuing application (*e.g.*, a continuation or divisional application) is filed under 35 U.S.C. 111(a) and is eligible under (i)], or (ii) an international application that has entered the national stage in compliance with 35 U.S.C. 371(c).
2. The above-identified application contains an outstanding final rejection.
3. Submitted herewith is a response under 37 CFR 1.116 to the outstanding final rejection. The response includes an amendment to at least one independent claim, and the amendment does not broaden the scope of the independent claim in any aspect.
4. This certification and request for consideration under AFCP 2.0 is the only AFCP 2.0 certification and request filed in response to the outstanding final rejection.
5. Applicant is willing and available to participate in any interview requested by the examiner concerning the present response.
6. This certification and request is being filed electronically using the Office's electronic filing system (EFS-Web).
7. Any fees that would be necessary consistent with current practice concerning responses after final rejection under 37 CFR 1.116, *e.g.*, extension of time fees, are being concurrently filed herewith. [There is no additional fee required to request consideration under AFCP 2.0.]
8. By filing this certification and request, applicant acknowledges the following:
    - Reissue applications and reexamination proceedings are not eligible to participate in AFCP 2.0.
    - The examiner will verify that the AFCP 2.0 submission is compliant, *i.e.*, that the requirements of the program have been met (see items 1 to 7 above). For compliant submissions:
        - The examiner will review the response under 37 CFR 1.116 to determine if additional search and/or consideration (i) is necessitated by the amendment and (ii) could be completed within the time allotted under AFCP 2.0. If additional search and/or consideration is required but cannot be completed within the allotted time, the examiner will process the submission consistent with current practice concerning responses after final rejection under 37 CFR 1.116, *e.g.*, by mailing an advisory action.
        - If the examiner determines that the amendment does not necessitate additional search and/or consideration, or if the examiner determines that additional search and/or consideration is required and could be completed within the allotted time, then the examiner will consider whether the amendment places the application in condition for allowance (after completing the additional search and/or consideration, if required). If the examiner determines that the amendment does not place the application in condition for allowance, then the examiner will contact the applicant and request an interview.
            - The interview will be conducted by the examiner, and if the examiner does not have negotiation authority, a primary examiner and/or supervisory patent examiner will also participate.
            - If the applicant declines the interview, or if the interview cannot be scheduled within ten (10) calendar days from the date that the examiner first contacts the applicant, then the examiner will proceed consistent with current practice concerning responses after final rejection under 37 CFR 1.116.

Signature	Date
/Kyle M. Woodhouse/	April 7, 2020
Name (Print/Typed)	**Practitioner Registration No.**
Kyle M. Woodhouse	70,087

***Note**: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below*.*

☐ * Total of _____ forms are submitted.

Privacy Act Statement

The **Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Acknowledgement Receipt

EFS ID:	39086950
Application Number:	15880226
International Application Number:	
Confirmation Number:	8621
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Leah Barrow
Filer Authorized By:	Kyle M. Woodhouse
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		Apr-07-2020-Final-Amendment-13945US.pdf	208459 d96a65e7239c2c9f2377ae1eab3ecdfbdeda3c83	yes	18

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Applicant Arguments/Remarks Made in an Amendment	10	18
	Claims	3	9
	Response After Final Action	1	2

Warnings:					
Information:					
2	After Final Consideration Program Request	Apr-07-2020-AFCP-Request-13945US.pdf	226704 40c918be11334e600fe9e93bbad41db673492a6d	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	435163		

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

REMARKS

The Final Office Action of February 10, 2020 has been received and reviewed. Claims 1-20 are currently pending in the application. Claims 1-20 stand rejected.

Applicant proposes to amend claims 1, 6, 7, 12, 16, 19, and 20 herein. Support for the proposed amendments to claims 1, 12, and 16 is found in the as-filed specification at least at original claims 6, 7, 19, and 20. The proposed amendments to claims 6, 7, 19, and 20 are for clarity due to the amendments to claims 1 and 16. No new matter has been added. Reconsideration of the application as proposed to be amended herein is respectfully requested.

Interview Summary

On April 1, 2020, the undersigned attorney participated in an interview with the Examiner Adam Casillas. Applicant appreciates the Examiners' preparation for, and helpful comments during, the interview, and thanks the Examiner for his cooperation in discussing potential avenues for advancing prosecution. During the interivew, Examiner Casillas indicated that the proposed amendments made herein to claim 1 (and similarly made to claims 12 and 16) would likely overcome the current rejections. No final agreement was reached as to the allowability of the claims.

After Final Consideration Pilot 2.0 Request

Applicants submit a Certification and Request for Consideration Under the After Final Consideration Pilot Program 2.0 (AFCP 2.0 Program) concurrently with this amendment, ***which authorizes additional time for the Examiner to search and/or consider this after-final response.*** Thus, the aforementioned amendments and the remarks herein should be fully considered by the Examiner pursuant to the AFCP 2.0 Program, unless such further search and consideration, with interview, cannot be completed within the allotted additional time. Applicant respectfully submits that, should the proposed amendments and arguments herein, require an additional search and consideration, ***such additional search and consideration can and should be completed within the additional time allowed by the AFCP 2.0 Program***. If, after such authorized search and/or consideration, the Examiner is of the opinion that this response does not place the application in condition for allowance, then, pursuant to the AFCP 2.0 Program,

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Applicant respectfully requests that the Examiner schedule and conduct an ***interview*** to discuss the results of the Examiner's further search and/or consideration with the undersigned, thus complying with the AFCP 2.0 program and to further the Office's on-going efforts toward compact prosecution and increased collaboration between examiners and stakeholders. If, however unlikely, the Examiner is of the opinion that the proposed amendments and remarks herein necessitate additional search and/or consideration ***in excess of the time permitted by the AFCP 2.0 Program***, Applicant respectfully requests that the Examiner indicate as such, and acknowledge receipt of the AFCP 2.0 Request, in an Advisory Action.

35 U.S.C. § 102 Anticipation Rejections

Anticipation Rejection Based on Shaposhnikov

Claims 1, 2, 12, 16, and 17 are rejected under 35 U.S.C. 102(a)(2) as being anticipated by Shaposhnikov (US 2017/0147364 Al). Applicant respectfully traverses this rejection, as hereinafter set forth.

The anticipation rejections of claims 1, 2, 12, 16, and 17 should be withdrawn because Shaposhnikov does not describe, expressly or inherently, each and every element of independent claims 1, 12, or 16, as proposed to be amended. For example, Shaposhnikov does not describe a "method, comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection; receiving a selection of a website type of the plurality of website types, **wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another; in response to receiving the selection of a website type of the plurality of website types**, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response

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to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, **a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages**; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website," as recited in claim 1 and similarly recited in claims 12 and 16.

1. **Shaposhnikov does not describe a website type comprising "a series of directional webpages configured to cause an end user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16.**

As discussed in the interview, Shaposhnikov does not describe **a website type** comprising "a series of directional webpages configured to cause an ends user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16. Shaposhnikov describes a method of "simultaneously creating a website and an app including providing, at the at least one website, a first coding template operably configured to create a website and a second coding template operably configured to create a mobile app." *Shaposhnikov,* Abstract. Shaposhnikov also describes creating "a channel" that includes creating both a "website" and a "corresponding mobile app" simultaneously. *Shaposhnikov,* ¶[0090]. Shaposhnikov further describes that a developer "may select a category to be associated with the channel [and that] the channel categories include restaurant, business organizations, health and fitness, education, sports and activities, and others." *Shaposhnikov,* ¶[0094]. A user may further "1) select a channel name; 2) choose a category for the channel; 3) choose a template for the channel; 4) choose a color scheme for the channel; and 5) click a "create channel" button." *Shaposhnikov,* ¶[0093].

In this case, the Examiner cites the selection of a channel name, a channel category, a channel template, a color scheme, or selectable items within menus of Shaposhnikov as allegedly describing "a series of directional webpages configured to cause a particular user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16. *Office Action*, pp 2

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and 4. However, as discussed in the interview, the elements pointed to by the Examiner are, at best, part of a website creation engine and do not form any part of an eventual generated website available to an end user. Therefore, neither the channel, nor the website, nor the app, nor any of the menus (e.g., selectable elements) of Shaposhnikov includes a website type including a "series of directional webpages configured to cause an end user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16, as proposed to be amended. Accordingly, Shaposhnikov does not describe each and every element of claims 1, 12, and 16, for at least this reason.

2. **Shaposhnikov does not describe a website type comprising "a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16.**

Applicant reiterates that Shaposhnikov does not describe a website type comprising "a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16. While not directly discussed in the interview, because Shaposhnikov does not describe a website type including a "series of directional webpages configured to cause an end user interaction with a website," Shaposhnikov cannot teach a website editor graphical interface having a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages, as recited in claim 1 and similarly recited in claims 12 and 16.

In this case, the Examiner apparently points to "options tabs 1102, a settings tab 1104, add/edit content selection buttons 1106, etc., which would not be shown on the published website 704 and mobile app 706" as allegedly correlating to the "webpage tabs" of the claims. *See Office Action*, p. 4. However, none of the "option tabs 1102," the "settings tab 1104," or the "add/edit content selection buttons 1106" represents webpages of a "series of direction webpages," as required in the claims. Rather, upon selection of the option tabs 1102 of Shaposhnikov, an options menu 1302 is displayed which enables a use to turn on and off

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elements of the website. *Shaposhnikov,* ¶[0115]. As a result, the option tabs 1102 represent an options menu 1302 and not a webpage. Likewise, upon selection of the settings tab 1104, an administrative settings page 1400[1] is displayed and not a webpage of a "series of direction webpages." As a result, the settings tab 1104 represents an administrative settings page 1400 and not a webpage of a launched generic website. Furthermore, Shaposhnikov does not provide any description as to the use and function of the "add/edit content selection buttons 1106," and therefore, the "add/edit content selection buttons 1106" of Shaposhnikov cannot describe a tab "representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16. Accordingly, Shaposhnikov does not describe each and every element of claims 1, 12, and 16, for this additional reason.

3. **Shaposhnikov does not describe a website type comprising "wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as proposed to be amended.**

As discussed briefly in the interview, Shaposhnikov does not describe a series of direction webpages comprising "wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as proposed to be amended.

The Examiner admits that Shaposhnikov fails to describe the foregoing limitation. *Office Action, p. 15*. Applicant acknowledges that the Examiner has cited Olliphant as allegedly describing similar subject matter to the above limitation. However, while Olliphant describes displaying a number of webpages sequentially, Olliphant does not describe anything in regard to a "selected website type" in a website creation process that represents "a series of direction webpages . . . wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided

[1] Applicant further notes that the settings tab 1104 is not "shown on the published website" and therefore, would not be accessible to a visitor. *Shapo*, ¶[0108] Accordingly, the settings tab 1104 could not represent webpage of a "series of direction webpages" of the launched generic website of the claims.

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sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as proposed to be amended. Rather, Olliphant describes a process for dynamically selecting and presenting a webpage from a list of webpages to a user. *Olliphant*, Abstract. The process includes selecting the webpage from the list of one or more webpages and displaying the chosen webpage on a client device. *Id.* The webpage is chosen based on selected preferences of a user. *See Olliphant*, FIG. 4. Additionally, Olliphant does not describe anything suggesting that the webpages depicted in FIGS. 8A-8S (cited by the Examiner) are part of a selected website type (for generating). Therefore, neither Shaposhnikov, nor Olliphant describe "a series of direction webpages . . . wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as proposed to be amended.

In view of the foregoing, as Shaposhnikov does not expressly or inherently describe each and every element set forth in independent claims 1, 12, and 16, as proposed to be amended, Applicant asserts that claims 1, 12, and 16 are not anticipated by Shape and respectfully requests that the Examiner withdraw the rejection of independent claims 1, 12, and 16 under 35 U.S.C. § 102(a)(2).

Applicant additionally asserts that each of dependent claims 2 and 17 is allowable at least because each depends from one of claims 1 or 16, which are allowable. Therefore, Applicant asserts that claims 2 and 17 are not anticipated by Shaposhnikov and respectfully requests that the Examiner withdraw the rejection of dependent claims 2 and 17 under 35 U.S.C. § 102(a)(2), for at least this reason.

35 U.S.C. § 103 Obviousness Rejections

Obviousness Rejection Based on Shaposhnikov in View of Cordasco

Claims 3-5, 11, 15, and 18 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 A1) in view of Cordasco (US 2012/0151329 A1). Applicant respectfully traverses this rejection, as hereinafter set forth.

Claims 3-5, 11, 15, and 18 depend from one of claims 1, 12, or 16 and include each and every element thereof. As discussed above, Shaposhnikov does not describe each and every

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element of claims 1, 12, and 16. Furthermore, for essentially the same reasons, Shaposhnikov does not teach, suggest, or otherwise render obvious each and every element of claims 1, 12, and 16. Moreover, Cordasco does not remedy the deficiencies of Shaposhnikov in this regard. As Shaposhnikov and Cordasco, when combined, do not teach or suggest all the elements recited in independent claims 1, 12, and 16, Applicant asserts that independent claims 1, 12, and 16 could not have been obvious to a person of ordinary skill in the art at the time the invention was made considering Shaposhnikov in view of Cordasco.

Furthermore, the nonobviousness of independent claims 1, 12, and 16 precludes a rejection of claims 3-5, 11, 15, and 18, which depend therefrom, because a dependent claim is obvious only if the independent claim from which it depends is obvious. *See In re Fine*, 5 U.S.P.Q.2d 1596, 1600 (Fed. Cir. 1988); M.P.E.P. § 2143.03. Therefore, Applicant requests that the Examiner withdraw the 35 U.S.C. § 103(a) obviousness rejection of dependent claims 3-5, 11, 15, and 18.

Obviousness Rejection Based on Shaposhnikov in View of Olliphant

Claims 6-10, 13, 14, 19, and 20 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 Al) in view of Olliphant (US 2008/0263135 A1). Applicant respectfully traverses this rejection, as hereinafter set forth.

Claims 6-10, 13, 14, 19 and 20 depend from one of claims 1, 12, or 16 and include each and every element thereof. As discussed above, Shaposhnikov does not teach, suggest, or otherwise render obvious each and every element of claims 1, 12, and 16. Furthermore, Olliphant does not remedy the deficiencies of Shaposhnikov in this regard. As Shaposhnikov and Olliphant, when combined, do not teach or suggest all the elements recited in independent claims 1, 12, and 16, Applicant asserts that independent claims 1, 12, and 16 could not have been obvious to a person of ordinary skill in the art at the time the invention was made considering Shaposhnikov in view of Olliphant.

Furthermore, the nonobviousness of independent claims 1, 12, and 16 precludes a rejection of claims 6-10, 13, 14, 19 and 20, which depend therefrom, because a dependent claim is obvious only if the independent claim from which it depends is obvious. *See In re Fine*, 5 U.S.P.Q.2d 1596, 1600 (Fed. Cir. 1988); M.P.E.P. § 2143.03. Therefore, Applicant requests that

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the Examiner withdraw the 35 U.S.C. § 103(a) obviousness rejection of dependent claims 3-5, 11, 15, and 18.

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ENTRY OF AMENDMENTS

The proposed amendments to claims 1, 6, 7, 12, 16, 19, and 20 above should be entered by the Examiner because the amendments are supported by the as-filed disclosure and do not add new matter to the application. Applicant respectfully asserts that the proposed amendments do not require a further search; however, should the Examiner determine otherwise, Applicant respectfully asserts that such search be conducted pursuant to the AFCP program. Finally, if the Examiner determines that the amendments do not place the application in condition for allowance, entry is respectfully requested upon filing of a Notice of Appeal herein.

CONCLUSION

Claims 1-20 are believed to be in condition for allowance, and an early notice thereof is respectfully solicited. Should the Examiner determine that additional issues remain that might be resolved by a telephone conference, the Examiner is respectfully invited to contact Applicant's undersigned attorney.

Respectfully submitted,

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KMW/ljb

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IN THE CLAIMS:

Claims 1, 6, 7, 12, 16, 19, and 20 are proposed to be amended herein. Please note that all claims currently pending and under consideration in the referenced application are shown below. Please enter these claims as proposed to be amended. This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for ~~selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;~~selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage

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tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

2. (Original) The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

3. (Original) The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. (Original) The method of claim 2, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. (Original) The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

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6. (Currently Amended) The method of claim 1, wherein ~~the series of directional webpages of the selected website type of the plurality of websites types comprises a~~the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

7. (Currently Amended) The method of claim 1, wherein ~~the series of directional webpages of the selected website type of the plurality of websites types comprises a~~the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

8. (Original) The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

9. (Original) The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. (Original) The method of claim 9, further comprising sending an email to the email address.

11. (Original) The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

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12. (Currently Amended) A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for ~~selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;~~selection;

receive a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receive a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

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in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. (Original) The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. (Original) The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. (Original) The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

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16. (Currently Amended) A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for ~~selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;~~selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

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in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. (Previously Presented) The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

18. (Previously Presented) The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. (Currently Amended) The non-transitory computer-readable medium of claim 16, wherein the ~~series of directional webpages of the selected website type of the plurality of websites types comprises a~~ plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

20. (Currently Amended) The non-transitory computer-readable medium of claim 16, wherein the ~~series of directional webpages of the selected website type of the plurality of websites types comprises a~~ plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/880,226	Filing Date 01/25/2018	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

	(Column 1)	(Column 2)			
FOR	NUMBER FILED	NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	04/07/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/BRENDA V HARRISON/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 04/07/2020

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
04/07/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0434

Applicant-Initiated Interview Summary	**Application No.** 15/880,226	**Applicant(s)** Dickerson et al.	
	Examiner ROLAND J CASILLAS	**Art Unit** 2141	**AIA (FITF) Status** Yes

All participants (applicant, applicants representative, PTO personnel):

(1) ROLAND J. CASILLAS (Examiner).

(3) KYLE WOODHOUSE (Applicant's Rep.).

(2) _____.

(4) _____.

Date of Interview: 01 April 2020.

Type: ☑ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☑ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☑102 ☐103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: 1.

Identification of prior art discussed: Of Record.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Parties discussed the proposed amendments as they relate to the art of record. Parties discussed additional language to further define the invention over the art of record. No agreement was reached as to allowability and examiner is awaiting a formal response from applicant.

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☑ Attachment

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiners responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicants correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,-
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicants record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiners version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, Interview Record OK on the paper recording the substance of the interview along with the date and the examiners initials.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

PROPOSED AGENDA FOR INTERVIEW

Please find below a proposed agenda for the telephone interview scheduled for Wednesday, April 1, 2020 at 10:00 am Pacific.

Participants:

Examiner Roland J. Casillas, 571-272-4994

Kyle M. Woodhouse, Reg. No. 70,087, attorney for applicant.

Discuss Pending Rejection of the Claims:

1. Discuss rejection of the claims under 35 USC 102(a)(2) as being anticipated by Shaposhnikov (US 2017/0147364 Al).
2. Discuss rejection of the claims under 35 U.S.C. 103 as being unpatentable over Shaposhnikov in view of Cordasco (US 2012/0151329 A1).
3. Discuss rejection of the claims under 35 U.S.C. 103 as being unpatentable over Shaposhnikov in view of Olliphant (US 2008/0263135 A1).

Petitioner HighLevel Ex-1004, 0438

Informal Communication
For discussion purposes

Discuss Proposed Claim Amendments:

First proposed amendment

1. (Currently Amended) A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website, wherein each series of directional webpages of the selected website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

receiving a selection of a website type of the plurality of website types;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

Petitioner HighLevel Ex-1004, 0439

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

Second proposed amendment

1. (Currently Amended) A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website, wherein each series of directional webpages of the selected website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

receiving a selection of a website type of the plurality of website types, the selected website type comprising a respective series of directional webpages comprising a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

Petitioner HighLevel Ex-1004, 0440

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

Third proposed amendment

1. (Currently Amended) A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website, wherein each series of directional webpages of the selected website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

receiving a selection of a website type of the plurality of website types, the selected website type comprising a respective series of directional webpages comprising a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and the respective series of directional webpages;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the respective series of directional webpages;

Petitioner HighLevel Ex-1004, 0441

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

Petitioner HighLevel Ex-1004, 0442

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 04/27/2020

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
04/27/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0443

Advisory Action Before the Filing of an Appeal Brief	**Application No.** 15/880,226	**Applicant(s)** Dickerson et al.	
	Examiner ROLAND J CASILLAS	**Art Unit** 2141	**AIA (FITF) Status** Yes

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 07 April 2020 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

NO NOTICE OF APPEAL FILED

1. ☑ The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:
   a) ☐ The period for reply expires ____ months from the mailing date of the final rejection.
   b) ☑ The period for reply expires on: (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
   c) ☐ A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first after-final reply filed within 2 months of the mailing date of the final rejection.The current period for reply expires ____ months from the mailing date of *the prior Advisory Action* or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.
   Examiner Note: If box 1 is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANTS FIRST AFTER-FINAL REPLY WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37CFR 41.37(a).

AMENDMENTS

3. ☑ The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   a) ☑ They raise new issues that would require further consideration and/or search (see NOTE below);
   b) ☐ They raise the issue of new matter (see NOTE below);
   c) ☐ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.
   NOTE: Further search and consideration is required (See 37CFR 1.116 and 41.33(a)).
4. ☐ The amendments are not in compliance with 37CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. ☐ Applicants reply has overcome the following rejection(s): _____
6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. ☑ For purposes of appeal, the proposed amendment(s):(a) ☑ will not be entered, or (b) ☐ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

8. ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____
9. ☐ The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
10. ☐ The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
11. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

12. ☑ The request for reconsideration has been considered but does NOT place the application in condition for allowance because: Further search and consideration is required.
13. ☐ Note the attached Information *Disclosure Statement*(s). (PTO/SB/08) Paper No(s). _____
14. ☑ Other: PTO-2323; PTO-413B.

STATUS OF CLAIMS

15. The status of the claim(s) is (or will be) as follows:
    Claim(s) allowed:_____.
    Claim(s) objected to:_____.
    Claim(s) rejected:1-20.
    Claim(s) withdrawn from consideration:_____.

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

Petitioner HighLevel Ex-1004, 0444

Examiner-Initiated Interview Summary	Application No. 15/880,226	Applicant(s) Dickerson et al.	
	Examiner ROLAND J CASILLAS	Art Unit 2141	AIA (FITF) Status Yes

All participants (applicant, applicant's representative, PTO personnel):

(1) ROLAND J. CASILLAS (Examiner).

(3) KYLE WOODHOUSE (Applicant's Rep.).

(2) _____.

(4) _____.

Date of Interview: 22 April 2020.

Type: ☑ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☑ No.
If Yes, brief description: _____.

Issues Discussed ☐ 101 ☐ 112 ☑ 102 ☐ 103 ☐ Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: 1.

Identification of prior art discussed: Of record.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Parties discussed the proposed amendments as they relate to the art of record. Parties discussed additional language to further define the invention over the art of record. Parties agreed the additional language would overcome the current rejection and art but further search and consideration would be required. There was no agreement as to allowability and examiner is awaiting a formal response from applicant.

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

Petitioner HighLevel Ex-1004, 0445

AFCP 2.0 Decision	Application No.	Applicant(s)	
	15/880,226	Dickerson et al.	
	Examiner	Art Unit	AIA (FITF) Status
	ROLAND J CASILLAS	2141	Yes

This is in response to the After Final Consideration Pilot request filed 07 April 2020.

1. **Improper Request** – The AFCP 2.0 request is improper for the following reason(s) and the after final amendment submitted with the request will be treated under pre-pilot procedure.

   ☐ An AFCP 2.0 request form PTO/SB/434 (or equivalent document) was not submitted.

   ☐ A non-broadening amendment to at least one independent claim was not submitted.

   ☐ The request is not the first proper AFCP 2.0 request submitted in response to the most recent final rejection.

   ☐ Other: _____

2. **Proper Request**

   A. After final amendment submitted with the request will not be treated under AFCP 2.0.
   The after final amendment cannot be reviewed and a search conducted within the guidelines of the pilot program.

   ☐ The after final amendment will be treated under pre-pilot procedure.

   B. Updated search and/or completed additional consideration.
   The examiner performed an updated search and/or completed additional consideration of the after final amendment within the time authorized for the pilot program. The result(s) of the updated search and/or completed additional consideration are:

   ☐ 1. All of the rejections in the most recent final Office action are overcome and a Notice of Allowance is issued herewith.

   ☐ 2. The after final amendment would not overcome all of the rejections in the most recent final Office action . See attached interview summary for further details.

   ☐ 3. The after final amendment was reviewed, and it raises a new issue(s). See attached interview summary for further details.

   ☑ 4. The after final amendment raises new issues, but would overcome all of the rejections in the most recent final Office action. A decision on determining allowability could not be made within the guidelines of the pilot. See attached interview summary for further details, including any newly discovered prior art.

   ☐ 5. Other: _____

   Examiner Note: Please attach an interview summary when necessary as described above.

Petitioner HighLevel Ex-1004, 0446

PATENT
REPLY UNDER 37 CFR § 1.116
EXPEDITED PROCEDURE
TECHNOLOGY CENTER 2100

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

VIA ELECTRONIC FILING
April 7, 2020

DO NOT ENTER: /R.J.C/
04/22/2020

AMENDMENT UNDER 37 C.F.R. §1.116 AND REQUEST FOR PARTICIPATION IN THE AFTER FINAL CONSIDERATION PROGRAM

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following amendments and remarks are filed in response to the Examiner's remarks in the Final Office Action of February 10, 2020, the three-month shortened statutory period for response to which expires on May 10, 2020. This response is submitted on or before two months from the date of the Final Office Action.

Amendments to the Claims are reflected in the listing of claims that begins on page 3 of this paper.

Remarks begin on page 10 of this paper.

Petitioner HighLevel Ex-1004, 0448

Doc code: RCEX
Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (07-14)
Approved for use through 07/31/2016. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL
(Submitted Only via EFS-Web)

Application Number	15/880,226	Filing Date	2018-01-25	Docket Number (if applicable)	3819-P13945US	Art Unit	2141
First Named Inventor	Todd Dickerson			Examiner Name	Roland J. Casillas		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
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- ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____
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- ☒ Amendment/Reply
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☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____ (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

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FEES

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

VIA ELECTRONIC FILING
April 29, 2020

AMENDMENT ACCOMPANYING
REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment is submitted simultaneously with a REQUEST FOR CONTINUED EXAMINATION. The following amendments and remarks are filed in response to the Advisory Action issued April 27, 2020, and Examiner's remarks in the Final Office Action issued February 10, 2020, the three-month shortened statutory period for response to which expires on May 10, 2020. Entry of the amendments as set forth herein is respectfully solicited.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 9 of this paper.

IN THE CLAIMS:

Claims 1, 6, 7, 12, 16, 19, and 20 are amended herein. Please note that all claims currently pending and under consideration in the referenced application are shown below. Please enter these claims as amended. This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for ~~selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;~~selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates and the series of direction webpages of the selected website type;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the

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website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

2. (Original) The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

3. (Original) The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. (Original) The method of claim 2, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. (Original) The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

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6. (Currently Amended) The method of claim 1, wherein ~~the series of directional webpages of the selected website type of the plurality of websites types comprises a~~the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

7. (Currently Amended) The method of claim 1, wherein ~~the series of directional webpages of the selected website type of the plurality of websites types comprises a~~the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

8. (Original) The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

9. (Original) The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. (Original) The method of claim 9, further comprising sending an email to the email address.

11. (Original) The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

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12. (Currently Amended) A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for ~~selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;~~selection;

receive a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website;

receive a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

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receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. (Original) The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. (Original) The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. (Original) The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

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16. (Currently Amended) A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for ~~selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;~~selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of direction webpages of the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

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in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. (Previously Presented) The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

18. (Previously Presented) The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. (Currently Amended) The non-transitory computer-readable medium of claim 16, wherein the ~~series of directional webpages of the selected website type of the plurality of websites types comprises a~~ plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

20. (Currently Amended) The non-transitory computer-readable medium of claim 16, wherein the ~~series of directional webpages of the selected website type of the plurality of websites types comprises a~~ plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

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REMARKS

The Final Office Action of February 10, 2020 and the Advisory Action of April 27, 2020 have been received and reviewed. Claims 1-20 are currently pending in the application. Claims 1-20 stand rejected.

Applicant amends claims 1, 6, 7, 12, 16, 19, and 20 herein. Support for the amendments to claims 1, 12, and 16 is found in the as-filed specification at least at original claims 6, 7, 19, and 20. The amendments to claims 6, 7, 19, and 20 are for clarity due to the amendments to claims 1 and 16. No new matter has been added. Reconsideration of the application as amended herein is respectfully requested.

Interview Summary

On April 22, 2020, the undersigned attorney participated in an After Final Consideration Program interview with the Examiner Adam Casillas. Applicant appreciates the Examiners' preparation for, and helpful comments during, the interview, and thanks the Examiner for his cooperation in discussing potential avenues for advancing prosecution. During the interivew, Examiner Casillas indicated that the amendments made herein to claim 1 (and similarly made to claims 12 and 16) would likely overcome the current rejections and could lead to allowability of the claim pending an updated search and consideration. No final agreement was reached as to the allowability of the claims.

35 U.S.C. § 102 Anticipation Rejections

Anticipation Rejection Based on Shaposhnikov

Claims 1, 2, 12, 16, and 17 are rejected under 35 U.S.C. 102(a)(2) as being anticipated by Shaposhnikov (US 2017/0147364 Al). Applicant respectfully traverses this rejection, as hereinafter set forth.

The anticipation rejections of claims 1, 2, 12, 16, and 17 should be withdrawn because Shaposhnikov does not describe, expressly or inherently, each and every element of independent claims 1, 12, or 16, as amended. For example, Shaposhnikov does not describe a "method, comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the

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selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection; receiving a selection of a website type of the plurality of website types, **wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another; in response to receiving the selection of a website type of the plurality of website types**, providing, to the user for display on the client device, a plurality of website templates for selection, **the plurality of website templates being particular to the selected website type and to the series of direction webpages of the selected website type**; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, **a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages**; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website," as recited in claim 1 and similarly recited in claims 12 and 16.

1. **Shaposhnikov does not describe a website type comprising "a series of directional webpages configured to cause an end user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16.**

As agreed upon in the interview, Shaposhnikov does not describe **a website type** comprising "a series of directional webpages configured to cause an ends user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16. Shaposhnikov describes a method of "simultaneously creating a website and an app including providing, at the at least one website, a first coding template operably configured to create a website and a second coding template operably configured to create a mobile app." *Shaposhnikov,* Abstract. Shaposhnikov

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also describes creating "a channel" that includes creating both a "website" and a "corresponding mobile app" simultaneously. *Shaposhnikov,* ¶[0090]. Shaposhnikov further describes that a developer "may select a category to be associated with the channel [and that] the channel categories include restaurant, business organizations, health and fitness, education, sports and activities, and others." *Shaposhnikov,* ¶[0094]. A user may further "1) select a channel name; 2) choose a category for the channel; 3) choose a template for the channel; 4) choose a color scheme for the channel; and 5) click a "create channel" button." *Shaposhnikov,* ¶[0093].

In this case, the Examiner cites the selection of a channel name, a channel category, a channel template, a color scheme, or selectable items within menus of Shaposhnikov as allegedly describing "a series of directional webpages configured to cause a particular user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16. *Office Action*, pp 2 and 4. However, as discussed in the interview, the elements pointed to by the Examiner are, at best, part of a website creation engine and do not form any part of an eventual generated website available to an end user. Therefore, neither the channel, nor the website, nor the app, nor any of the menus (e.g., selectable elements) of Shaposhnikov includes a website type including a "series of directional webpages configured to cause an end user interaction with a website," as recited in claim 1 and similarly recited in claims 12 and 16, as amended. Accordingly, Shaposhnikov does not describe each and every element of claims 1, 12, and 16, for at least this reason.

2. **Shaposhnikov does not describe a "plurality of website templates being particular to the selected website type and to the series of direction webpages of the selected website type," as recited in claim 1 and similarly recited in claims 12 and 16.**

As agreed upon in the interview, Shaposhnikov also does not describe a "plurality of website templates being particular to the selected website type and to the series of direction webpages of the selected website type," as recited in claim 1 and similarly recited in claims 12 and 16. Accordingly, Shaposhnikov does not describe each and every element of claims 1, 12, and 16, for at least this additional reason.

3. **Shaposhnikov does not describe a website type comprising "a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs**

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representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16.

Applicant reiterates that Shaposhnikov does not describe a website type comprising "a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages," as recited in claim 1 and similarly recited in claims 12 and 16. While not directly discussed in the interview, because Shaposhnikov does not describe a website type including a "series of directional webpages configured to cause an end user interaction with a website," Shaposhnikov cannot teach a website editor graphical interface having a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages, as recited in claim 1 and similarly recited in claims 12 and 16.

In this case, the Examiner apparently points to "options tabs 1102, a settings tab 1104, add/edit content selection buttons 1106, etc., which would not be shown on the published website 704 and mobile app 706" as allegedly correlating to the "webpage tabs" of the claims. *See Office Action*, p. 4. However, none of the "option tabs 1102," the "settings tab 1104," or the "add/edit content selection buttons 1106" represents webpages of a "series of direction webpages," as required in the claims. Rather, upon selection of the option tabs 1102 of Shaposhnikov, an options menu 1302 is displayed which enables a use to turn on and off elements of the website. *Shaposhnikov,* ¶[0115]. As a result, the option tabs 1102 represent an options menu 1302 and not a webpage. Likewise, upon selection of the settings tab 1104, an administrative settings page 1400[1] is displayed and not a webpage of a "series of direction webpages." As a result, the settings tab 1104 represents an administrative settings page 1400 and not a webpage of a launched generic website. Furthermore, Shaposhnikov does not provide any description as to the use and function of the "add/edit content selection buttons 1106," and therefore, the "add/edit content selection buttons 1106" of Shaposhnikov cannot describe a tab "representing a webpage of the series of directional webpages," as recited in claim 1 and

[1] Applicant further notes that the settings tab 1104 is not "shown on the published website" and therefore, would not be accessible to a visitor. *Shapo*, ¶[0108] Accordingly, the settings tab 1104 could not represent webpage of a "series of direction webpages" of the launched generic website of the claims.

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similarly recited in claims 12 and 16. Accordingly, Shaposhnikov does not describe each and every element of claims 1, 12, and 16, for this additional reason.

4. **Shaposhnikov does not describe a website type comprising "wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as amended.**

As agreed upon in the interview, Shaposhnikov does not describe a series of direction webpages comprising "wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as amended.

The Examiner admits that Shaposhnikov fails to describe the foregoing limitation. *Office Action, p. 15*. Applicant acknowledges that the Examiner has cited Olliphant as allegedly describing similar subject matter to the above limitation. However, while Olliphant describes displaying a number of webpages sequentially, Olliphant does not describe anything in regard to a "selected website type" in a website creation process that represents "a series of direction webpages . . . wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as amended. Rather, Olliphant describes a process for dynamically selecting and presenting a webpage from a list of webpages to a user. *Olliphant*, Abstract. The process includes selecting the webpage from the list of one or more webpages and displaying the chosen webpage on a client device. *Id.* The webpage is chosen based on selected preferences of a user. *See Olliphant*, FIG. 4. Additionally, Olliphant does not describe anything suggesting that the webpages depicted in FIGS. 8A-8S (cited by the Examiner) are part of a selected website type (for generating). Therefore, neither Shaposhnikov, nor Olliphant describe "a series of direction webpages . . . wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another," as recited in claim 1 and similarly recited in claims 12 and 16, as amended.

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In view of the foregoing, as Shaposhnikov does not expressly or inherently describe each and every element set forth in independent claims 1, 12, and 16, as amended, Applicant asserts that claims 1, 12, and 16 are not anticipated by Shape and respectfully requests that the Examiner withdraw the rejection of independent claims 1, 12, and 16 under 35 U.S.C. § 102(a)(2).

Applicant additionally asserts that each of dependent claims 2 and 17 is allowable at least because each depends from one of claims 1 or 16, which are allowable. Therefore, Applicant asserts that claims 2 and 17 are not anticipated by Shaposhnikov and respectfully requests that the Examiner withdraw the rejection of dependent claims 2 and 17 under 35 U.S.C. § 102(a)(2), for at least this reason.

35 U.S.C. § 103 Obviousness Rejections

Obviousness Rejection Based on Shaposhnikov in View of Cordasco

Claims 3-5, 11, 15, and 18 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 A1) in view of Cordasco (US 2012/0151329 A1). Applicant respectfully traverses this rejection, as hereinafter set forth.

Claims 3-5, 11, 15, and 18 depend from one of claims 1, 12, or 16 and include each and every element thereof. As discussed above, Shaposhnikov does not describe each and every element of claims 1, 12, and 16. Furthermore, for essentially the same reasons, Shaposhnikov does not teach, suggest, or otherwise render obvious each and every element of claims 1, 12, and 16. Moreover, Cordasco does not remedy the deficiencies of Shaposhnikov in this regard. As Shaposhnikov and Cordasco, when combined, do not teach or suggest all the elements recited in independent claims 1, 12, and 16, Applicant asserts that independent claims 1, 12, and 16 could not have been obvious to a person of ordinary skill in the art at the time the invention was made considering Shaposhnikov in view of Cordasco.

Furthermore, the nonobviousness of independent claims 1, 12, and 16 precludes a rejection of claims 3-5, 11, 15, and 18, which depend therefrom, because a dependent claim is obvious only if the independent claim from which it depends is obvious. *See In re Fine*, 5 U.S.P.Q.2d 1596, 1600 (Fed. Cir. 1988); M.P.E.P. § 2143.03. Therefore, Applicant requests that the Examiner withdraw the 35 U.S.C. § 103(a) obviousness rejection of dependent claims 3-5, 11, 15, and 18.

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Obviousness Rejection Based on Shaposhnikov in View of Olliphant

Claims 6-10, 13, 14, 19, and 20 are rejected under 35 U.S.C. 103 as being unpatentable over Shaposhnikov (US 2017/0147364 Al) in view of Olliphant (US 2008/0263135 A1). Applicant respectfully traverses this rejection, as hereinafter set forth.

Claims 6-10, 13, 14, 19 and 20 depend from one of claims 1, 12, or 16 and include each and every element thereof. As discussed above, Shaposhnikov does not teach, suggest, or otherwise render obvious each and every element of claims 1, 12, and 16. Furthermore, Olliphant does not remedy the deficiencies of Shaposhnikov in this regard. As Shaposhnikov and Olliphant, when combined, do not teach or suggest all the elements recited in independent claims 1, 12, and 16, Applicant asserts that independent claims 1, 12, and 16 could not have been obvious to a person of ordinary skill in the art at the time the invention was made considering Shaposhnikov in view of Olliphant.

Furthermore, the nonobviousness of independent claims 1, 12, and 16 precludes a rejection of claims 6-10, 13, 14, 19 and 20, which depend therefrom, because a dependent claim is obvious only if the independent claim from which it depends is obvious. *See In re Fine*, 5 U.S.P.Q.2d 1596, 1600 (Fed. Cir. 1988); M.P.E.P. § 2143.03. Therefore, Applicant requests that the Examiner withdraw the 35 U.S.C. § 103(a) obviousness rejection of dependent claims 3-5, 11, 15, and 18.

Petitioner HighLevel Ex-1004, 0466

CONCLUSION

Claims 1-20 are believed to be in condition for allowance, and an early notice thereof is respectfully solicited. Should the Examiner determine that additional issues remain that might be resolved by a telephone conference, the Examiner is respectfully invited to contact Applicant's undersigned attorney.

Respectfully submitted,

/Kyle M. Woodhouse/

Kyle M. Woodhouse
Registration No. 70,087
Attorney for Applicant
TRASKBRITT, P.C.
P.O. Box 2550
Salt Lake City, Utah 84110-2550
Telephone: 801-532-1922

Date: April 29, 2020
KMW/ljb

Petitioner HighLevel Ex-1004, 0467

Electronic Patent Application Fee Transmittal

Application Number:	15880226
Filing Date:	25-Jan-2018
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Filer:	Kyle M. Woodhouse/Leah Barrow
Attorney Docket Number:	3819-P13945US

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
RCE- 1ST REQUEST	2801	1	650	650
		Total in USD ($)		**650**

Electronic Acknowledgement Receipt

EFS ID:	39299591
Application Number:	15880226
International Application Number:	
Confirmation Number:	8621
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Leah Barrow
Filer Authorized By:	Kyle M. Woodhouse
Attorney Docket Number:	3819-P13945US
Receipt Date:	29-APR-2020
Filing Date:	25-JAN-2018
Time Stamp:	13:28:21
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$650
RAM confirmation Number	E20204SD28557968
Deposit Account	201469
Authorized User	Leah Barrow

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.16 (National application filing, search, and examination fees)

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)

37 CFR 1.20 (Post Issuance fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	Apr-29-2020-RCE-13945US.pdf	1323107 d4717d6b8c669ea34926ff58f8b1f0c9a6e41bcd	no	3
Warnings:					
Information:					
2		Apr-29-2020-RCE-Amendment-13945US.pdf	183666 8dbdacdc6dfb191e67a2ed292bf6d6cd948fcc74	yes	16

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment Submitted/Entered with Filing of CPA/RCE	1	1
	Claims	2	8
	Applicant Arguments/Remarks Made in an Amendment	9	16

Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	30884 667986cb53230147f6fae1a996d06afc11dffcc0	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1537657		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/880,226	Filing Date 01/25/2018	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	04/29/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	SLIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/DIANIECE M JACOBS/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

24247 7590 05/20/2020

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER	
CASILLAS, ROLAND J	
ART UNIT	PAPER NUMBER
2141	

DATE MAILED: 05/20/2020

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

TITLE OF INVENTION: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$500	$0.00	$0.00	$500	08/20/2020

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Maintenance fees are due in utility patents issuing on applications filed on or after Dec. 12, 1980. It is patentee's responsibility to ensure timely payment of maintenance fees when due. More information is available at www.uspto.gov/PatentMaintenanceFees.

Petitioner HighLevel Ex-1004, 0474

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), by mail or fax, or via EFS-Web.

By mail, send to: Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

By fax, send to: (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

24247 7590 05/20/2020
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via EFS-Web or by facsimile to (571) 273-2885, on the date below.

(Typed or printed name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

TITLE OF INVENTION: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$500	$0.00	$0.00	$500	08/20/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
CASILLAS, ROLAND J	2141	715-760000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-09 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____
2 _____
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document must have been previously recorded, or filed for recordation, as set forth in 37 CFR 3.11 and 37 CFR 3.81(a). Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ❑ Corporation or other private group entity ❑ Government

4a. Fees submitted: ❑ Issue Fee ❑ Publication Fee (if required) ❑ Advance Order - # of Copies _____

4b. Method of Payment: *(Please first reapply any previously paid fee shown above)*

❑ Electronic Payment via EFS-Web ❑ Enclosed check ❑ Non-electronic payment by credit card (Attach form PTO-2038)

❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. _____

5. **Change in Entity Status** (from status indicated above)

❑ Applicant certifying micro entity status. See 37 CFR 1.29

❑ Applicant asserting small entity status. See 37 CFR 1.27

❑ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

Petitioner HighLevel Ex-1004, 0475

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 05/20/2020

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER	
CASILLAS, ROLAND J	
ART UNIT	PAPER NUMBER
2141	

DATE MAILED: 05/20/2020

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Petitioner HighLevel Ex-1004, 0476

OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability	Application No. 15/880,226	Applicant(s) Dickerson et al.	
	Examiner ROLAND J CASILLAS	Art Unit 2141	AIA (FITF) Status Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☑ This communication is responsive to 04/29/2020.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

3. ☑ The allowed claim(s) is/are 1-20 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   Certified copies:

   a) ☐ All b) ☐ Some *c) ☐ None of the:

   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
   3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____ .

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☑ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date 03/04/2020.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date. _____.
5. ☐ Examiner's Amendment/Comment
6. ☑ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2141

Petitioner HighLevel Ex-1004, 0478

ALLOWANCE

1. Claims 1-20 are allowed.

Information Disclosure Statement

2. The information disclosure statement (IDS) submitted on 03/04/2020 was filed before the mailing date of the Notice of Allowance. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Response to Arguments

3. **Argument 1**, Applicant argues that Shaposhnikov does not teach the newly amended portions to the independent claims.

4. **Responding to Argument 1**, applicant's argument has been fully considered but is moot because the newly amended claims has placed independent claim 1 and its dependent claims 2-11, independent claim 12 and its dependent claims 13-15, and independent claim 16 and its dependent claims 17-20, in condition for allowance.

Reasons for Allowance

5. The following is an examiner's statement of reasons for allowance: The prior art of record, specifically Shaposhnikov (US 2017/0147364 A1), does not expressly teach or render obvious the invention as recited in independent claims 11, 12, and 16.

6. The prior art of record teaches a method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receiving a selection of the selectable option to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website

editor graphical interface comprising a plurality of webpage tabs [**Shaposhnikov: Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**];

receiving at least one indication of a user interaction editing at least one webpage [**Shaposhnikov: Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage, editing the launched generic website to create a customized website [**Shaposhnikov: Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

7. However, the prior art of record does not teach wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates and the series of direction webpages of the selected website type.

8. In addition, it is not believed to have been within the level of one of ordinary skill in the art at the time of the invention to modify or integrate the electronic device of the prior art to incorporate the features of wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates and the series of direction webpages of the selected website type, in combination with the other elements recited.

9. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROLAND J CASILLAS whose telephone number is (571)272-4994. The examiner can normally be reached on 8am - 6pm PST.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amy Ng can be reached on 571-270-1698. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2141

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

CLAIMS

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	08/14/2019	02/04/2020	05/12/2020						
1	1	✓	✓	=						
2	2	✓	✓	=						
3	3	✓	✓	=						
4	4	✓	✓	=						
5	5	✓	✓	=						
6	6	✓	✓	=						
7	7	✓	✓	=						
8	8	✓	✓	=						
9	9	✓	✓	=						
10	10	✓	✓	=						
11	11	✓	✓	=						
12	12	✓	✓	=						
13	13	✓	✓	=						
14	14	✓	✓	=						
15	15	✓	✓	=						
16	16	✓	✓	=						
17	17	✓	✓	=						
18	18	✓	✓	=						
19	19	✓	✓	=						
20	20	✓	✓	=						

Petitioner HighLevel Ex-1004, 0484

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

CPC - Searched*		
Symbol	**Date**	**Examiner**
G06F16/9577; 16/972; 16/951; 3/0481; 17/248	08/13/2019	RJC
G06F16/9577; 16/972; 16/951; 3/0481; 17/248	02/04/2020	RJC
G06F16/9577; 16/972; 16/951; 3/0481; 17/248; 40/186	05/12/2020	RJC

CPC Combination Sets - Searched*		
Symbol	**Date**	**Examiner**

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	**Date**	**Examiner**
PALM: Inventor Search; Double Patenting	08/13/2019	RJC
EAST: US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM-TDB [See Attached]	08/13/2019	RJC
NPL: ProQuest [See Attached]	08/13/2019	RJC
EAST: US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM-TDB [See Attached]	02/04/2020	RJC
EAST: US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM-TDB [See Attached]	05/12/2020	RJC

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

Petitioner HighLevel Ex-1004, 0485

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	Art Unit
	ROLAND J CASILLAS	2141

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06F	16/9577	05/12/2020	RJC

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	

Petitioner HighLevel Ex-1004, 0486

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	**Art Unit**
	ROLAND J CASILLAS	2141

CPC								
Symbol							**Type**	**Version**
G06F	/	16	/	9577			F	2019-01-01
G06F	/	3	/	0481			I	2013-01-01
G06F	/	16	/	951			I	2019-01-01
G06F	/	16	/	972			I	2019-01-01
G06F	/	40	/	186			I	2020-01-01

CPC Combination Sets								
Symbol					**Type**	**Set**	**Ranking**	**Version**
	/		/					

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	12 May 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	3E

U.S. Patent and Trademark Office — Part of Paper No.: 20200512

Petitioner HighLevel Ex-1004, 0487

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	**Art Unit**
	ROLAND J CASILLAS	2141

INTERNATIONAL CLASSIFICATION					
CLAIMED					
G06F	/	16	/	957	

NON-CLAIMED					
	/		/		

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**

CROSS REFERENCES(S)						
CLASS	**SUBCLASS (ONE SUBCLASS PER BLOCK)**					

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	12 May 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	3E

U.S. Patent and Trademark Office — Part of Paper No.: 20200512

Petitioner HighLevel Ex-1004, 0488

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/880,226	Dickerson et al.
	Examiner	**Art Unit**
	ROLAND J CASILLAS	2141

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	10	10	19	19										
2	2	11	11	20	20										
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7	7	16	16												
8	8	17	17												
9	9	18	18												

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2141	12 May 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	3E

U.S. Patent and Trademark Office

Part of Paper No.: 20200512

Petitioner HighLevel Ex-1004, 0489

Bibliographic Data

Application No: 15/880,226

Foreign Priority claimed: ○ Yes ◉ No

35 USC 119 (a-d) conditions met: ☐ Yes ☑ No ☐ Met After Allowance

Verified and Acknowledged: /ROLAND J CASILLAS/ Examiner's Signature | Initials

Title: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
01/25/2018	715	2141	3819-P13945US
RULE			

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Russell Brunson Eagle, ID, UNITED STATES

Ryan Montgomery Belmont, MI, UNITED STATES

CONTINUING DATA

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

02/20/2018

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FILING FEE RECEIVED

$785

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	12	("20030233425" | "20110161178" | "20130117151" | "20140075385" | "20140143252" | "20150120357" | "20150317750" | "20170116581" | "6185587" | "7194678" | "7458021" | "8799829").PN.	US-PGPUB; USPAT	OR	ON	2020/05/12 06:52
L2	12	(US-20130055071-$ or US-20120151329-$ or US-20090070485-$ or US-20080072139-$ or US-20030167213-$ or US-20020049788-$ or US-20170090734-$ or US-20110161847-$ or US-20170147364-$ or US-20080263135-$ or US-20140075283-$ or US-20180139301-$).did.	US-PGPUB	OR	ON	2020/05/12 07:45
L3	0	L2 and (website with creat$3 with dashboard)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:46
L4	8	L2 and (website with creat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:46
L5	6	L2 and (website with creat$3) and (website near3 (type theme format))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:46

L6	6	L2 and (website with creat$3) and (website near3 (type theme format template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:46
L7	2	L2 and (website with creat$3) and (website near3 (type theme format template)) and (sequential with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:47
L8	552785	(715/$ 715/760).ccls. (G06F16/9577 G06F16/972 G06F16/951 G06F3/0481 G06F3/048$ G06F17/248 G06F40/186).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:52
L9	9438	L8 and (website with creat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:52
L10	2	L8 and ((website with creat$3) same (sequential$3 with webpage))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:52
L11	14	L8 and ((website with creat$3) same (sequential$3 with (webpage page)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 07:53
L12	161	L8 and (website with creat$3) and (website with (tempate type)) and (sequential$3 with (webpage page))	US-PGPUB; USPAT; USOCR; FPRS;	OR	ON	2020/05/12 08:05

			EPO; JPO; DERWENT; IBM_TDB			
L13	3	L8 and (website with creat$3) and ((website with (tempate type)) same (sequential$3 with (webpage page)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:05
L14	6	(website with creat$3) and ((website with (tempate type)) same (sequential$3 with (webpage page)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:13
L15	2	L12 and (series with direction$3 with (webpage page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:15
L16	6	L12 and ((series plural$3) with direction$3 with (webpage page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:15
L17	21840748	L8 an d(website with creat$3 with dashboard)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:24
L18	38	L8 and (website with creat$3 with dashboard)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:24

L19	4	L8 and (website with creat$3 with dashboard) and (select$3 with option with (type theme template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:25
L20	5	(website with creat$3 with dashboard) and (select$3 with option with (type theme template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:26
L21	134	L8 and (select$3 with option with website with (type theme template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:26
L22	3	L21 and (directional with (webpage page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:27
L23	6	L8 and (creat$3 with website with directional with (webpage page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/12 08:28
S1	22	("7325188" "20030167213" "20090070485" "20080150952" "20120324422" "20020049788" "20080072139" "20120151329" "20130055071").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:21
S2	4	"2015172228".pn.	US-PGPUB; USPAT; USOCR; FPRS;	OR	ON	2019/08/13 07:44

			EPO; JPO; DERWENT; IBM_TDB			
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S4	7	(S1 S2) and template	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:52
S5	3	"20170090734".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 07:53
S6	507364	(715/$ 715/760).ccls. (G06F16/9577 G06F16/972 G06F16/951 G06F3/0481 G06F3/048$ G06F17/248).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:18
S7	9425	S6 and (website with (build$3 creat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:20
S8	3955	S6 and (website with (build$3 creat$3)) and (direct$5 with (page link))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:21

S9	1014	S8 and (website with (categor$4 template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:21
S10	937	S9 and ((add$3 includ$3) with (media object video image audio))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:22
S11	2	S10 and (split near3 test)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:23
S12	676	S10 and ((criteria parameter characteristic variant) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:25
S13	290	S10 and ((criteria parameter characteristic variant) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:25
S14	30	S10 and ((criteria parameter characteristic variant) with (value number percentage) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:26
S15	25	S14 and @ad<"20180125"	US-PGPUB; USPAT; USOCR; FPRS;	OR	ON	2019/08/13 09:26

			EPO; JPO; DERWENT; IBM_TDB			
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S17	102	S10 and (sequential with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:40
S18	90	S17 and @ad<"20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 09:41
S19	0	S6 and (series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:01
S20	2	(series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:01
S21	26	S10 and ((series direction$3) with web$page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:02

S22	10	(US-20130055071-$ or US-20120151329-$ or US-20090070485-$ or US-20080072139-$ or US-20030167213-$ or US-20020049788-$ or US-20170090734-$ or US-20110161847-$ or US-20170147364-$ or US-20080263135-$).did.	US-PGPUB	OR	ON	2019/08/13 10:21
S23	2	S22 and (statistic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:22
S24	3	S22 and trigger$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:48
S25	6	S22 and (subscrib$3 subscrip$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 10:51
S26	8	S22 and (buy$3 purchas$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/08/13 11:42
S27	22	("7325188" "20030167213" "20090070485" "20080150952" "20120324422" "20020049788" "20080072139" "20120151329" "20130055071").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S28	4	"2015172228".pn.	US-PGPUB; USPAT;	OR	ON	2020/02/04 09:46

			USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			
S29	0	(S27 S28) and (dashboard)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S30	7	(S27 S28) and template	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S31	3	"20170090734".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S32	536516	(715/$ 715/760).ccls. (G06F16/9577 G06F16/972 G06F16/951 G06F3/0481 G06F3/048$ G06F17/248).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S33	9881	S32 and (website with (build$3 creat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S34	4093	S32 and (website with (build$3 creat$3)) and (direct$5 with (page link))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2020/02/04 09:46

			DERWENT; IBM_TDB			
S35	1022	S34 and (website with (categor$4 template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S36	944	S35 and ((add$3 includ$3) with (media object video image audio))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S37	2	S36 and (split near3 test)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S38	686	S36 and ((criteria parameter characteristic variant) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S39	295	S36 and ((criteria parameter characteristic variant) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S40	30	S36 and ((criteria parameter characteristic variant) with (value number percentage) with (different additional) with user)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46

S41	23	S40 and @ad<"20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S42	4	S36 and (varia$4 with page with option)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S43	106	S36 and (sequential with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S44	90	S43 and @ad<"20180125"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S45	0	S32 and (series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S46	2	(series with webhook)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S47	25	S36 and ((series direction$3) with web$page)	US-PGPUB; USPAT; USOCR; FPRS;	OR	ON	2020/02/04 09:46

			EPO; JPO; DERWENT; IBM_TDB			
S48	10	(US-20130055071-$ or US-20120151329-$ or US-20090070485-$ or US-20080072139-$ or US-20030167213-$ or US-20020049788-$ or US-20170090734-$ or US-20110161847-$ or US-20170147364-$ or US-20080263135-$).did.	US-PGPUB	OR	ON	2020/02/04 09:46
S49	2	S48 and (statistic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S50	3	S48 and trigger$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S51	6	S48 and (subscrib$3 subscrip$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S52	8	S48 and (buy$3 purchas$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/02/04 09:46
S53	12	("20030233425" | "20110161178" | "20130117151" | "20140075385" | "20140143252" | "20150120357" | "20150317750" | "20170116581" |	US-PGPUB; USPAT	OR	ON	2020/04/15 09:33

		"6185587" | "7194678" | "7458021" | "8799829").PN.				
S54	1	S53 and (sequent$3 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 09:43
S55	8	(creat$3 with account) same (sequent$3 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 09:45
S56	649	((web near3 (site page)) with creat$3) same (user with (enrollment sign check$out))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 09:53
S57	20	S56 and (direct$3 with page with process)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 09:54
S58	856	((web near3 (site page)) with creat$3) same (user with (subscription enrollment sign check$out))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:21
S59	214	((web near3 (site page)) with creat$3) same (user with subscription)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:22

S60	43	S59 and (user with direct$3 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:23
S61	5	S59 and (user with direct$3 with next with (page step))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:23
S62	201	((web near3 (site page)) with builder) and (wix).in.as.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:29
S63	0	S62 and (sequen$4 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:29
S64	0	((web near3 (site page)) with builder) and (wix.in. wix.as.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:30
S65	800	wix.in. wix.as.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:30
S66	10	S65 and ((web$site web$page) with build$3)	US-PGPUB; USPAT; USOCR; FPRS;	OR	ON	2020/04/15 10:30

			EPO; JPO; DERWENT; IBM_TDB			
S67	640	((web$site web$page) with build$3) and (purchas$3 with process)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:35
S68	44	S67 and (end with user with input)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:36
S69	26	S68 and sequen$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:36
S70	28	S68 and sequen$4	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 10:36
S71	2	"9147004".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:09
S72	3	"20140075283".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:09

S73	3	"20190012052".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:25
S74	4	("20180139301" "20110191691").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:29
S75	9	"9906615".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:33
S76	162	((web$site web$page) with build$3) and (check$out with process)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:52
S77	95	((web$site web$page) near3 build$3) and (check$out near3 process)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:52
S78	7	S77 and ((series sequent$3) with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/04/15 11:53
S79	12	("20030233425" | "20110161178" | "20130117151" | "20140075385" | "20140143252" | "20150120357" |	US-PGPUB; USPAT	OR	ON	2020/04/22 09:38

		"20150317750" | "20170116581" | "6185587" | "7194678" | "7458021" | "8799829").PN.				

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L24	230057	(715/$ 715/760).ccls. (G06F16/9577 G06F16/972 G06F16/951 G06F3/0481 G06F3/048$ G06F17/248 G06F40/186).cpc.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:28
L25	729	L24 and (creat$3 with website).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:29
L26	5	L24 and (creat$3 with website with dashboard).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:29
L27	0	L24 and (creat$3 with website with dashboard with select$3 with option).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:29
L28	1	L24 and (creat$3 same website same dashboard same select$3 same option).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:29
L29	1	L24 and (creat$3 same website same dashboard same select$3 same option same website same (type theme template)).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:30
L30	1	L24 and (creat$3 same website same dashboard same select$3 same option same website same (type theme template) same directional same (webpage page)).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:30
L31	1	L24 and (creat$3 same website same dashboard same select$3 same option same website same (type theme template) same series same directional same (webpage page)).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:30

L32	0	L24 and (creat$3 same website same dashboard same select$3 same option same website same (type theme template) same series same directional same (webpage page) same (end with user with interaction)).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:31
L33	0	L24 and (creat$3 same website same dashboard same select$3 same option same website same (type theme template) same (series with directional with (webpage page)) same (end with user with interaction)).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:31
L34	0	(creat$3 same website same dashboard same select$3 same option same website same (type theme template) same (series with directional with (webpage page)) same (end with user with interaction)).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:32
L35	0	((creat$3 with website with dashboard) and (select$3 with option with website with (type theme template)) and (series with directional with (webpage page)) with (end with user with interaction)).clm.	US-PGPUB; USPAT	OR	ON	2020/05/12 08:33

5/12/2020 9:06:48 AM
C:\Users\rcasillas\Desktop\Applications\15880226 - Website Creation System\15880226 - Website Creation System.wsp

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (02-18)
Approved for use through 11/30/2020. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2141
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945US

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6185587	B1	2001-02-06	BERNARDO et al.	
	2	7194678	B1	2007-03-20	KOIKE et al.	
	3	7458021	B2	2008-11-25	BALASUBRAMANYAN et al.	
	4	8799829	B2	2014-08-05	GROSZ et al.	

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	1	20030233425	A1	2003-12-18	LYONS et al.	
	2	20110161178	A1	2011-06-30	ROSENSTEIN et al.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.J.C/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15880226
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	First Named Inventor	Todd Dickerson
	Art Unit	2141
	Examiner Name	CASILLAS, ROLAND J
	Attorney Docket Number	3819-P13945US

	3	20130117151	A1	2013-05-09	MACAISA et al.	
	4	20140075385	A1	2014-03-13	WAN et al.	
	5	20140143252	A1	2014-05-22	SILVERSTEIN et al.	
	6	20150120357	A1	2015-04-30	TUCHMAN et al.	
	7	20150317750	A1	2015-11-05	BENHURI MARC N	
	8	20170116581	A1	2017-04-27	SHAH et al.	

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Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] i	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2141
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945US

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EXAMINER SIGNATURE

Examiner Signature	/ROLAND J CASILLAS/	Date Considered	05/12/2020

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15880226
Filing Date	2018-01-25
First Named Inventor	Todd Dickerson
Art Unit	2141
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945US

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☒ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

☒ The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Kyle Woodhouse/	Date (YYYY-MM-DD)	2020-03-04
Name/Print	Kyle Woodhouse	Registration Number	70,087

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

Notice of Allowance Dated:
May 20, 2020

VIA ELECTRONIC FILING
August 19, 2020

AMENDMENT PURSUANT TO 37 C.F.R. § 1.312(a)

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Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Please amend the above-referenced application as follows:

Amendments to the specification begin on page 2 of this paper;

Amendments to the claims are set forth in the listing of claims that begins on page 7 of this paper;

Corrections to the drawings are summarized on page 13 of this paper, with a replacement sheet and an annotated sheet showing the corrections enclosed herewith; and

Remarks appear on page 14 of this paper.

IN THE CLAIMS:

Claims 1-5, 8, 12, and 16-18 have been amended herein. All of the pending claims are presented below. This listing of claims will replace all prior versions and listings of claims in the application. Please enter these claims as amended.

Listing of the Claims:

1. (Currently amended) A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates and the series of ~~direction~~ directional webpages of the selected website type;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

Petitioner HighLevel Ex-1004, 0515

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

2. (Currently amended) The method of claim 1, further comprising including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

3. (Currently amended) The method of claim 2, further comprising including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. (Currently amended) The method of ~~claim 2,~~ claim 3, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. (Currently amended) The method of ~~claim 2,~~ claim 3, wherein the split test selectable element comprises a sliding selectable element.

6. (Previously presented) The method of claim 1, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

Petitioner HighLevel Ex-1004, 0516

7. (Previously presented) The method of claim 1, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

8. (Currently amended) The method of claim 1, wherein at least one ~~webpages~~ webpage of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

9. (Original) The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. (Original) The method of claim 9, further comprising sending an email to the email address.

11. (Original) The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

12. (Currently amended) A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection;

Petitioner HighLevel Ex-1004, 0517

receive a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website type;

receive a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. (Original) The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. (Original) The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

Petitioner HighLevel Ex-1004, 0518

15. (Original) The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

16. (Currently amended) A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of ~~direction~~ directional webpages of the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

Petitioner HighLevel Ex-1004, 0519

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. (Currently amended) The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

18. (Currently amended) The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. (Previously presented) The non-transitory computer-readable medium of claim 16, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

20. (Previously presented) The non-transitory computer-readable medium of claim 16, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

Petitioner HighLevel Ex-1004, 0520

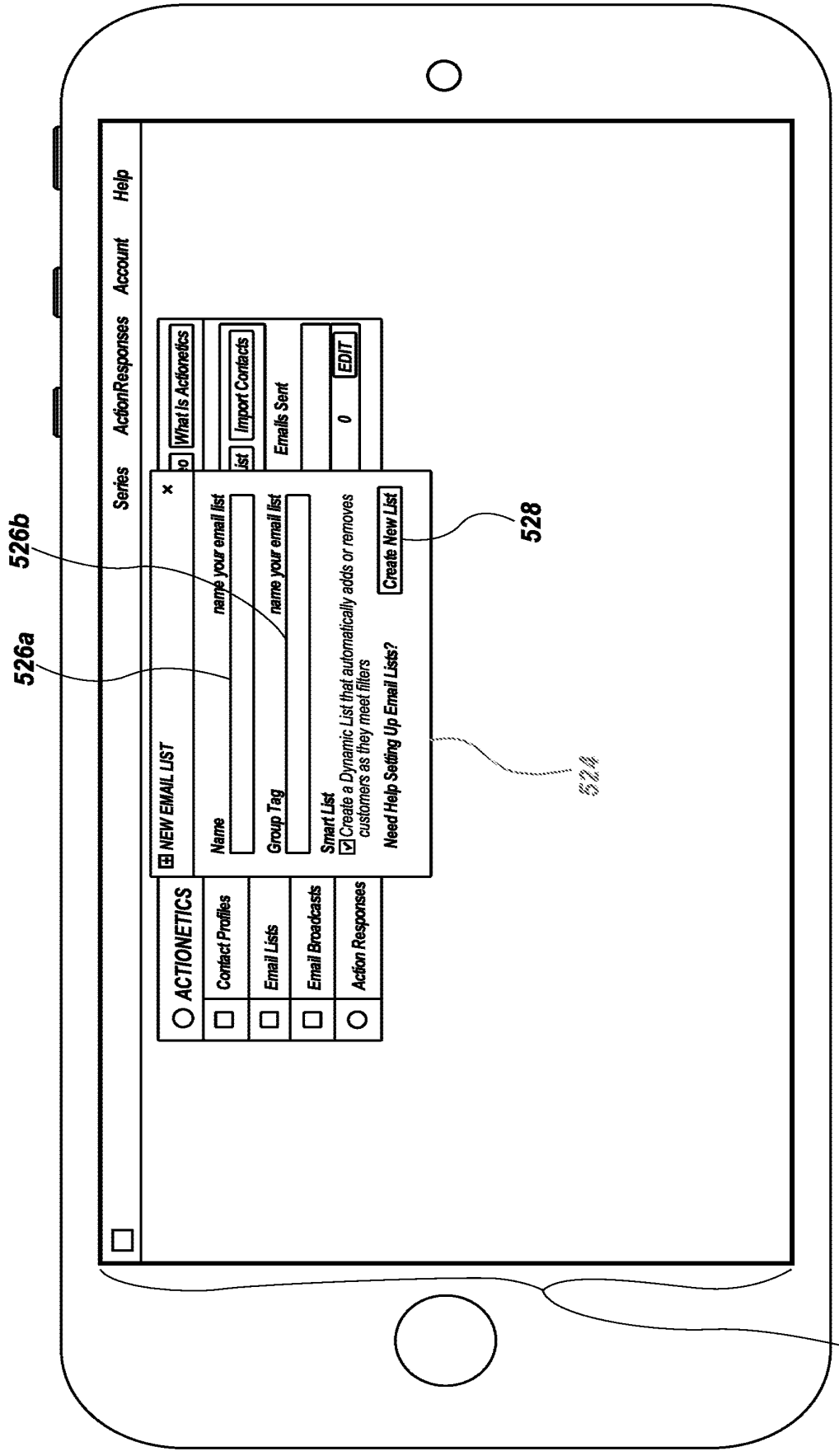

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Need Help Setting Up Email Lists?
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FIG. 5C

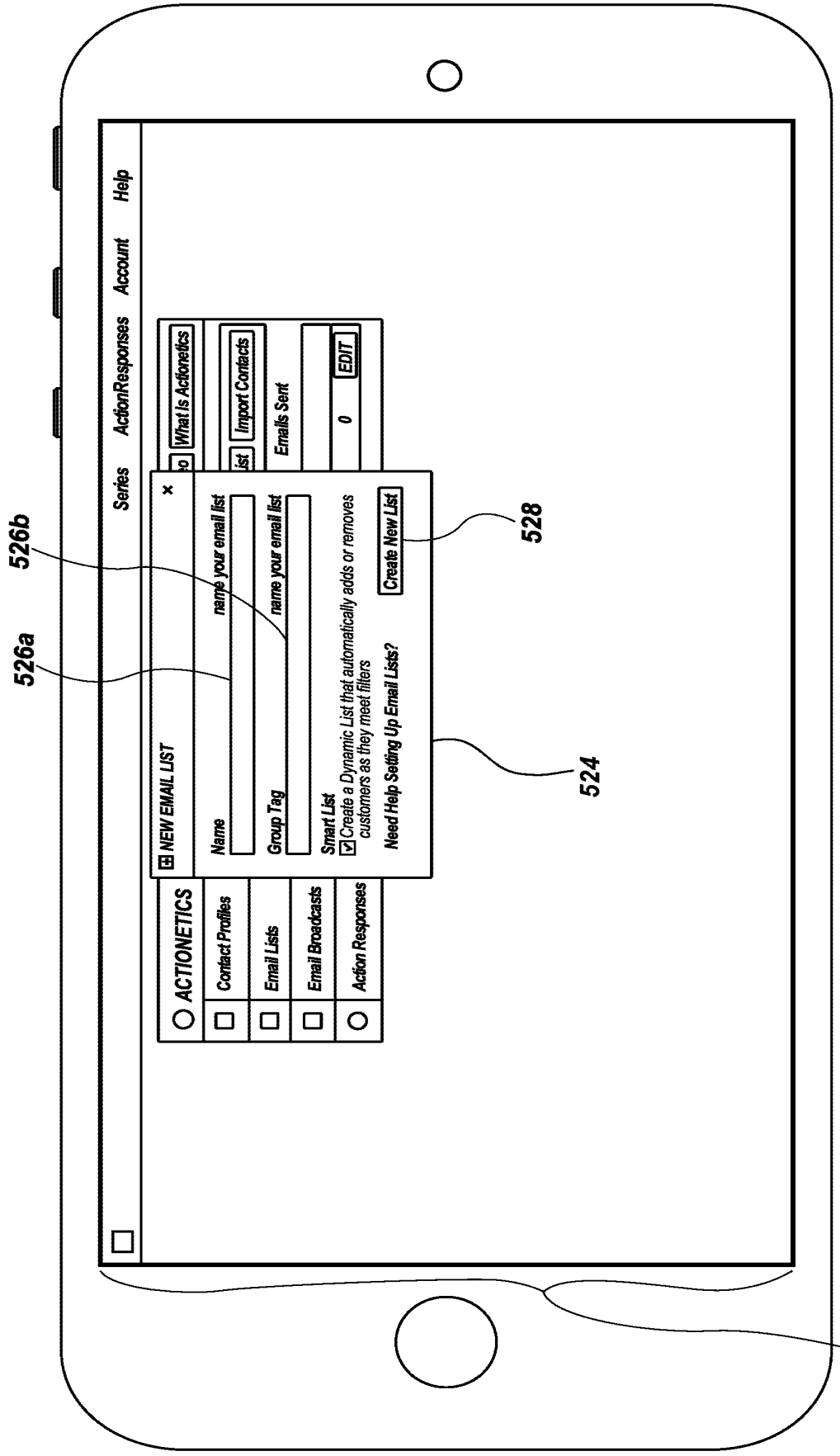

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Name
name your email list
Group Tag
name your email list
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Create a Dynamic List that automatically adds or removes customers as they meet filters
Need Help Setting Up Email Lists?
Create New List
526b
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FIG. 5C

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), by mail or fax, or via EFS-Web.

By mail, send to: Mail Stop ISSUE FEE
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P.O. Box 1450
Alexandria, Virginia 22313-1450

By fax, send to: (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

24247 7590 05/20/2020
TRASKBRITT, P.C.
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SALT LAKE CITY, UT 84110

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

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I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via EFS-Web or by facsimile to (571) 273-2885, on the date below.

Caitlin Johnson	(Typed or printed name)
/Caitlin Johnson/	(Signature)
August 19, 2020	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

TITLE OF INVENTION: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$500	$0.00	$0.00	$500	08/20/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
CASILLAS, ROLAND J	2141	715-760000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-09 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 TraskBritt
2
3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document must have been previously recorded, or filed for recordation, as set forth in 37 CFR 3.11 and 37 CFR 3.81(a). Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE: ClickFunnels

(B) RESIDENCE: (CITY and STATE OR COUNTRY): Eagle, ID

Please check the appropriate assignee category or categories (will not be printed on the patent) : ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. Fees submitted: ☒ Issue Fee ☐ Publication Fee (if required) ☐ Advance Order - # of Copies _____

4b. Method of Payment: *(Please first reapply any previously paid fee shown above)*

☒ Electronic Payment via EFS-Web ☐ Enclosed check ☐ Non-electronic payment by credit card (Attach form PTO-2038)

☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. 201469

5. **Change in Entity Status** (from status indicated above)

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature /Kyle M. Woodhouse/ Date August 19, 2020

Typed or printed name Kyle M. Woodhouse Registration No. 70,087

PTOL-85 Part B (08-18) Approved for use through 01/31/2020 OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Petitioner HighLevel Ex-1004, 0523

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ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
15/880,226	08/19/2020 04:47:23 PM ET	3819-P13945US

Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	8621	FILED BY	Caitlin Johnson
PATENT CENTER #	60070569	FILING DATE	01/25/2018
CUSTOMER #	24247	FIRST NAMED INVENTOR	Todd Dickerson
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Kyle Woodhouse

Documents

TOTAL DOCUMENTS: 9

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
Aug-19-2020-312-Amendments-13945US.pdf		14	-	500 KB
Aug-19-2020-312-Amendments-13945US-A.NA.pdf	(1-1)	1	Amendment after Notice of Allowance (Rule 312)	84 KB
Aug-19-2020-312-Amendments-13945US-SPEC.pdf	(2-6)	5	Specification	98 KB
Aug-19-2020-312-Amendments-13945US-CLM.pdf	(7-12)	6	Claims	98 KB

Aug-19-2020-312-Amendments-13945US-DRW.pdf	(13-13)	1	Drawings-only black and white line drawings	81 KB
Aug-19-2020-312-Amendments-13945US-REM.pdf	(14-14)	1	Applicant Arguments/Remarks Made in an Amendment	81 KB
Aug-19-2020-AnnotatedSheet-13945US.PDF		1	Applicant Arguments/Remarks Made in an Amendment	1133 KB

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Aug-19-2020-ReplacementSheet-13945US.PDF		1	Drawings-only black and white line drawings	1131 KB

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Aug-19-2020-Part-B-13945US.pdf		1	Issue Fee Payment (PTO-85B)	1154 KB

Warning: The attached file contains comments or annotations. Comments are not recommended and may cause processing problems with the document.

Aug-19-2020-Comments-13945US.pdf		4	Post Allowance Communication - Incoming	471 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
Aug-19-2020-312-Amendments-	B40A0606484173617C2A04D5873A4B1C524AA375198BC020A9

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Aug-19-2020-312-Amendments-13945US-A.NA.pdf	2782FE2E8EA2B3D04D289C1DFCDF702F0C90A168877EFE62553E8AEAD45A31ED1A0C17646D6FE6F624038DAFE2806009CB58F853B9B3254C1CD1DA59D9BB867A
Aug-19-2020-312-Amendments-13945US-SPEC.pdf	58B809681D38F4369993BEDBDC43E14512268FAC41DE848A09E20B9F3EC3D0FAA08B39970D6893645A89B21174D448EA0D641B990CF6C95FC1B4F2E9C93DAA85
Aug-19-2020-312-Amendments-13945US-CLM.pdf	5D164026283AEC04B9B5439ECF3A510B184C15218F7494F572519563A934F9A8B2BA22057CC2471FAEFAD138515AA57212C6D6E13A1C5CE4A34AF36A4613127D
Aug-19-2020-312-Amendments-13945US-DRW.pdf	5252BAF4042F0A460760CB41D3CE909DA895F3E3795198CA7A9FADD74841A392893EC957D29FAD0DBA5EBB255402FFF240E4EDCA7A9E41621099283256BEE071
Aug-19-2020-312-Amendments-13945US-REM.pdf	3BC9A209F13AA3AF5F1DEB46BE593F3CCB4DA61A40BA39695A1B7DCFC5D048AAFCBCD8F9BCE77379F5A715C358B8DFCA9FA01A909B153BD94813709C8BC39DBD
Aug-19-2020-AnnotatedSheet-13945US.PDF	243583A14C7DBFC8704E20DE248B57B8269123631E583C59B7A63592F42D22240E7AB47636342ED391257FD45D26A4DE5199B6B17F5DEE2F1D6A783684A1936D
Aug-19-2020-ReplacementSheet-13945US.PDF	B6D13868A79686D18E6B4E989A8C652AD0D846A7BEAB53210F019AD6EDE40152C7FB640015326CC03D57EB46DA9262C8B616F9FD25AC2E4B35BA616D0F5B4D17
Aug-19-2020-Part-B-13945US.pdf	005B39EA36B1F380D7923FF4D966FD3177150A1DEF69D962C560F78182E26BD638E37B44A6A7F7FCC637186E46C9F6B000513CE827B1C6E27662EECA0CA6263A
Aug-19-2020-Comments-13945US.pdf	4323B9C95DDE524E295DC70D05EAC9D5A6F4E34296B9F3EA3E39CECE04E3364EAEDE1DCFCC3E29CE1ED18206C514E5CE84E6E26CAD3230EAB49AFA32C1445002

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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ELECTRONIC PAYMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
15/880,226	08/19/2020 04:47:23 PM ET	3819-P13945US

Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	8621	FILED BY	Caitlin Johnson
PATENT CENTER #	60070569	AUTHORIZED BY	Kyle Woodhouse
CUSTOMER #	24247	FILING DATE	01/25/2018
CORRESPONDENCE ADDRESS	-	FIRST NAMED INVENTOR	Todd Dickerson

Payment Information

PAYMENT METHOD	PAYMENT TRANSACTION ID	PAYMENT AUTHORIZED BY
DA / 201469	E20208IG49043051	Caitlin Johnson

PRE-AUTHORIZED ACCOUNT	PRE-AUTHORIZED CATEGORY
201469	37 CFR 1.16 (National application filing, search, and examination fees); 37 CFR 1.17 (Patent application and reexamination processing fees); 37 CFR 1.19 (Document supply fees); 37 CFR 1.20 (Post Issuance fees); 37 CFR 1.21 (Miscellaneous fees and charges)

FEE CODE	DESCRIPTION	ITEM PRICE($)	QUANTITY	ITEM TOTAL($)
2501	UTILITY ISSUE FEE	500.00	1	500.00
			TOTAL AMOUNT:	$500.00

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for filing date (see 37 CFR 1.53(b)-(d)

and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

Notice of Allowance Dated:
May 20, 2020

VIA ELECTRONIC FILING
August 19, 2020

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is filed in response to the Statement of Reasons for Allowance that appear in the Notice of Allowance of May 20, 2020, and sets forth Applicant's comments, pursuant to 37 C.F.R. §1.104(e), on the Examiner's Statement of Reasons for Allowance accompanying the Notice of Allowance.

In the Notice of Allowance, the Examiner indicates:

The prior art of record, specifically Shaposhnikov (US 2017/0147364 A1), does not expressly teach or render obvious the invention as recited in independent claims 11, 12, and 16.

The prior art of record teaches a method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user dashboard displayed to allow user to create, edit, and manage channels**];

receiving a selection of the selectable option to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**];

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs [**Shaposhnikov: Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**];

receiving at least one indication of a user interaction editing at least one webpage [**Shaposhnikov: Figs. 4, 12, (420), Paras. 108-109, user making the edits to the channel and menu items**]; and

in response to receiving the at least one indication of a user interaction editing at least one webpage, editing the launched generic website to create a customized website [**Shaposhnikov: Fig. 4, (422), Para. 122, user publishes the channel (i.e. website)**].

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> However, the prior art of record does not teach wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates and the series of direction webpages of the selected website type.
>
> In addition, it is not believed to have been within the level of one of ordinary skill in the art at the time of the invention to modify or integrate the electronic device of the prior art to incorporate the features of wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates and the series of direction webpages of the selected website type, in combination with the other elements recited.

Applicant concurs with the reasons as stated by the Examiner insofar as they comprise a summary, which is exemplary and not limiting. However, the scope of the claims is based on the actual language of the claims and equivalents thereof, and not on a paraphrase or summary of the claim language.

The independent claims as allowed recite features and methodology in addition to, and in different language than, those described in the Statement of Reasons for Allowance. Furthermore, the dependent claims recite elements in addition to those of the independent claims, which are also not reflected in the Statement of Reasons for Allowance. Such additional elements, in combination with those of the independent claims from which each claim depends, provide additional reasons for patentability. Accordingly, the scope of the claims must be determined from the literal language of each as a whole, as well as all equivalents thereof.

Petitioner HighLevel Ex-1004, 0532

Therefore, to the extent that the Examiner's reasons for allowance as stated are not relevant to, or wholly encompassing of, a particular claim, independent or dependent, Applicant assumes that (pursuant to 37 C.F.R. §1.104(e)) the Examiner has determined that the record of the prosecution as a whole of the application makes clear the reasons for allowing those claims. Further, it appears, pursuant to M.P.E.P. 1302.14, that the Examiner's Statement of Reasons for Allowance are not intended to encompass all of the reasons for allowance.

Respectfully submitted,

/Kyle M. Woodhouse/

Kyle M. Woodhouse
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Attorney for Applicant
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P.O. Box 2550
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Telephone: 801-532-1922

Date: August 19, 2020
KMW/jlc

Petitioner HighLevel Ex-1004, 0533

IN THE SPECIFICATION:

Please amend paragraph **[0001]** as follows:

[0001] This disclosure relates generally to a website creation system having at least one series of ~~direction~~ directional webpages and related methods.

Please amend paragraph **[0021]** as follows:

[0021] In particular embodiments, the website creation system 108 may be capable of linking a variety of entities (e.g., ~~third~~ third-party systems 116 and a guests). As an example and not by way of limitation, the website creation system 108 may enable users (e.g., guests of a website created via the website creation system 108) to interact with each other as well as receive content from ~~third~~ third-party systems 116 (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created via the website creation system 108 to interact with these entities through an application programming interfaces (API) or other communication channels.

Please amend paragraph **[0022]** as follows:

[0022] In particular embodiments, a website creation system 108 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system 108 may provide a platform, or backbone, which other systems, such as ~~third~~ third-party systems 116, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

Please amend paragraph **[0033]** as follows:

[0033] In addition to providing a member dashboard, the website creation system 108 receives an indication of a user interaction to create a website, as ~~show~~ shown in act 208 of FIG. 2A. For example, upon detecting a user interaction to create a website, the client device 104 and/or the client application 112 can provide an indication of the user interaction to create a

Petitioner HighLevel Ex-1004, 0534

website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction to create a website through the network 102.

Please amend paragraph **[0178]** as follows:

[0178] Additionally, the ~~website~~ website-type selection GUI 314 may include one or more filters 318a-318k for assisting in selecting a particular website type. For example, the filters 318a-318k may include author/speaker/coach/consultant, professional services, retail, ecommerce, b2b, network marketing, generate leads, sell a product, create an event, and other filters.

Please amend paragraph **[0188]** as follows:

[0188] As ~~show~~ shown in FIG. 3J, the website editor GUI 330 may further include a contacts tab 362, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab 362 may show one or more contacts acquired by and through the created website. The contacts tab 362 may include an option to download the contacts. Furthermore, the one or more contacts of the ~~contact~~ contacts tab 362 can be filtered by individual webpages. In other words, which contacts were acquired through which webpage of the created website can be displayed.

Please amend paragraph **[0192]** as follows:

[0192] FIGS. 4A and 4B illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create and execute response actions. For example, the website creation system 108 can utilize the sequence-flow diagram 200 to create response actions (e.g., sending a communication or adding a guest to a communication list) that are executed in response to triggering conditions (e.g., a guest makes a purchase or has a particular social media networking account). The client devices 104, 105, the ~~third~~ third-party system 116, and the website creation system 108 shown in FIGS. 4A and 4B may be example embodiments of the client device 104, the ~~third~~ third-party system 116, and website creation system 108 described in regard to FIG. 1.

Petitioner HighLevel Ex-1004, 0535

Please amend paragraph **[0195]** as follows:

[0195] Additionally, the website creation system 108 receives an indication of a selection of at least one rule of a triggering condition, as ~~show~~ shown in act 404 of FIG. 4A. For instance, the website creation system 108 may receive a selection of at least one rule of a triggering condition that, if met, will trigger the response action described above. For example, the website can, via the client device 104 (e.g., via the application 112), select at least one rule of the triggering condition via the website creation system 108. In some embodiments, the system administrator may select the at least one rule of the triggering condition via the user interface of the website creation system 108. For example, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined rules of a triggering condition, and the system administrator may select at least one predefined rule of a triggering condition via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected rule of a triggering condition within the database 114 of the website creation system 108. Manners in which the at least one rule of a triggering condition is selected are described in greater detail below in regard to FIGS. 5D and 5L.

Please amend paragraph **[0213]** as follows:

[0213] As mentioned above, in some embodiments, when performing the response action, the website creation system 108 generates at least one communication to the guest, as ~~show~~ shown in act 420 of FIG. 4B. In some instances, generating at least one communication to the guest may include generating at least one of an email message, a text message (e.g., a short message service (SMS) message, a multimedia messaging service (MMS) message, an extensible messaging and presence protocol (XMPP) message, a session initiation protocol (SIP) message, an internet relay chat (IRC) message, an enhanced message service (EMS) message, an iMessage message), a notification (e.g., a notification received and displayed via the client device 105 (i.e., an operating system of the client device 105) (e.g., a push notification and/or a notification via a system bar)), instant message, or a social media message (e.g., a message through a messenger). In some embodiments, the at least one communication includes a set series of communications.

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For instance, the set series of communications may include at least one of a text message, an email message, a notification, and a social media network message. As another non-limiting example, the set series of communications includes at least one test message, at least one email message, at least one notification, and at least one social media network message. In some embodiments, each communication of the set series of communication may be provided to the user for display on the client device at substantially the same time. In other embodiments, each communication of the set series of communication may be provided to the user for display on the client device at different times.

Please amend paragraph **[0214]** as follows:

[0214] In addition to generating at least one communication to the guest, the website creation system 108 provides the communication to the guest for display on the ~~user~~ client device 105, as shown in act 422 of FIG. 4B. For example, the website creation system 108 may send the communication to the guest for display on the client device 105 or another client device (e.g., mobile phone). In some embodiments, the website creation system 108 can send the communication to the client device 105 and/or application 113 of the client device 105 via a network (e.g., a cellular network). Depending on a type of generated communication, the website creation system 108 may provide (e.g., send) the generated communication to a routing number (e.g., telephone number), a social media account, an instant messenger identifier (e.g., handle), an email account, etc.

Please amend paragraph **[0216]** as follows:

[0216] As also mentioned above, in further embodiments, when performing the response action, the website creation system 108 adds a tag to a contact data package representing the guest, as ~~show~~ shown in act 428 of FIG. 4B. Adding a tag to a contact data package representing the guest may include generating and adding any tag defined by the system administrator to the contact data representing the guest. For instance, the website creation system 108 can generate a tag and can associate the tag with the contact data package representing the guest. As used herein, the term "tag" and any derivative terms refer to associating identifying (e.g., describing) data with the saved data representing the guest.

Petitioner HighLevel Ex-1004, 0537

Specifically, a tag can indicate aspects (e.g., attributes) of the guest. As non-limiting examples, the tags may include "purchased," "new," established," "Trialing," "Lead," "Prospect," etc. For example, the tags can be utilized to notify the system administrator as to the particular situation or status of the guest. For instance, the tags can be displayed within an administrator page (e.g., a contact list) within the website creation system 108. Furthermore, guests can be grouped according to tags. Likewise, in one or more embodiments, when performing the response action, the website creation system 108 can remove a tag from a data package representing a guest, as shown in Act 430 of FIG. 4B. In one or more embodiments, removing a tag from a contact data package representing the guest may include removing the identifying data from the contact data package. In response to adding or removing a tag to or from the contact data package representing the guest, the website creation system 108 can store the updated contact data package within the database 114.

Please amend paragraph **[0223]** as follows:

[0223] In response to receiving an input for a name and/or group tag of the email list and selecting the selectable option 528, the response action creation GUI 506 may display a rules setting window 532 as ~~show~~ shown in FIG. 5D. The rules setting window 532 may include one or more rules that are customizable by the system administrator. For example, the rules setting window 532 may enable the system administrator to input (e.g., create) any of the rules described above in regard to acts 404 and 418 of FIGS. 4A and 4B. For instance, the rules setting window 532 may include a selectable element 534 for adding a new rule, and for each added new rule, the rules setting window 532 may include a rule type input field 536, an operand input field 538, and an additional input field 540 for defining parameter related to the operand input field 538 (e.g., providing values when the operand includes "equal to"). In view of the foregoing, the rules may be created in any of the manners described above in regard to FIGS. 4A and 4B.

Petitioner HighLevel Ex-1004, 0538

IN THE DRAWINGS:

The attached sheets of drawings include a correction to FIG. 5C. This sheet replaces the original sheet including FIG. 5C.

Specifically, FIG. 5C has been revised to add the reference numeral --524-- with an appropriate lead line previously inadvertently omitted from the drawings. No new matter has been added.

Petitioner HighLevel Ex-1004, 0539

REMARKS

No new matter has been added. The amendments to the specification, claims and drawings correct typographical errors, improve antecedent basis, and do not affect the scope of the claims.

This amendment is submitted prior to or concurrently with the payment of the issue fee and, therefore, no petition or fee is required.

Respectfully submitted,

/Kyle M. Woodhouse/

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Telephone: 801-532-1922

Date: August 19, 2020
KMW/cs

Enclosures: Replacement Sheet
Annotated Sheet Showing Changes

Petitioner HighLevel Ex-1004, 0540

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 08/27/2020

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
08/27/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0541

Response to Rule 312 Communication	Application No.	Applicant(s)	
	15/880,226	Dickerson et al.	
	Examiner	Art Unit	AIA (FITF) Status
	ROLAND J CASILLAS	2141	Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

1. ☑ The amendment filed on 19 August 2020 under 37 CFR 1.312 has been considered, and has been:

a) ☐ entered.

b) ☑ entered as directed to matters of form not affecting the scope of the invention.

c) ☐ disapproved because the amendment was filed after the payment of the issue fee.

Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2141

Petitioner HighLevel Ex-1004, 0542

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

Notice of Allowance Dated:
May 20, 2020

VIA ELECTRONIC FILING
August 19, 2020

OK TO ENTER: /R.J.C/
08/24/2020

AMENDMENT PURSUANT TO 37 C.F.R. § 1.312(a)

Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Please amend the above-referenced application as follows:

Amendments to the specification begin on page 2 of this paper;

Amendments to the claims are set forth in the listing of claims that begins on page 7 of this paper;

Corrections to the drawings are summarized on page 13 of this paper, with a replacement sheet and an annotated sheet showing the corrections enclosed herewith; and

Remarks appear on page 14 of this paper.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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Alexandria, Virginia 22313-1450
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 09/11/2020

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
09/11/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0544

Response to Rule 312 Communication	Application No.	Applicant(s)	
	15/880,226	Dickerson et al.	
	Examiner	Art Unit	AIA (FITF) Status
	ROLAND J CASILLAS	2141	Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

1. ☑ The amendment filed on 19 August 2020 under 37 CFR 1.312 has been considered, and has been:

a) ☐ entered.

b) ☑ entered as directed to matters of form not affecting the scope of the invention.

c) ☐ disapproved because the amendment was filed after the payment of the issue fee.

Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2141

Petitioner HighLevel Ex-1004, 0545

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 15/880,226

Filed: January 25, 2018

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Confirmation No.: 8621

Examiner: Roland J. Casillas

Group Art Unit: 2141

Attorney Docket No.: 3819-P13945US

Notice of Allowance Dated:
May 20, 2020

VIA ELECTRONIC FILING
August 19, 2020

OK TO ENTER: /R.J.C/
09/08/2020

AMENDMENT PURSUANT TO 37 C.F.R. § 1.312(a)

Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Please amend the above-referenced application as follows:

Amendments to the specification begin on page 2 of this paper;

Amendments to the claims are set forth in the listing of claims that begins on page 7 of this paper;

Corrections to the drawings are summarized on page 13 of this paper, with a replacement sheet and an annotated sheet showing the corrections enclosed herewith; and

Remarks appear on page 14 of this paper.

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson	3819-P13945US	8621

24247 7590 10/01/2020

TRASKBRITT, P.C.
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EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
10/01/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0547

Response to Rule 312 Communication	Application No.	Applicant(s)	
	15/880,226	Dickerson et al.	
	Examiner	Art Unit	AIA (FITF) Status
	ROLAND J CASILLAS	2141	Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

1. ☑ The amendment filed on 24 September 2020 under 37 CFR 1.312 has been considered, and has been:
   a) ☑ entered.
   b) ☐ entered as directed to matters of form not affecting the scope of the invention.
   c) ☐ disapproved because the amendment was filed after the payment of the issue fee.
      Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.
   d) ☐ disapproved. See explanation below.
   e) ☑ entered in part. See explanation below.

The substitute specifications filed 11/19/2019 and 8/19/2020 contain correct information corresponding to the number of paragraphs to amend and have been considered and verified.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2141

Petitioner HighLevel Ex-1004, 0548

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
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www.uspto.gov

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	11/24/2020	10846357	3819-P13945US	8621

24247 7590 11/04/2020

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(application filed on or after May 29, 2000)

The Patent Term Adjustment is 138 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site http://pair.uspto.gov for additional applicants):

Todd Dickerson, Cranton, GA;
ClickFunnels, Eagle, ID;
Russell Brunson, Eagle, ID;
Ryan Montgomery, Belmont, MI;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Patent No.: 10,846,357

Issued: November 24, 2020

For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Attorney Docket No.: 3819-P13945US

VIA ELECTRONIC FILING
March 1, 2021

REQUEST FOR CERTIFICATE OF CORRECTION OF PATENT FOR PATENT OFFICE MISTAKES (37 C.F.R. § 1.322) AND REQUEST FOR REPRINTING OF THE ISSUED PATENT

Attn.: Certificate of Corrections Branch
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

It is noted that several errors appear in this patent of a typographical nature. These errors appear to be due to mistakes in printing on the part of the U.S. Patent and Trademark Office ("the Office"), and as a result of a cut-off substitute specification filed by the Applicant. A brief summary of the events is provided below.

As provided in 35 U.S.C. 254, "in lieu of [a certificate of correction,] the Director may issue a corrected patent without charge." 35 U.S.C. 1.322(b) further provides "[i]f the nature of the mistake on the part of the Office is such that a certificate of correction is **deemed inappropriate in form**, the Director may issue a corrected patent in lieu thereof as a more appropriate form for certificate of correction, without expense to the patentee." In this case, as will be readily apparent to the Director, a certificate of correction would likely be innappropriate

in form. Therefore, in light of the facts below, **Applicant respectfully requests that the Director issue a corrected patent in lieu of a certificate of correction**.

Timeline of events

On November 20, 2019, Applicant submitted a substitute specification to correct some typographical errors of the specification. Due to an error that occurred when converting the substitute specification from a Word format to a PDF format, the substitute specification was cut off at page 29. The Office did not issue any notification of the error (e.g., a Notice to File Corrected Papers) and did not request any remedy. Therefore, unfortunately, the error went unnoticed by the Applicant.

On November 24, 2020, the Office issued the patent; however, the Office apparently noticed that the substitute specification was erroneously cut off, and the Office retyped the cut-off portion of the specification. Applicant notes that the original submission of the application at filing included all of the specification, and Office could have used that text. The retyped portion of the application, which was not provided by the Applicant, contains a plethora of mistakes not included in any submissions by the Applicant. As is shown in the attached request, the issued patent includes numerous typographical errors and several blocks of missing text. Some of the typographical errors include inappropriate terms such as "ass".

In view of the foregoing, while the Applicant did submit a cut-off specification, all of the errors included in the issued patent are due to mistakes made by the Office in attempting the retype the specification. Applicant believes it will be difficult for any reader to follow the flow of the language contained within the issued patent when they have to constantly go back and forth between the printed patent and the Certificate of Correction. Accordingly, due to number of mistakes and the nature of the mistakes, Applicant respectfully requests that the Office issue a corrected patent in lieu of certificate of correction.

If the Office agrees to issue a corrected patent, Applicant has included the following documents to aid the U.S. Patent and Trademark Office in determining the location of the errors and issuing the corrected patent:

1. A Word document redlining the differences from the issued patent to the Applicant's clean version of the text of the patent and showing the corrections to the issued patent in strikeout and underline form;

Petitioner HighLevel Ex-1004, 0551

2. A clean Word (docx) version of the text of the patent incroporating the corrections. The documents is single-spaced and without paragraph numbering; and
3. A clean PDF version of the text of the patent incorporating the corrections and with paragraph numbering.

Applicant notes that no new matter or other changes have been made to the text of the patent.

Applicant acknowledges that the Office may not issue the corrected patent. If the Office decides not to issue the correct patent, Applicant requests a certificate of correction in the form attached hereto.

Please send the Certificate to:

Name: Kyle M. Woodhouse
Address: TraskBritt
P.O. Box 2550
Salt Lake City, Utah 84110

Attached hereto is Form PTO/SB/44, which is suitable for printing.

Finally, if the Office decides to issue the corrected patent and would like any other documents submitted, please call the undersigned attorney at your earliest convenience.

Respectfully submitted,

/Kyle M. Woodhouse/

Kyle M. Woodhouse
Registration No. 70,087
Attorney for Applicant
TRASKBRITT, P.C.
P.O. Box 2550
Salt Lake City, Utah 84110-2550
Telephone: 801-532-1922

Date: March 1, 2021
KMW/cs

Attachment(s): PTO/SB/44
Redlined comparison of issued patent to actual allowed text
Clean version of issued patent in PDF format
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UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO : 10,846,357 B2
APPLICATION NO. : 15/880,226
ISSUE DATE : November 24, 2020
INVENTOR(S) : Todd Dickerson, Russell Brunson, and Ryan Montgomery

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

In the specification:

COLUMN 19,	LINE 10,	change "other." to --other filters.--
COLUMN 19,	LINE 15,	change "**322*a*-3221**" to --**322*a*-322*l***--
COLUMN 19,	LINE 18,	change "**322*a*-3221**" to --**322*a*-322*l***--
COLUMN 19,	LINE 22,	change "**322*a*-3221**." to --**322*a*-322*l***.--
COLUMN 19,	LINE 23,	change "**322*a*-3221**" to --**322*a*-322*l***--
COLUMN 19,	LINE 27,	change "**322*a*-3221**" to --**322*a*-322*l***--
COLUMN 21,	LINE 17,	change "on or more setting" to --one or more settings--
COLUMN 21,	LINE 30,	change "aquired" to --acquired--
COLUMN 21,	LINE 32,	change "SLACK" to --SLACK®-- and change "ass" to --add--
COLUMN 21,	LINE 33,	change "GOOGLE" to --GOOGLE®--
COLUMN 21,	LINE 34,	change "ass" to --add--
COLUMN 21,	LINE 35,	change "AGILECRM)," to --AGILE® CRM),--
COLUMN 21,	LINE 36,	change "TRELLO" to --TRELLO®--
COLUMN 21,	LINE 37,	change "PODIO" to --PODIO®--
COLUMN 21,	LINE 38,	change "contacts, to" to --contacts, and to--
COLUMN 21,	LINE 39,	change "channe;" to --channel-- and change "SLACK" to --SLACK®--
COLUMN 21,	LINE 48,	change "PAYPAL, CLICKBANK," to --PAYPAL®, CLICKBANK®,--
COLUMN 21,	LINE 57,	change "43B" to --4B--
COLUMN 21,	LINE 61,	change "sendind" to --sending--

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In the specification (continued):

COLUMN 22,	LINE 3,	change "webite" to --website--
COLUMN 22,	LINE 4,	change "respomse" to --response--
COLUMN 22,	LINE 24,	change "FIG." to --FIGS.--
COLUMN 22,	LINE 27,	change "removinf" to --removing--
COLUMN 22,	LINE 31,	change "respresenting" to --representing--
COLUMN 22,	LINE 32,	change "detial" to --detail--
COLUMN 22,	LINE 38,	after "triggering condition" insert --that, if met, will trigger the response action described above. For example, the website can, via the client device 104 (e.g., via the application 112), select at least one rule of the triggering condition--
COLUMN 22,	LINE 45,	change "tthe" to --the--
COLUMN 22,	LINE 57,	change "action. IN" to --action. In--
COLUMN 22,	LINE 62,	change "acions" to --actions--
COLUMN 22,	LINE 63,	change "wihtin" to --within--
COLUMN 23,	LINE 2,	change "broadcast, (e.g.," to --broadcast (e.g.,--
COLUMN 23,	LINE 5,	after "website." insert --In some embodiments, the at least one rule may include a rule related to whether or not the guest is listed on a communication list (e.g., email list) related to the system administrator's website.--
COLUMN 23,	LINE 8,	change "the systems" to --the system--

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In the specification (continued):

COLUMN 23,	LINE 15,	after "media network," insert --how many social media users the guest is following within a social media network,--
COLUMN 23,	LINE 18,	change "demographix" to --demographic--
COLUMN 23,	LINE 24,	change "abpve," to --above,--
COLUMN 23,	LINE 32,	change "wihtin" to --within--
COLUMN 23,	LINE 33,	change "whther" to --whether--
COLUMN 23,	LINE 34,	change "pururchase" to --purchase--
COLUMN 23,	LINE 45,	change "thw" to --the--
COLUMN 23,	LINE 46,	change "thw" to --the--
COLUMN 23,	LINE 52,	after "the guest" insert -- is listed on a list related to the system administrator's website. For example, the rule may relate to whether the guest is listed on one or more of a communication list (e.g., an email list or a communication broadcast), an opt in list, or a static list.--
COLUMN 23,	LINE 52,	before "has interacted with" insert a paragraph break and then insert --Additionally, as discussed above, the at least one rule may include a rule related to whether or not the guest --
COLUMN 23,	LINE 58,	change "wihtin" to --within--
COLUMN 23,	LINE 63,	change "selction" to --selection--
COLUMN 23,	LINE 64,	change "for triggering" to --for a triggering--

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In the specification (continued):

COLUMN 23,	LINE 65,	change "system of **108**" to --system **108**--
COLUMN 24,	LINE 4,	change "condition , the" to --condition, the--
COLUMN 24,	LINE 9,	after " "is equal to," " insert --"contains,"--
COLUMN 24,	LINE 10,	after "not blank," " insert --and--
COLUMN 24,	LINE 16,	change "apckage respresenting" to --package representing--
COLUMN 24,	LINE 17,	change "wihtin" to --within--
COLUMN 24,	LINE 34,	after "user interaction" delete "by the guest,"
COLUMN 24,	LINE 35,	delete entire line
COLUMN 24,	LINE 36,	delete "user interation" and change "includes(e.g., incdicates)" to --includes (e.g., indicates)
COLUMN 24,	LINE 37,	change "act **412** od" to --act **412** of--
COLUMN 24,	LINE 48,	change "FIG, **4**A." to --FIG. **4**A.--
COLUMN 24,	LINE 52,	change "reciving" to --receiving--
COLUMN 24,	LINE 60,	after "account" insert --within the social media network, a number of social media accounts the guest's social media account--
COLUMN 24,	LINE 63,	change "IN" to --In--
COLUMN 24,	LINE 65,	change "act **416** pf FIG. **4**A." to --act **416** of FIG. **4**A.--
COLUMN 25,	LINE 1,	change "IN" to --In--
COLUMN 25,	LINE 2,	change "webiste" to --website--

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In the specification (continued):

COLUMN 25,	LINE 4,	change "idicates that the guesr" to --includes that the guest--
COLUMN 25,	LINE 5,	change "ona" to --on a--
COLUMN 25,	LINE 10,	after "condition," insert -- the website creation system **108** performs the response action associated with the triggering condition,--
COLUMN 25,	LINE 11,	change "breifly" to --briefly--
COLUMN 25,	LINE 15,	change "created website," to --created website.--
COLUMN 25,	LINE 25,	change "comminication" to --communication--
COLUMN 25,	LINE 32,	change "and internet" to --an internet--
COLUMN 25,	LINE 33,	change ")IRC)" to --(IRC)--
COLUMN 25,	LINE 34,	change "an IMessage message)," to --an iMessage message),--
COLUMN 25,	LINE 44,	change "ecample," to --example,-- and change "communcaications" to --communications--
COLUMN 25,	LINE 45,	change "one eail" to --one email--
COLUMN 25,	LINE 49,	change "displat" to --display--
COLUMN 25,	LINE 50,	change "toher" to --other--
COLUMN 25,	LINE 55,	change "displat" to --display--
COLUMN 25,	LINE 57,	change "webite" to --website--

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In the specification (continued):

COLUMN 25,	LINE 59,	after "(e.g.," insert -- mobile phone). In some embodiments, the website creation system **108** can send the communication to the client device **105** and/or application **113** of the client device **105** via a network (e.g.,--
COLUMN 25,	LINE 62,	change "numer" to --number-- and change "numver)," to --number),--
COLUMN 25,	LINE 63,	change "indentifier" to --identifier--
COLUMN 26,	LINE 4,	change "braodcast" to --broadcast--
COLUMN 26,	LINE 6,	change "dients," to --diments,--
COLUMN 26,	LINE 9,	change "commnication" to --communication--
COLUMN 26,	LINE 11,	change "braodcast" to --braodcast--
COLUMN 26,	LINE 29,	change "non- limiting" to --non-limiting--
COLUMN 26,	LINE 36,	change "tags Likewise" to --tags. Likewise--
COLUMN 26,	LINE 39,	after "guest" and before "." insert --, as shown in Act **430** of FIG. **4**B--
COLUMN 26,	LINE 53,	change "**4**Aand **4**B" to --**4**A and **4**B--
COLUMN 27,	LINE 23,	change "(e.g." to --(e.g.,--
COLUMN 27,	LINE 63,	change "settings" to --setting--
COLUMN 27,	LINE 66,	change "settings" to --setting--
COLUMN 28,	LINE 2,	change "settings" to --setting--
COLUMN 28,	LINE 4,	change "settings" to --setting--

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In the specification (continued):

COLUMN 28,	LINE 63,	change "selectable **564***a*," to --selectable elements **564***a*,--
COLUMN 28,	LINE 64,	change "**564***b* elements for" to --**564***b* for--
COLUMN 29,	LINE 1,	change "action) Likewise," to --action). Likewise,--
COLUMN 29,	LINE 12,	change "web site" to --website--
COLUMN 30,	LINE 8,	change "RANI" to --RAM--
COLUMN 30,	LINE 9,	change " "MC")," to --"NIC"),--
COLUMN 31,	LINE 33,	change "(TLB s)." to --(TLBs).--
COLUMN 31,	LINE 50,	change "flash" to --Flash--
COLUMN 31,	LINE 62,	change "flash" to --Flash--
COLUMN 34,	LINE 43,	change "computer readable" to --computer-readable--
COLUMN 35,	LINE 10,	change "computer readable" to --computer-readable--
COLUMN 35,	LINE 17,	change "computer readable" to --computer-readable--
COLUMN 35,	LINE 24,	change "computer readable" to --computer-readable--
COLUMN 35,	LINE 30,	change "computer readable" to --computer-readable--

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In the claims:

CLAIM 8,	COLUMN 36,	LINE 61,	change "directional webpage" to --directional webpages--
CLAIM 12,	COLUMN 37,	LINE 22,	change "selection," to --selection;--

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US010846357B2

(12) **United States Patent**
Dickerson et al.

(10) **Patent No.: US 10,846,357 B2**
(45) **Date of Patent: Nov. 24, 2020**

(54) **WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS**

(71) Applicant: **ClickFunnels**, Eagle, ID (US)

(72) Inventors: **Todd Dickerson**, Cranton, GA (US); **Russell Brunson**, Eagle, ID (US); **Ryan Montgomery**, Belmont, MI (US)

(73) Assignee: **ClickFunnels**, Eagle, ID (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 138 days.

(21) Appl. No.: **15/880,226**

(22) Filed: **Jan. 25, 2018**

(65) **Prior Publication Data**

US 2019/0228106 A1 Jul. 25, 2019

(51) **Int. Cl.**

G06F 16/957	(2019.01)
G06F 3/0481	(2013.01)
G06F 16/951	(2019.01)
G06F 16/958	(2019.01)
G06F 40/186	(2020.01)

(52) **U.S. Cl.**

CPC ***G06F 16/9577*** (2019.01); ***G06F 3/0481*** (2013.01); ***G06F 16/951*** (2019.01); ***G06F 16/972*** (2019.01); ***G06F 40/186*** (2020.01)

(58) **Field of Classification Search**

CPC .. G06F 16/9577; G06F 16/972; G06F 16/951; G06F 3/0481; G06F 17/248; G06F 40/186

See application file for complete search history.

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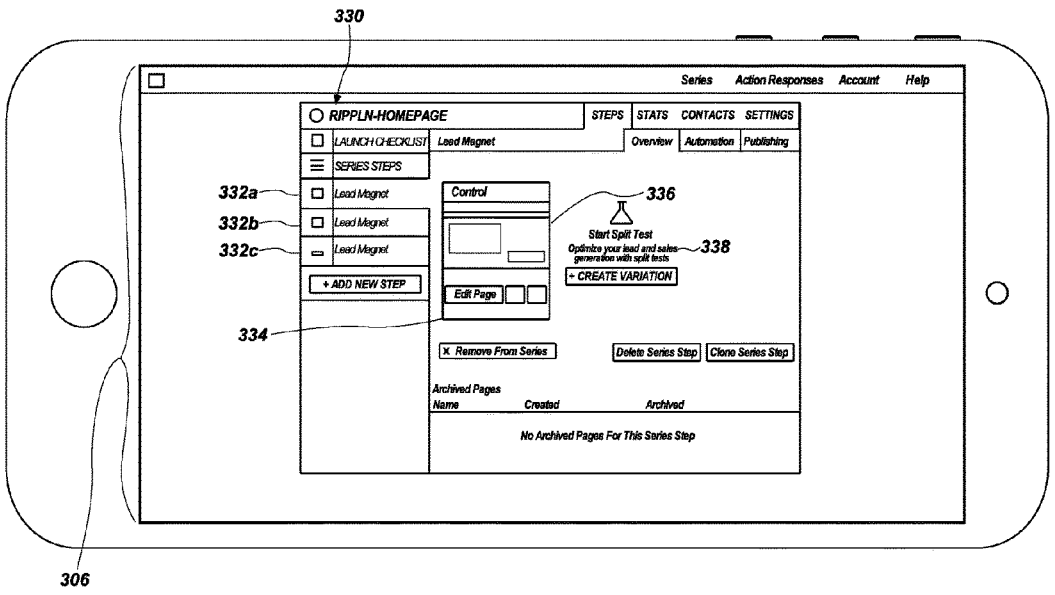
(Continued)

Primary Examiner — Roland J Casillas
(74) *Attorney, Agent, or Firm* — TraskBritt

(57) **ABSTRACT**

The present disclosure is directed towards systems and methods for creating a website and response actions via a website creation system. The systems and methods provide a plurality of website types for selection, and in response to receiving a selection of a website type, provide a plurality website templates specific to the selected website type. Each website type may include a series of directional webpages designed and intended to entice a particular user interaction with the website. Additionally, the systems and methods receiving a selection of a type of response action, a selection of at least one rule of a triggering condition, and an operand for the at least one rule of the triggering condition. Moreover, in response to the event of the triggering condition, the systems and method perform the response action.

20 Claims, 33 Drawing Sheets



Petitioner HighLevel Ex-1004, 0561

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2012/0151329	A1*	6/2012	Cordasco	G06F 11/3006 715/234
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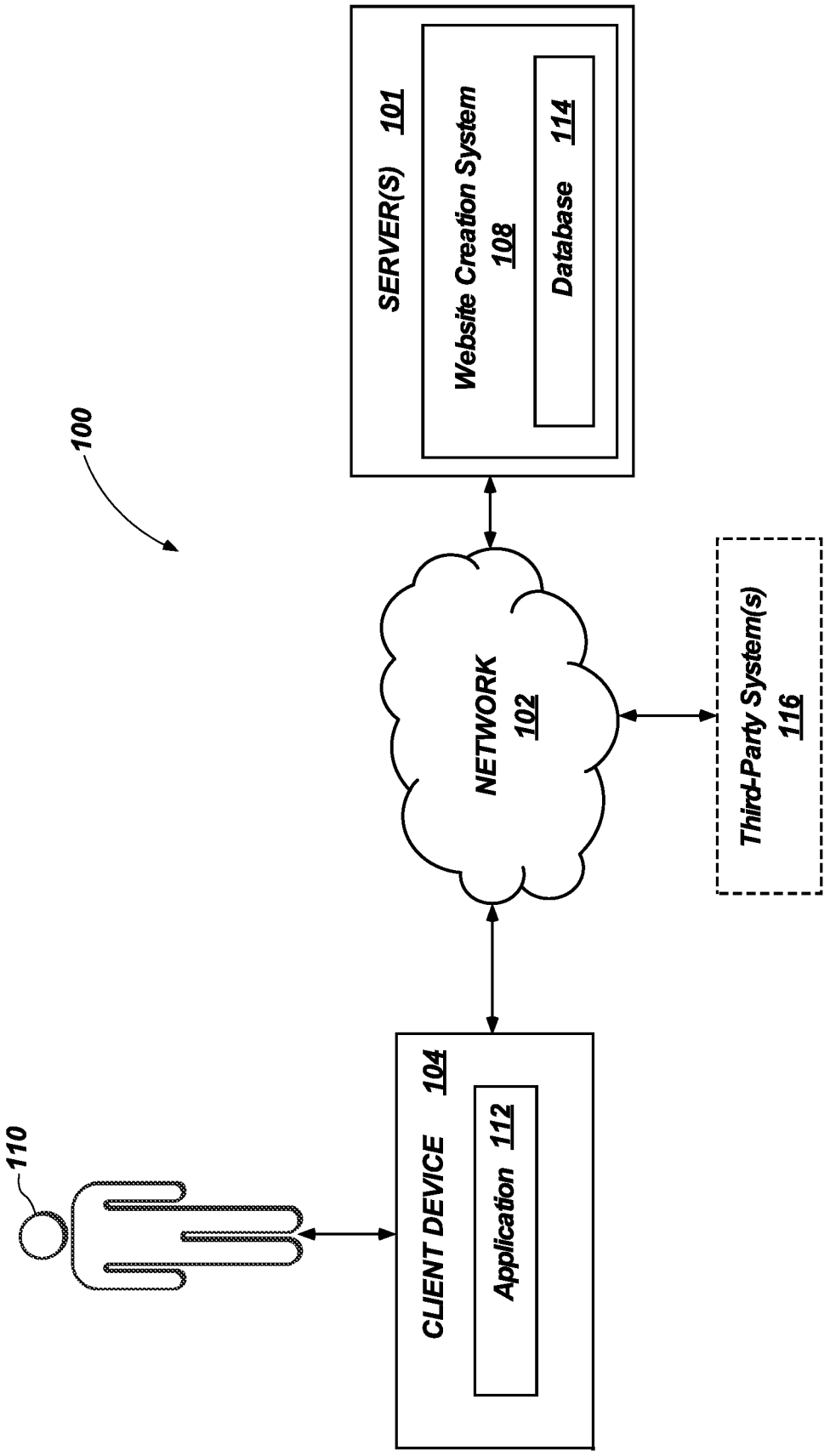

100
SERVER(S) 101
Website Creation System 108
Database 114
NETWORK 102
Third-Party System(s) 116
CLIENT DEVICE 104
Application 112
110

FIG. 1

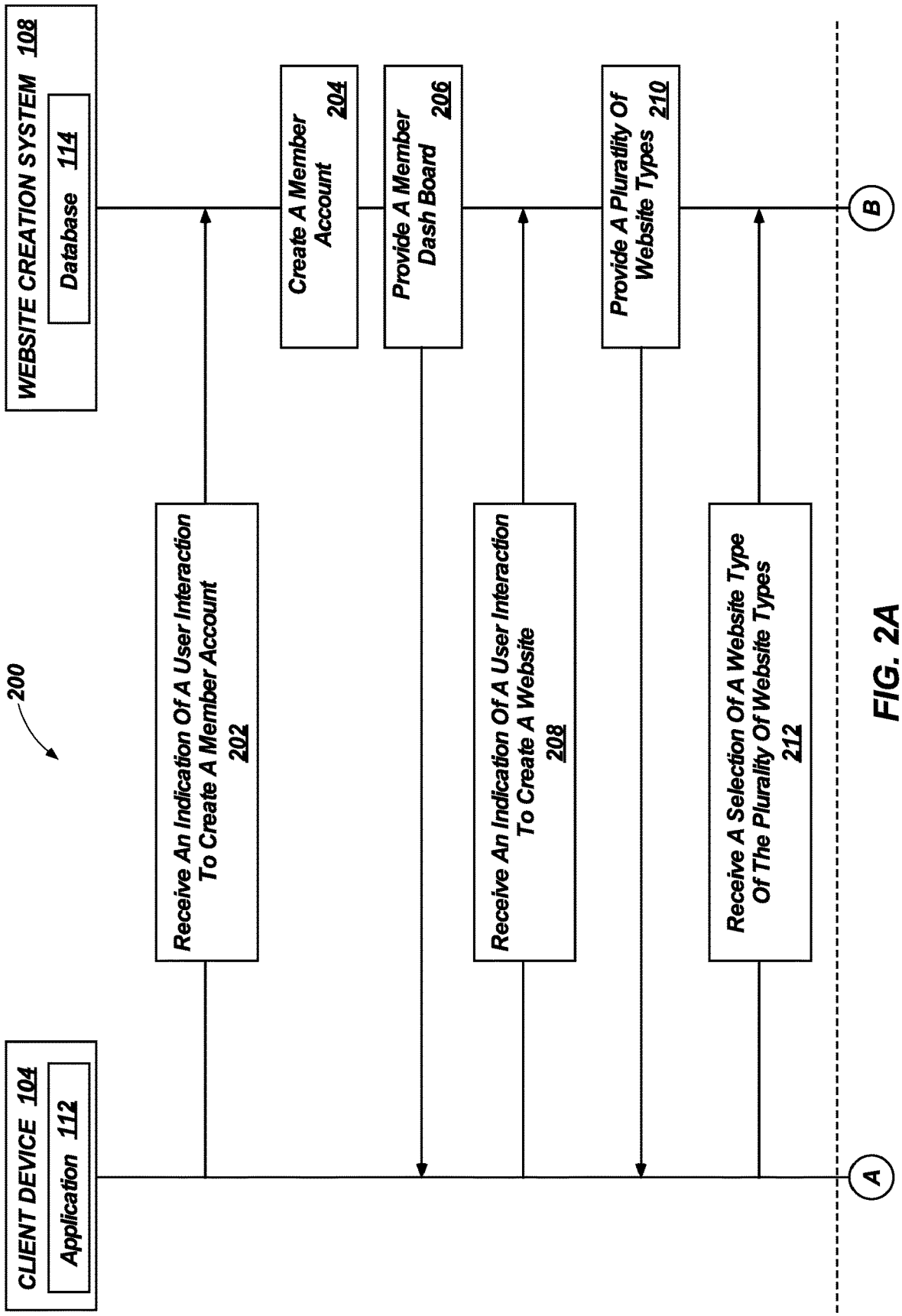

WEBSITE CREATION SYSTEM 108
Database 114
CLIENT DEVICE 104
Application 112
200
Receive An Indication Of A User Interaction To Create A Member Account 202
Create A Member Account 204
Provide A Member Dash Board 206
Receive An Indication Of A User Interaction To Create A Website 208
Provide A Plurality Of Website Types 210
Receive A Selection Of A Website Type Of The Plurality Of Website Types 212
A
B

FIG. 2A

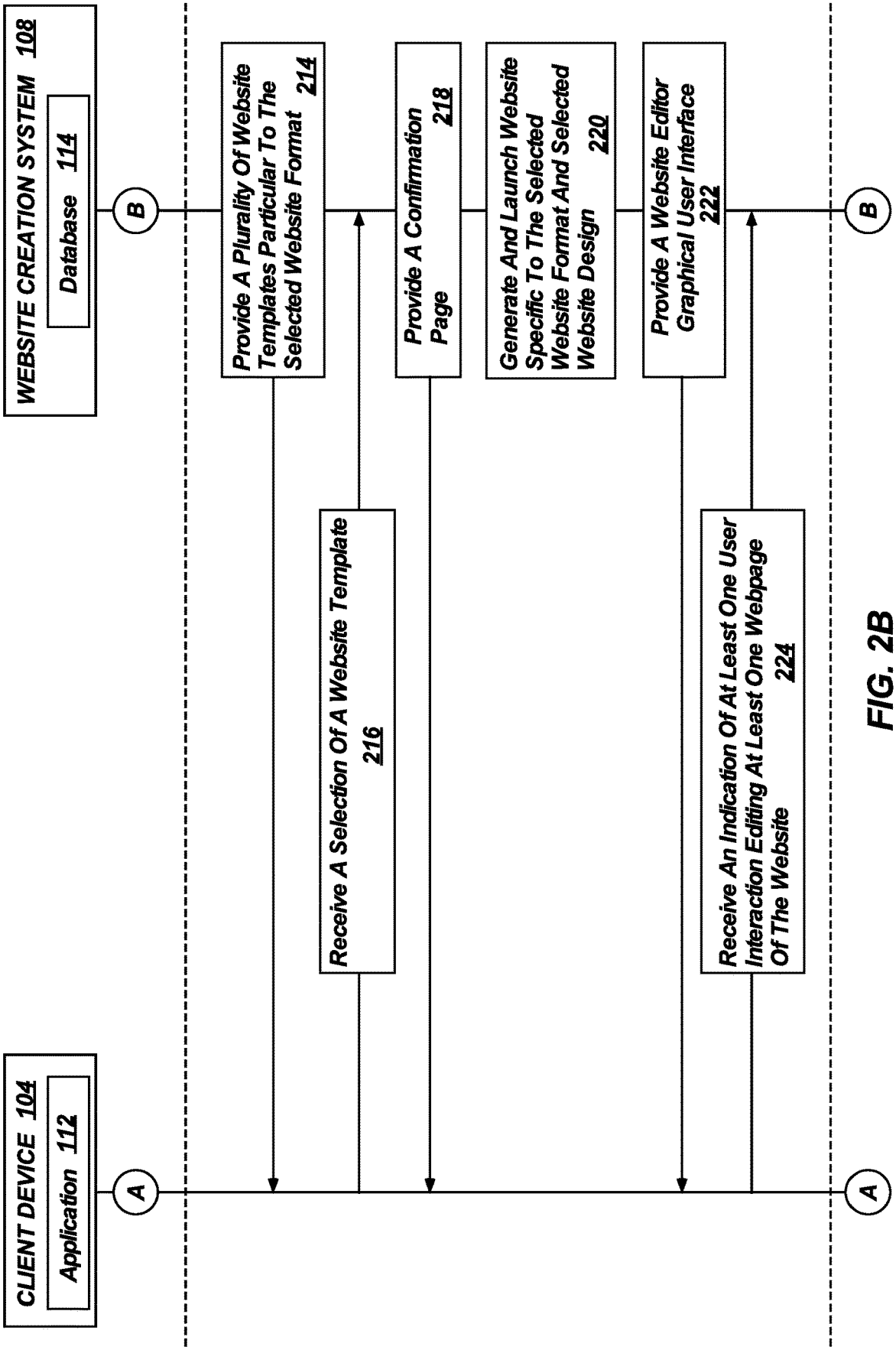

WEBSITE CREATION SYSTEM 108
Database 114
CLIENT DEVICE 104
Application 112
A
B
Provide A Plurality Of Website Templates Particular To The Selected Website Format 214
Receive A Selection Of A Website Template 216
Provide A Confirmation Page 218
Generate And Launch Website Specific To The Selected Website Format And Selected Website Design 220
Provide A Website Editor Graphical User Interface 222
Receive An Indication Of At Least One User Interaction Editing At Least One Webpage Of The Website 224

FIG. 2B

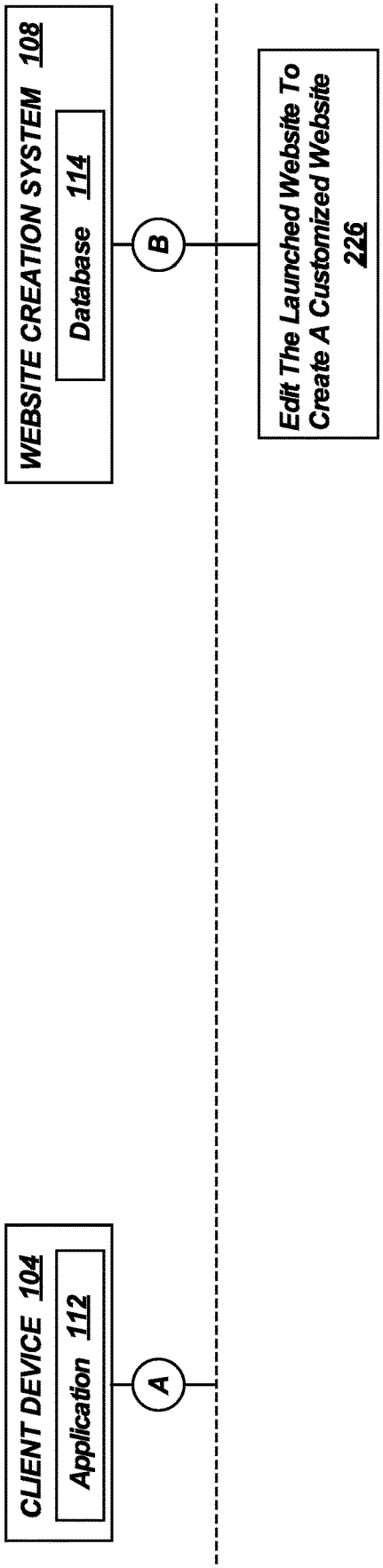

WEBSITE CREATION SYSTEM 108
Database 114
B
Edit The Launched Website To Create A Customized Website 226
CLIENT DEVICE 104
Application 112
A

FIG. 2C

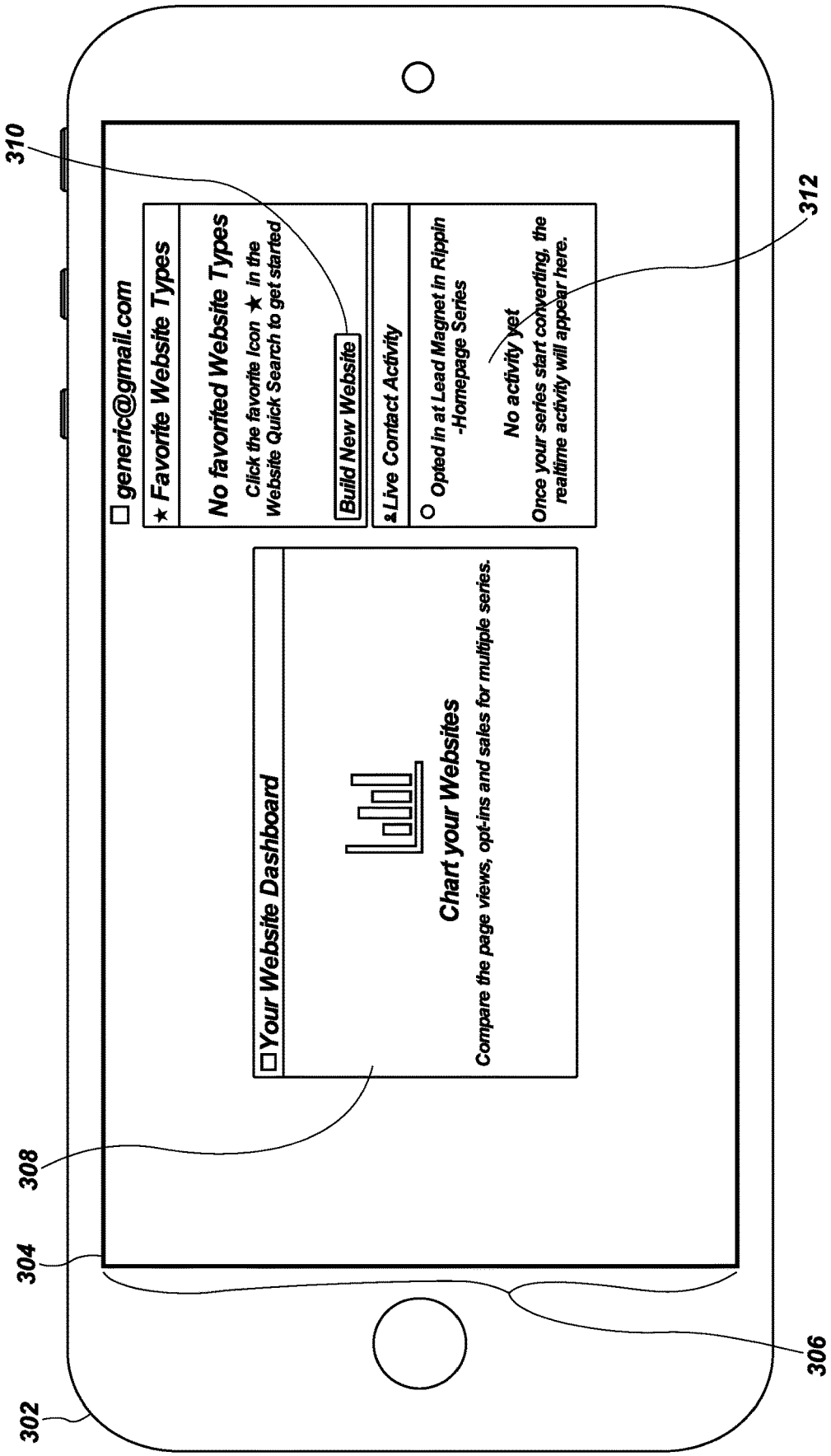

310
312
308
304
306
302
generic@gmail.com
Favorite Website Types
No favorited Website Types
Click the favorite Icon ★ in the Website Quick Search to get started
Build New Website
Live Contact Activity
Opted in at Lead Magnet in Rippin -Homepage Series
No activity yet
Once your series start converting, the realtime activity will appear here.
Your Website Dashboard
Chart your Websites
Compare the page views, opt-ins and sales for multiple series.

FIG. 3A

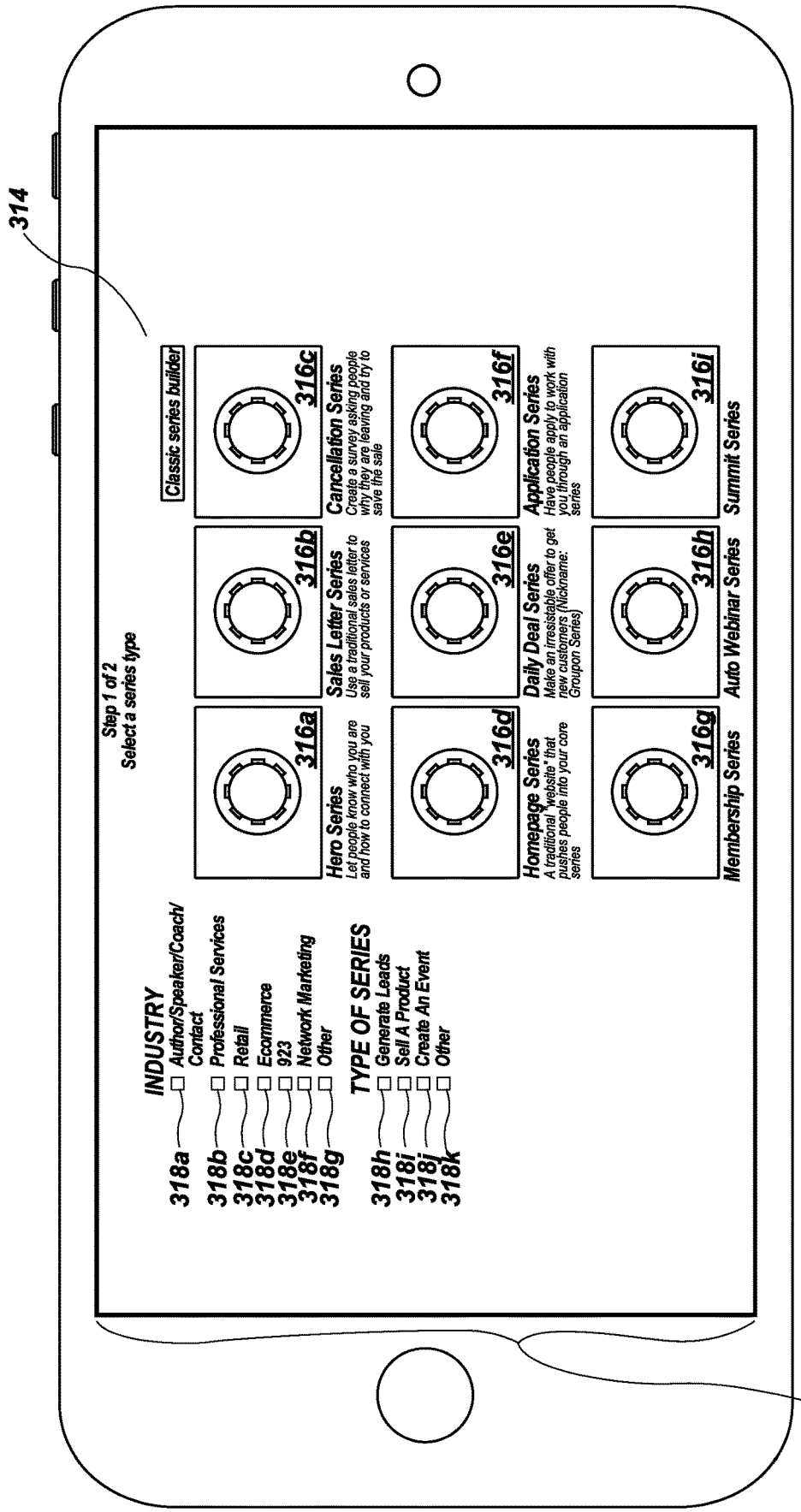

314
Step 1 of 2
Select a series type
Classic series builder
316a
Hero Series
Let people know who you are and how to connect with you
316b
Sales Letter Series
Use a traditional sales letter to sell your products or services
316c
Cancellation Series
Create a survey asking people why they are leaving and try to save the sale
316d
Homepage Series
A traditional "website" that pushes people into your core series
316e
Daily Deal Series
Make an irresistable offer to get new customers (Nickname: Groupon Series)
316f
Application Series
Have people apply to work with you through an application series
316g
Membership Series
316h
Auto Webinar Series
316i
Summit Series
INDUSTRY
318a Author/Speaker/Coach/ Contact
318b Professional Services
318c Retail
318d Ecommerce
318e 923
318f Network Marketing
318g Other
TYPE OF SERIES
318h Generate Leads
318i Sell A Product
318j Create An Event
318k Other
306

FIG. 3B

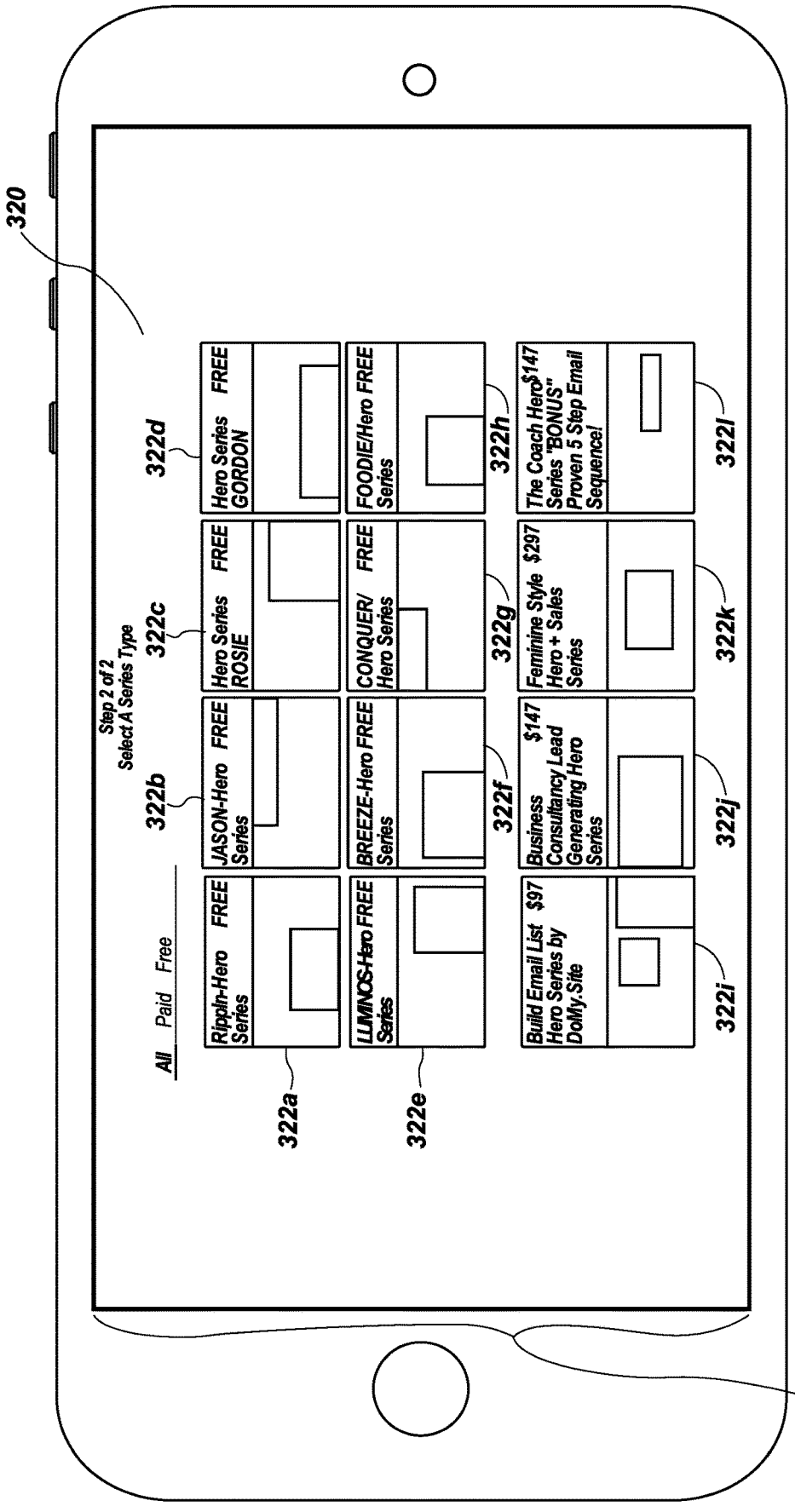

320
Step 2 of 2
Select A Series Type
All Paid Free
322a
322b
322c
322d
322e
322f
322g
322h
322i
322j
322k
322l
306
Ripplin-Hero Series FREE
JASON-Hero Series FREE
Hero Series ROSIE FREE
Hero Series GORDON FREE
LUMINOS-Hero Series FREE
BREEZE-Hero Series FREE
CONQUER/ Hero Series FREE
FOODIE/Hero Series FREE
Build Email List Hero Series by DoMy.Site $97
Business Consultancy Lead Generating Hero Series $147
Feminine Style Hero + Sales Series $297
The Coach Hero Series "BONUS" Proven 5 Step Email Sequence! $147

FIG. 3C

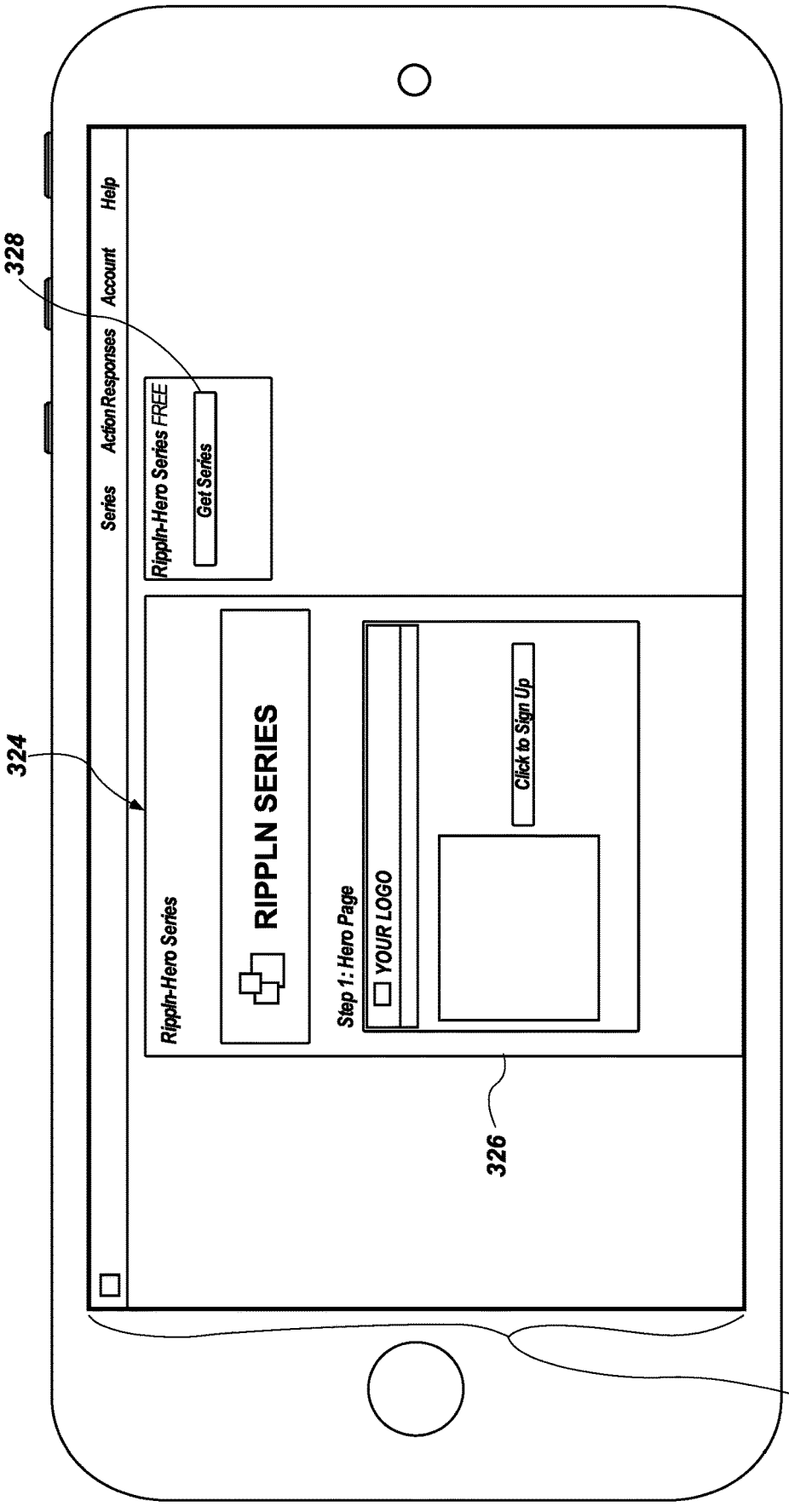

328
Series
Action Responses
Account
Help
Rippln-Hero Series FREE
Get Series
324
Rippln-Hero Series
RIPPLN SERIES
Step 1: Hero Page
YOUR LOGO
Click to Sign Up
326
306

FIG. 3D

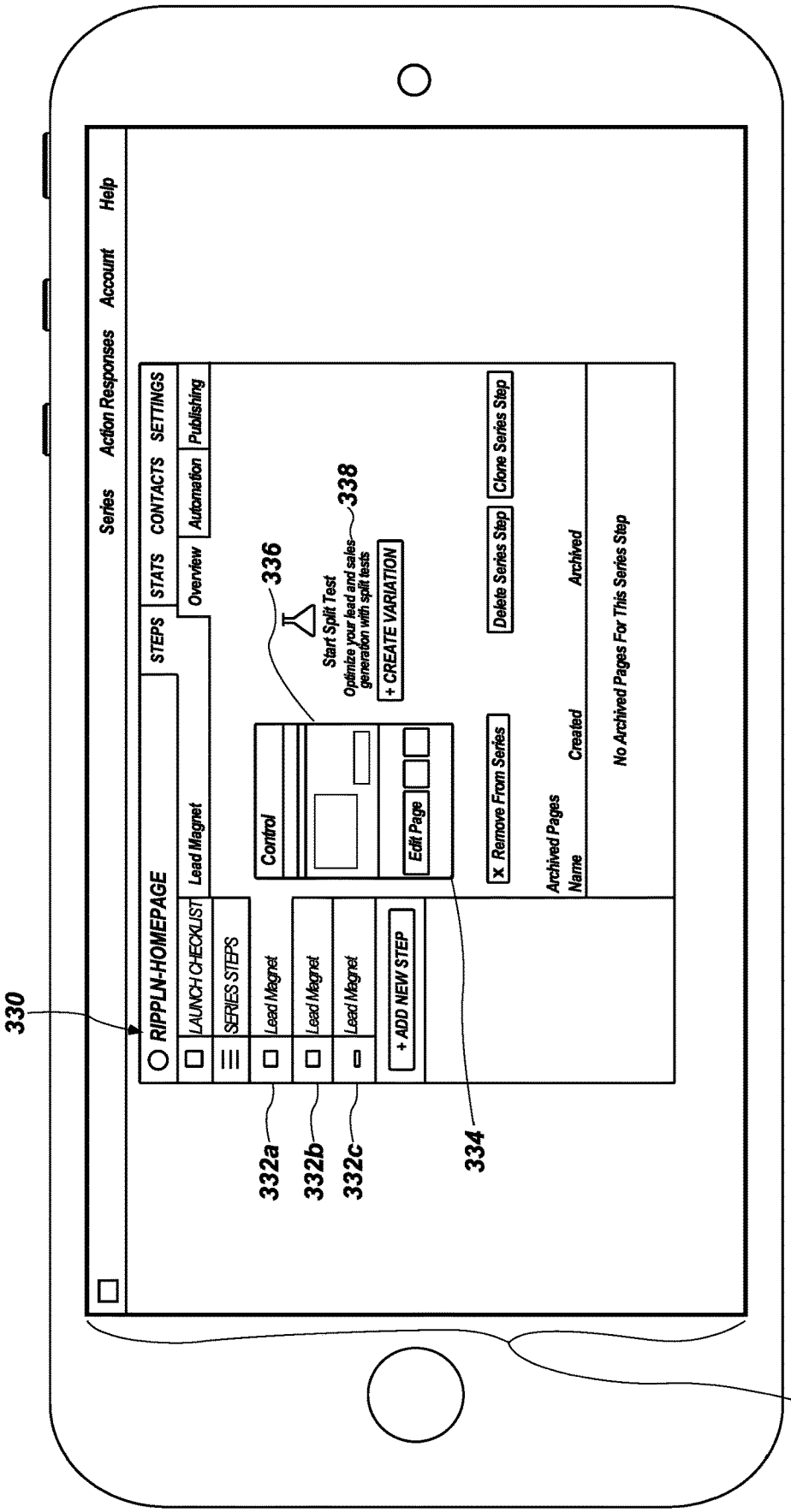

330
RIPPLN-HOMEPAGE
LAUNCH CHECKLIST
SERIES STEPS
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
Series
Action Responses
Account
Help
STEPS
STATS
CONTACTS
SETTINGS
Overview
Automation
Publishing
Lead Magnet
Control
Edit Page
336
Start Split Test
Optimize your lead and sales generation with split tests
338
+ CREATE VARIATION
x Remove From Series
Delete Series Step
Clone Series Step
Archived Pages
Name
Created
Archived
No Archived Pages For This Series Step
332a
332b
332c
334
306

FIG. 3E

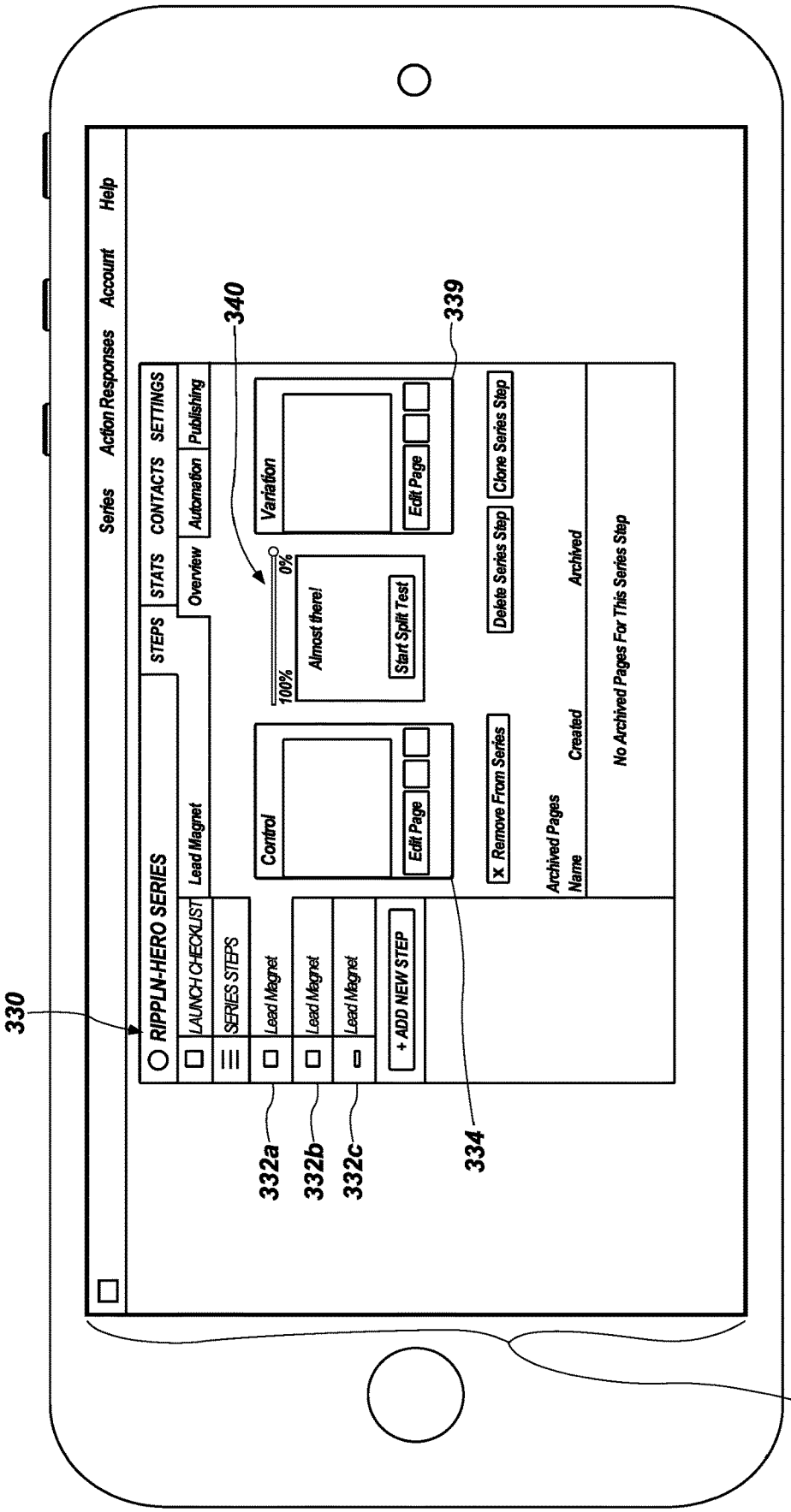

Series
Action Responses
Account
Help
RIPPLN-HERO SERIES
STEPS
STATS
CONTACTS
SETTINGS
LAUNCH CHECKLIST
Lead Magnet
Overview
Automation
Publishing
SERIES STEPS
Control
Variation
Edit Page
Edit Page
100%
0%
Almost there!
Start Split Test
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
x Remove From Series
Delete Series Step
Clone Series Step
Archived Pages
Name
Created
Archived
No Archived Pages For This Series Step
330
332a
332b
332c
334
339
340
306

FIG. 3F

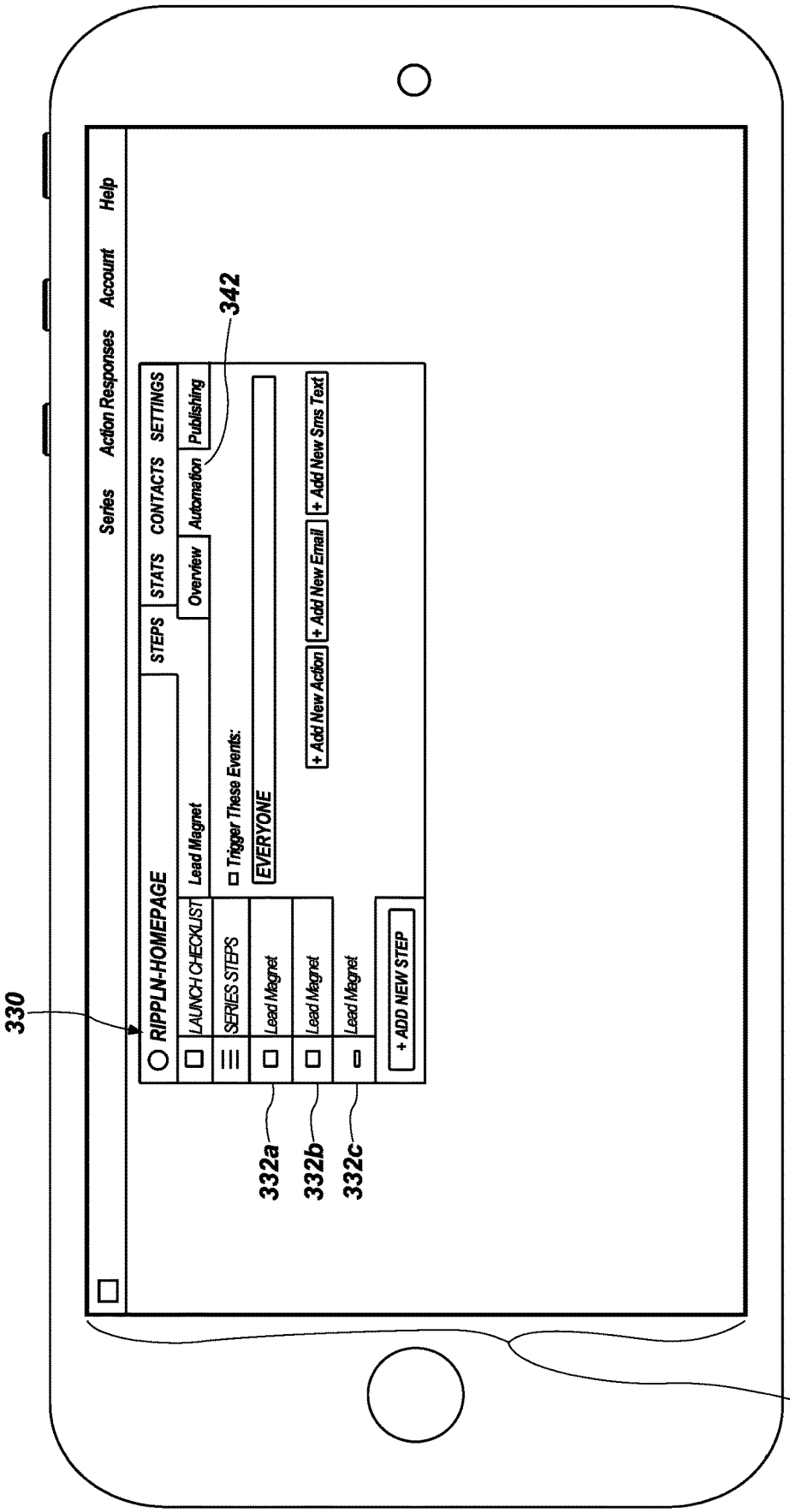

Series
Action Responses
Account
Help
RIPPLN-HOMEPAGE
LAUNCH CHECKLIST
SERIES STEPS
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
STEPS
STATS
CONTACTS
SETTINGS
Overview
Automation
Publishing
Lead Magnet
Trigger These Events:
EVERYONE
+ Add New Action
+ Add New Email
+ Add New Sms Text
330
342
332a
332b
332c
306

FIG. 3G

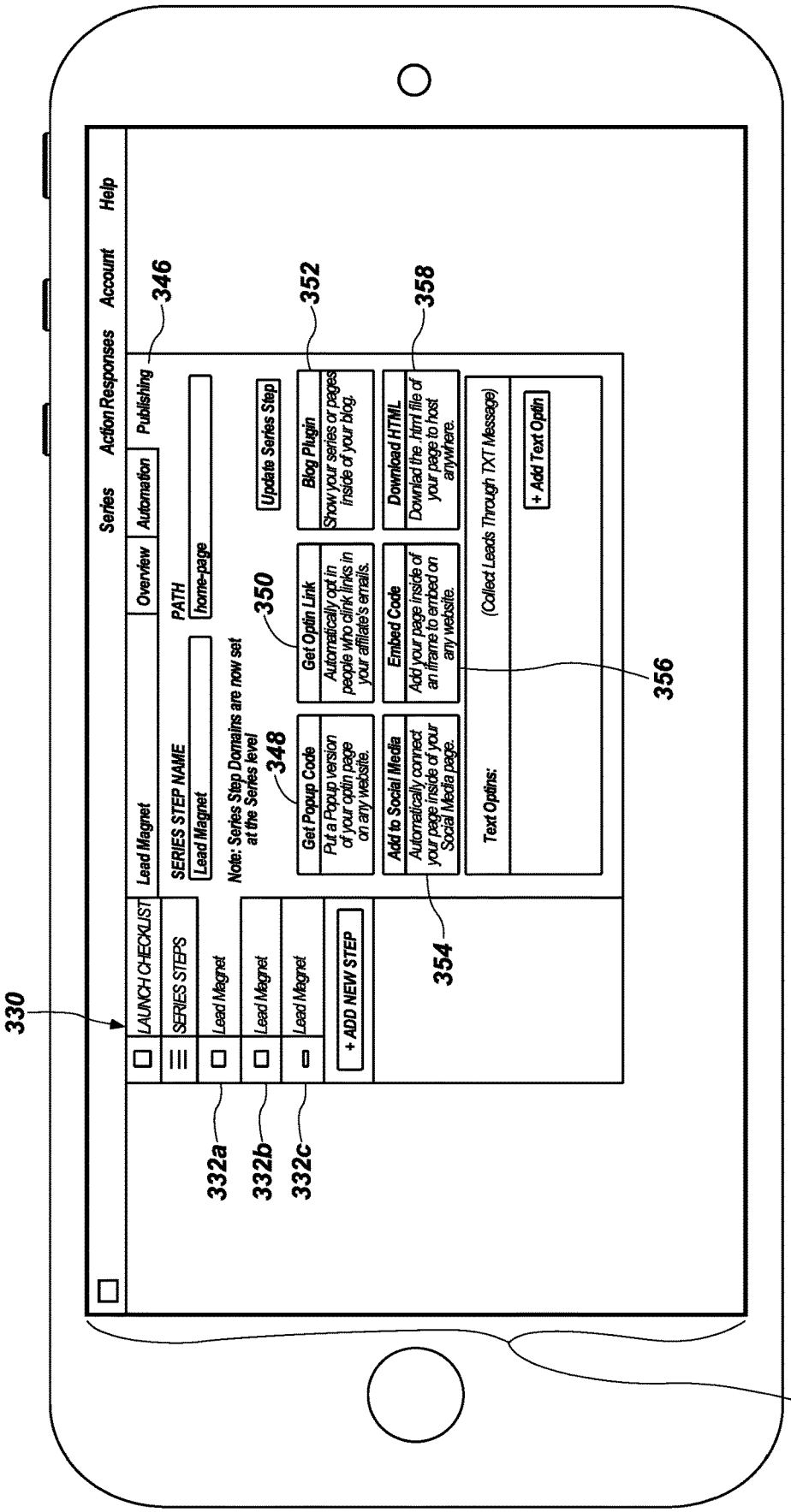

330
LAUNCH CHECKLIST
SERIES STEPS
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
Lead Magnet
Series
Action Responses
Account
Help
Overview
Automation
Publishing
346
SERIES STEP NAME
Lead Magnet
PATH
home-page
Note: Series Step Domains are now set at the Series level
348
350
352
358
Update Series Step
Get Popup Code
Put a Popup version of your optin page on any website.
Get Optin Link
Automatically opt in people who click links in your affiliate's emails.
Blog Plugin
Show your series or pages inside of your blog.
Add to Social Media
Automatically connect your page inside of your Social Media page.
Embed Code
Add your page inside of an iframe to embed on any website.
Download HTML
Download the .html file of your page to host anywhere.
Text Optins:
(Collect Leads Through TXT Message)
+ Add Text Optin
356
354
332a
332b
332c
306

FIG. 3H

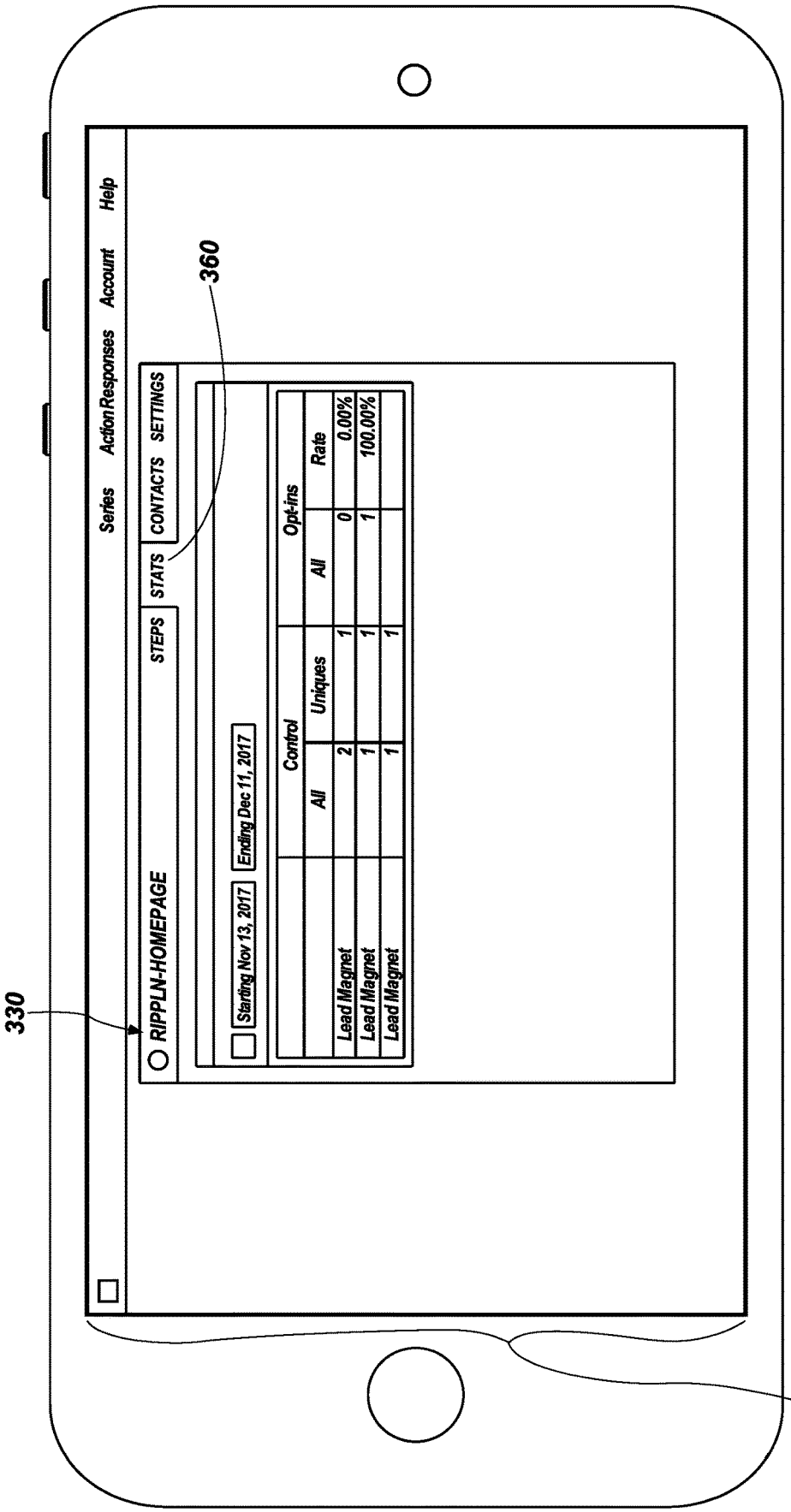

Series
Action Responses
Account
Help
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
Starting Nov 13, 2017
Ending Dec 11, 2017
Control
Opt-ins
All
Uniques
All
Rate
Lead Magnet 2 1 0 0.00%
Lead Magnet 1 1 1 100.00%
Lead Magnet 1 1
330
360
306

FIG. 3I

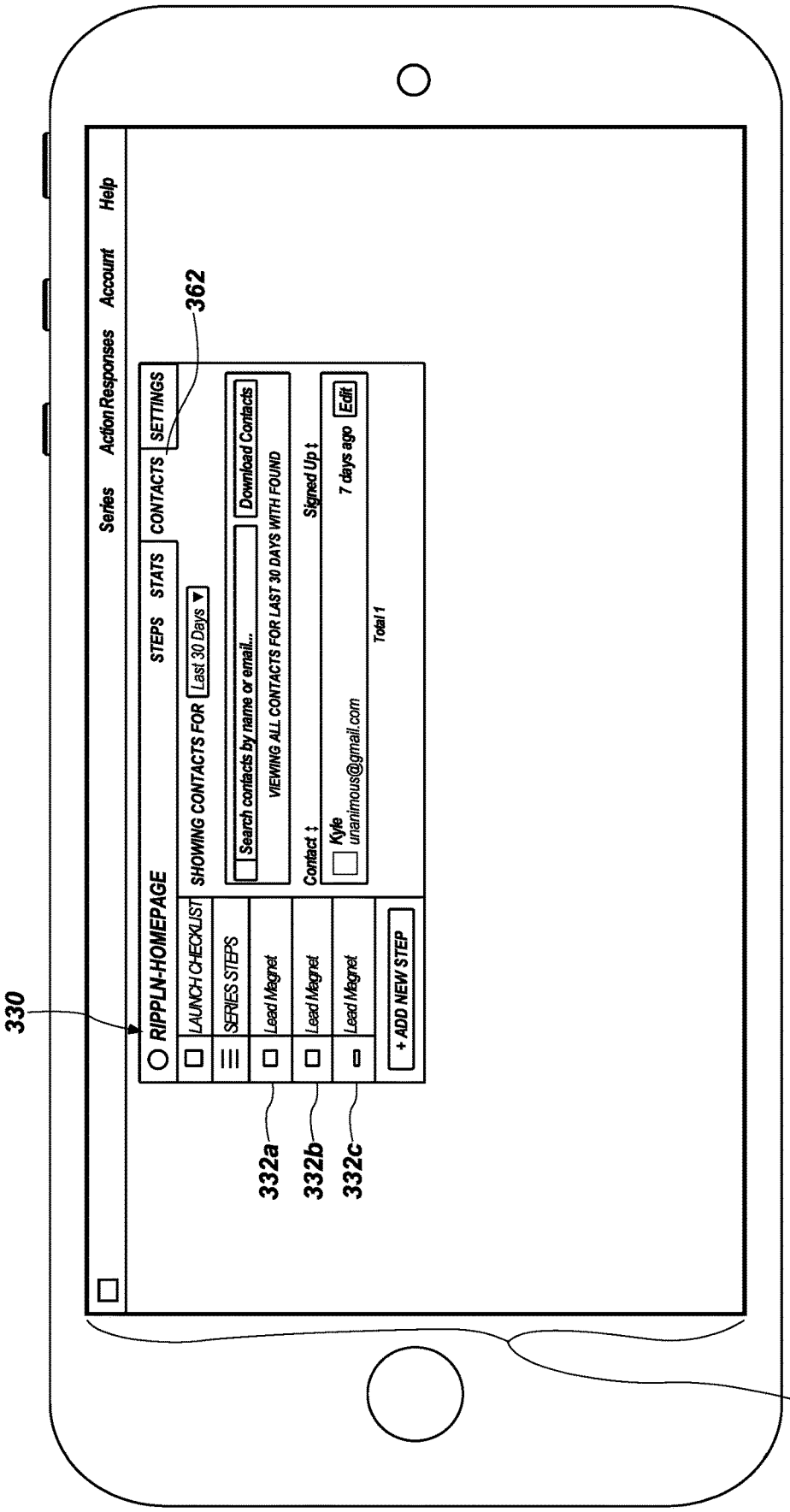

Series
Action Responses
Account
Help
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
362
LAUNCH CHECKLIST
SERIES STEPS
SHOWING CONTACTS FOR
Last 30 Days
Search contacts by name or email...
Download Contacts
VIEWING ALL CONTACTS FOR LAST 30 DAYS WITH FOUND
Lead Magnet
Lead Magnet
Lead Magnet
+ ADD NEW STEP
Contact
Signed Up
Kyle
unanimous@gmail.com
7 days ago
Edit
Total 1
330
332a
332b
332c
306

FIG. 3J

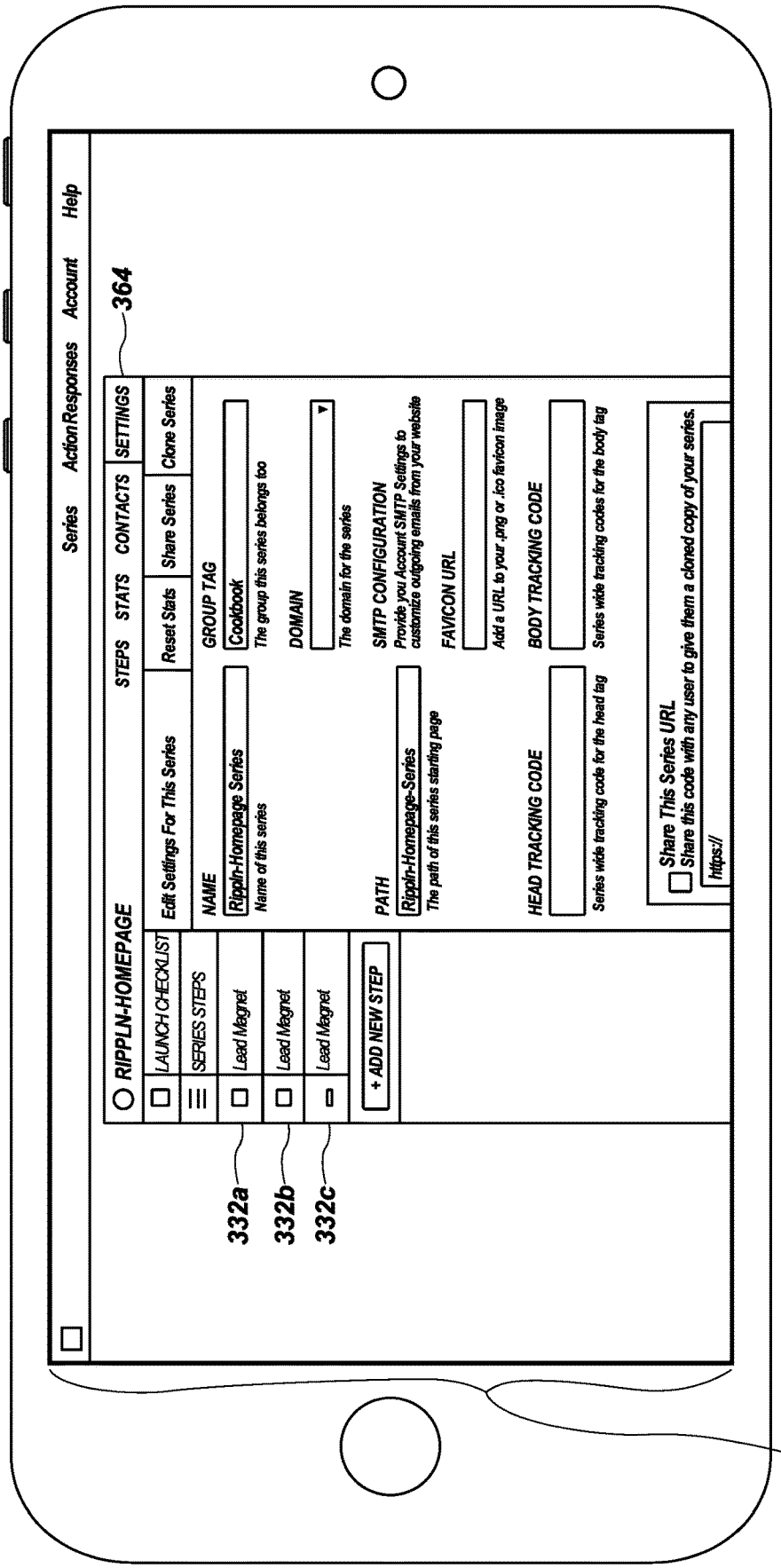

Series
Action Responses
Account
Help
364
RIPPLN-HOMEPAGE
STEPS
STATS
CONTACTS
SETTINGS
LAUNCH CHECKLIST
Edit Settings For This Series
Reset Stats
Share Series
Clone Series
SERIES STEPS
NAME
Ripplin-Homepage Series
Name of this series
GROUP TAG
Cookbook
The group this series belongs too
DOMAIN
The domain for the series
Lead Magnet
Lead Magnet
Lead Magnet
332a
332b
332c
+ ADD NEW STEP
PATH
Ripplin-Homepage-Series
The path of this series starting page
SMTP CONFIGURATION
Provide you Account SMTP Settings to customize outgoing emails from your website
FAVICON URL
Add a URL to your .png or .ico favicon image
HEAD TRACKING CODE
Series wide tracking code for the head tag
BODY TRACKING CODE
Series wide tracking codes for the body tag
Share This Series URL
Share this code with any user to give them a cloned copy of your series.
https://
306

FIG. 3K

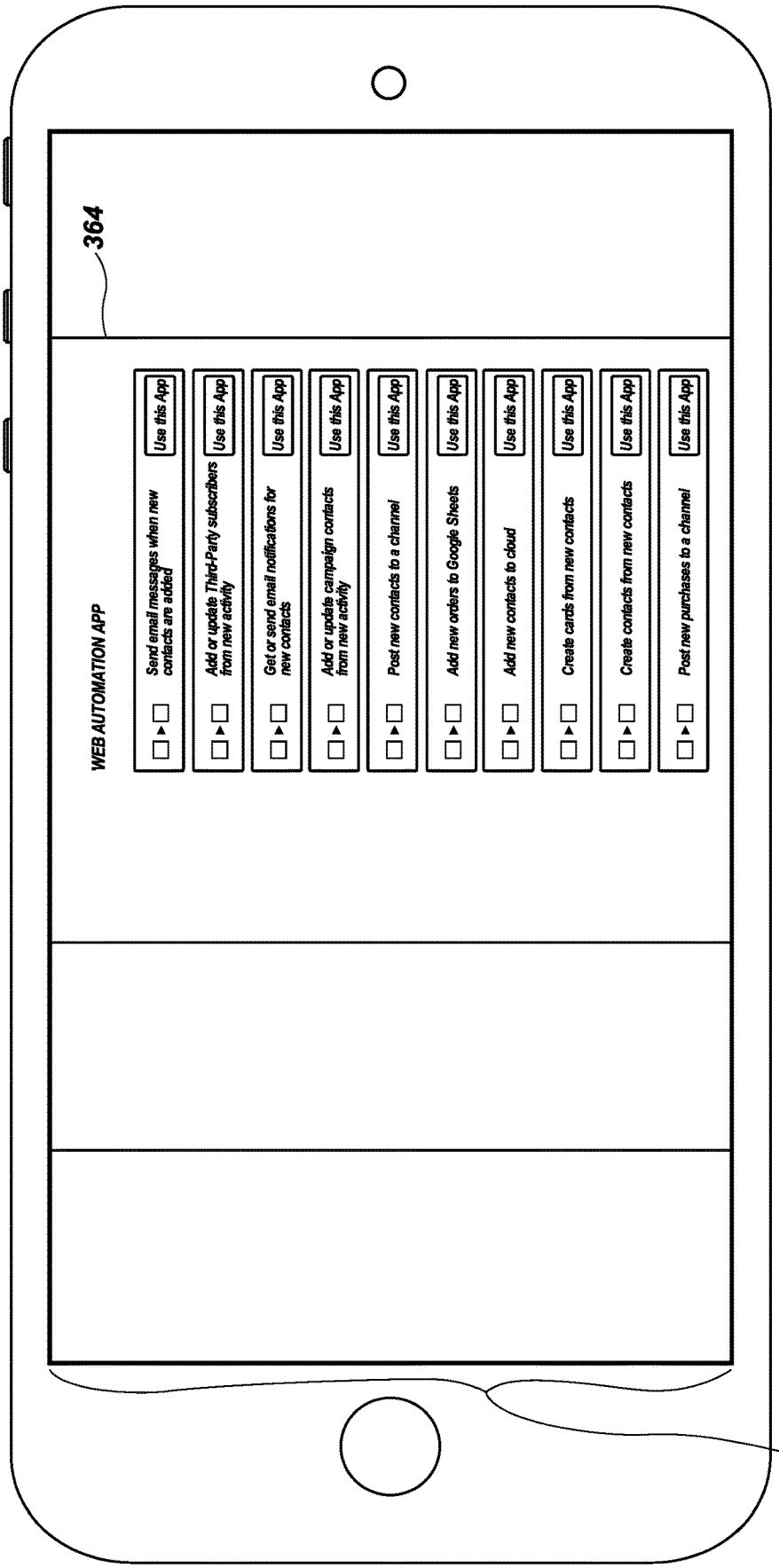

364
WEB AUTOMATION APP
Send email messages when new contacts are added
Use this App
Add or update Third-Party subscribers from new activity
Use this App
Get or send email notifications for new contacts
Use this App
Add or update campaign contacts from new activity
Use this App
Post new contacts to a channel
Use this App
Add new orders to Google Sheets
Use this App
Add new contacts to cloud
Use this App
Create cards from new contacts
Use this App
Create contacts from new contacts
Use this App
Post new purchases to a channel
Use this App
306

FIG. 3L

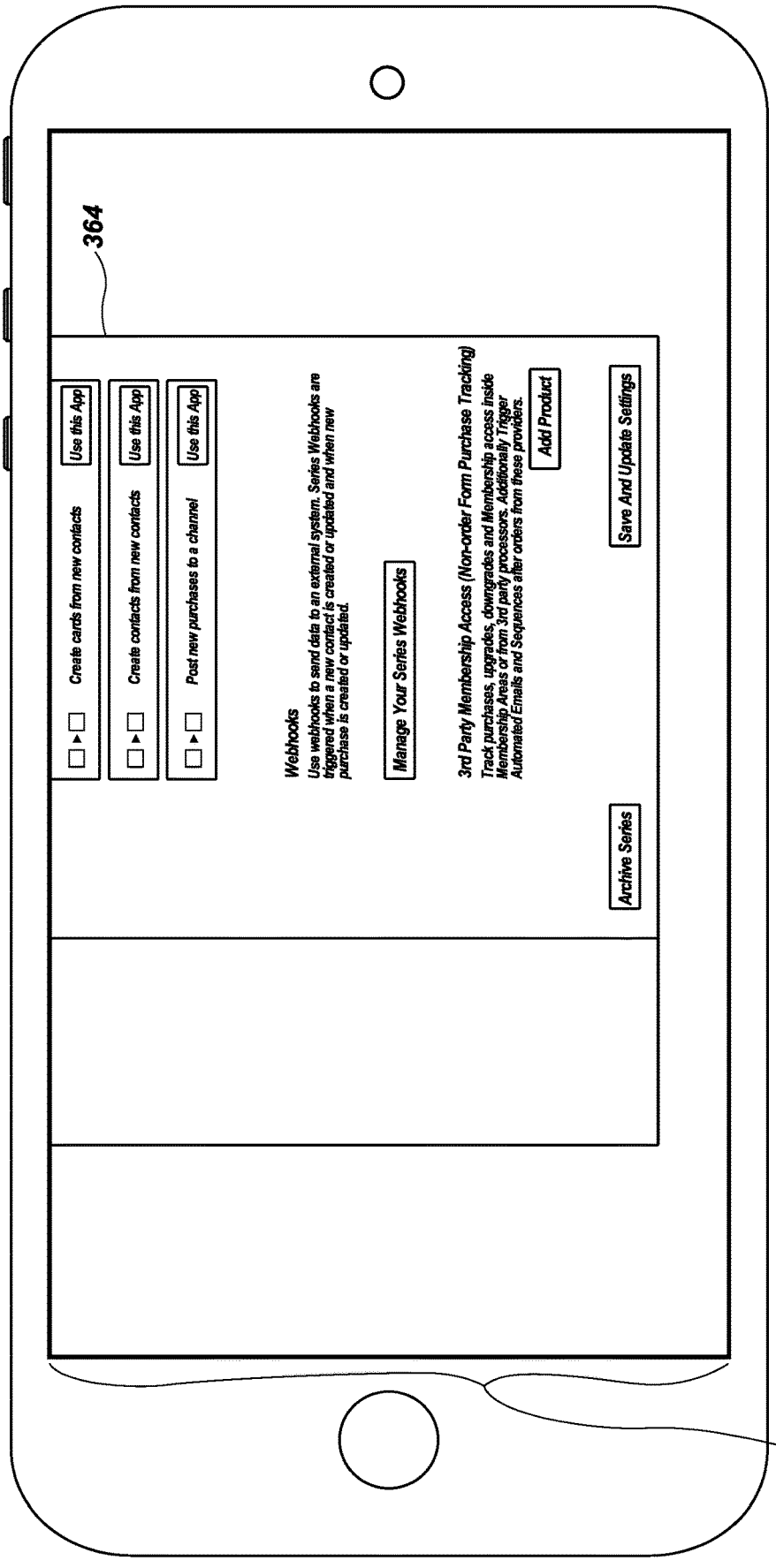

364
Create cards from new contacts
Use this App
Create contacts from new contacts
Use this App
Post new purchases to a channel
Use this App
Webhooks
Use webhooks to send data to an external system. Series Webhooks are triggered when a new contact is created or updated and when new purchase is created or updated.
Manage Your Series Webhooks
3rd Party Membership Access (Non-order Form Purchase Tracking)
Track purchases, upgrades, downgrades and Membership access inside Membership Areas or from 3rd party processors. Additionally Trigger Automated Emails and Sequences after orders from these providers.
Add Product
Save And Update Settings
Archive Series
306

FIG. 3M

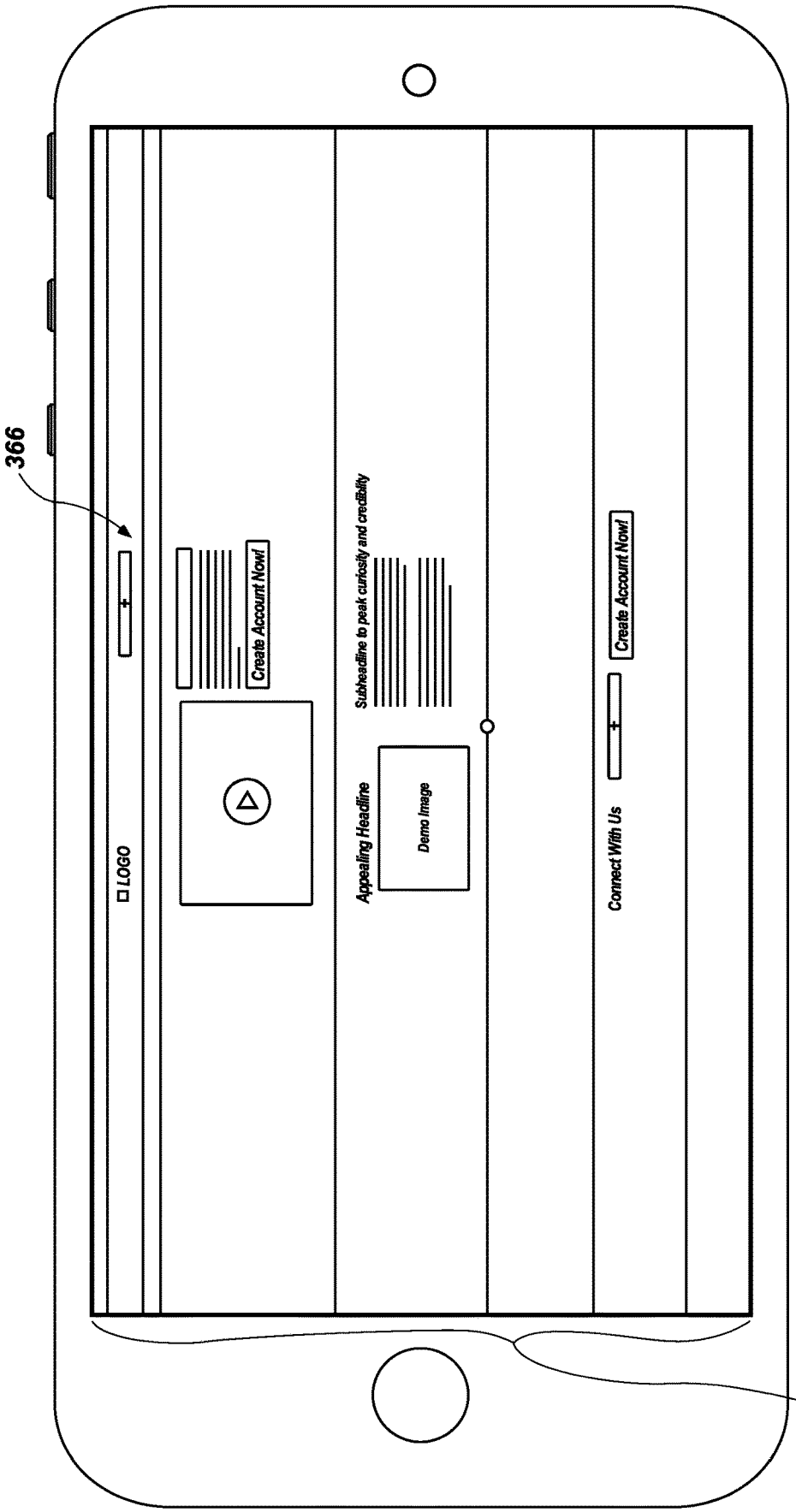

366
LOGO
Create Account Now!
Subheadline to peak curiosity and credibility
Appealing Headline
Demo Image
Connect With Us
Create Account Now!
306

FIG. 3N

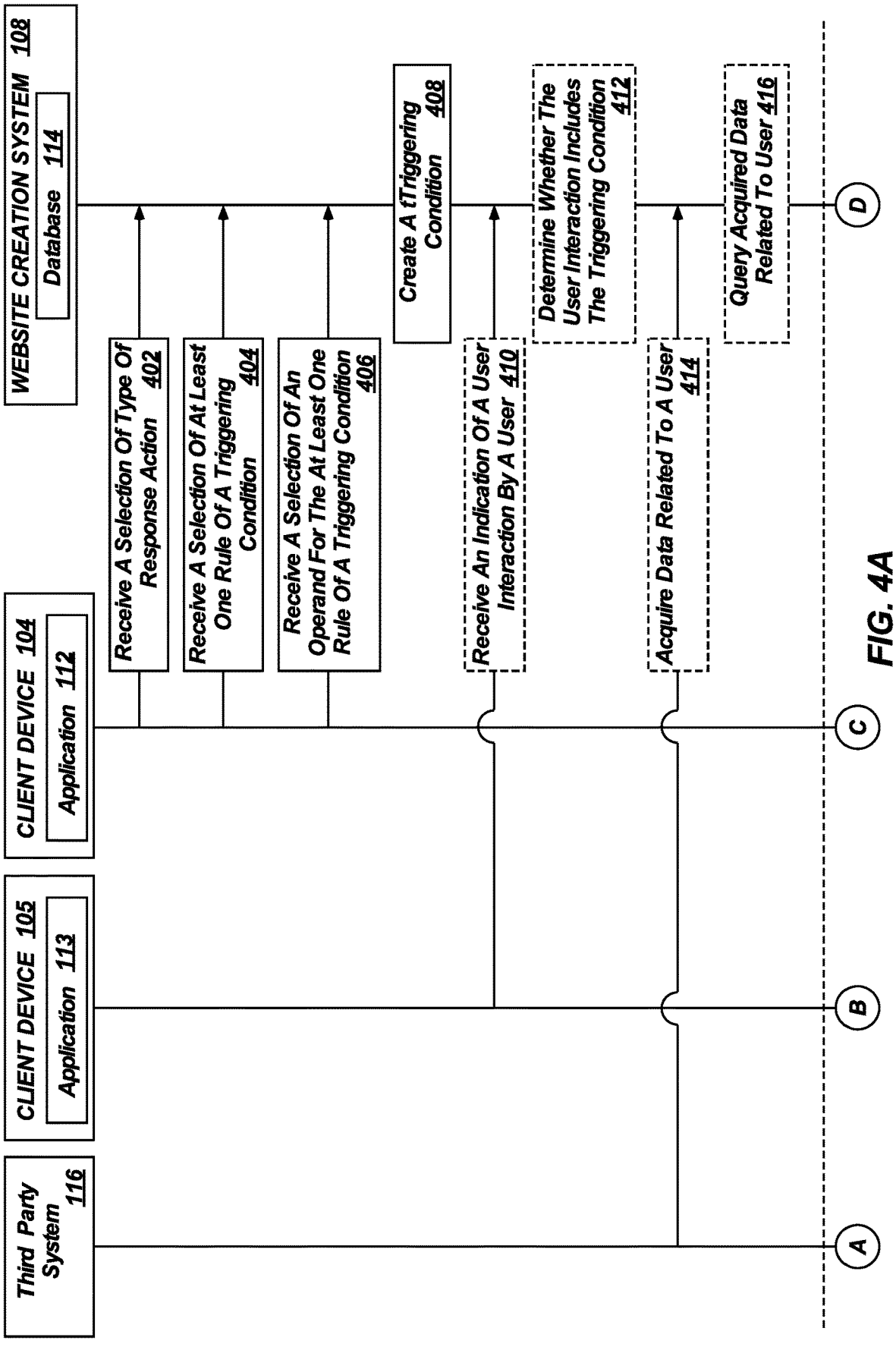

WEBSITE CREATION SYSTEM 108
Database 114
CLIENT DEVICE 104
Application 112
CLIENT DEVICE 105
Application 113
Third Party System 116
Receive A Selection Of Type Of Response Action 402
Receive A Selection Of At Least One Rule Of A Triggering Condition 404
Receive A Selection Of An Operand For The At Least One Rule Of A Triggering Condition 406
Create A tTriggering Condition 408
Receive An Indication Of A User Interaction By A User 410
Determine Whether The User Interaction Includes The Triggering Condition 412
Acquire Data Related To A User 414
Query Acquired Data Related To User 416
A
B
C
D

FIG. 4A

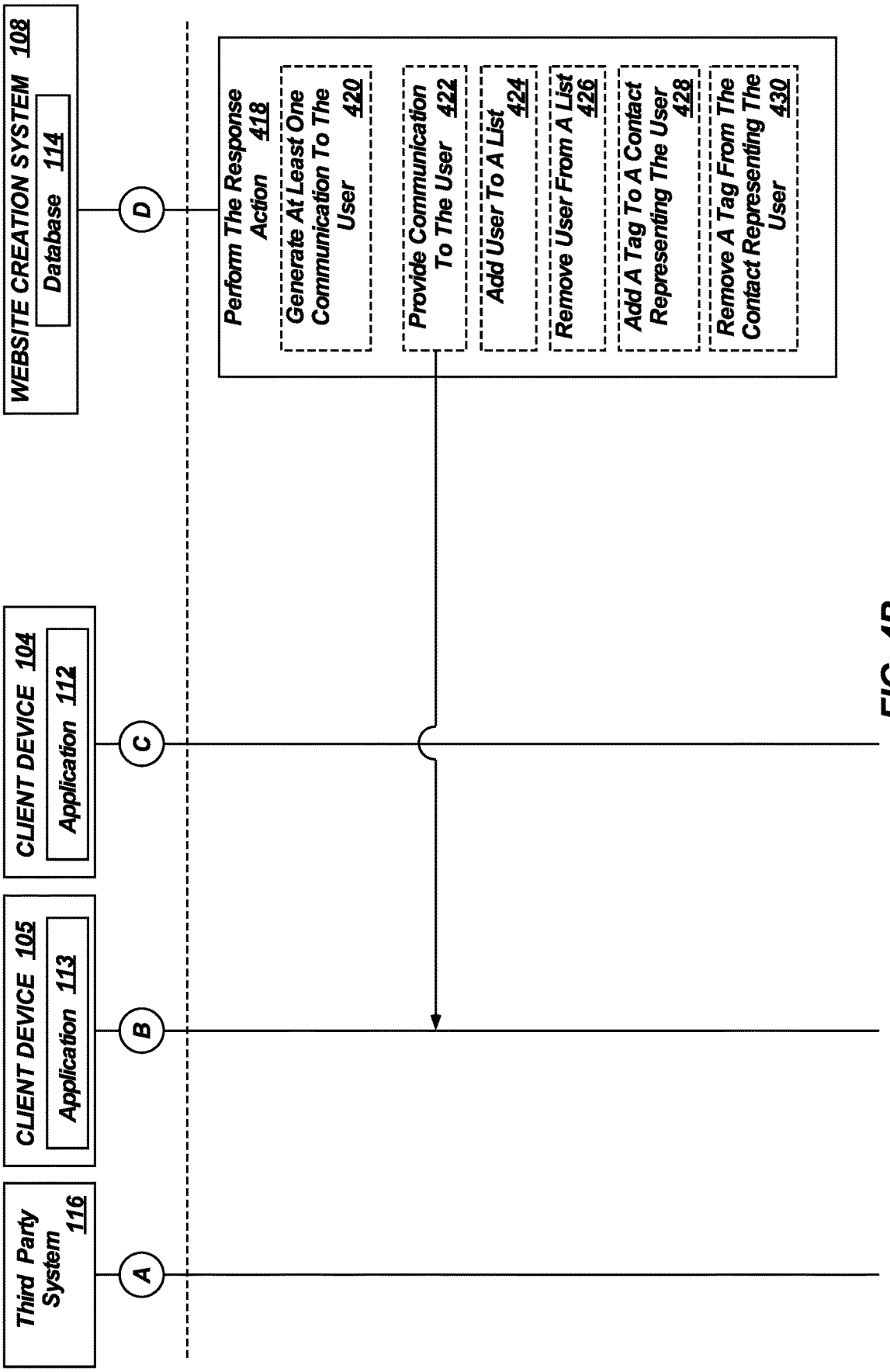

WEBSITE CREATION SYSTEM 108
Database 114
D
Perform The Response Action 418
Generate At Least One Communication To The User 420
Provide Communication To The User 422
Add User To A List 424
Remove User From A List 426
Add A Tag To A Contact Representing The User 428
Remove A Tag From The Contact Representing The User 430
CLIENT DEVICE 104
Application 112
C
CLIENT DEVICE 105
Application 113
B
Third Party System 116
A

FIG. 4B

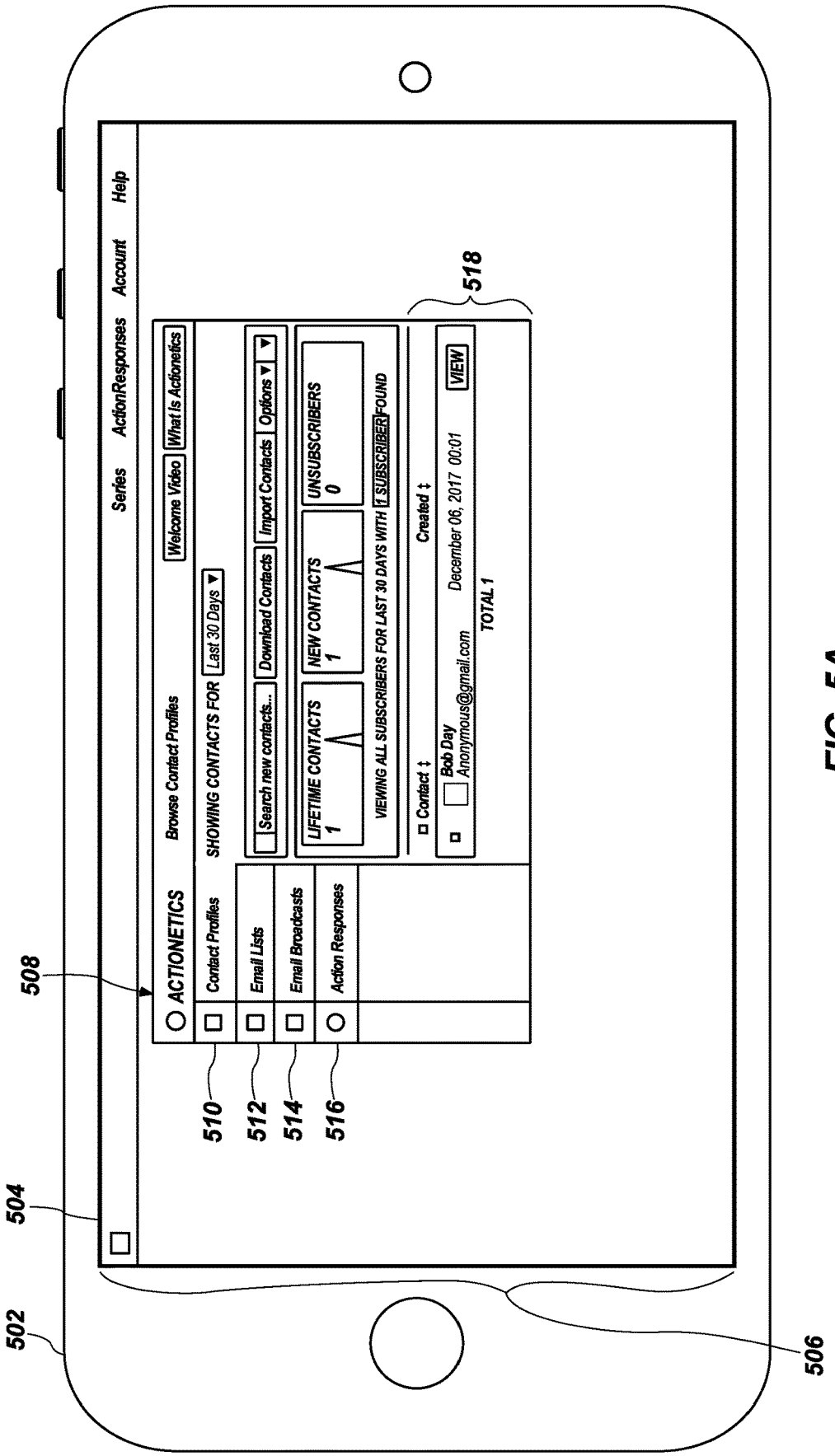

Series
ActionResponses
Account
Help
ACTIONETICS
Browse Contact Profiles
Welcome Video
What is Actionetics
Contact Profiles
SHOWING CONTACTS FOR
Last 30 Days
Email Lists
Search new contacts...
Download Contacts
Import Contacts
Options
Email Broadcasts
LIFETIME CONTACTS
1
NEW CONTACTS
1
UNSUBSCRIBERS
0
Action Responses
VIEWING ALL SUBSCRIBERS FOR LAST 30 DAYS WITH 1 SUBSCRIBER FOUND
Contact
Created
Bob Day
Anonymous@gmail.com
December 06, 2017 00:01
VIEW
TOTAL 1
502
504
506
508
510
512
514
516
518

FIG. 5A

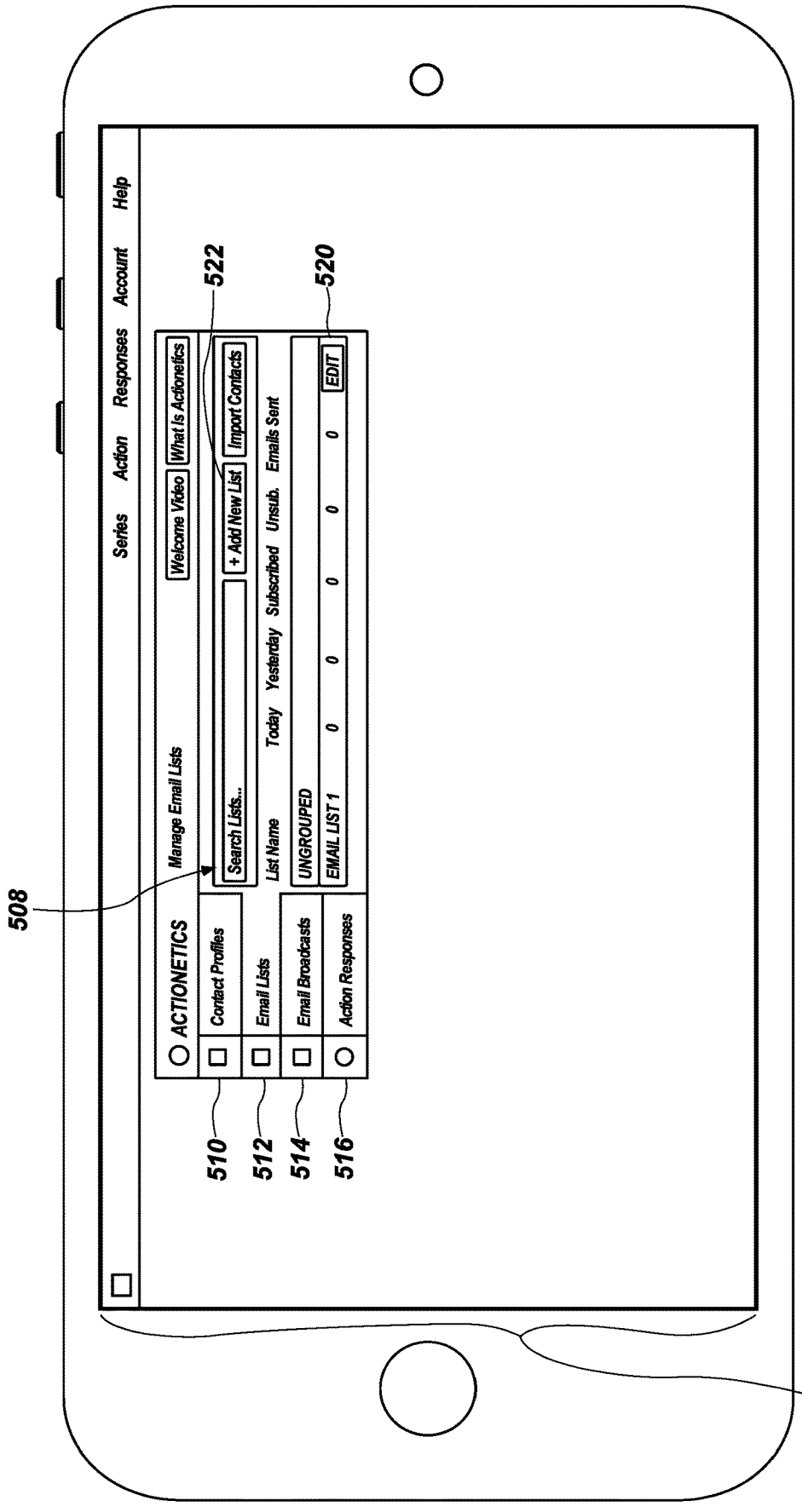

Series
Action
Responses
Account
Help
ACTIONETICS
Manage Email Lists
Welcome Video
What Is Actionetics
Contact Profiles
Search Lists...
+ Add New List
Import Contacts
Email Lists
List Name
Today
Yesterday
Subscribed
Unsub.
Emails Sent
Email Broadcasts
UNGROUPED
EMAIL LIST 1
0
0
0
0
0
0
EDIT
Action Responses
508
510
512
514
516
520
522
506

FIG. 5B

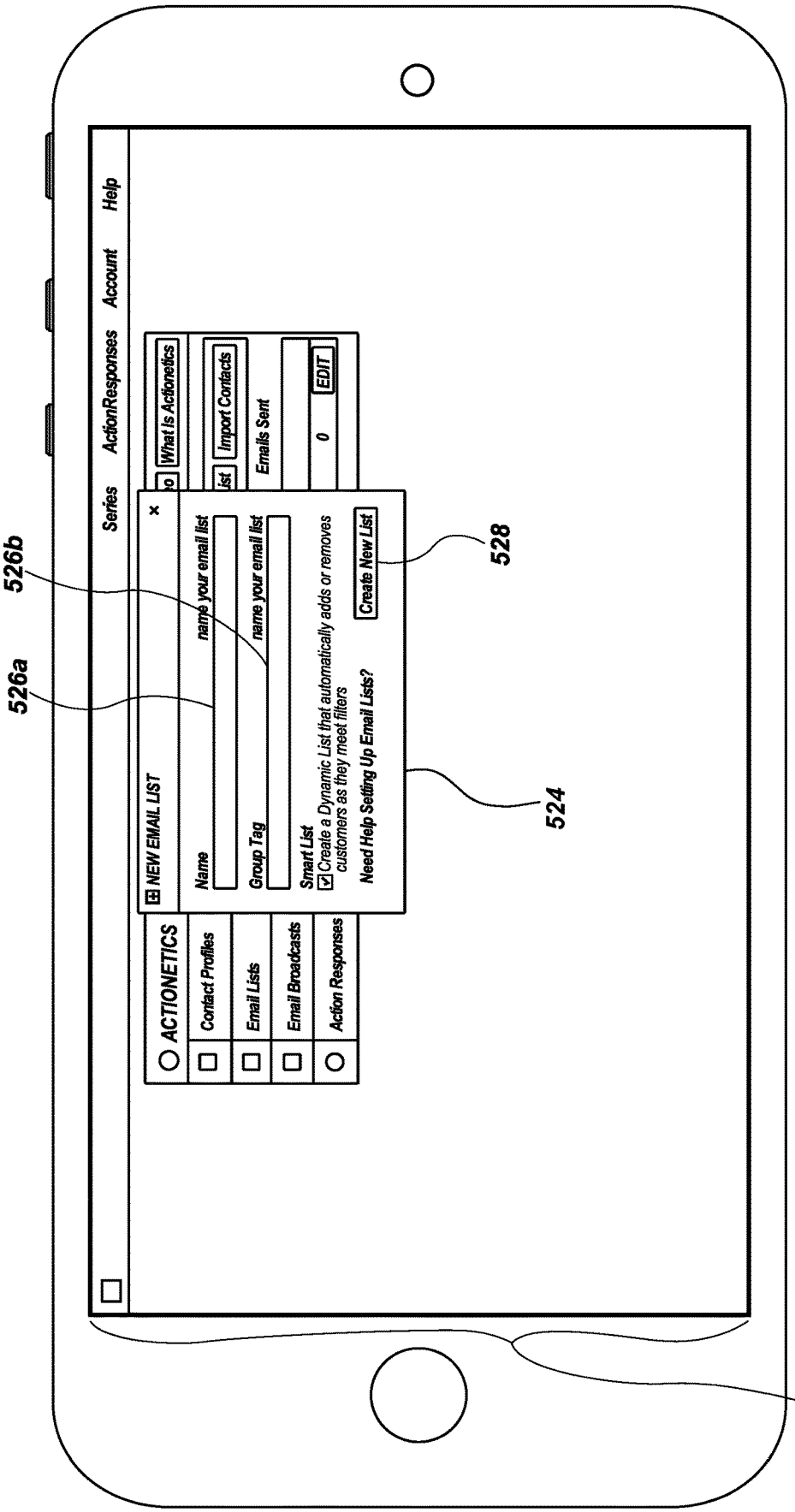

Series
ActionResponses
Account
Help
What Is Actionetics
Import Contacts
Emails Sent
0
EDIT
NEW EMAIL LIST
Name
name your email list
Group Tag
name your email list
Smart List
Create a Dynamic List that automatically adds or removes customers as they meet filters
Need Help Setting Up Email Lists?
Create New List
ACTIONETICS
Contact Profiles
Email Lists
Email Broadcasts
Action Responses
526b
526a
528
524
506

FIG. 5C

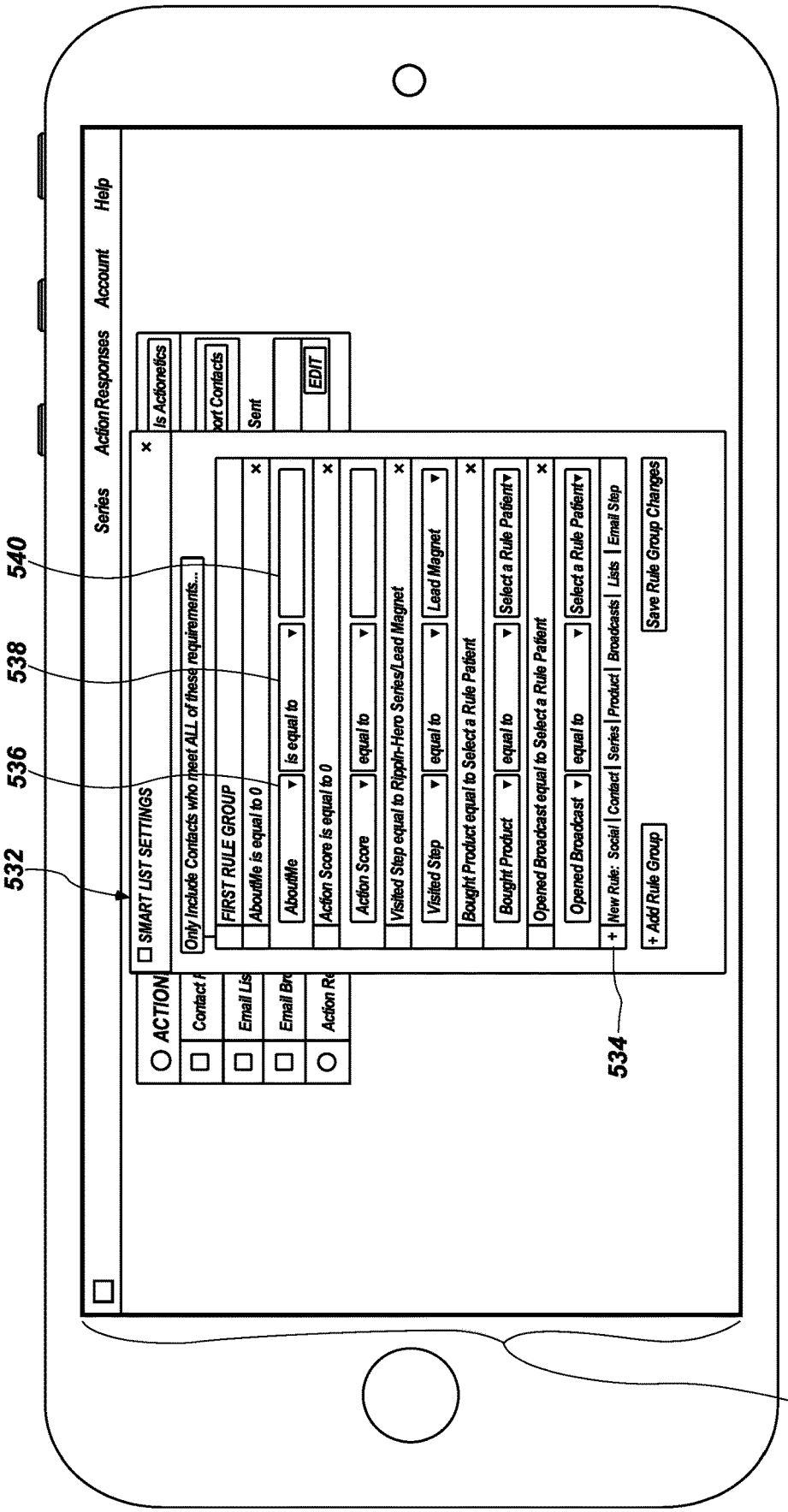

Series
Action Responses
Account
Help
SMART LIST SETTINGS
Only Include Contacts who meet ALL of these requirements...
FIRST RULE GROUP
AboutMe is equal to 0
AboutMe
is equal to
Action Score is equal to 0
Action Score
equal to
Visited Step equal to Ripplr-Hero Series/Lead Magnet
Visited Step
equal to
Lead Magnet
Bought Product equal to Select a Rule Patient
Bought Product
equal to
Select a Rule Patient
Opened Broadcast equal to Select a Rule Patient
Opened Broadcast
equal to
Select a Rule Patient
New Rule: Social | Contact | Series | Product | Broadcasts | Lists | Email Step
+ Add Rule Group
Save Rule Group Changes
ACTION
Contact
Email Lis
Email Br
Action Re
Is Actionetics
Sent
EDIT
532
536
538
540
534
506

FIG. 5D

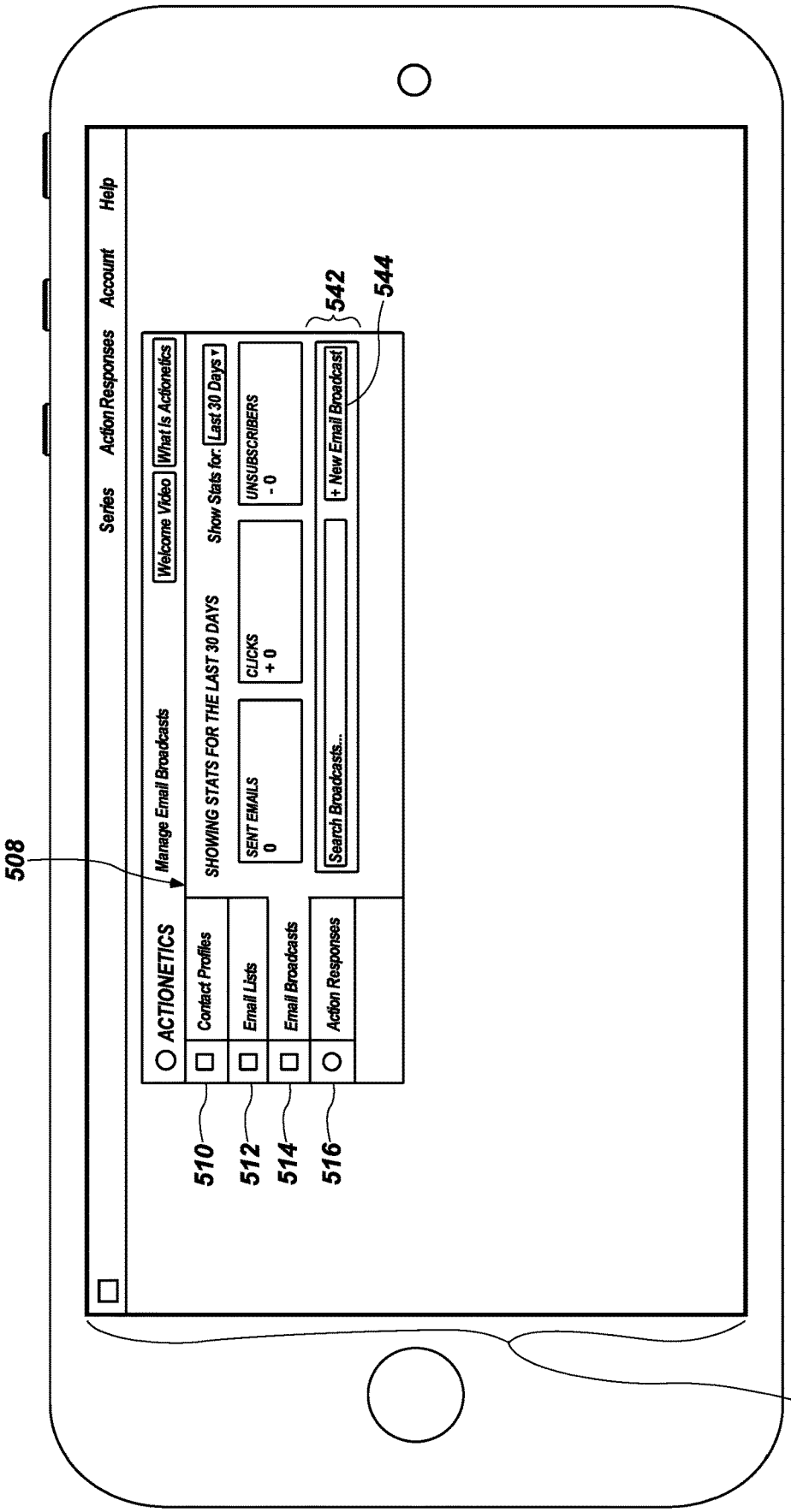

Series
Action Responses
Account
Help
ACTIONETICS
Manage Email Broadcasts
Welcome Video
What Is Actionetics
SHOWING STATS FOR THE LAST 30 DAYS
Show Stats for:
Last 30 Days
SENT EMAILS
0
CLICKS
+ 0
UNSUBSCRIBERS
- 0
Search Broadcasts...
+ New Email Broadcast
Contact Profiles
Email Lists
Email Broadcasts
Action Responses
508
510
512
514
516
542
544
506

FIG. 5E

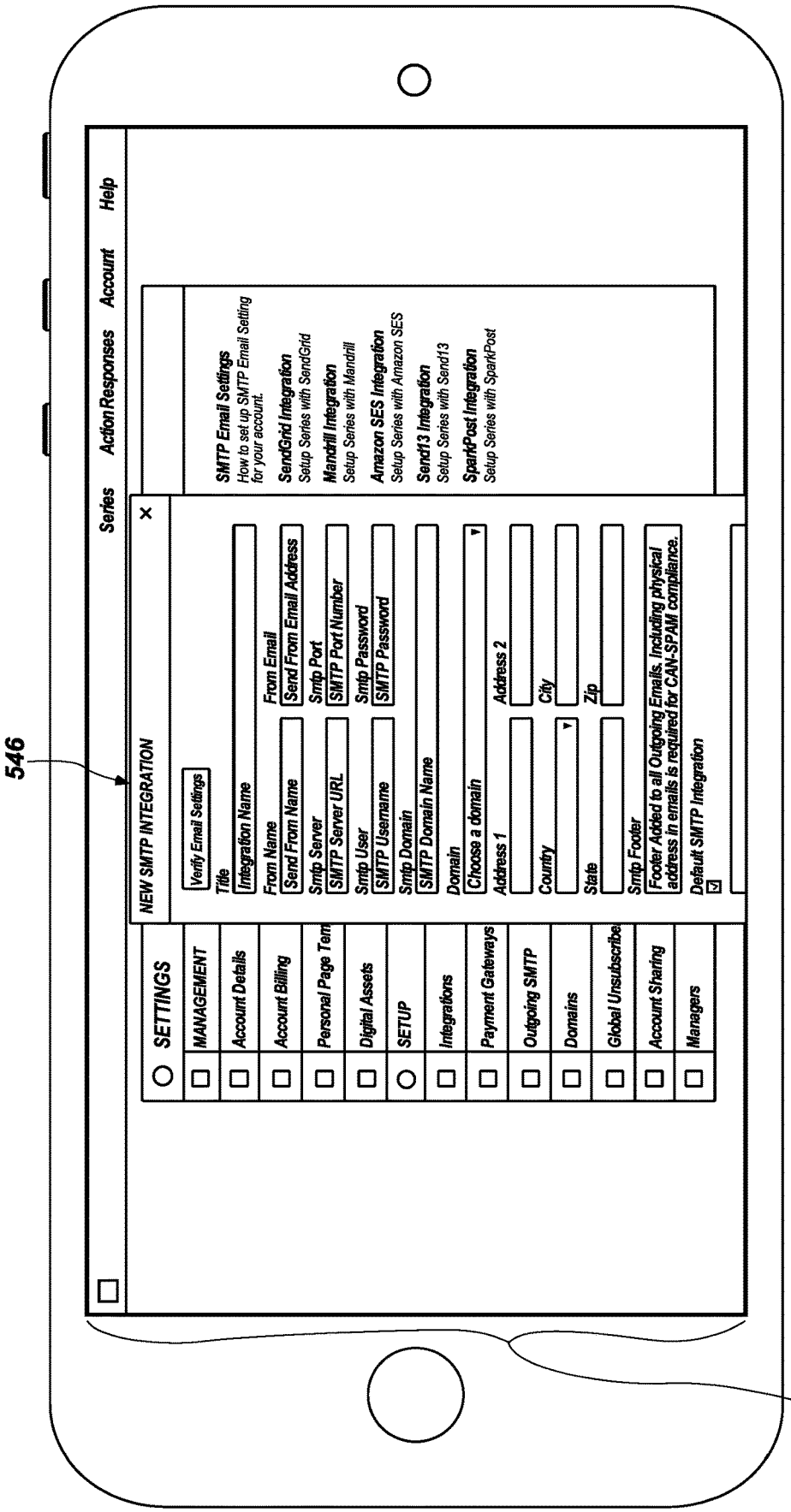

546
506
Series
Action Responses
Account
Help
SETTINGS
MANAGEMENT
Account Details
Account Billing
Personal Page Tem
Digital Assets
SETUP
Integrations
Payment Gateways
Outgoing SMTP
Domains
Global Unsubscribe
Account Sharing
Managers
NEW SMTP INTEGRATION
Verify Email Settings
Title
Integration Name
From Name
Send From Name
Smtp Server
SMTP Server URL
Smtp User
SMTP Username
Smtp Domain
SMTP Domain Name
Domain
Choose a domain
Address 1
Country
State
Smtp Footer
Footer Added to all Outgoing Emails. Including physical address in emails is required for CAN-SPAM compliance.
Default SMTP Integration
From Email
Send From Email Address
Smtp Port
SMTP Port Number
Smtp Password
SMTP Password
Address 2
City
Zip
SMTP Email Settings
How to set up SMTP Email Setting for your account.
SendGrid Integration
Setup Series with SendGrid
Mandrill Integration
Setup Series with Mandrill
Amazon SES Integration
Setup Series with Amazon SES
Send13 Integration
Setup Series with Send13
SparkPost Integration
Setup Series with SparkPost

FIG. 5F

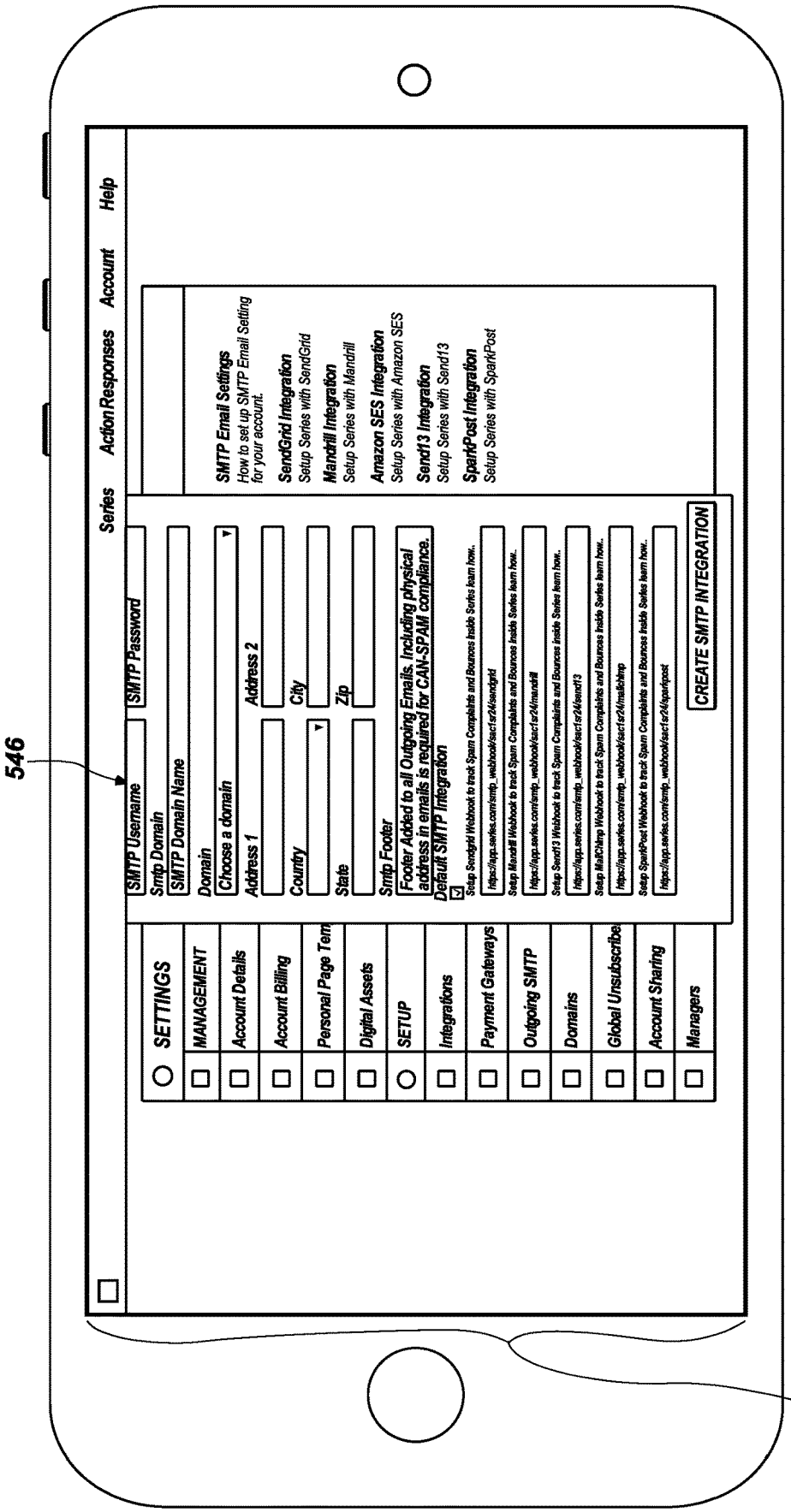

546
506
Series
Action Responses
Account
Help
SETTINGS
MANAGEMENT
Account Details
Account Billing
Personal Page Tem
Digital Assets
SETUP
Integrations
Payment Gateways
Outgoing SMTP
Domains
Global Unsubscribe
Account Sharing
Managers
SMTP Username
SMTP Password
Smtp Domain
SMTP Domain Name
Domain
Choose a domain
Address 1
Address 2
Country
City
State
Zip
Smtp Footer
Footer Added to all Outgoing Emails. Including physical address in emails is required for CAN-SPAM compliance.
Default SMTP Integration
Setup Sendgrid Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sacf1cr24/sendgrid
Setup Mandrill Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sacf1cr24/mandrill
Setup Send13 Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sacf1cr24/send13
Setup MailChimp Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sacf1cr24/mailchimp
Setup SparkPost Webhook to track Spam Complaints and Bounces inside Series learn how..
https://app.series.com/smtp_webhook/sacf1cr24/sparkpost
CREATE SMTP INTEGRATION
SMTP Email Settings
How to set up SMTP Email Setting for your account.
SendGrid Integration
Setup Series with SendGrid
Mandrill Integration
Setup Series with Mandrill
Amazon SES Integration
Setup Series with Amazon SES
Send13 Integration
Setup Series with Send13
SparkPost Integration
Setup Series with SparkPost

FIG. 5G

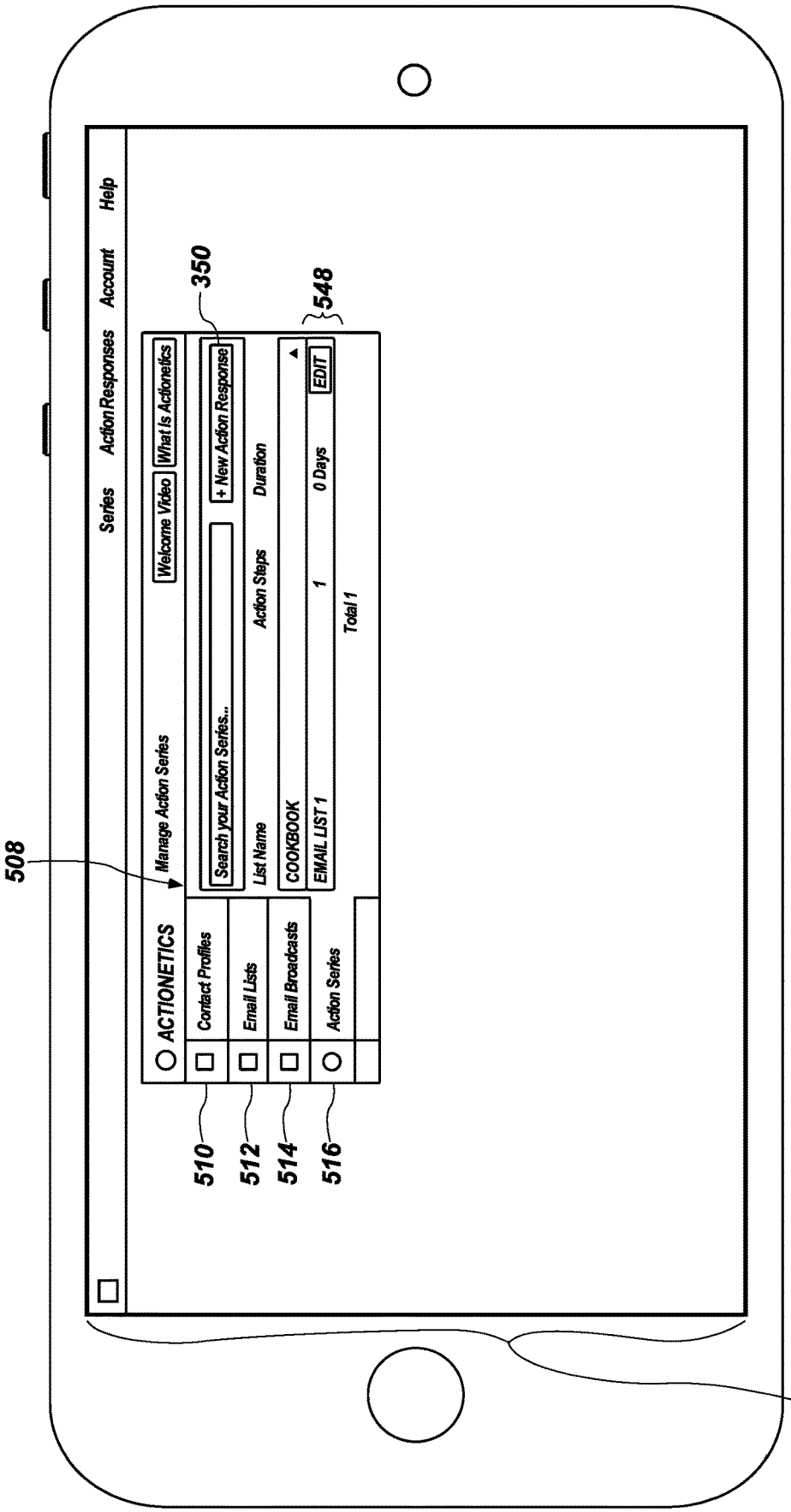

Series
Action Responses
Account
Help
350
548
Welcome Video
What is Actionetics
Manage Action Series
+ New Action Response
Search your Action Series...
List Name
Action Steps
Duration
COOKBOOK
EMAIL LIST 1
1
0 Days
EDIT
Total 1
ACTIONETICS
Contact Profiles
Email Lists
Email Broadcasts
Action Series
508
510
512
514
516
506

FIG. 5H

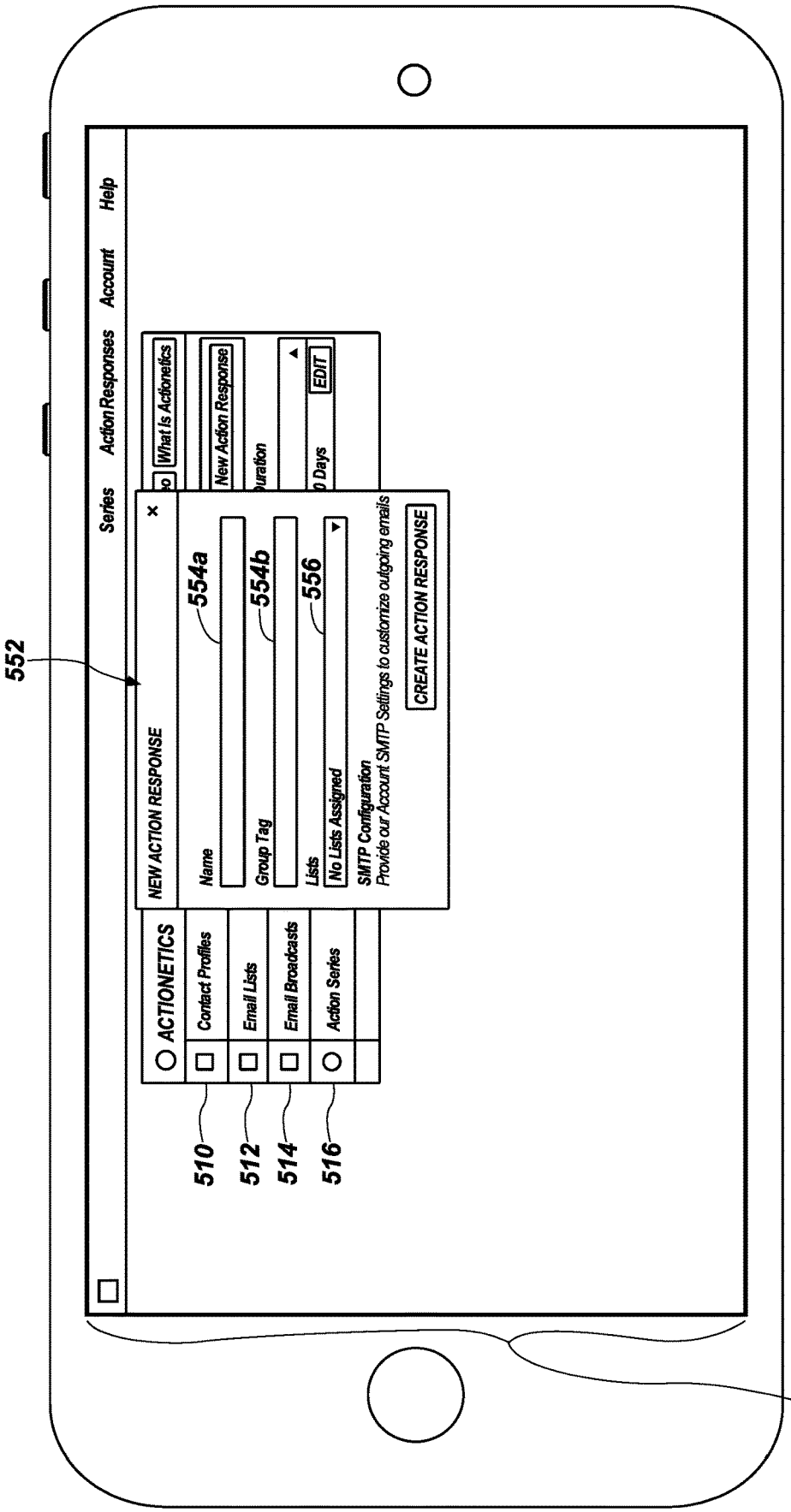

552
Series
Action Responses
Account
Help
What Is Actionetics
New Action Response
EDIT
ACTIONETICS
Contact Profiles
Email Lists
Email Broadcasts
Action Series
NEW ACTION RESPONSE
Name
Group Tag
Lists
No Lists Assigned
SMTP Configuration
Provide our Account SMTP Settings to customize outgoing emails
CREATE ACTION RESPONSE
554a
554b
556
510
512
514
516
506

FIG. 5I

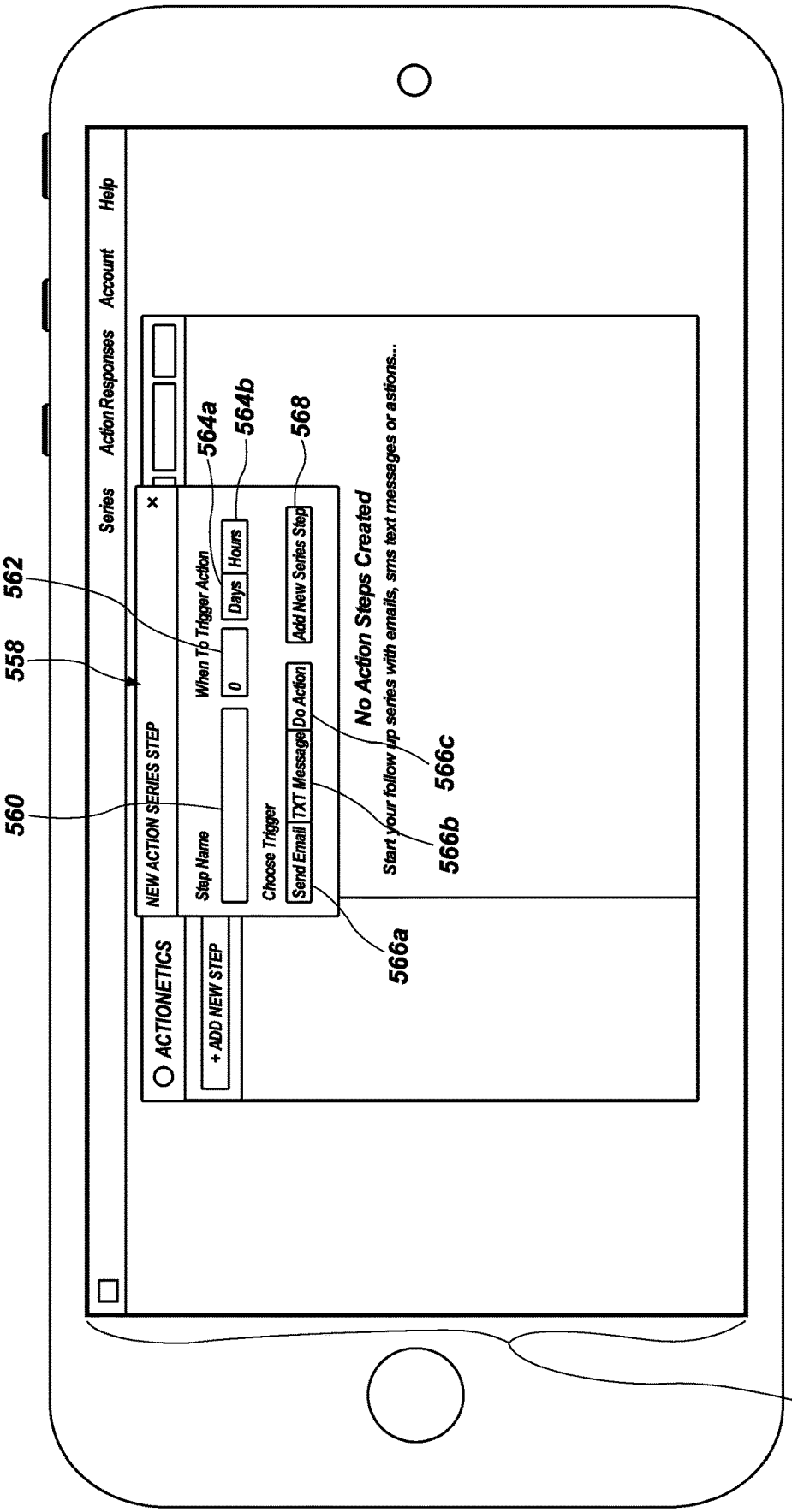

Series
ActionResponses
Account
Help
562
558
560
564a
564b
568
When To Trigger Action
0
Days
Hours
Add New Series Step
NEW ACTION SERIES STEP
Step Name
Choose Trigger
Do Action
TXT Message
Send Email
ACTIONETICS
+ ADD NEW STEP
No Action Steps Created
Start your follow up series with emails, sms text messages or astions...
566a
566b
566c
506

FIG. 5J

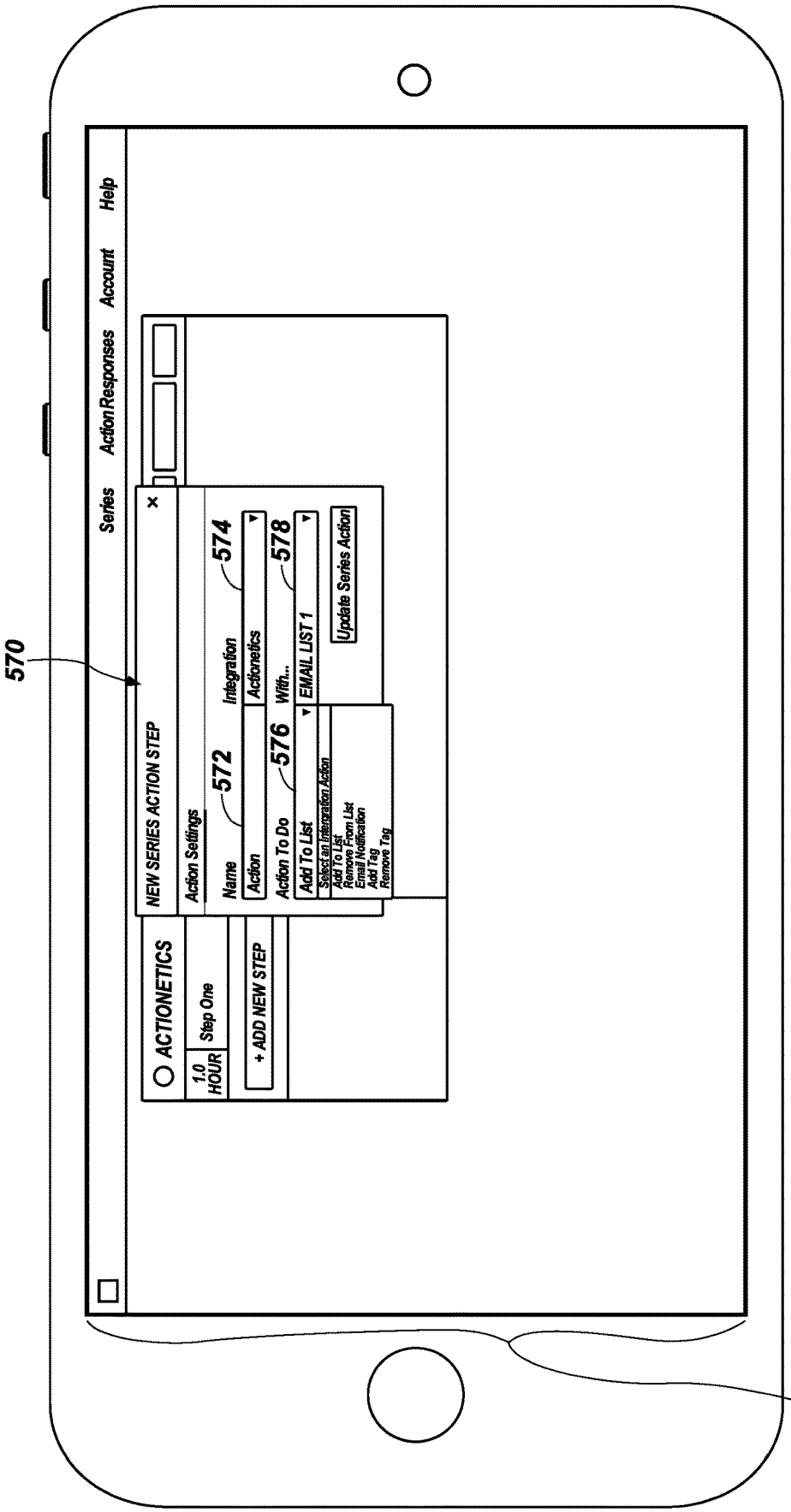

570
Series
Action Responses
Account
Help
NEW SERIES ACTION STEP
Action Settings
Name
572
Action
Integration
574
Actionetics
Action To Do
576
Add To List
With...
578
EMAIL LIST 1
Update Series Action
Select an Integration Action
Add To List
Remove From List
Email Notification
Add Tag
Remove Tag
ACTIONETICS
1.0 HOUR
Step One
+ ADD NEW STEP
506

FIG. 5K

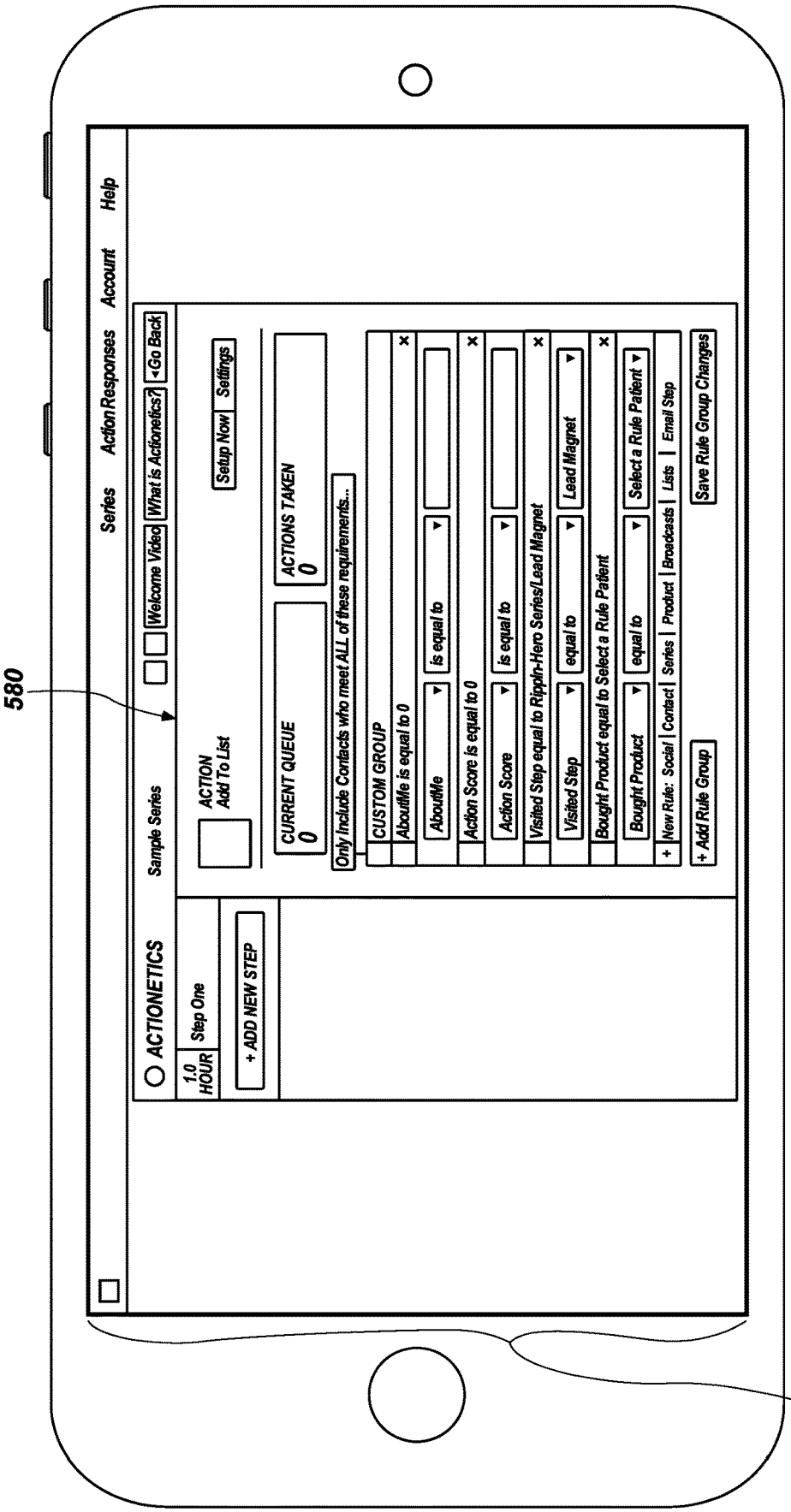

580
506
Series
Action Responses
Account
Help
ACTIONETICS
Sample Series
Welcome Video
What is Actionetics?
Go Back
Setup Now
Settings
1.0 HOUR
Step One
+ ADD NEW STEP
ACTION
Add To List
CURRENT QUEUE
0
ACTIONS TAKEN
0
Only Include Contacts who meet ALL of these requirements...
CUSTOM GROUP
AboutMe is equal to 0
AboutMe
is equal to
Action Score is equal to 0
Action Score
is equal to
Visited Step equal to Ripple-Hero Series/Lead Magnet
Visited Step
equal to
Lead Magnet
Bought Product equal to Select a Rule Patient
Bought Product
equal to
Select a Rule Patient
New Rule: Social | Contact | Series | Product | Broadcasts | Lists | Email Step
+ Add Rule Group
Save Rule Group Changes

FIG. 5L

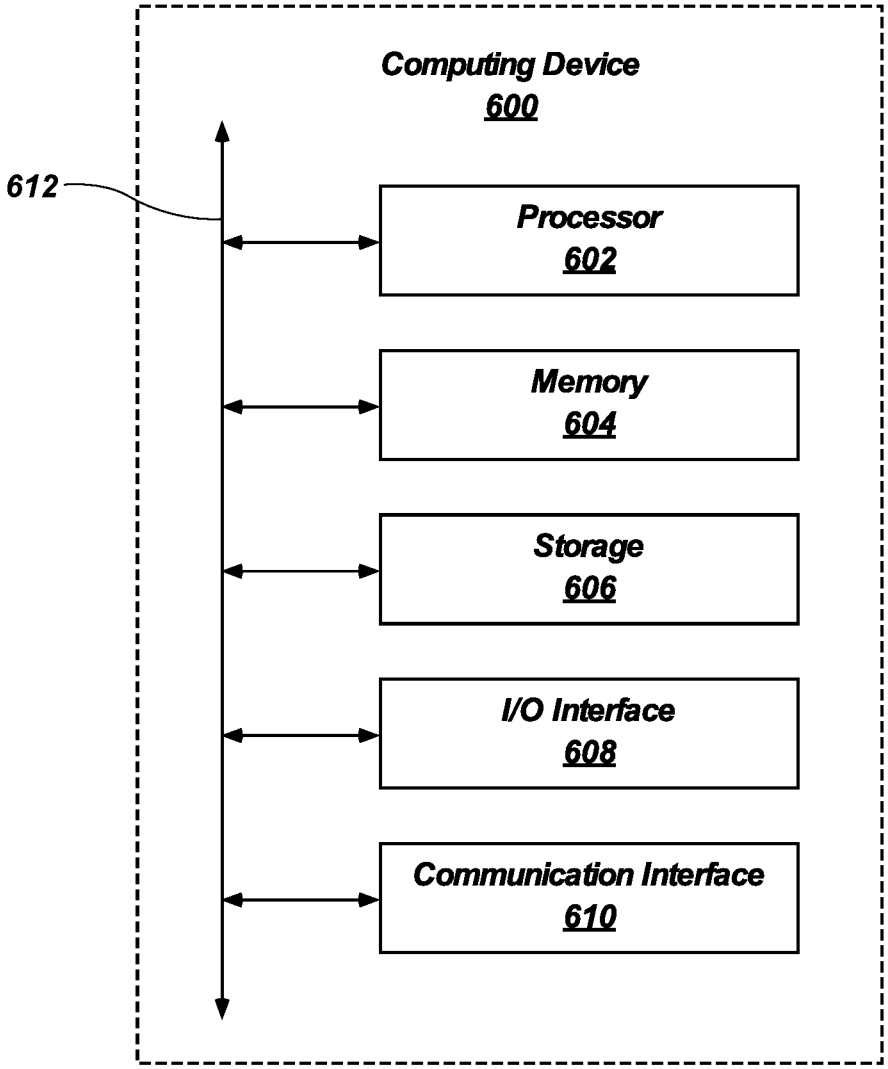

Computing Device
600
612
Processor
602
Memory
604
Storage
606
I/O Interface
608
Communication Interface
610

FIG. 6

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

TECHNICAL FIELD

This disclosure relates generally to a website creation system having at least one series of directional webpages and related methods.

BACKGROUND

The Internet has played an influential role in developing electronic commerce. Furthermore, one who may want to create a website for selling a product and/or service in hopes of yielding favorable results (e.g., sales, opt-ins, etc.) must often hire two or more different companies to develop and generate different portions of the website. This results in extreme, and in some cases, hindering costs before ever selling a product and/or service. Moreover, the website owner typically has very little ability to personally edit and adjust the website to meet the adjusting needs of website guests (e.g., customers) without again turning to the development companies and paying additional fees for their services. Other options for creating a website include employing "cookie cutter" (e.g., one type fits all) websites that all look substantially the same and are not tailored to the website owners' products and/or services. Thus, because the resultant websites are not created under one roof and/or are not tailored to products and/or services offered thereon, the resultant websites are often clunky, not user friendly, and overall unappealing and unpersuasive to potential customers. This, conventionally, results in abandoned carts, lost sales, and overall poor results for the website owner. Accordingly, these and other disadvantages exist with respect to conventional methods and systems for creating websites.

BRIEF SUMMARY

The various embodiments described below provide benefits and/or solve one or more of the foregoing or other problems in the art with systems and methods for creating websites. Some embodiments of the present disclosure include a method for creating a website. The method may include providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type including a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface including a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

In one or more embodiments, the systems and methods provide a method for creating a response action within a created website. The method may include receiving, from a client device, a selection of a type of response action, the response action to be performed in response to a triggering condition; receiving a selection of at least one rule of the triggering condition; receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

BRIEF DESCRIPTION OF THE DRAWINGS

Various embodiments will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

FIG. **1** illustrates a schematic representation of an environment within which a website creation system can operate in accordance with one or more embodiments of the present disclosure;

FIGS. **2**A-**2**C illustrate a sequence flow diagram that a website creation system can utilize to create a website in accordance with one or more embodiments;

FIGS. **3**A-**3**N illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create a website according to one or more embodiments of the present disclosure;

FIGS. **4**A and **4**B illustrate a sequence flow diagram that a website creation system can utilize to create one or more response actions in accordance with one or more embodiments of the present disclosure;

FIGS. **5**A-**5**L illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create one or more response actions according to one or more embodiments of the present disclosure; and

FIG. **6** illustrates a block diagram of an example computing device in accordance with one or more embodiments of the present disclosure.

DETAILED DESCRIPTION

The illustrations presented herein are not actual views of any particular website creation system, or any component thereof, but are merely idealized representations, which are employed to describe the present invention.

One or more embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create a website. Furthermore, the website creation system may enable the user to create a website having a series of directional webpages. The series of directional webpages may include a series (e.g., a sequence or funnel) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages

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may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the series of directional webpages may be designed and intended to cause a guest of the created website to remain on the website, opt into an email list, provide contact information (e.g., an email address, a telephone number, a social media identifier, etc.), share a portion of the website on social media, complete a purchase, complete multiple purchases, add an item to a cart, visit another website, interact with a chat messenger, view a video on the website, view an image on the website, etc.

Because the website creation system of the present disclosure enables a user to create, within a single system, a website that includes at least one series of directional webpages ordered and designed to entice particular user interaction, the website creation system is advantageous over conventional website creation systems. For instance, because the website creation system enables a user to create a website while working with a single system instead of multiple developers and systems, the website creation system reduces required processing power, memory, and communication resources needed to facilitate creating websites. Accordingly, the website creation system results in less data transfer and data bandwidth usage for a computer/communication system. In other words, the website creation system results in less required processing power and communication bandwidth in comparison to conventional systems. As a result, the website creation system of the present disclosure, in comparison to conventional systems, may be a more appropriate system for mobile devices. Additionally, the in view of the foregoing, the website creation system may result in more user friendly, consistent, attractive, and persuasive websites in comparison to conventional website creation systems and methods.

Moreover, some embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to monitor and edit a website to meet the needs of current traffic (e.g., guests) visiting the website. For instance, the website creation system includes a website editor graphical user interface ("GUI") for display to the system administrator on a client device. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website.

Additional embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create one or more response actions related to the user's created website. For instance, the user can customize the website to perform a response action in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of the website. As a non-limiting example, a response action may include sending a communication to a guest of the website based on the guest's status or number of followers within a social media network. Each of the response actions may include multiple specific ordered rules that enable automation of further tasks (e.g., sending communications to a guest in response to a guest's actions, adding the guest to broadcasts, tagging the guest, etc.). Furthermore, the multiple specific rules cause the website to perform the response actions in specific technological ways.

FIG. **1** illustrates a schematic diagram of an environment **100** in which a website creation system can operate according to one or more embodiments of the present disclosure. As illustrated, the environment **100** includes a client device **104**, at least one server **101** including a website creation system **108**, a network **102**, and one or more third-party system(s) **116**. The website creation system **108**, the client device **104**, and the third-party system(s) **116** can communicate via the network **102**. The network **102** may include one or more networks, such as the Internet, and can use one or more communications platforms or technologies suitable for transmitting data and/or communication signals. Although FIG. **1** illustrates a particular arrangement of the client device **104**, the server **101**, the third-party system(s) **116**, and the network **102**, various additional arrangements are possible. For example, the server **101** and, accordingly, the website creation system **108**, can directly communicate with the client device **104**, bypassing the network **102**.

As illustrated in FIG. **1**, a user **110** can interface with the client device **104**, for example, to communicate with the server **101** and to utilize the website creation system **108** to create a website. The user **110** can be an individual (i.e., human user), a business, a group, or any other entity. Although FIG. **1** illustrates only one user **110** associated with the client device **104**, the environment **100** can include any number of a plurality of users that each interact with the environment **100** using a corresponding client device.

In some embodiments, the website creation system **108** can include a system associated with an entity such as a website creation provider, which provides tools and editor graphical user interfaces to user(s) **110** to create websites. For example, the website creation system **108** may enable a user (referred to hereinafter as "system administrator") to create a website that includes a series of directional webpages designed and sequenced (e.g., arranged in a particular order) to elicit (e.g., entice) a particular user interaction with the website (e.g., provide contact information, opt in to receive communications from the website, complete a purchase, complete multiple purchases, add something to a cart, interact with (e.g., click) a selectable element (e.g., a button) of the website, share the website and/or a purchase on a social media network). Additionally, the website creation system **108** may enable a system administrator to monitor activity on a website created via the website creation system **108** and/or edit a website created via the website creation system **108**. The series of directional webpages is described in further detail below in regards to FIGS. **2**A-**2**C.

Furthermore, the website creation system **108** may enable a system administrator to create one or more response actions. As used herein, the term "response actions" may refer to actions taken by a response action system of the website creation system **108** in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of a website created via the website creation system **108**. For example, a response action may include the response action system of the website creation system **108** sending a communication to a guest of the website in response to the guest having a particular number of followers on a social media network. The response actions are described in greater detail below in regard to FIGS. **4**A and **4**B.

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In particular embodiments, the website creation system **108** may be capable of linking a variety of entities (e.g., third-party systems **116** and a guests). As an example and not by way of limitation, the website creation system **108** may enable users (e.g., guests of a website created via the website creation system **108**) to interact with each other as well as receive content from third-party systems **116** (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created via the website creation system **108** to interact with these entities through an application programming interfaces (API) or other communication channels.

In particular embodiments, a website creation system **108** may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system **108** may provide a platform, or backbone, which other systems, such as third-party systems **116**, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

As shown in FIG. **1**, in some embodiments, the website creation system **108** can include a database **114**. As is described in greater detail below in regard to FIGS. **2**A-**2**C, the website creation system **108** can utilize the database to store contact data packages and generated websites.

In some embodiments, the client device **104** includes a client application **112** installed thereon. In one or more embodiments, the client application **112** can be associated with the website creation system **108**. For example, the client application **112** allows the client device **104** to directly or indirectly interface with the website creation system **108**. The client application **112** also enables the user **110** (e.g., system administrator) to create, monitor, and edit websites via the website creation system **108** and the client device **104**. For example, the client application **112** can include a web browsing application and/or a website creation application.

The third-party systems **116** may include additional systems that may interface with the website creation system **108**. For example, in some embodiments, the third-party systems **116** may include social media networks (e.g., FACEBOOK®, TWITTER®, GOOGLE® PLUS, etc.) with which the website creation system **108** may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems **116** may include payment processors (e.g., PAYPAL, VISA PAY, STRIPE, NMI, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems **116** may include website monitoring systems, email platforms, etc.

Both the client device **104** and the server **101** (and the website creation system **108**) can represent various types of computing devices with which guests can interact. For example, the client device **104** and/or the server **101** can be a mobile device (e.g., a cell phone, a smartphone, a PDA, a tablet, a laptop, a watch, a wearable device, etc.). In some embodiments, however, the client device **104** and/or server **101** can be a non-mobile device (e.g., a desktop or server). Additional details with respect to the client device **104** and the server **101** are discussed below with respect to FIG. **6**.

FIGS. **2**A-**2**C illustrate a sequence-flow diagram **200** that a website creation system **108** can utilize to create a website including a series of directional webpages that are configured to illicit a particular user interaction with the website. The client device **104** and website creation system **108** shown in FIGS. **2**A-**2**C may be as described with reference to FIG. **1**.

Referring to the sequence-flow diagram **200**, a client device **104** can detect one or more user interactions requesting creation of a member account with the website creation system **108**. For instance, the client device **104** can detect a user interaction requesting creation of a member account via the client application **112** (e.g., a web browsing application displaying an option to create a member account within the website creation system **108**). For example, the client application **112** can detect the user interaction requesting creation of a member account.

As shown in FIG. **2**A, upon the client device **104** detecting the user interaction requesting creation of a member account, the website creation system **108** receives an indication of a user interaction to create a member account, as shown in act **202**. For example, upon detecting the user interaction requesting creation of a member account, the client device **104** and/or the client application **112** can provide an indication of the user interaction to the website creation system **108**. In one or more embodiments, the website creation system **108** can receive the indication of the user interaction through the network **102**.

As shown in FIG. **2**A, in response to receiving the indication of the user interaction to create a member account, the website creation system **108** creates a member account, as shown in act **204**. In some embodiments, creating the member account may include the website creation system **108** requesting a user identifier including one or more of an email address, a username, a login credential, etc. Furthermore, in some embodiments, the request for the user identifier can include a request to create (e.g., choose, select, assign, etc.) a user credential (e.g., password). In one or more embodiments, the website creation system **108** can request the user identifier and/or user credential within the client application **112**.

Upon creating a member account, the website creation system **108** provides a member dashboard to a user (e.g., a website creator or system administrator) for display on client device, as shown in act **206**. The member dashboard may include one or more selectable options to create (i.e., commence creating) a website. Furthermore, the member dashboard may include one or more content windows for displaying statistics (e.g., page views, opt-ins, sales) related to a system administrator's websites. For example, the member dashboard may display comparisons of statistics regarding the system administrator's websites. The member dashboard is described in greater detail below in regard to FIG. **3**A.

In response to receiving the member dashboard, the client device **104** may display the member dashboard. For example, the client device **104** can display the member dashboard within the client application **112** and on a display screen. For instance, the client application **112** can display the member dashboard within a graphical user interface ("GUI") of the client application **112** and/or the website creation system **108**.

In addition to providing a member dashboard, the website creation system **108** receives an indication of a user interaction to create a website, as shown in act **208** of FIG. **2**A. For example, upon detecting a user interaction to create a website, the client device **104** and/or the client application **112** can provide an indication of the user interaction to create a website to the website creation system **108**. In one or more

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embodiments, the website creation system **108** can receive the indication of the user interaction to create a website through the network **102**.

Upon receiving the indication of the user interaction to create a website, the website creation system **108** provides a plurality of website types to the client device **104**, as shown in act **210** of FIG. **2**A. Each website type may include a series of directional webpages. As discussed briefly above, the phrase a "series of directional webpages" refers to a series (e.g., a sequence) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the particular user interaction (e.g., the sought after user interaction) may include one or more of remaining on the website, opting into an email list, opting into receiving push messages via a social media network, application, or web browser, providing contact information (e.g., an email address, a telephone number, a social media identifier, etc.), sharing a portion of the website on social media, completing a purchase, accepting an up-sell option, completing multiple purchases, adding an item to a cart, visiting another website, interacting with a chat messenger, viewing a video on the website, interacting with a webinar, viewing an image on the website, etc.

As noted above, in some embodiments, each webpage of a series of directional webpages may be presented in a single browsing session. In other embodiments, webpages of a series of directional webpages may be presented in multiple different browsing sessions. For instance, a first webpage of a series of directional webpages may be presented in a first browsing session, and a second webpage of a series of directional webpages may be presented in a second browsing session (e.g., a second browsing session initiated in response to an interaction within an email sent to a guest by the website creation system **108**).

In one or more embodiments, each webpage of the series of directional webpages may include one or more text elements, media elements, form elements, advance form elements, countdown elements, content block elements, miscellaneous elements, and special elements. Text elements may include headlines, sub-headlines, paragraphs, and bullet lists. Media elements may include images, image popups, videos, video popups, audio files, and audio players. Form elements may include buttons, input forms, select (e.g., drop down) boxes, and text areas. Advance form elements may include short message service (SMS) signups, billing addresses, shipping addresses, and surveys. Countdown elements may include countdown timers, minute timers, and day timers. Content block elements may include icons, dividers, progress bars, image features, navigation bars, image lists, pricing tables, and frequently asked questions (FAQs). The miscellaneous elements may include text blocks, social shares, social media comments, and custom JS/HTML. The special elements may include order forms, order confirmations, guest logins, membership content, and webinar dates.

Furthermore, each webpage of the series of directional webpages may be associated with an overall category and type of webpage. For example, the website creation system **108** may have the following page categories: 1) presale page category, 2) opt-in page category, 3) thank you page category, 4) sales page category, 5) upsell page category, 6) order forms category, 7) webinar page category, 8) membership page category, 9) affiliate page category, and 10) other page category.

The presale page category may include survey pages, article pages, presale pages, and click pop pages. The opt-in page category may include squeeze pages, reverse squeeze pages, lead magnets, and coupons. The thank you page category may include thank you pages, offer walls, bridge pages, and share pages. The sales page category may include video sales pages, sales letter pages, and product launch pages. The one time offer page category may include upsell pages and downsell pages. The order forms category may include two-step order pages, traditional order pages, video sales letter order pages, sales letter order pages, and product launch and order pages. The webinar pages category may include webinar registration pages, webinar confirmation pages, webinar broadcast rooms, and webinar replay rooms. The membership pages category may include access pages and members' areas. The affiliate pages category may include access pages and affiliate areas. The other pages category may include application pages, ask pages, store fronts, home pages, hero pages, and live demo pages. Each of the foregoing pages is described in detail below.

Presale Page

The presale page may be a page that preempts a sales page. The presale page may introduce a product and/or service without giving the direct option of purchasing or commencing a purchase of the product. For instance, the presale page may be designed and intended to peak a guest's interest in a product and/or service.

Article Page

The article page is another type of presale page. The article page may include an article relating to a product and/or service. Furthermore, the article page may include a selectable element (e.g., button) for entering a series of directional webpages (described above) to purchase the product and/or service. Additionally, the article page may be designed and intended to peak a guest's interest in a product and/or service.

Survey Page

The survey page includes one or more questions related to a product and/or service. Additionally, the survey page can include one or more questions about a guest visiting a website. The survey page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page).

Click Pop Page

The click pop page is a pop up that appears on a page. The click pop page may by triggered via a button on a page or when a guest tries to leave the page. The click pop page may be designed and intended to keep a guest on the website by offering additional discounts, products, services, benefits, or free products to the guest.

Squeeze Page

For instance, the squeeze page may include a curiosity-based headline including one or more questions where an email input is required to see answers to the one or more questions. The squeeze page may be designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system **108**. In alter-

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native embodiments, the squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

Reverse Squeeze Page

The reverse squeeze page may include a video training, and after the video ends, the reverse squeeze page may invite a guest to opt in to an email list. Thus, the reverse squeeze page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system **108**. In alternative embodiments, the reverse squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

Lead Magnet Page

The lead magnet page may include an incentive (e.g., a magnet) for providing an email address. For example, the incentive may include one or more of a report, ebook, video, etc. In response to providing an email address, the lead magnet page may provide the incentive. Thus, the lead magnet page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system **108**. In alternative embodiments, the lead magnet page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

Coupon Page

The coupon page may be similar to the lead magnet page. However, the coupon page may provide a discount (e.g., a coupon code or voucher) on a product and/or service for providing an email address.

Thank You Page

The thank you page may appear after a guest fills out an opt in form or purchases a product and/or service. The Thank You Page may include one or more thank you messages, discounts, benefits, selectable elements for sharing the purchase on social media networks, additional opt-in opportunities, etc.

Offer Wall

The offer wall may be displayed after an initial purchase and may include additional products and/or services for purchase. In some embodiments, the products and/or services may be discounted relative to standard prices and may include "one time offers" that do not require inputting payment information a second time. For example, the offer wall may provide additional specialized offers to a guest after making an initial purchase. The offer wall may be designed and intended to cause the guest to make additional purchases after making a first purchase.

Bridge Page

The bridge page may provide additional information concerning a product and/or service to a guest. The bridge page may serve to increase and/or peak a guest's interest in a product and/or service. For example, the bridge page may remind a guest about the importance of the product and/or service. As a non-limiting example, the bridge page may be designed and intended to bridge an idea of product's importance with the concept of purchasing the product.

Share Page

The share page may include a thank you page. However, the share page may include an invitation to share the guest's experience (e.g., purchase) via a social media network (e.g., FACEBOOK®, TWITTER®, GOOGLE®+). The share page may be designed and intended to cause a guest to share a purchase and/or a website on a social media network.

Video Sales Letter Page

The video sales letter page is a sales page that includes a video concerning a product and/or service in addition to a spoiler box that includes elements (e.g., a bullet list of information) included in the video that may increase a guest's intrigue and/or curiosity. The video sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The video sales letter page may be designed to peak a guest's interest in a product and/or service.

Sales Letter Page

The sales letter page includes a letter concerning a product and/or service including aspects of the product and/or service and associated advantages. The sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The sales letter page may also be designed to peak a guest's interest in a product and/or service.

Product Launch Page

The product launch page includes at least one video concerning a product and/or service and links to additional videos in a sequence of videos concerning the product and/or service. The additional videos may be unlocked after a particular period of time and/or watching a previous video in the sequence. The product page may also be designed to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching the videos.

OTO ("Upsell") Page

The upsell page may appear after a guest has entered in payment information to purchase a product and/or service. The upsell page may include a "one-click" offer to add to an order. The "one-click" offer only requires a single user interaction (e.g., a click) to add a product to the purchase and/or to purchase the product. In other words, the upsell page does not require the guest to re-enter payment information. The upsell page may be designed and intended to cause the guest to complete additional purchases on the website.

Downsell Page

The downsell page may appear in the event that a guest refuses the "one-click" offer of the upsell page. The downsell page may offer a less expensive digital version of a physical product or a payment plan for the original product and/or service. The downsell page may not appear if the guest accepts the "one-click" offer of the upsell page. The downsell page may also be designed and intended to cause the guest to complete additional purchases on the website.

Two-Step Order Form

The two-step order form page may include a first page/step requesting a guest's address and a second page/step requesting the guest's payment information. The two-step order form page may be designed and intended to cause the guest to perform a relatively small commitment in entering an address. The small commitment of entering an address may encourage a guest to fulfill the request for the guest's payment information and eventual purchase.

Traditional Order Form

The traditional order form page collects for a guest's address and payment information on a single page.

Video Sales Letter Order Form

The video sales letter order form page includes the video sales letter page with an order form below the video. For instance, the order form may appear after a guest clicks an "Add to Cart" button. As noted above, the video sales letter page may be designed and intended to peak a guest's interest

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in a product and/or service, and the order form may give the guest the immediate ability to purchase the product and/or service.

Sales Letter Order Form

The sales letter order form page includes the sales letter page with an order form embedded into the page. As noted above, the sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form gives the guest the immediate ability to purchase the product and/or service.

The Product Launch Order Form

The product launch order form page includes at least some elements of the product launch page but also includes an order form in addition to, or instead of, elements of the product launch page. As mentioned above, the product launch page may be designed and intended to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching videos of the product launch page. Additionally, the order form gives the guest the immediate ability to purchase the product and/or service.

Webinar Registration Page

The webinar registration page allows a guest to register for a webinar and may include one or more headlines regarding the webinar.

Webinar Confirmation Page

The webinar confirmation page provide a "thank you" to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

Webinar Broadcast Room

The webinar broadcast room is the page broadcasting the webinar. The webinar broadcast room only permits the webinar to be viewed live.

Webinar Replay Room

The webinar replay room is similar to the webinar broadcast room but it permits the webinar to be paused and replayed. The webinar replay room may include a countdown clock and an "add to cart" button as well. The webinar replay room may be designed and intended to cause a guest to purchase a product within a particular period of time after viewing a webinar.

Member's Access Page

The member's access page may allow guests to create and login to their account of a created website.

Member's Area

The member's area may include content, sections, and lessons concerning products and/or services.

Affiliate Access Page

The affiliate access page enables an affiliate to create an account and to login to their account of a website created via the website creation system **108**.

Affiliate Area

The affiliate area provides tools to help affiliates promote products and/or services. For instance, the tools may include banner ads, sample email copies, social media ads, etc.

Application Page

The application page enables guests of the website to apply to work with creators of the website (e.g., a website owner) and/or sellers of a product and/or service.

Storefront Page

The storefront page includes images and/or videos of products and/or services.

Home Page

The home page may include any traditional home page known in the art.

Live Demo Page

The live demo page may include a single or repeated live demonstration of a product and/or service. The live demo page may be designed and intended to peak a guest's interest in a product and/or service.

Ask Page

The ask page is a one-question survey intended to discover a guest's number one challenge related to a system administrator's topic and/or product and/or service. The ask page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page). Additionally, the ask page is designed and intended to acquire information regarding what is preventing a guest from purchasing a product and/or service.

Hero Page

The hero page highlights a business or individual related to the system administrator's topic and/or product and/or service. The hero page may include social media bios, email signatures, etc. Again, the hero page may be designed and intended to grow a guest's interest in a product and/or service.

Indoctrination Page

The indoctrination page appears after a guest joins a list (e.g., email list) or registers for a webinar. The indoctrination page may include information related to a product and/or service. The indoctrination page may be designed and intended to prepare a guest for later received communications (e.g., emails) from the website creation system **108** or a webinar and to eventually purchase the product and/or service.

Referring to all of the foregoing described pages together, any of the pages may include one or more timers related to any aspect of the page. For example, any benefit, product, and/or service offered on a page may include a respective timer. The timer may indicate a period of time remaining in which a guest may choose to accept the offer. In some embodiments, a timer may start (e.g., start counting down) relative to an action taken by a guest. For instance, a timer may start in response to a guest making a first purchase, watching a video, providing a response to a question, opening a page, opening a communication (e.g., email), etc. The one or more times may be designed and intended to create a sense of urgency in the guest and to cause the guest to more readily accept an offer.

With continued reference to FIG. **2**A, as mentioned briefly above, each website type of the plurality of website types provided by the website creation system **108** may include a respective series of directional webpages of a plurality of different series of directional webpages. In some embodiments, the website creation system **108** may include the following different series (e.g., funnels) of directional webpages: 1) squeeze page series, 2) reverse squeeze series, 3) lead magnet series, 4) bridge series, 5) survey series, 6) application series, 7) ask campaign series, 8) two-step tripwire series, 9) video sales letter series, 10) sales letter series, 11) membership series, 12) daily deal series, 13) invisible series, 14) webinar series, 15) auto-webinar series, 16) product launch series, 17) hero series, 18) homepage series, 19) cancellation series, 20) storefront series, 21) summit series, and 22) live demo series. In one or more embodiments, the website creation system **108** may include at least ten different types of series. In additional embodiments, the website creation system **108** may include at least twenty different types of series. In further embodiments, the

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website creation system **108** may include at least twenty-two different types of series. Each of the above listed series is described in detail below.

Squeeze Page Series

The squeeze page series may include at least two pages: a squeeze page and a thank you page. As mentioned above, the squeeze page series may be designed to generate curiosity and to entice a guest to provide an email address (e.g., opt in to an email list). For example, the squeeze page series may offer a benefit for providing an email address. The thank you page provides the promised benefit.

Reverse Squeeze Page Series

The reverse squeeze page series may include at least two pages: a reverse squeeze page and a thank you page. The reverse squeeze page series may be designed to provide a benefit (e.g., a free video) prior to requesting a guest to provide an email address (e.g., opt in to an email list). The thank you page provides additional information about products and/or services and the option to "share" the guest's experience via a social media network.

Lead Magnet Series

The lead magnet series may include at least two pages: a lead magnet page and a thank you page. The lead magnet series may provide a benefit in exchange (e.g., report, video, or a tangible) for a guest's email address.

The Bridge Series

The bridge series may include at least two pages: a squeeze page and a bridge page. The bridge series may connect two concepts that setup a later sale. The squeeze page may entice a guest to provide an email address, and the bridge page may provide additional information regarding a product and/or service and a link (e.g., hyperlink) to another page (e.g., an affiliate's page) to purchase the product and/or service.

The Survey Series

The survey series may include at least one page: a survey page. The survey series may be designed to entice a guest to interact with the website (e.g., providing responses to questions and making commitments) and to acquire information related to the guest such that later pages may be tailored to the guest.

The Application Series

The application series may include at least three pages: a reverse squeeze page, an application page, and a thank you page. The application series enables a guest to apply to become a client. The application series facilitates a guest to be qualified (e.g., vetted) before becoming a client.

Ask Campaign Series

The ask campaign series may include at least two pages: an ask page and a thank you page. The ask campaign series may be designed to determine what a guest really wants in regard to a product and/or service. The ask page may ask a question, and the thank you page may provide reward (e.g., a product) for responding to the question.

Two-Step Tripwire Series

The two-step tripwire series may include at least four pages: a two-step order page, an upsell page, a downsell page, and an offer wall. The two-step tripwire series may offer a product at a significant discount such that guests are very likely to purchase the product. Upon a purchase via the two-step order page, the upsell and/or downsell pages follow-up with the guest to provide additional offers to the guest.

Video Sales Letter Series

The video sales letter series may include at least four pages: a video sales letter and order form page, an upsell page, a downsell page, and an offer wall. The video of the video sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

Sales Letter Series

The sales letter series may include at least four pages: a sales letter order form page, an upsell page, a downsell page, and an offer wall. The sales letter of the sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

Membership Series

The Membership Series may include at least four pages: a video sales letter and order form page, an offer wall, a membership access page, and a membership page. The membership series may be designed to entice guests to sign up for paid membership sites, paid newsletters, etc.

Daily Deal Series

The daily deal series may include at least two pages: a two-step order form page and a share page. The two-step order form page may include an offer (e.g., an irresistible offer) that entices guests to create an account. The share page (e.g., thank you page) encourages the guests to share the offer on social media networks.

Invisible Series

The invisible series may include at least three pages: a video sales letter and order form page, an upsell page, and an offer wall. The invisible series may be designed to give away a relatively large amount of value for free upfront while requiring a guest's credit card information. The upsell page and offer wall is shown after a video (e.g., a training video) to offer the guest additional products and/or services. Furthermore, a thank you page may include a messages such as "Do nothing, and your credit card will be billed in two days. If you did not like to the training, just let me know and we will not bill you at all."

Webinar Series

The webinar series may include at least four pages: a webinar registration page, a webinar confirmation page, an indoctrination page, and a replay page. The webinar series may include a first phase where guests register for a seat to attend a webinar and hear success stores to increase curiosity. The webinar is typically hosted by a third-party. The webinar series may further include a second phase where the guests attend another webinar and watch replays while a window to buy begins to close creating true urgency and scarcity.

Auto-Webinar Series

The auto-webinar series may include at least five pages: a webinar registration page, a webinar confirmation page, webinar broadcast, a replay page, and an indoctrination page. The auto webinar plays every hour. A guest may register for a webinar on the webinar registration page and the webinar confirmation page may provide a data and time for the webinar. The guest may be emailed the indoctrination page. After the webinar, the guest may be emails links to the replay page.

Product Launch Series

The product launch series may include at least six pages: a product launch page, three sales pages, and a product launch and order form page. The product launch series may be designed to build anticipation (via the three sales pages and product launch page) prior to enabling a guest to purchase a product and/or service. For instance, the three sales pages may be emailed to a guest a day apart from each

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other before finally opening up a cart and allowing the guest to purchase a product. The cart may be closed after a few days.

Hero Series

The hero series may include at least two pages: a hero page and a thank you page. The hero page may include a bio, an option for guests to join an email newsletter, and a request to follow a social media account. The thank you page may be provided in response to the guest joining the email list or following the social media account.

Homepage Series

The homepage series may include at least two pages: a home page and a thank you page. The home page may include, for example, a story of a business and invites guests to opt in to an email list. The home page may also include one or more products and/or services for purchase. The thank you page may be presented in response to opting-in or purchasing a product.

Cancellation Series

The cancellation series may include at least two pages: a survey page and an article page. The cancellation series may be utilized when a guest is requesting a refund, to cancel a service, or return a product. The survey page may include one or more questions concerning the guest's request, and the article page may include one or more reasons why the guest should not want a refund, to cancel the service, or return the product.

Storefront Series

The storefront series may include at least one page: a storefront page. The storefront page may include at least substantially all of a website's products and/or services. Each product link may be linked to another series.

Summit Series

The summit series may include at least three pages: a sales letter page, a video sales letter and order form page, and a share page. The video sales letter and order form page may include an online summit with multiple speakers being interviewed about a product and/or service. The sales letter page may include a biography of each speaker and a portrait image of each speaker. The share page may encourage guests to share the online summit and/or invited friends to the online summit.

Live Demo Series

The live demo series may include at least two pages: a live demo page and a thank you page. The live demo page may include a live demonstration of a product and/or service and an option to purchase the product and/or service.

Referring still to FIG. **2**A, in some embodiments, the website creation system **108** may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application **112** of the client device **104**. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. **3**B and **3**C.

Upon receiving the plurality of website types, the client device **104** and/or application **112** may display the plurality of website types. For instance, the client device **104** and/or application **112** may display the plurality of website types on a display screen of the client device **104**. Additionally, the client device **104** and/or application **112** may detect a user interaction selecting a website type of the plurality of website types.

Upon the client device **104** and/or application **112** detecting a user interaction selecting a website type of the plurality of website types, the website creation system **108** receives a selection of a website type of the plurality of website types, as shown in act **212** of FIG. **2**A. For instance, upon detecting a user interaction selecting a website type of the plurality of website types, the client device **104** and/or application **112** may provide an indication of the selection of the website type to the website creation system **108**. In one or more embodiments, the website creation system **108** can receive the indication of the selection of the website type through the network **102**.

Referring to FIG. **2**B, upon receiving the selection of the website type, the website creation system **108** provides a plurality of website templates particular to the selected website type to the client device **104** for display to the user **110** (e.g., system administrator), as shown in act **214**. The plurality of website templates may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. The website templates are described in greater detail below with reference to FIG. **3**C.

Upon receiving the plurality of website templates, the client device **104** and/or application **112** may display the plurality of website templates. For instance, the client device **104** and/or application **112** may display the plurality of website templates on a display screen of the client device **104**. Additionally, the client device **104** and/or application **112** may detect a user interaction selecting a website template of the plurality of website templates.

Upon the client device **104** and/or application **112** detecting a user interaction selecting a website template of the plurality of website templates, the website creation system **108** receives an indication of the selection of a website template of the plurality of website types, as shown in act **216** of FIG. **2**B. For instance, upon detecting a user interaction selecting a website template of the plurality of website types, the client device **104** and/or application **112** may provide the indication of the selection of the website template to the website creation system **108**. In one or more embodiments, the website creation system **108** can receive the indication of the selection of the website template through the network **102**.

In response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system **108** may provide a confirmation page to the client device **104** for display to the user **110**, as shown in act **218** of FIG. **2**B. For instance, the website creation system **108** may provide a confirmation page to the client device **104** via the network. Additionally, in response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system **108** generates and launches a generic website specific to the selected website type and the selected website template, as shown in act **220** of FIG. **2**B.

In some embodiments, the website creation system **108** may begin hosting the generic website on its servers **101**, and the website creation system **108** may make the generic website available via the Internet and to the public. In one or more embodiments, the launch may include a soft launch (i.e., rolling out the website to test markets), as is known in the art. Additionally, the website creation system **108** may store data representing the generic website within the database **114** of the website creation system **108**. In other embodiments, the website creation system **108** may provide the generic website to a third-party server (e.g., hosting system), and the generic website may be hosted on the third-party server.

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In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system **108** provides a website editor graphical user interface ("GUI") for display to the system administrator (e.g., the user **110**) on the client device **104**, as shown in act **222** of FIG. **2**B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user **110**) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to FIG. **3**E-**3**M.

Upon receiving the website editor GUI, the client device **104** and/or application **112** may display the website editor GUI. For instance, the client device **104** and/or application **112** may display the website editor GUI on a display screen of the client device **104**. Additionally, the client device **104** and/or application **112** may detect one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI.

Upon the client device **104** and/or application **112** detecting one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI, the website creation system **108** receives an indication of the at least one user interaction editing at least one webpage of the website, as shown in act **224** of FIG. **2**B. For instance, upon detecting one or more user interactions editing one or more elements of at least one webpage of the website, the client device **104** and/or application **112** may provide an indication of at least one user interaction editing at least one webpage of the website to the website creation system **108**. In one or more embodiments, the website creation system **108** can receive the indication of at least one user interaction editing at least one webpage of the website through the network **102**.

Referring to FIG. **2**C, in response to receiving the indication of at least one user interaction editing at least one webpage of the website, the website creation system **108** edits the launched website according to the user interaction to create a customized website, as shown in act **226**. Moreover, the website creation system **108** can store data representing the edit and the customized website in the database **114** of the website creation system **108**. In some embodiments, the website creation system **108** can relaunch the customized website. As will be understood by one of ordinary skill in the art, act **222**-**226** may be repeated any number of times as a system administrator (e.g., user **110**) edits a website.

FIGS. **3**A-**3**M illustrate a collection of user interfaces including features of the website creation system **108** according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system **108**. As will be described in more detail below, the components of the website editor GUI of the website creation system **108** as described in regard to FIGS. **1**-**2**C can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator (e.g., user **110**) to interact with a collection of display elements for a variety of purposes. For instance, FIGS. **3**A-**3**M and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

For example, FIG. **3**A illustrates a user device **302** that may implement one or more of the components or features of the website creation system. For purposes of the present disclosure, the user device **302** may be a client device (e.g., client device **104**). As shown in FIG. **3**A, in some embodiments, the user device **302** is a handheld device, such as a tablet device. As used herein, the term "handheld device" refers to a device sized and configured to be held/operated in one or more hands of a user (e.g., system administrator). In additional or alternative examples, however, any other suitable computing device, such as, but not limited to, a mobile phone device, larger wireless device, laptop or desktop computer, a personal digital assistant device, and/or any other suitable computing device can perform one or more of the processes and/or operations described herein.

The user device **302** includes a touch screen display **304** that can display user interfaces. Furthermore, the user device **302** receives and/or detects user input via the touch screen display **304**. As used herein, a "touch screen display" refers to the display of a touch screen device. In one or more embodiments, a touch screen device may be the user device **302** with at least one surface upon which a user (e.g., a system administrator) may perform touch gestures (e.g., a laptop, a tablet computer, a personal digital assistant, a media player, a mobile phone, etc.). Additionally, or alternatively, the user device **302** may include any other suitable input device, such as a touch pad or those described below with reference to FIG. **6**.

As shown in FIG. **3**A, the touch screen display **304** of the user device **302** displays a website creation system graphical user interface ("GUI") **306** provided by the website creation system **108**, which, in some embodiments, can be accessible by the user device **302**. For example, as described above with reference to FIG. **1**, the user device **302** (e.g., client device **104**) can access the website creation system **108** via a network (e.g., network **102**). As illustrated in FIG. **3**A, in some embodiments, the website creation system GUI **306** can include a comparison content window **308**, a "build a new website" selectable element **310**, and an activity tracker window **312**.

The comparison content window **308** may show a comparison of statistics for websites built by a system administrator utilizing the website creation system **108**. For instance, the comparison content window **308** may show a comparison of page views, opt ins (e.g., email opt ins, newsletter opt ins, webinar opt ins, social media share opt ins, etc.), and sales from websites built with the website creation system **108**.

The "build a new website" selectable element **310** may include a hyperlink to a sequence of website builder and editor GUIs described below in regard to FIGS. **3**B and **3**L. The activity tracker window **312** may provide a complete or partial list of activities (e.g., page views, opt-ins, and sales) occurring in real time on websites built with the website creation system **108** and monitored by the system administrator.

Referring to FIG. **3**B, upon a selection of the "build a new website" selectable element **310**, the website creation system **108** displays a website-type selection GUI **314**. The website-type selection GUI **314** may display a plurality of website types **316***a*-**316***i* (e.g., a plurality of selectable elements representing the plurality of website types **316***a*-**316***i*). For example, the website-type selection GUI **314** may display any of the website types described above in regard to FIGS. **2**A-**2**C. Furthermore, the website types **316***a*-**316***i*

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may include any of the plurality of different series of directional webpages described above in regard to FIGS. **2**A-**2**C.

Additionally, the website-type selection GUI **314** may include one or more filters **318***a*-**318***k* for assisting in selecting a particular website type. For example, the filters **318***a*-**318***k* may include author/speaker/coach/consultant, professional services, retail, ecommerce, b**2***b*, network marketing, generate leads, sell a product, create an event, and other.

PTO-left off "filters"

Referring to FIG. **3**C, upon a selection of a website type, the website creation system **108** displays a website template selection GUI **320**. The website template selection GUI **320** may include instructions on how to utilize the selected website type and a plurality of website templates **322***a*-**322***i* (e.g., selectable elements representing the plurality of website templates) specific to the selected website type. In some embodiments, the plurality of website templates **322***a*-**322***i* may be organized based on whether the website templates are included within a basic package of the website creation system **108** or have an additional cost associated with plurality of website templates **322***a*-**322***i*. The plurality of website templates **322***a*-**322***i* may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. Furthermore, the website template selection GUI **320** may include any of the website templates **322***a*-**322***i* described above in regard to FIGS. **3**A-**3**C.

PTO-all "ones" should be lowercase "L" italicized

Referring to FIG. **3**D, upon a selection of a website template, the website creation system **108** displays a confirmation GUI **324**. The confirmation GUI **324** may include an overview window **326** showing an overview of the pages included within the selected website type and selected website template. Furthermore, the confirmation GUI **324** may include a confirmation button **328** for confirming the selected website type and the selected website template.

Referring to FIG. **3**E, upon a selection of the confirmation button **328**, the website creation system **108** generates and launches a generic website, as described above in regard to act **220** of FIG. **2**B; furthermore, the website creation system **108** displays a website editor GUI **330** on the user device **302**. The website editor GUI **330** may include a plurality of tabs **332***a*-**332***c* representing each page, respectively, of the generic website. Each tab of the plurality of webpage tabs **332***a*-**332***c* may include a control window **334**, which enables a system administrator to edit the webpage associated with the tab. For example, the control window **334** enables a system administrator to add media objects (e.g., images, videos, text) to the webpage of the generic website. The control window **334** may also include a preview button **336** for previewing the webpage.

Additionally, each tab of the plurality of tabs **332***a*-**332***c* may include a split test selectable element **338**. The split test selectable element **338** may enable a system administrator to create a variation of a webpage associated with a single tab. For example, the split test selectable element **338** may enable a system administrator to associate two different webpages within a single tab.

Upon selection of the split test selectable element **338**, an additional control window **339** may be displayed for an additional (e.g., second) webpage associated with the tab, as shown in FIG. **3**F. Furthermore, as shown in FIG. **3**F, a system administrator may specify (via selection of the split test selectable element **338**) what percentage of guests (i.e., traffic) will be shown a first webpage of the two different webpages when visiting the website and what percentage of guests will be show a second webpage of the two different webpages when visiting the website. For instance, the website editor GUI **330** may include a sliding selectable element **340** that enables a system administrator to specify what percentage of guests will be shown the first webpage and what percentage of guests will be show the second webpage. In some embodiments, the first webpage may be assigned between 0% and 100% of the guests of the website. Likewise, the second webpage may be assigned between 0% and 100% of the guests of the website. However, as will be understood by one of ordinary skill in the art, a sum of the percentage assigned to the first webpage and the percentage assigned to the second webpage will always equate to 100%. In additional embodiments, website creation system **108** may enable a system administrator to associate three, four, or five different webpages to a single tab, and website traffic may be split amongst all the different webpages in the manner described above.

Additionally, referring to FIG. **3**G, each tab of the plurality of tabs **332***a*-**332***c* may include an automation tab **342**. The automation tab **342** may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an up-sell option, etc. Furthermore, a system administrator may set the events to include sending an email and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

Furthermore, referring to FIG. **3**H, each tab of the plurality of tabs **332***a*-**332***c* may include a publishing tab **346**. The publishing tab **346** may enable a system administrator (e.g., a creator of the website) to integrate the website with third-party systems **116** (FIG. **1**).

In some embodiments, the publishing tab **346** may include a selectable element **348** for creating a pop-up version of a webpage of the website to appear on another website (e.g., a third-party website). Additionally, the publishing tab **346** may include a selectable element **350** for creating a link within an affiliate's website or emails that automatically opts in guests (e.g., adds the guest to an email list) that interact (e.g., click) the link. Moreover, the publishing tab **346** may include a selectable element **352** for adding a plugin to show the created website or webpages of the website within a blog (e.g., a WORDPRESS® blog). Furthermore, the publishing tab **346** may include a selectable element **354** for connecting the created website or webpages to a social media account (e.g., FACEBOOK® account) or page. Likewise, the publishing tab **346** may include a selectable element **356** for adding the created website and/or webpages inside of an iframe to embed within any third-party website. Also, the publishing tab **346** may include a selectable element **358** for downloading an .html file of the created website and/or webpages in order to host the created website and/or webpages at another location.

As shown in FIG. **3**I, the website editor GUI **330** may include a statistics tab **360**, whereon, when selected, may show statistics related to the created website. For example, the statistics tab **360** may show a total number of page views of the created website and/or pages within the created website for a given period of time. Furthermore, the statis-

tics tab **360** may show a total number of opt-ins garnered by the created website during the given a period of time.

As shown in FIG. **3**J, the website editor GUI **330** may further include a contacts tab **362**, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab **362** may show one or more contacts acquired by and through the created website. The contacts tab **362** may include an option to download the contacts. Furthermore, the one or more contacts of the contacts tab **362** can be filtered by individual webpages. In other words, which contacts were acquired through which webpage of the created website can be displayed.

As shown in FIGS. **3**K-**3**M, the website editor GUI **330** may further include a settings tab **364**, which, when selected may show on or more setting of the created website. Furthermore, the settings tab **364** may enable a system administrator to edit one or more of the created website's name, domain, group tag, and path, simple mail transfer protocols, favicon URLs, head tracking codes, and body tacking codes.

The settings tab **364** may further enable a system administrator to utilize web automation applications (e.g., ZAPIER, WEBHOOKS) to automate actions related to the created website. For instance, the system administrator may utilize the settings tab **364** to set settings to cause email messages to automatically be sent to the system administrator when new contacts are added, to automatically update campaign contacts based on contacts aquired via the created website, to automatically post new contacts to an internet channel (e.g., SLACK channel), to automatically ass new contacts to a cloud storage system (e.g., GOOGLE SHEETS), to automatically ass new contacts to a cloud CRM (e.g., AGILECRM), to automatically create profiled cards (e.g., TRELLO cards) from contacts, to automatically create a cloud directory (e.g., PODIO directory of contacts) based on new contacts, to automatically post new purchases to an internet channe; (e.g., SLACK channel). Moreover, the system administrator may utilize the settings tab **364** to set settings for automatically sending data to third-party systems. Data may be sent in response to new contacts being created or updated and when a new purchase is created or updated. Furthermore, settings tab **364** may further enable the system administrator to add third-party membership access. For example, the settings tab **364** may further enable a system administrator to give access to third parties, such as, PAYPAL, CLICKBANK, VZOO.COM, WARRIOR+ PLUS, etc. This may enable the system administrator to track purchases, upgrades, downgrades, and membership access from third-party processors (e.g., the third parties). Additionally, the system administrator may enable automated emails and sequences from the third parties in response to orders via the third parties.

FIG. **3**N shows a generic website GUI **366** generated by the website creation system **108**.

FIGS. **4**A and **43**B illustrate a sequence-flow diagram **200** that a website creation system **108** can utilize to create and execute response actions. For example, the website creation system **108** can utilize the sequence-flow diagram **200** to create response actions (e.g., sending a communication or adding a guest to a communication list) that are executed in response to triggering conditions (e.g., a guest makes a purchase or has a particular social media networking account). The client devices **104**, **105**, the third-party system **116**, and the website creation system **108** shown in FIGS. **4**A and **4**B may be example embodiments of the client device **104**, the third-party system **116**, and website creation system **108** described in regard to FIG. **1**.

As shown in FIG. **4**A, the webite creation system **108** receives a selection of a type of response action, as shown in act **402**. For example, a system administrator (e.g., a user wanting to create a response action related to the user's website) can, via the client device **104** (e.g., via the application **112**), select a type of response action to create via the website creation system **108**. In some embodiments, the system administrator may select the type of response action via a user interface of the website creation system **108**. For example, in some implementations of the present disclosure, the website creation system **108** presents, via the client device **104**, one or more drop-down menus or icons representing predefined types of response actions, and the system administrator may select a predefined type of response action via the one or more drop-down menus. Additionally, the website creation system **108**, via the client device **104**, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected type of response action within the database **114** of the website creation system **108**. Selecting a type of response action is described in greater detail below in regard to FIG. **5**A-**5**K.

In some embodiments, the types of response actions may include sending a communication to a guest, adding the guest to a communication list, removinf the guest from a communication list, adding a tag to a contact data package (e.g., a user account (e.g., a guest member account)) representing the guest, and removing a tag from the contact data package respresenting the visitor. Additionally, the response actions are described in greater detial below in relation to act **418** of FIG. **4**B.

Additionally, the website creation system **108** receives an indication of a selection of at least one rule of a triggering condition, as shown in act **404** of FIG. **4**A. For instance, the website creation system **108** may receive a selection of at least one rule of a triggering condition via the website creation system **108**. In some embodiments, the system administrator may select the at least one rule of the triggering condition via the user interface of the website creation system **108**. For example, the website creation system **108** presents, via the client device **104**, one or more drop-down menus or icons representing predetermined rules of a triggering condition, and tthe system administrator may select at least one predefined rule of a triggering condition via the one or more drop-down menus. Additionally, the website creation system **108**, via the client device **104**, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected rule of a triggering condition within the database **114** of the website creation system **108**. Manners in which the at least one rule of a triggering condition is selected are described in greater detail below in regard to FIGS. **5**D and **5**L.

In some embodiments, the at least one rule may include a filter (e.g., condition) that the triggering condition must meet in order to trigger the response action. IN some embodiments, the at least one rule may include a rule related to a guest's social media accounts. In additional embodiments, the at least one rule may include a rule related to the guest's demographic. In further embodiments, the at least one rule may include a rule related to the guest's acions wihtin the system administrator's website. In yet further embodiments, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. In one or more embodiments, the at least one rule may include a rule related to

PTO: "one or more settings"

PTO: "acquired"

PTO: "add"

PTO: "and to"

PTO: "channel"

PTO: RTM

PTO: 4B

PTO: sending

PTO: website response

PTO: FIGS

PTO: removing

PTO: representing detail

PTO left out "that, if met, will trigger the response action described above. For example, the website can via the client device 104 (e.g., via the application 112), select least one rule of the triggering condition"

PTO: In

PTO: "action within"

whether or not the guest has interacted with a communication broadcast, (e.g., an email broadcast, text message broadcast, notification broadcast, social media broadcast, an instant message broadcast, a webinar broadcast) sent or hosted from the system administrator's website. In additional embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with an email from the systems administrator's website including a link to at least one pa ries of directional webpages of the website. regoing is described in greater detail below.

As noted above, the at least one rule may include a rule related to a guest's social media accounts. For instance, the rule may relate to how many followers the guest has within a social media network and whether or not the guest has an account within a particular social media network.

As mentioned above, the at least one rul may include a rule related to the guest's demographix and/or other labels and tags. For example, the rule may relate to the guest's name, address, location, age, gender, email address, telephone number, tags, and a recency of the most recent action performed by the guest in relation to the system administrator's website.

As also noted abpve, the at least one rule may include a rule related to the guest's actions within the system administrator's website. As a non-limiting example, the rule may relate to whether or not the guest has visited a particular webpage within a series of directional webpages of the system administrator's website.

As also mentioned above, the at least one rule may include a rule related to whethe or not the guest has made a purchase wihtin the system administrator's website. As a non-limiting example, the rule may relate to whther the guest has ever made a pururchase on the creator's website, how many purchases the guest has made on the creator's website, how much money the guest has spent on the creator's website, and a recency of a most recent purchase.

As discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, a test message broadcast, a notification broadcast, a social media message broadcast, an instant message) sent from the system administrator's website. For instance, the rule may relate to whether or not the guest opened and/or viewed the communication broadcast or whether or not thw guest clicked on thw communication broadcast. In additional embodiments, the term "broadcast" may also refer to a webinar broadcast, and the at least one rule may relate to whether or not a guest interacted (e.g., clicked) on a webinar provided by the webinar broadcast.

As also discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with an email (e.g., an email from the system administrator's website) including a link (e.g., a hyperlink) to at least one webpage within a series of directional webpages of the website. In particular, the rule may relate to whether the guest has opened an email including the link to at least one webpage wihtin the series of directional webpages of the website. Additionally, the rule may relate to whether the guest has clicked (e.g., selected) the link within the email.

In some embodiments, each triggering condition may include a group of rules. For instance, the website creation system **108** may receive a selction of multiple rules (e.g., a group of rules) for triggering condition. For example, the website creation system of **108** may receive a selection of at least three, at least four, or at least five rules. In some instances, each one of the multiple rules may relate to different filters. In other embodiments, two or more of the multiple rules may relate to a same filter.

Referring still to FIG. **4**A, in addition to receiving a selection of at least one rule of the triggering condition, the website creation system **108** receives a selection of an operand for the at least one rule of the triggering condition, as shown in act **406**. For purposes of the present disclosure, the term "operand" may refer to one of the following phrases: "not applicable," "is equal to ," "is greater than," "is less than," "is not blank," "is blank."

In response to receiving the selection of the type of response action, at least one rule of the triggering condition, and an operand, the website creation system **108** creates the triggering condition, as shown in act **408** of FIG. **4**A. For example, the website creation system **108** may create a data apckage respresenting the triggering condition and including each rule thereof and may store the data package wihtin the database of the website creation system **108**. Furthermore, the website creation system **108** may set the website creation system **108** to react to the triggering condition according to the at least one rule of the response action.

In some embodiments, upon creating the triggering condition, the website creation system **108** receives an indication of a user interaction by a guest with the creator's website from another client device **105** (e.g., a user device from which the guest is accessing the creator's website), as shown in act **410** of FIG. **4**A. For instance, the another client device **105** may detect a user interaction by the guest via an application **113** (e.g., a web browser), and may provide an indication of the user interaction to the website creation system **108**.

Furthermore, in response to receiving the indication of a user interaction by the guest, the website creation system **108** may determine whether the user interaction by the guest, the website creation system **108** may determine whether the user interation includes (e.g., incdicates) the triggering condition, as shown in act **412** od FIG. **4**A. In some embodiments, the website creation system **108** compares the user interaction to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have purchased a product, the website creation system **108** may determine whether the user interaction indicates that the guest made a purchase of the product.

Additionally, in one or more embodiments, upon creating the triggering condition, the website creation system **108** acquires data (e.g., a data package) related to a guest from a third-party system **116**, as shown in act **414** of FIG. **4**A. As used herein, the term "acquires" may include the website creation system **108** requesting and receiving the data related to a guest from the a third-party system **116** or merely reciving the data related to a guest from the a third-party system **116**.

In some embodiments, as noted above, the third-party system **116** may include one or more of a social media network, a payment processor, an email provider, etc. Furthermore, the data may include information, such as, whether the guest has an account with the social media network, a number of followers of the guest's social media account is following, purchases made through the payment processor, whether emails from the creator's website were opened, etc.

IN response to acquiring data related to a guest, the website creation system **108** may query the acquired data related to the guest, as shown in act **416** of FIG. **4**A. In particular, the website creation system **108** may query the acquired data to determine whether the acquired data indi-

PTO: delete comma after broadcast

PTO left out: "In some embodiments, the at least one rule may include a rule related to whether or not the guest is listed on a communication list (e.g., email list) related to the system administrator's website."

PTO left out: "how many

PTO left out: "is listed on a list related to the system administrator's website. For example, the rule may relate to whether the guest is listed on one or more of a communication list (e.g., an email list or a communication broadcast), an opt in list, or a static list.

PTO: "system"

PTO: above

PTO:

PTO: "contains," and

PTO left out "within the social media network, a number of social media accounts the guest's social media account"

PTO (new paragraph): "Additionally, as discussed above, the at least one rule may include a rule related to whether or not the guest"

cates a triggering condition. IN some embodiments, the webiste creation system **108** compares the acquired data to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule idicates that the guesr must have more than **100** followers ona social media network, the website creation system **108** may determine whether the acquired data indicates that the guest includes more than **100** followers on the social media network.

PTO left out: "the website creation system 108 performs the response action associated with the triggering condition,"

Upon determining that either the user interaction or the acquired data includes a triggering condition, as shown in act **418** of FIG. **4**B. As discussed breifly above, in some embodiments, the website creation system **108** generates at least one communication to the guest. In one or more embodiments, the website creation system **108** adds the guest to a list related the created website. In additional embodiments, the website creation system removes the guest from a list related to the created website. In further embodiments, the website creation system **108** adds a tag to a contact data package representing the guest. In yet further embodiments, the website creation system removes a tag from a contact data package representing the guest. Each of the foregoing is described in further detail below.

As mentioned above, in some embodiments, when performing the response action, the website creation system **108** generates at least one comminication to the guest, as shown in act **420** of FIG. **4**B. In some instances, generating at least one communication to the guest may include generating at least one of an email message, a text message (e.g., a short message service (SMS) message, a multimedia messaging service (MMS) message, an extensible messaging and presence protocol (XMPP) message, a session initiation protocol (SIP) message, and internet relay chat)IRC) message, an enhanced message service (EMS) message, an IMessage message), a notification (e.g., a notification received and displayed via the client device **105** (i.e., an operating system of the client device **105**) (e.g., a push notification and/or a notification via a system bar)), instant message, or a social media message (e.g., a message through a messenger). In some embodiments, the at least one communication includes a set series of communications. For instance, the set series of communications may include at least one of a text message, an email message, a notification, and a social media network message. As another non-limiting ecample, the set series of communcaications includes at least one test message, at least one eail message, at least one notification, and at least one social media network message. In some embodiments, each communication of the set series of communication may be provided to the user for displat on the client device at substantially the same time. In toher embodiments, each communication of the set series of communication may be provided to the user for display on the client device at different times.

an

iMessage

PTO left out: "mobile phone). In some embodiments, the website creation system 108 can send the communicati on to the client device 105 and/or application 113 of the client device 105 via a network (e.g.,"

In addition to generating at least one communication to the guest, the website creation system **108** provides the communication to the guest for displat on the client device **105**, as shown in act **422** of FIG. **4**B. For example, the webite creation system **108** may send the communication to the guest for display on the client device **105** or another client device (e.g., a cellular network). Depending on a type of generated communication, the website creation system **108** may provide (e.g., send) the generated communication to a routing numer (e.g., telephone numver), a social media account, an instant messenger indentifier (e.g., handle), an email account, etc.

As noted above, in one or more embodiments, when performing the response action, the website creation system **108** adds the guest to a list related the created website, as shown in act **424** of FIG. **4**B. In some embodiments, adding a guest to a communication list may include adding the guest to one or more of an email list, a text message list, a notification list, a social media list, a braodcast list, or any other type of communication list. Likewise, in some embodients, when performing the response action, the website creation system **108** removes the guest from a list, as shown in act **426** of FIG. **4**B. In some instances, removing a guest from a commnication list may include removing the guest from one or more of an email list, a text message list, a notification list, a social media list, a braodcast list, or any other type of communication list. In response to adding the guest to or removing the guest from a communication list, the website creation system **108** may store data representing the updated communication list with in the database **114**.

As also mentioned above, in further embodiments, when performing the response action, the website creation system **108** adds a tag to a contact data package representing the guest, as shown in act **428** of FIG. **4**B. Adding a tag to a contact data package representing the guest may include generating and adding any tag defined by the system administrator to the contact data representing the guest. For instance, the website creation system **108** can generate a tag and can associate the tag with the contact data package representing the guest. As used herein, the term "tag" and any derivative terms refer to associating identifying (e.g., describing) data with the saved data representing the guest. Specifically, a tag can indicate aspects (e.g., attributes) of the guest. As non- limiting examples, the tags may include "purchased," "new," established," "Trialing," "Lead," "Prospect," etc. For example, the tags can be utilized to notify the system administrator as to the particular situation or status of the guest. For instance, the tags can be displayed within an administrator page (e.g., a contact list) within the website creation system **108**. Furthermore, guests can be grouped according to tags. Likewise, in one or more embodiments, when performing the response action, the website creation system **108** can remove a tag from a data package representing a guest. In one or more embodiments, removing a tag from a contact data package representing the guest may include removing the identifying data from the contact data package. In response to adding or removing a tag to or from the contact data package representing the guest, the website creation system **108** can store the updated contact data package within the database **114**.

tags.

PTO left out ", as shown in Act 430 o FIG. 4B"

FIGS. **5**A-**5**L illustrate a collection of user interfaces including features of the website creation system **108** according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system **108**. As will be described in more detail below, components of a response action creation system of the website creation system **108** as described in regard to FIGS. **4**Aand **4**B can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator to interact with a collection of display elements for a variety of purposes. For instance, FIG. **5**A-**5**L and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

For example, FIG. **5**A illustrates a user device **502** that may implement one or more of the components or features of the merchant system. For purposes of the present disclosure, the user device **502** may be a client device (e.g., client device **104**), such as, the user device **302** described above in regard to FIGS. **3**A-**3**N.

The user device **502** includes a touch screen display **504** that can display user interfaces. Furthermore, the user device **502** receives and/or detects user input via the touch screen display **504**. Additionally, or alternatively, the user device **502** may include any other suitable input device, such as a touch pad or those described below with reference to FIG. **6**.

As shown in FIG. **5**A, the touch screen display **504** of the user device **502** displays an response action creation GUI **506** (e.g., a webpage GUI) of the response action creation system provided by the website creation system **108**, which, in some embodiments, can be accessible by the user device **502**. Furthermore, the user device **502** (e.g., client device **104**) can access the website creation system **108** and, as a result, the response action creation system via a network (e.g., network **102**). As illustrated in FIG. **5**A, the response action creation GUI **506** of the response action creation system can include a content window **508**, a contact profile tab **510**, an email list tab **512**, an email broadcasts tab **514**, and an action series tab **516**. As will be understood by one of ordinary skill in the art, the content window **508** may display content related to which tab (e.g., the contact profile tab **510**) is currently selected (e.g. highlighted). The contact profile tab **510** may provide information to a system administrator regarding current and past contacts. The email list tab **512** may enable the system administrator to create a response action in regard to contacts on an email list (e.g., an email list of contacts). The email broadcasts tab **514** may enable the system administrator to create a response action in regard to an email broadcast. The action series tab **516** may enable the system administrator to create one or more response actions in regard to communications, tags, and lists. Each of the foregoing tabs is described in greater detail below.

When the contact profile tab **510** is selected, the content window **508** may display a searchable contact list **518** of current contacts. The contact list **518** may include information, such as, for example, when a contact was creation, an email address for the contact, a name for the contact. Furthermore, the contact list **518** may further include a number of lifetime contacts (e.g., total number of current contacts), new contacts (e.g., contacts made during a particular specified period of time), and un-subscribers (e.g., lost contacts). The time period defining new contacts may be adjustable via the response action creation GUI **506**.

As shown in FIG. **5**B, when the email list tab **512** is selected, the content window **508** may display already created email lists **520** of contacts and a selectable element **522** for creating a new list. Upon receiving a selection of the selectable element **522** for creating a new list, the response action creation GUI **506** may display a new email list window **524**, which include one or more input fields **526**a, **526**b for inputting a name of the email list and a group tag (e.g., recent contacts) of the email list. Additionally, the new email list window **524** may include a selectable option **528** (e.g., a selectable "check box") for utilizing one or more rules (e.g., the one of more rules described above in regard to FIGS. **4**A and **4**B (e.g., a Smart List)) in creating the email list.

In response to receiving an input for a name and/or group tag of the email list and selecting the selectable option **528**, the response action creation GUI **506** may display a rules settings window **532** as shown in FIG. **5**D. The rules setting window **532** may include one or more rules that are customizable by the system administrator. For example, the rules settings window **532** may enable the system administrator to input (e.g., create) any of the rules described above in regard to acts **404** and **418** of FIGS. **4**A and **4**B. For instance, the rules settings window **532** may include a selectable element **534** for adding a new rule, and for each added new rule, the rules settings window **532** may include a rule type input field **536**, an operand input field **538**, and an additional input field **540** for defining parameter related to the operand input field **538** (e.g., providing values when the operand includes "equal to"). In view of the foregoing, the rules may be created in any of the manners described above in regard to FIGS. **4**A and **4**B.

Referring to FIG. **5**E, when the email broadcasts tab **514** is selected, the content window **508** may display a list **542** of previously created email broadcasts. Additionally, the email broadcasts tab **514** may show a number of emails, resulting clicks from the emails, and a number of un-subscribers from the emails. Furthermore, the email broadcasts tab **514** may include a selectable element **544** for creating a new email broadcast.

Upon receiving a selection of the selectable element **544** for creating a new email broadcast, as shown in the FIGS. **5**F and **5**G, the response action creation GUI **506** may display may display a simple mail transfer protocol ("SMTP") settings window **546**. The SMTP settings window **546** enables the system administrator to choose/input/create SMTP settings for an email broadcast in anyway known in the art. Additionally, upon input of SMTP settings, the system administrator may create one more rules for the email broadcast in any of the manners described above in regard to FIGS. **4**A, **4**B, and **5**D. Furthermore, although the email broadcast is described in regard to emails, the disclosure is not so limited. Rather, the email broadcast (e.g., communication broadcast) can be created for any type of communication. For example, the communication broadcast may include a text message broadcast, an instant message broadcast, a social media broadcast, a notification broadcast, etc.

Referring to FIG. **5**H, when the action series tab **516** is selected, the content window **508** displays a list **548** of already created response actions and a selectable element **350** for creation a new response action. Upon selection of the selectable element **350** for creation a new response action, the response action creation GUI **506** may display a new response action window **552**, which include one or more input fields **554***a*, **554***b* for inputting a name of the response action and a group tag (e.g., recent contacts) response action. Moreover, the new response action window **552** may include an input field **556** (e.g., drop down menu) for assigning one or more communication lists (e.g., an email list) to the response action.

In response to receiving an input for a name, tag, and/or communication list for the new response action, the response action creation GUI **506** displays a step creation window **558**, as shown in FIG. **5**J. The step creation window **558** may enable a system administrator to create steps of the response action. For instance, the step creation window **558** may include an input field **560** for inputting a name of a step of the response action. Additionally, the step creation window **558** may include an input field **562** for defining how many days or hours (e.g., how much time) after a triggering condition to perform the new response action. The input field **562** may also include one or more selectable **564***a*, **564***b* elements for defining time in days or hours. Additionally, the step creation window **558** may include one or more selectable elements **566***a*, **566***b*, **566***c* for defining a type of response action (e.g., send email, send text message, or

"setting"

elements

additional action). Likewise, the step creation window include a selectable element **568** for adding the step to the new response action.

Upon receiving a selection of the selectable element **566**c for an additional action type of response action, the response action creation GUI **506** displays an action definition window **570**, as shown in FIG. **5**K. The action definition window **570** may include a name input field **572**, an integration input field **574**, an "action to do" input field **576**, and an option **578** to select a communication list to utilize with the new response action. The integration input field **574** may enable the system administration to utilize web site creation system's **108** own integrations systems or to utilize a third-party's integration systems. The "action to do" input field **576** may include a drop down menu and may enable a system administrator to select any of the types of actions responses described above in regard to acts **402**, **404**, and **418** of FIGS. **4**A and **4**B.

Upon receiving a selection for a type of response action from either the step creation window **558** of FIG. **5**J or the action definition window **580** of FIG. **5**K, the response action creation GUI **506** displays rules definition window **580** specific to the type of selected response action, as shown in FIG. **5**L. Rules for to the type of selected response action may be defined (e.g., defined by a system administrator) in any of the manners described above in regard to acts **402-406** and **418** of FIGS. **4**A and **4**B and FIG. **5**D.

Embodiments of the present disclosure may comprise or utilize a special purpose or general-purpose computer including computer hardware, such as, for example, one or more processors and system memory, as discussed in greater detail below. Embodiments within the scope of the present disclosure also include physical and other computer-readable media for carrying or storing computer-executable instructions and/or data structures. In particular, one or more of the processes described herein may be implemented at least in part as instructions embodied in a non-transitory computer-readable medium and executable by one or more computing devices (e.g., any of the media content access devices described herein). In general, a processor (e.g., a microprocessor) receives instructions, from a non-transitory computer-readable medium, (e.g., a memory, etc.), and executes those instructions, thereby performing one or more processes, including one or more of the processes described herein.

Computer-readable media can be any available media that can be accessed by a general purpose or special purpose computer system. Computer-readable media that store computer-executable instructions are non-transitory computer-readable storage media (devices). Computer-readable media that carry computer-executable instructions are transmission media. Thus, by way of example, and not limitation, embodiments of the disclosure can comprise at least two distinctly different kinds of computer-readable media: non-transitory computer-readable storage media (devices) and transmission media.

Non-transitory computer-readable storage media (devices) includes RAM, ROM, EEPROM, CD-ROM, solid state drives ("SSDs") (e.g., based on RAM), Flash memory, phase-change memory ("PCM"), other types of memory, other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store desired program code means in the form of computer-executable instructions or data structures and which can be accessed by a general purpose or special purpose computer.

Further, upon reaching various computer system components, program code means in the form of computer-executable instructions or data structures can be transferred automatically from transmission media to non-transitory computer-readable storage media (devices) (or vice versa). For example, computer-executable instructions or data structures received over a network or data link can be buffered in RAM within a network interface module (e.g., a "MC"), and then eventually transferred to computer system RAM and/or to less volatile computer storage media (devices) at a computer system. Thus, it should be understood that non-transitory computer-readable storage media (devices) can be included in computer system components that also (or even primarily) utilize transmission media.

RAM

NIC

Computer-executable instructions comprise, for example, instructions and data which, when executed at a processor, cause a general-purpose computer, special purpose computer, or special purpose processing device to perform a certain function or group of functions. In some embodiments, computer-executable instructions are executed on a general-purpose computer to turn the general-purpose computer into a special purpose computer implementing elements of the disclosure. The computer executable instructions may be, for example, binaries, intermediate format instructions such as assembly language, or even source code. Although the subject matter has been described in language specific to structural features and/or methodological acts, it is to be understood that the subject matter defined in the appended claims is not necessarily limited to the described features or acts described above. Rather, the described features and acts are disclosed as example forms of implementing the claims.

Those skilled in the art will appreciate that the disclosure may be practiced in network computing environments with many types of computer system configurations, including, personal computers, desktop computers, laptop computers, message processors, hand-held devices, multi-processor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, mobile telephones, PDAs, tablets, pagers, routers, switches, and the like. The disclosure may also be practiced in distributed system environments where local and remote computer systems, which are linked (either by hardwired data links, wireless data links, or by a combination of hardwired and wireless data links) through a network, both perform tasks. In a distributed system environment, program modules may be located in both local and remote memory storage devices.

Embodiments of the present disclosure can also be implemented in cloud computing environments. In this description, "cloud computing" is defined as a model for enabling on-demand network access to a shared pool of configurable computing resources. For example, cloud computing can be employed in the marketplace to offer ubiquitous and convenient on-demand access to the shared pool of configurable computing resources. The shared pool of configurable computing resources can be rapidly provisioned via virtualization and released with low management effort or service provider interaction, and then scaled accordingly.

A cloud-computing model can be composed of various characteristics such as, for example, on-demand self-service, broad network access, resource pooling, rapid elasticity, measured service, and so forth. A cloud-computing model can also expose various service models, such as, for example, Software as a Service ("SaaS"), Platform as a Service ("PaaS"), and Infrastructure as a Service ("IaaS"). A cloud-computing model can also be deployed using different

deployment models such as private cloud, community cloud, public cloud, hybrid cloud, and so forth. In this description and in the claims, a "cloud-computing environment" is an environment in which cloud computing is employed.

FIG. **6** illustrates a block diagram of an example computing device **600** that may be configured to perform one or more of the processes described above. One will appreciate that one or more computing devices such as the computing device **600** may implement the website creation system **108**. As shown by FIG. **6**, the computing device **600** can comprise a processor **602**, a memory **604**, a storage device **606**, an I/O interface **608**, and a communication interface **610**, which may be communicatively coupled by way of a communication infrastructure. While an example computing device **600** is shown in FIG. **6**, the components illustrated in FIG. **6** are not intended to be limiting. Additional or alternative components may be used in other embodiments. Furthermore, in certain embodiments, the computing device **600** can include fewer components than those shown in FIG. **6**. Components of the computing device **600** shown in FIG. **6** will now be described in additional detail.

In one or more embodiments, the processor **602** includes hardware for executing instructions, such as those making up a computer program. As an example, and not by way of limitation, to execute instructions, the processor **602** may retrieve (or fetch) the instructions from an internal register, an internal cache, the memory **604**, or the storage device **606** and decode and execute them. In one or more embodiments, the processor **602** may include one or more internal caches for data, instructions, or addresses. As an example, and not by way of limitation, the processor **602** may include one or more instruction caches, one or more data caches, and one or more translation look aside buffers (TLB s). Instructions in the instruction caches may be copies of instructions in the memory **604** or the storage **606**.

TLBs).

The computing device **600** includes memory **604**, which is coupled to the processor(s) **602**. The memory **604** may be used for storing data, metadata, and programs for execution by the processor(s). The memory **604** may include one or more of volatile and non-volatile memories, such as Random-Access Memory ("RAM"), Read-Only Memory ("ROM"), a solid state disk ("SSD"), Flash, Phase Change Memory ("PCM"), or other types of data storage. The memory **604** may be internal or distributed memory.

The computing device **600** includes a storage device **606** that includes storage for storing data or instructions. As an example, and not by way of limitation, storage device **606** can comprise a non-transitory storage medium described above. The storage device **606** may include a hard disk drive (HDD), a floppy disk drive, flash memory, an optical disc, a magneto-optical disc, magnetic tape, or a Universal Serial Bus (USB) drive or a combination of two or more of these. The storage device **606** may include removable or non-removable (or fixed) media, where appropriate. The storage device **606** may be internal or external to the computing device **600**. In one or more embodiments, the storage device **606** is non-volatile, solid-state memory. In other embodiments, the storage device **606** includes read-only memory (ROM). Where appropriate, this ROM may be mask programmed ROM, programmable ROM (PROM), erasable PROM (EPROM), electrically erasable PROM (EEPROM), electrically alterable ROM (EAROM), or flash memory or a combination of two or more of these.

Flash

The computing device **600** also includes one or more input or output ("I/O") devices/interfaces **608**, which are provided to allow a user to provide input to, receive output from, and otherwise transfer data to and receive data from computing device **600**. The I/O devices/interfaces **608** may include a mouse, a keypad or a keyboard, a touch screen, a camera, an optical scanner, network interface, modem, other known I/O devices or a combination of such I/O device/interfaces. The touch screen may be activated with a stylus or a finger.

The I/O devices/interfaces **608** may include one or more devices for presenting output to a user, including, but not limited to, a graphics engine, a display (e.g., a display screen), one or more output drivers (e.g., display drivers), one or more audio speakers, and one or more audio drivers. In certain embodiments, the I/O interface **608** is configured to provide graphical data to a display for presentation to a user. The graphical data may be representative of one or more graphical user interfaces and/or any other graphical content as may serve a particular implementation.

The computing device **600** can further include a communication interface **610**. The communication interface **610** can include hardware, software, or both. The communication interface **610** can provide one or more interfaces for communication (such as, for example, packet-based communication) between the computing device **600** and one or more other computing devices or networks. As an example, and not by way of limitation, the communication interface **610** may include a network interface controller (NIC) or network adapter for communicating with an Ethernet or other wire-based network or a wireless NIC (WNIC) or wireless adapter for communicating with a wireless network, such as a WI-FI. The computing device **600** can further include a bus **612**. The bus **612** can comprise hardware, software, or both that couples components of computing device **600** to each other.

The foregoing specification is described with reference to specific example embodiments thereof. Various embodiments and aspects of the disclosure are described with reference to details discussed herein, and the accompanying drawings illustrate the various embodiments. The description above and drawings are illustrative and are not to be construed as limiting. Numerous specific details are described to provide a thorough understanding of various embodiments.

The additional or alternative embodiments may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes that come within the meaning and range of equivalency of the claims are to be embraced within their scope.

The present disclosure further includes the following embodiments.

Embodiment **1**. A method comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website

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type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

Embodiment **2**. The method of claim **1**, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

Embodiment **3**. The method of claim **2**, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

Embodiment **4**. The method of claim **2**, further comprising: receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

Embodiment **5**. The method of claim **2**, wherein the split test selectable element comprises a sliding selectable element.

Embodiment **6**. The method of claim **1**, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

Embodiment **7**. The method of claim **1**, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

Embodiment **8**. The method of claim **1**, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

Embodiment **9**. The method of claim **1**, wherein the selected website type include a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

Embodiment **10**. The method of claim **9**, further comprising sending an email to the email address.

Embodiment **11**. The method of claim **1**, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

Embodiment **12**. A system comprising: at least one processor; and at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to: provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receive a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receive a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receive a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

Embodiment **13**. The system of claim **12**, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

Embodiment **14**. The system of claim **13**, wherein the at least one event includes sending a communication to at least one guest of the customized website.

Embodiment **15**. The system of claim **12**, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

Embodiment **16**. A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising

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a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

Embodiment **17**. The non-transitory computer-readable medium of claim **16**, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

Embodiment **18**. The non-transitory computer-readable medium of claim **17**, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

Embodiment **19**. The non-transitory computer-readable medium of claim **16**, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

Embodiment **20**. The non-transitory computer-readable medium of claim **16**, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

The embodiments of the disclosure described above and illustrated in the accompanying drawing figures do not limit the scope of the invention, since these embodiments are merely examples of embodiments of the invention, which is defined by the appended claims and their legal equivalents. Any equivalent embodiments are intended to be within the scope of this invention. Indeed, various modifications of the present disclosure, in addition to those shown and described herein, such as alternative useful combinations of the content features described, may become apparent to those skilled in the art from the description. Such modifications and embodiments are also intended to fall within the scope of the appended claims and legal equivalents.

We claim:

1. A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates and the series of directional webpages of the selected website type;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

2. The method of claim **1**, further comprising including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

3. The method of claim **2**, further comprising including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. The method of claim **3**, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. The method of claim **3**, wherein the split test selectable element comprises a sliding selectable element.

6. The method of claim **1**, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

7. The method of claim **1**, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

8. The method of claim **1**, wherein at least one webpage of the series of directional webpage of the selected website type of the plurality of website types is only accessible via a link from an email.

9. The method of claim **1**, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

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10. The method of claim 9, further comprising sending an email to the email address.

11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

12. A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection;

receive a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website type;

receive a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

16. A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

18. The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. The non-transitory computer-readable medium of claim 16, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

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20. The non-transitory computer-readable medium of claim **16**, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

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WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

TECHNICAL FIELD

[0001] This disclosure relates generally to a website creation system having at least one series of directional webpages and related methods.

BACKGROUND

[0002] The Internet has played an influential role in developing electronic commerce. Furthermore, one who may want to create a website for selling a product and/or service in hopes of yielding favorable results (e.g., sales, opt-ins, etc.) must often hire two or more different companies to develop and generate different portions of the website. This results in extreme, and in some cases, hindering costs before ever selling a product and/or service. Moreover, the website owner typically has very little ability to personally edit and adjust the website to meet the adjusting needs of website guests (e.g., customers) without again turning to the development companies and paying additional fees for their services. Other options for creating a website include employing "cookie cutter" (e.g., one type fits all) websites that all look substantially the same and are not tailored to the website owners' products and/or services. Thus, because the resultant websites are not created under one roof and/or are not tailored to products and/or services offered thereon, the resultant websites are often clunky, not user friendly, and overall unappealing and unpersuasive to potential customers. This, conventionally, results in abandoned carts, lost sales, and overall poor results for the website owner. Accordingly, these and other disadvantages exist with respect to conventional methods and systems for creating websites.

BRIEF SUMMARY

[0003] The various embodiments described below provide benefits and/or solve one or more of the foregoing or other problems in the art with systems and methods for creating websites. Some embodiments of the present disclosure include a method for creating a website. The method may include providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option

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to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type including a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface including a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0004] In one or more embodiments, the systems and methods provide a method for creating a response action within a created website. The method may include receiving, from a client device, a selection of a type of response action, the response action to be performed in response to a triggering condition; receiving a selection of at least one rule of the triggering condition; receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] Various embodiments will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

[0006] FIG. 1 illustrates a schematic representation of an environment within which a website creation system can operate in accordance with one or more embodiments of the present disclosure;

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[0007] FIGS. 2A-2C illustrate a sequence flow diagram that a website creation system can utilize to create a website in accordance with one or more embodiments;

[0008] FIGS. 3A-3N illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create a website according to one or more embodiments of the present disclosure;

[0009] FIGS. 4A and 4B illustrate a sequence flow diagram that a website creation system can utilize to create one or more response actions in accordance with one or more embodiments of the present disclosure;

[0010] FIGS. 5A-5L illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create one or more response actions according to one or more embodiments of the present disclosure; and

[0011] FIG. 6 illustrates a block diagram of an example computing device in accordance with one or more embodiments of the present disclosure.

DETAILED DESCRIPTION

[0012] The illustrations presented herein are not actual views of any particular website creation system, or any component thereof, but are merely idealized representations, which are employed to describe the present invention.

[0013] One or more embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create a website. Furthermore, the website creation system may enable the user to create a website having a series of directional webpages. The series of directional webpages may include a series (e.g., a sequence or funnel) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the series of directional webpages may be designed and intended to cause a guest of the created website to remain on the website, opt into an email

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list, provide contact information (e.g., an email address, a telephone number, a social media identifier, etc.), share a portion of the website on social media, complete a purchase, complete multiple purchases, add an item to a cart, visit another website, interact with a chat messenger, view a video on the website, view an image on the website, etc.

[0014] Because the website creation system of the present disclosure enables a user to create, within a single system, a website that includes at least one series of directional webpages ordered and designed to entice particular user interaction, the website creation system is advantageous over conventional website creation systems. For instance, because the website creation system enables a user to create a website while working with a single system instead of multiple developers and systems, the website creation system reduces required processing power, memory, and communication resources needed to facilitate creating websites. Accordingly, the website creation system results in less data transfer and data bandwidth usage for a computer/communication system. In other words, the website creation system results in less required processing power and communication bandwidth in comparison to conventional systems. As a result, the website creation system of the present disclosure, in comparison to conventional systems, may be a more appropriate system for mobile devices. Additionally, the in view of the foregoing, the website creation system may result in more user friendly, consistent, attractive, and persuasive websites in comparison to conventional website creation systems and methods.

[0015] Moreover, some embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to monitor and edit a website to meet the needs of current traffic (e.g., guests) visiting the website. For instance, the website creation system includes a website editor graphical user interface ("GUI") for display to the system administrator on a client device. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website.

[0016] Additional embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create one or more response actions related to the user's created website. For instance, the user can customize the website to perform

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a response action in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of the website. As a non-limiting example, a response action may include sending a communication to a guest of the website based on the guest's status or number of followers within a social media network. Each of the response actions may include multiple specific ordered rules that enable automation of further tasks (e.g., sending communications to a guest in response to a guest's actions, adding the guest to broadcasts, tagging the guest, etc.). Furthermore, the multiple specific rules cause the website to perform the response actions in specific technological ways.

[0017] FIG. 1 illustrates a schematic diagram of an environment 100 in which a website creation system can operate according to one or more embodiments of the present disclosure. As illustrated, the environment 100 includes a client device 104, at least one server 101 including a website creation system 108, a network 102, and one or more third-party system(s) 116. The website creation system 108, the client device 104, and the third-party system(s) 116 can communicate via the network 102. The network 102 may include one or more networks, such as the Internet, and can use one or more communications platforms or technologies suitable for transmitting data and/or communication signals. Although FIG. 1 illustrates a particular arrangement of the client device 104, the server 101, the third-party system(s) 116, and the network 102, various additional arrangements are possible. For example, the server 101 and, accordingly, the website creation system 108, can directly communicate with the client device 104, bypassing the network 102.

[0018] As illustrated in FIG. 1, a user 110 can interface with the client device 104, for example, to communicate with the server 101 and to utilize the website creation system 108 to create a website. The user 110 can be an individual (i.e., human user), a business, a group, or any other entity. Although FIG. 1 illustrates only one user 110 associated with the client device 104, the environment 100 can include any number of a plurality of users that each interact with the environment 100 using a corresponding client device.

[0019] In some embodiments, the website creation system 108 can include a system associated with an entity such as a website creation provider, which provides tools and editor graphical user interfaces to user(s) 110 to create websites. For example, the website creation system 108 may enable a user (referred to hereinafter as "system administrator") to create a website that includes a series of directional webpages designed and sequenced (e.g., arranged in a

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particular order) to elicit (e.g., entice) a particular user interaction with the website (e.g., provide contact information, opt in to receive communications from the website, complete a purchase, complete multiple purchases, add something to a cart, interact with (e.g., click) a selectable element (e.g., a button) of the website, share the website and/or a purchase on a social media network). Additionally, the website creation system 108 may enable a system administrator to monitor activity on a website created via the website creation system 108 and/or edit a website created via the website creation system 108. The series of directional webpages is described in further detail below in regards to FIGS. 2A-2C.

[0020] Furthermore, the website creation system 108 may enable a system administrator to create one or more response actions. As used herein, the term "response actions" may refer to actions taken by a response action system of the website creation system 108 in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of a website created via the website creation system 108. For example, a response action may include the response action system of the website creation system 108 sending a communication to a guest of the website in response to the guest having a particular number of followers on a social media network. The response actions are described in greater detail below in regard to FIGS. 4A and 4B.

[0021] In particular embodiments, the website creation system 108 may be capable of linking a variety of entities (e.g., third-party systems 116 and a guests). As an example and not by way of limitation, the website creation system 108 may enable users (e.g., guests of a website created via the website creation system 108) to interact with each other as well as receive content from third-party systems 116 (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created via the website creation system 108 to interact with these entities through an application programming interfaces (API) or other communication channels.

[0022] In particular embodiments, a website creation system 108 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system 108 may provide a platform, or backbone, which other systems, such as third-party

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systems 116, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

[0023] As shown in FIG. 1, in some embodiments, the website creation system 108 can include a database 114. As is described in greater detail below in regard to FIGS. 2A-2C, the website creation system 108 can utilize the database to store contact data packages and generated websites.

[0024] In some embodiments, the client device 104 includes a client application 112 installed thereon. In one or more embodiments, the client application 112 can be associated with the website creation system 108. For example, the client application 112 allows the client device 104 to directly or indirectly interface with the website creation system 108. The client application 112 also enables the user 110 (e.g., system administrator) to create, monitor, and edit websites via the website creation system 108 and the client device 104. For example, the client application 112 can include a web browsing application and/or a website creation application.

[0025] The third-party systems 116 may include additional systems that may interface with the website creation system 108. For example, in some embodiments, the third-party systems 116 may include social media networks (e.g., FACEBOOK®, TWITTER®, GOOGLE® PLUS, etc.) with which the website creation system 108 may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems 116 may include payment processors (e.g., PAYPAL, VISA PAY, STRIPE, NMI, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems 116 may include website monitoring systems, email platforms, etc.

[0026] Both the client device 104 and the server 101 (and the website creation system 108) can represent various types of computing devices with which guests can interact. For example, the client device 104 and/or the server 101 can be a mobile device (e.g., a cell phone, a smartphone, a PDA, a tablet, a laptop, a watch, a wearable device, etc.). In some embodiments, however, the client device 104 and/or server 101 can be a non-mobile device (e.g., a desktop or server). Additional details with respect to the client device 104 and the server 101 are discussed below with respect to FIG. 6.

[0027] FIGS. 2A-2C illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create a website including a series of directional webpages that are

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configured to illicit a particular user interaction with the website. The client device 104 and website creation system 108 shown in FIGS. 2A-2C may be as described with reference to FIG. 1.

[0028] Referring to the sequence-flow diagram 200, a client device 104 can detect one or more user interactions requesting creation of a member account with the website creation system 108. For instance, the client device 104 can detect a user interaction requesting creation of a member account via the client application 112 (e.g., a web browsing application displaying an option to create a member account within the website creation system 108). For example, the client application 112 can detect the user interaction requesting creation of a member account.

[0029] As shown in FIG. 2A, upon the client device 104 detecting the user interaction requesting creation of a member account, the website creation system 108 receives an indication of a user interaction to create a member account, as shown in act 202. For example, upon detecting the user interaction requesting creation of a member account, the client device 104 and/or the client application 112 can provide an indication of the user interaction to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction through the network 102.

[0030] As shown in FIG. 2A, in response to receiving the indication of the user interaction to create a member account, the website creation system 108 creates a member account, as shown in act 204. In some embodiments, creating the member account may include the website creation system 108 requesting a user identifier including one or more of an email address, a username, a login credential, etc. Furthermore, in some embodiments, the request for the user identifier can include a request to create (e.g., choose, select, assign, etc.) a user credential (e.g., password). In one or more embodiments, the website creation system 108 can request the user identifier and/or user credential within the client application 112.

[0031] Upon creating a member account, the website creation system 108 provides a member dashboard to a user (e.g., a website creator or system administrator) for display on client device, as shown in act 206. The member dashboard may include one or more selectable options to create (i.e., commence creating) a website. Furthermore, the member dashboard may include one or more content windows for displaying statistics (e.g., page views, opt-ins, sales) related to a system administrator's websites. For example, the member dashboard may display comparisons of statistics regarding the system administrator's websites. The member dashboard is described in greater detail below in regard to FIG. 3A.

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[0032] In response to receiving the member dashboard, the client device 104 may display the member dashboard. For example, the client device 104 can display the member dashboard within the client application 112 and on a display screen. For instance, the client application 112 can display the member dashboard within a graphical user interface ("GUI") of the client application 112 and/or the website creation system 108.

[0033] In addition to providing a member dashboard, the website creation system 108 receives an indication of a user interaction to create a website, as shown in act 208 of FIG. 2A. For example, upon detecting a user interaction to create a website, the client device 104 and/or the client application 112 can provide an indication of the user interaction to create a website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction to create a website through the network 102.

[0034] Upon receiving the indication of the user interaction to create a website, the website creation system 108 provides a plurality of website types to the client device 104, as shown in act 210 of FIG. 2A. Each website type may include a series of directional webpages. As discussed briefly above, the phrase a "series of directional webpages" refers to a series (e.g., a sequence) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the particular user interaction (e.g., the sought after user interaction) may include one or more of remaining on the website, opting into an email list, opting into receiving push messages via a social media network, application, or web browser, providing contact information (e.g., an email address, a telephone number, a social media identifier, etc.), sharing a portion of the website on social media, completing a purchase, accepting an up-sell option, completing multiple purchases, adding an item to a cart, visiting another website, interacting with a chat messenger, viewing a video on the website, interacting with a webinar, viewing an image on the website, etc.

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[0035] As noted above, in some embodiments, each webpage of a series of directional webpages may be presented in a single browsing session. In other embodiments, webpages of a series of directional webpages may be presented in multiple different browsing sessions. For instance, a first webpage of a series of directional webpages may be presented in a first browsing session, and a second webpage of a series of directional webpages may be presented in a second browsing session (e.g., a second browsing session initiated in response to an interaction within an email sent to a guest by the website creation system 108).

[0036] In one or more embodiments, each webpage of the series of directional webpages may include one or more text elements, media elements, form elements, advance form elements, countdown elements, content block elements, miscellaneous elements, and special elements. Text elements may include headlines, sub-headlines, paragraphs, and bullet lists. Media elements may include images, image popups, videos, video popups, audio files, and audio players. Form elements may include buttons, input forms, select (e.g., drop down) boxes, and text areas. Advance form elements may include short message service (SMS) signups, billing addresses, shipping addresses, and surveys. Countdown elements may include countdown timers, minute timers, and day timers. Content block elements may include icons, dividers, progress bars, image features, navigation bars, image lists, pricing tables, and frequently asked questions (FAQs). The miscellaneous elements may include text blocks, social shares, social media comments, and custom JS/HTML. The special elements may include order forms, order confirmations, guest logins, membership content, and webinar dates.

[0037] Furthermore, each webpage of the series of directional webpages may be associated with an overall category and type of webpage. For example, the website creation system 108 may have the following page categories: 1) presale page category, 2) opt-in page category, 3) thank you page category, 4) sales page category, 5) upsell page category, 6) order forms category, 7) webinar page category, 8) membership page category, 9) affiliate page category, and 10) other page category.

[0038] The presale page category may include survey pages, article pages, presale pages, and click pop pages. The opt-in page category may include squeeze pages, reverse squeeze pages, lead magnets, and coupons. The thank you page category may include thank you pages, offer walls, bridge pages, and share pages. The sales page category may include video sales pages, sales letter pages, and product launch pages. The one time offer page category may include upsell pages and

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downsell pages. The order forms category may include two-step order pages, traditional order pages, video sales letter order pages, sales letter order pages, and product launch and order pages. The webinar pages category may include webinar registration pages, webinar confirmation pages, webinar broadcast rooms, and webinar replay rooms. The membership pages category may include access pages and members' areas. The affiliate pages category may include access pages and affiliate areas. The other pages category may include application pages, ask pages, store fronts, home pages, hero pages, and live demo pages. Each of the foregoing pages is described in detail below.

[0039] **Presale Page**

[0040] The presale page may be a page that preempts a sales page. The presale page may introduce a product and/or service without giving the direct option of purchasing or commencing a purchase of the product. For instance, the presale page may be designed and intended to peak a guest's interest in a product and/or service.

[0041] **Article Page**

[0042] The article page is another type of presale page. The article page may include an article relating to a product and/or service. Furthermore, the article page may include a selectable element (e.g., button) for entering a series of directional webpages (described above) to purchase the product and/or service. Additionally, the article page may be designed and intended to peak a guest's interest in a product and/or service.

[0043] **Survey Page**

[0044] The survey page includes one or more questions related to a product and/or service. Additionally, the survey page can include one or more questions about a guest visiting a website. The survey page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page).

[0045] **Click Pop Page**

[0046] The click pop page is a pop up that appears on a page. The click pop page may by triggered via a button on a page or when a guest tries to leave the page. The click pop page may be designed and intended to keep a guest on the website by offering additional discounts, products, services, benefits, or free products to the guest.

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[0047] **Squeeze Page**

[0048] For instance, the squeeze page may include a curiosity-based headline including one or more questions where an email input is required to see answers to the one or more questions. The squeeze page may be designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0049] **Reverse Squeeze Page**

[0050] The reverse squeeze page may include a video training, and after the video ends, the reverse squeeze page may invite a guest to opt in to an email list. Thus, the reverse squeeze page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the reverse squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0051] **Lead Magnet Page**

[0052] The lead magnet page may include an incentive (e.g., a magnet) for providing an email address. For example, the incentive may include one or more of a report, ebook, video, etc. In response to providing an email address, the lead magnet page may provide the incentive. Thus, the lead magnet page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the lead magnet page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0053] **Coupon Page**

[0054] The coupon page may be similar to the lead magnet page. However, the coupon page may provide a discount (e.g., a coupon code or voucher) on a product and/or service for providing an email address.

[0055] **Thank You Page**

[0056] The thank you page may appear after a guest fills out an opt in form or purchases a product and/or service. The Thank You Page may include one or more thank you messages, discounts, benefits, selectable elements for sharing the purchase on social media networks, additional opt-in opportunities, etc.

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[0057] **Offer Wall**

[0058] The offer wall may be displayed after an initial purchase and may include additional products and/or services for purchase. In some embodiments, the products and/or services may be discounted relative to standard prices and may include "one time offers" that do not require inputting payment information a second time. For example, the offer wall may provide additional specialized offers to a guest after making an initial purchase. The offer wall may be designed and intended to cause the guest to make additional purchases after making a first purchase.

[0059] **Bridge Page**

[0060] The bridge page may provide additional information concerning a product and/or service to a guest. The bridge page may serve to increase and/or peak a guest's interest in a product and/or service. For example, the bridge page may remind a guest about the importance of the product and/or service. As a non-limiting example, the bridge page may be designed and intended to bridge an idea of product's importance with the concept of purchasing the product.

[0061] **Share Page**

[0062] The share page may include a thank you page. However, the share page may include an invitation to share the guest's experience (e.g., purchase) via a social media network (e.g., FACEBOOK®, TWITTER®, GOOGLE® +). The share page may be designed and intended to cause a guest to share a purchase and/or a website on a social media network.

[0063] **Video Sales Letter Page**

[0064] The video sales letter page is a sales page that includes a video concerning a product and/or service in addition to a spoiler box that includes elements (e.g., a bullet list of information) included in the video that may increase a guest's intrigue and/or curiosity. The video sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The video sales letter page may be designed to peak a guest's interest in a product and/or service.

[0065] **Sales Letter Page**

[0066] The sales letter page includes a letter concerning a product and/or service including aspects of the product and/or service and associated advantages. The sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart

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button"). The sales letter page may also be designed to peak a guest's interest in a product and/or service.

[0067] **Product Launch Page**

[0068] The product launch page includes at least one video concerning a product and/or service and links to additional videos in a sequence of videos concerning the product and/or service. The additional videos may be unlocked after a particular period of time and/or watching a previous video in the sequence. The product page may also be designed to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching the videos.

[0069] **OTO ("Upsell") Page**

[0070] The upsell page may appear after a guest has entered in payment information to purchase a product and/or service. The upsell page may include a "one-click" offer to add to an order. The "one-click" offer only requires a single user interaction (e.g., a click) to add a product to the purchase and/or to purchase the product. In other words, the upsell page does not require the guest to re-enter payment information. The upsell page may be designed and intended to cause the guest to complete additional purchases on the website.

[0071] **Downsell Page**

[0072] The downsell page may appear in the event that a guest refuses the "one-click" offer of the upsell page. The downsell page may offer a less expensive digital version of a physical product or a payment plan for the original product and/or service. The downsell page may not appear if the guest accepts the "one-click" offer of the upsell page. The downsell page may also be designed and intended to cause the guest to complete additional purchases on the website.

[0073] **Two-step Order Form**

[0074] The two-step order form page may include a first page/step requesting a guest's address and a second page/step requesting the guest's payment information. The two-step order form page may be designed and intended to cause the guest to perform a relatively small commitment in entering an address. The small commitment of entering an address may encourage a guest to fulfill the request for the guest's payment information and eventual purchase.

[0075] **Traditional Order Form**

[0076] The traditional order form page collects for a guest's address and payment information on a single page.

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[0077] **Video Sales Letter Order Form**

[0078] The video sales letter order form page includes the video sales letter page with an order form below the video. For instance, the order form may appear after a guest clicks an "Add to Cart" button. As noted above, the video sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form may give the guest the immediate ability to purchase the product and/or service.

[0079] **Sales Letter Order Form**

[0080] The sales letter order form page includes the sales letter page with an order form embedded into the page. As noted above, the sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form gives the guest the immediate ability to purchase the product and/or service.

[0081] **The Product Launch Order Form**

[0082] The product launch order form page includes at least some elements of the product launch page but also includes an order form in addition to, or instead of, elements of the product launch page. As mentioned above, the product launch page may be designed and intended to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching videos of the product launch page. Additionally, the order form gives the guest the immediate ability to purchase the product and/or service.

[0083] **Webinar Registration Page**

[0084] The webinar registration page allows a guest to register for a webinar and may include one or more headlines regarding the webinar.

[0085] **Webinar Confirmation Page**

[0086] The webinar confirmation page provide a "thank you" to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

[0087] **Webinar Broadcast Room**

[0088] The webinar broadcast room is the page broadcasting the webinar. The webinar broadcast room only permits the webinar to be viewed live.

[0089] **Webinar Replay Room**

[0090] The webinar replay room is similar to the webinar broadcast room but it permits the webinar to be paused and replayed. The webinar replay room may include a countdown clock

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and an "add to cart" button as well. The webinar replay room may be designed and intended to cause a guest to purchase a product within a particular period of time after viewing a webinar.

[0091] **Member's Access Page**

[0092] The member's access page may allow guests to create and login to their account of a created website.

[0093] **Member's Area**

[0094] The member's area may include content, sections, and lessons concerning products and/or services.

[0095] **Affiliate Access Page**

[0096] The affiliate access page enables an affiliate to create an account and to login to their account of a website created via the website creation system 108.

[0097] **Affiliate Area**

[0098] The affiliate area provides tools to help affiliates promote products and/or services. For instance, the tools may include banner ads, sample email copies, social media ads, etc.

[0099] **Application Page**

[0100] The application page enables guests of the website to apply to work with creators of the website (e.g., a website owner) and/or sellers of a product and/or service.

[0101] **Storefront Page**

[0102] The storefront page includes images and/or videos of products and/or services.

[0103] **Home Page**

[0104] The home page may include any traditional home page known in the art.

[0105] **Live Demo Page**

[0106] The live demo page may include a single or repeated live demonstration of a product and/or service. The live demo page may be designed and intended to peak a guest's interest in a product and/or service.

[0107] **Ask Page**

[0108] The ask page is a one-question survey intended to discover a guest's number one challenge related to a system administrator's topic and/or product and/or service. The ask page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey

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page). Additionally, the ask page is designed and intended to acquire information regarding what is preventing a guest from purchasing a product and/or service.

[0109] **Hero Page**

[0110] The hero page highlights a business or individual related to the system administrator's topic and/or product and/or service. The hero page may include social media bios, email signatures, etc. Again, the hero page may be designed and intended to grow a guest's interest in a product and/or service.

[0111] **Indoctrination Page**

[0112] The indoctrination page appears after a guest joins a list (e.g., email list) or registers for a webinar. The indoctrination page may include information related to a product and/or service. The indoctrination page may be designed and intended to prepare a guest for later received communications (e.g., emails) from the website creation system 108 or a webinar and to eventually purchase the product and/or service.

[0113] Referring to all of the foregoing described pages together, any of the pages may include one or more timers related to any aspect of the page. For example, any benefit, product, and/or service offered on a page may include a respective timer. The timer may indicate a period of time remaining in which a guest may choose to accept the offer. In some embodiments, a timer may start (e.g., start counting down) relative to an action taken by a guest. For instance, a timer may start in response to a guest making a first purchase, watching a video, providing a response to a question, opening a page, opening a communication (e.g., email), etc. The one or more times may be designed and intended to create a sense of urgency in the guest and to cause the guest to more readily accept an offer.

[0114] With continued reference to FIG. 2A, as mentioned briefly above, each website type of the plurality of website types provided by the website creation system 108 may include a respective series of directional webpages of a plurality of different series of directional webpages. In some embodiments, the website creation system 108 may include the following different series (e.g., funnels) of directional webpages: 1) squeeze page series, 2) reverse squeeze series, 3) lead magnet series, 4) bridge series, 5) survey series, 6) application series, 7) ask campaign series, 8) two-step tripwire series, 9) video sales letter series, 10) sales letter series, 11) membership series, 12) daily deal series, 13) invisible series, 14) webinar series, 15) auto-webinar series, 16) product launch series, 17) hero series, 18) homepage series, 19) cancellation series,

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20) storefront series, 21) summit series, and 22) live demo series. In one or more embodiments, the website creation system 108 may include at least ten different types of series. In additional embodiments, the website creation system 108 may include at least twenty different types of series. In further embodiments, the website creation system 108 may include at least twenty-two different types of series. Each of the above listed series is described in detail below.

[0115] **Squeeze Page Series**

[0116] The squeeze page series may include at least two pages: a squeeze page and a thank you page. As mentioned above, the squeeze page series may be designed to generate curiosity and to entice a guest to provide an email address (e.g., opt in to an email list). For example, the squeeze page series may offer a benefit for providing an email address. The thank you page provides the promised benefit.

[0117] **Reverse Squeeze Page Series**

[0118] The reverse squeeze page series may include at least two pages: a reverse squeeze page and a thank you page. The reverse squeeze page series may be designed to provide a benefit (e.g., a free video) prior to requesting a guest to provide an email address (e.g., opt in to an email list). The thank you page provides additional information about products and/or services and the option to "share" the guest's experience via a social media network.

[0119] **Lead Magnet Series**

[0120] The lead magnet series may include at least two pages: a lead magnet page and a thank you page. The lead magnet series may provide a benefit in exchange (e.g., report, video, or a tangible) for a guest's email address.

[0121] **The Bridge Series**

[0122] The bridge series may include at least two pages: a squeeze page and a bridge page. The bridge series may connect two concepts that setup a later sale. The squeeze page may entice a guest to provide an email address, and the bridge page may provide additional information regarding a product and/or service and a link (e.g., hyperlink) to another page (e.g., an affiliate's page) to purchase the product and/or service.

[0123] **The Survey Series**

[0124] The survey series may include at least one page: a survey page. The survey series may be designed to entice a guest to interact with the website (e.g., providing responses to

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questions and making commitments) and to acquire information related to the guest such that later pages may be tailored to the guest.

[0125] **The Application Series**

[0126] The application series may include at least three pages: a reverse squeeze page, an application page, and a thank you page. The application series enables a guest to apply to become a client. The application series facilitates a guest to be qualified (e.g., vetted) before becoming a client.

[0127] **Ask Campaign Series**

[0128] The ask campaign series may include at least two pages: an ask page and a thank you page. The ask campaign series may be designed to determine what a guest really wants in regard to a product and/or service. The ask page may ask a question, and the thank you page may provide reward (e.g., a product) for responding to the question.

[0129] **Two-Step Tripwire Series**

[0130] The two-step tripwire series may include at least four pages: a two-step order page, an upsell page, a downsell page, and an offer wall. The two-step tripwire series may offer a product at a significant discount such that guests are very likely to purchase the product. Upon a purchase via the two-step order page, the upsell and/or downsell pages follow-up with the guest to provide additional offers to the guest.

[0131] **Video Sales Letter Series**

[0132] The video sales letter series may include at least four pages: a video sales letter and order form page, an upsell page, a downsell page, and an offer wall. The video of the video sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[0133] **Sales Letter Series**

[0134] The sales letter series may include at least four pages: a sales letter order form page, an upsell page, a downsell page, and an offer wall. The sales letter of the sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

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[0135] **Membership Series**

[0136] The Membership Series may include at least four pages: a video sales letter and order form page, an offer wall, a membership access page, and a membership page. The membership series may be designed to entice guests to sign up for paid membership sites, paid newsletters, etc.

[0137] **Daily Deal Series**

[0138] The daily deal series may include at least two pages: a two-step order form page and a share page. The two-step order form page may include an offer (e.g., an irresistible offer) that entices guests to create an account. The share page (e.g., thank you page) encourages the guests to share the offer on social media networks.

[0139] **Invisible Series**

[0140] The invisible series may include at least three pages: a video sales letter and order form page, an upsell page, and an offer wall. The invisible series may be designed to give away a relatively large amount of value for free upfront while requiring a guest's credit card information. The upsell page and offer wall is shown after a video (e.g., a training video) to offer the guest additional products and/or services. Furthermore, a thank you page may include a messages such as "Do nothing, and your credit card will be billed in two days. If you did not like to the training, just let me know and we will not bill you at all."

[0141] **Webinar Series**

[0142] The webinar series may include at least four pages: a webinar registration page, a webinar confirmation page, an indoctrination page, and a replay page. The webinar series may include a first phase where guests register for a seat to attend a webinar and hear success stores to increase curiosity. The webinar is typically hosted by a third-party. The webinar series may further include a second phase where the guests attend another webinar and watch replays while a window to buy begins to close creating true urgency and scarcity.

[0143] **Auto-webinar Series**

[0144] The auto-webinar series may include at least five pages: a webinar registration page, a webinar confirmation page, webinar broadcast, a replay page, and an indoctrination page. The auto webinar plays every hour. A guest may register for a webinar on the webinar registration page and the webinar confirmation page may provide a data and time for the webinar. The guest

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may be emailed the indoctrination page. After the webinar, the guest may be emails links to the replay page.

[0145] **Product Launch Series**

[0146] The product launch series may include at least six pages: a product launch page, three sales pages, and a product launch and order form page. The product launch series may be designed to build anticipation (via the three sales pages and product launch page) prior to enabling a guest to purchase a product and/or service. For instance, the three sales pages may be emailed to a guest a day apart from each other before finally opening up a cart and allowing the guest to purchase a product. The cart may be closed after a few days.

[0147] **Hero Series**

[0148] The hero series may include at least two pages: a hero page and a thank you page. The hero page may include a bio, an option for guests to join an email newsletter, and a request to follow a social media account. The thank you page may be provided in response to the guest joining the email list or following the social media account.

[0149] **Homepage Series**

[0150] The homepage series may include at least two pages: a home page and a thank you page. The home page may include, for example, a story of a business and invites guests to opt in to an email list. The home page may also include one or more products and/or services for purchase. The thank you page may be presented in response to opting-in or purchasing a product.

[0151] **Cancellation Series**

[0152] The cancellation series may include at least two pages: a survey page and an article page. The cancellation series may be utilized when a guest is requesting a refund, to cancel a service, or return a product. The survey page may include one or more questions concerning the guest's request, and the article page may include one or more reasons why the guest should not want a refund, to cancel the service, or return the product.

[0153] **Storefront Series**

[0154] The storefront series may include at least one page: a storefront page. The storefront page may include at least substantially all of a website's products and/or services. Each product link may be linked to another series.

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[0155] **Summit Series**

[0156] The summit series may include at least three pages: a sales letter page, a video sales letter and order form page, and a share page. The video sales letter and order form page may include an online summit with multiple speakers being interviewed about a product and/or service. The sales letter page may include a biography of each speaker and a portrait image of each speaker. The share page may encourage guests to share the online summit and/or invited friends to the online summit.

[0157] **Live Demo Series**

[0158] The live demo series may include at least two pages: a live demo page and a thank you page. The live demo page may include a live demonstration of a product and/or service and an option to purchase the product and/or service.

[0159] Referring still to FIGS. 2A, in some embodiments, the website creation system 108 may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application 112 of the client device 104. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. 3B and 3C.

[0160] Upon receiving the plurality of website types, the client device 104 and/or application 112 may display the plurality of website types. For instance, the client device 104 and/or application 112 may display the plurality of website types on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website type of the plurality of website types.

[0161] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website type of the plurality of website types, the website creation system 108 receives a selection of a website type of the plurality of website types, as shown in act 212 of FIG. 2A. For instance, upon detecting a user interaction selecting a website type of the plurality of website types, the client device 104 and/or application 112 may provide an indication of the selection of the website type to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website type through the network 102.

[0162] Referring to FIG. 2B, upon receiving the selection of the website type, the website creation system 108 provides a plurality of website templates particular to the selected website

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type to the client device 104 for display to the user 110 (e.g., system administrator), as shown in act 214. The plurality of website templates may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. The website templates are described in greater detail below with reference to FIG. 3C.

[0163] Upon receiving the plurality of website templates, the client device 104 and/or application 112 may display the plurality of website templates. For instance, the client device 104 and/or application 112 may display the plurality of website templates on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website template of the plurality of website templates.

[0164] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website template of the plurality of website templates, the website creation system 108 receives an indication of the selection of a website template of the plurality of website types, as shown in act 216 of FIG. 2B. For instance, upon detecting a user interaction selecting a website template of the plurality of website types, the client device 104 and/or application 112 may provide the indication of the selection of the website template to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website template through the network 102.

[0165] In response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 may provide a confirmation page to the client device 104 for display to the user 110, as shown in act 218 of FIG. 2B. For instance, the website creation system 108 may provide a confirmation page to the client device 104 via the network. Additionally, in response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 generates and launches a generic website specific to the selected website type and the selected website template, as shown in act 220 of FIG. 2B.

[0166] In some embodiments, the website creation system 108 may begin hosting the generic website on its servers 101, and the website creation system 108 may make the generic website available via the Internet and to the public. In one or more embodiments, the launch may include a soft launch (i.e., rolling out the website to test markets), as is known in the art. Additionally, the website creation system 108 may store data representing the generic website within the database 114 of the website creation system 108. In other embodiments, the website

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creation system 108 may provide the generic website to a third-party server (e.g., hosting system), and the generic website may be hosted on the third-party server.

[0167] In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system 108 provides a website editor graphical user interface ("GUI") for display to the system administrator (e.g., the user 110) on the client device 104, as shown in act 222 of FIG. 2B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user 110) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to FIG. 3E-3M.

[0168] Upon receiving the website editor GUI, the client device 104 and/or application 112 may display the website editor GUI. For instance, the client device 104 and/or application 112 may display the website editor GUI on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI.

[0169] Upon the client device 104 and/or application 112 detecting one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI, the website creation system 108 receives an indication of the at least one user interaction editing at least one webpage of the website, as shown in act 224 of FIG. 2B. For instance, upon detecting one or more user interactions editing one or more elements of at least one webpage of the website, the client device 104 and/or application 112 may provide an indication of at least one user interaction editing at least one webpage of the website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of at least one user interaction editing at least one webpage of the website through the network 102.

[0170] Referring to FIG. 2C, in response to receiving the indication of at least one user interaction editing at least one webpage of the website, the website creation system 108 edits the launched website according to the user interaction to create a customized website, as shown in

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act 226. Moreover, the website creation system 108 can store data representing the edit and the customized website in the database 114 of the website creation system 108. In some embodiments, the website creation system 108 can relaunch the customized website. As will be understood by one of ordinary skill in the art, act 222-226 may be repeated any number of times as a system administrator (e.g., user 110) edits a website.

[0171] FIGS. 3A-3M illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, the components of the website editor GUI of the website creation system 108 as described in regard to FIGS. 1-2C can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator (e.g., user 110) to interact with a collection of display elements for a variety of purposes. For instance, FIGS. 3A-3M and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

[0172] For example, FIG. 3A illustrates a user device 302 that may implement one or more of the components or features of the website creation system. For purposes of the present disclosure, the user device 302 may be a client device (e.g., client device 104). As shown in FIG. 3A, in some embodiments, the user device 302 is a handheld device, such as a tablet device. As used herein, the term "handheld device" refers to a device sized and configured to be held/operated in one or more hands of a user (e.g., system administrator). In additional or alternative examples, however, any other suitable computing device, such as, but not limited to, a mobile phone device, larger wireless device, laptop or desktop computer, a personal digital assistant device, and/or any other suitable computing device can perform one or more of the processes and/or operations described herein.

[0173] The user device 302 includes a touch screen display 304 that can display user interfaces. Furthermore, the user device 302 receives and/or detects user input via the touch screen display 304. As used herein, a "touch screen display" refers to the display of a touch screen device. In one or more embodiments, a touch screen device may be the user device 302 with at least one surface upon which a user (e.g., a system administrator) may perform touch gestures (e.g., a laptop, a tablet computer, a personal digital assistant, a media player, a mobile phone, etc.). Additionally,

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or alternatively, the user device 302 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[0174] As shown in FIG. 3A, the touch screen display 304 of the user device 302 displays a website creation system graphical user interface ("GUI") 306 provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 302. For example, as described above with reference to FIG. 1, the user device 302 (e.g., client device 104) can access the website creation system 108 via a network (e.g., network 102). As illustrated in FIG. 3A, in some embodiments, the website creation system GUI 306 can include a comparison content window 308, a "build a new website" selectable element 310, and an activity tracker window 312.

[0175] The comparison content window 308 may show a comparison of statistics for websites built by a system administrator utilizing the website creation system 108. For instance, the comparison content window 308 may show a comparison of page views, opt ins (e.g., email opt ins, newsletter opt ins, webinar opt ins, social media share opt ins, etc.), and sales from websites built with the website creation system 108.

[0176] The "build a new website" selectable element 310 may include a hyperlink to a sequence of website builder and editor GUIs described below in regard to FIGS. 3B and 3L. The activity tracker window 312 may provide a complete or partial list of activities (e.g., page views, opt-ins, and sales) occurring in real time on websites built with the website creation system 108 and monitored by the system administrator.

[0177] Referring to FIG. 3B, upon a selection of the "build a new website" selectable element 310, the website creation system 108 displays a website-type selection GUI 314. The website-type selection GUI 314 may display a plurality of website types 316a-316i (e.g., a plurality of selectable elements representing the plurality of website types 316a-316i). For example, the website-type selection GUI 314 may display any of the website types described above in regard to FIGS. 2A-2C. Furthermore, the website types 316a-316i may include any of the plurality of different series of directional webpages described above in regard to FIGS. 2A-2C.

[0178] Additionally, the website-type selection GUI 314 may include one or more filters 318a-318k for assisting in selecting a particular website type. For example, the filters 318a-318k may include author/speaker/coach/consultant, professional services, retail, ecommerce, b2b, network marketing, generate leads, sell a product, create an event, and other filters.

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[0179] Referring to FIG. 3C, upon a selection of a website type, the website creation system 108 displays a website template selection GUI 320. The website template selection GUI 320 may include instructions on how to utilize the selected website type and a plurality of website templates 322a-322l (e.g., selectable elements representing the plurality of website templates) specific to the selected website type. In some embodiments, the plurality of website templates 322a-322l may be organized based on whether the website templates are included within a basic package of the website creation system 108 or have an additional cost associated with plurality of website templates 322a-322l. The plurality of website templates 322a-322l may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. Furthermore, the website template selection GUI 320 may include any of the website templates 322a-322l described above in regard to FIGS. 3A-3C.

[0180] Referring to FIG. 3D, upon a selection of a website template, the website creation system 108 displays a confirmation GUI 324. The confirmation GUI 324 may include an overview window 326 showing an overview of the pages included within the selected website type and selected website template. Furthermore, the confirmation GUI 324 may include a confirmation button 328 for confirming the selected website type and the selected website template.

[0181] Referring to FIG. 3E, upon a selection of the confirmation button 328, the website creation system 108 generates and launches a generic website, as described above in regard to act 220 of FIG. 2B; furthermore, the website creation system 108 displays a website editor GUI 330 on the user device 302. The website editor GUI 330 may include a plurality of tabs 332a-332c representing each page, respectively, of the generic website. Each tab of the plurality of webpage tabs 332a-332c may include a control window 334, which enables a system administrator to edit the webpage associated with the tab. For example, the control window 334 enables a system administrator to add media objects (e.g., images, videos, text) to the webpage of the generic website. The control window 334 may also include a preview button 336 for previewing the webpage.

[0182] Additionally, each tab of the plurality of tabs 332a-332c may include a split test selectable element 338. The split test selectable element 338 may enable a system administrator to create a variation of a webpage associated with a single tab. For example, the split test selectable element 338 may enable a system administrator to associate two different webpages within a single tab.

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[0183] Upon selection of the split test selectable element 338, an additional control window 339 may be displayed for an additional (e.g., second) webpage associated with the tab, as shown in FIG. 3F. Furthermore, as shown in FIG. 3F, a system administrator may specify (via selection of the split test selectable element 338) what percentage of guests (i.e., traffic) will be shown a first webpage of the two different webpages when visiting the website and what percentage of guests will be show a second webpage of the two different webpages when visiting the website. For instance, the website editor GUI 330 may include a sliding selectable element 340 that enables a system administrator to specify what percentage of guests will be shown the first webpage and what percentage of guests will be show the second webpage. In some embodiments, the first webpage may be assigned between 0% and 100% of the guests of the website. Likewise, the second webpage may be assigned between 0% and 100% of the guests of the website. However, as will be understood by one of ordinary skill in the art, a sum of the percentage assigned to the first webpage and the percentage assigned to the second webpage will always equate to 100%. In additional embodiments, website creation system 108 may enable a system administrator to associate three, four, or five different webpages to a single tab, and website traffic may be split amongst all the different webpages in the manner described above.

[0184] Additionally, referring to FIG. 3G, each tab of the plurality of tabs 332a-332c may include an automation tab 342. The automation tab 342 may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an up-sell option, etc.. Furthermore, a system administrator may set the events to include sending an email and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

[0185] Furthermore, referring to FIG. 3H, each tab of the plurality of tabs 332a-332c may include a publishing tab 346. The publishing tab 346 may enable a system administrator (e.g., a creator of the website) to integrate the website with third-party systems 116 (FIG. 1).

[0186] In some embodiments, the publishing tab 346 may include a selectable element 348 for creating a pop-up version of a webpage of the website to appear on another website

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(e.g., a third-party website). Additionally, the publishing tab 346 may include a selectable element 350 for creating a link within an affiliate's website or emails that automatically opts in guests (e.g., adds the guest to an email list) that interact (e.g., click) the link. Moreover, the publishing tab 346 may include a selectable element 352 for adding a plugin to show the created website or webpages of the website within a blog (e.g., a WORDPRESS® blog). Furthermore, the publishing tab 346 may include a selectable element 354 for connecting the created website or webpages to a social media account (e.g., FACEBOOK® account) or page. Likewise, the publishing tab 346 may include a selectable element 356 for adding the created website and/or webpages inside of an iframe to embed within any third-party website. Also, the publishing tab 346 may include a selectable element 358 for downloading an .html file of the created website and/or webpages in order to host the created website and/or webpages at another location.

[0187] As shown in FIG. 3I, the website editor GUI 330 may include a statistics tab 360, whereon, when selected, may show statistics related to the created website. For example, the statistics tab 360 may show a total number of page views of the created website and/or pages within the created website for a given period of time. Furthermore, the statistics tab 360 may show a total number of opt-ins garnered by the created website during the given a period of time.

[0188] As shown in FIG. 3J, the website editor GUI 330 may further include a contacts tab 362, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab 362 may show one or more contacts acquired by and through the created website. The contacts tab 362 may include an option to download the contacts. Furthermore, the one or more contacts of the contacts tab 362 can be filtered by individual webpages. In other words, which contacts were acquired through which webpage of the created website can be displayed.

[0189] As shown in FIGS. 3K-3M, the website editor GUI 330 may further include a settings tab 364, which, when selected, may show one or more settings of the created website. Furthermore, the settings tab 364 may enable a system administrator to edit one or more of the created website's name, domain, group tag, and path, simple mail transfer protocols, favicon URLs, head tracking codes, and body tacking codes.

[0190] The settings tab 364 may further enable a system administrator to utilize web automation applications (e.g., ZAPIER, WEBHOOKS) to automate actions related to the created website. For instance, the system administrator may utilize the settings tab 364 to set settings to

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cause email messages to automatically be sent to the system administrator when new contacts are added, to automatically update campaign contacts based on contacts acquired via the created website, to automatically post new contacts to an internet channel (e.g., SLACK® channel), to automatically add new contacts to a cloud storage system (e.g., GOOGLE® SHEETS), to automatically add new contacts to a cloud CRM (e.g., AGILE® CRM), to automatically create profiled cards (e.g., TRELLO® cards) from contacts, to automatically create a cloud directory (e.g., PODIO® directory of contacts) based on new contacts, and to automatically post new purchases to an internet channel (e.g., SLACK® channel). Moreover, the system administrator may utilize the settings tab 364 to set settings for automatically sending data to third-party systems. Data may be sent in response to new contacts being created or updated and when a new purchase is created or updated. Furthermore, settings tab 364 may further enable the system administrator to add third-party membership access. For example, the settings tab 364 may further enable a system administrator to give access to third parties, such as, PAYPAL®, CLICKBANK®, JVZOO.COM, WARRIOR+PLUS, etc. This may enable the system administrator to track purchases, upgrades, downgrades, and membership access from third-party processors (e.g., the third parties). Additionally, the system administrator may enable automated emails and sequences from the third parties in response to orders via the third parties.

[0191] FIG. 3N shows a generic website GUI 366 generated by the website creation system 108.

[0192] FIGS. 4A and 4B illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create and execute response actions. For example, the website creation system 108 can utilize the sequence-flow diagram 200 to create response actions (e.g., sending a communication or adding a guest to a communication list) that are executed in response to triggering conditions (e.g., a guest makes a purchase or has a particular social media networking account). The client devices 104, 105, the third-party system 116, and the website creation system 108 shown in FIGS. 4A and 4B may be example embodiments of the client device 104, the third-party system 116, and website creation system 108 described in regard to FIG. 1.

[0193] As shown in FIG. 4A, the website creation system 108 receives a selection of a type of response action, as shown in act 402. For example, a system administrator (e.g., a user wanting to create a response action related to the user's website) can, via the client device 104 (e.g., via the application 112), select a type of response action to create via the website creation

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system 108. In some embodiments, the system administrator may select the type of response action via a user interface of the website creation system 108. For example, in some implementations of the present disclosure, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined types of response actions, and the system administrator may select a predefined type of response action via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected type of response action within the database 114 of the website creation system 108. Selecting a type of response action is described in greater detail below in regard to FIGS. 5A-5K.

[0194] In some embodiments, the types of response actions may include sending a communication to a guest, adding the guest to a communication list, removing the guest from a communication list, adding a tag to a contact data package (e.g., a user account (e.g., a guest member account)) representing the guest, and removing a tag from the contact data package representing the visitor. Additionally, the response actions are described in greater detail below in relation to act 418 of FIG. 4B.

[0195] Additionally, the website creation system 108 receives an indication of a selection of at least one rule of a triggering condition, as shown in act 404 of FIG. 4A. For instance, the website creation system 108 may receive a selection of at least one rule of a triggering condition that, if met, will trigger the response action described above. For example, the website can, via the client device 104 (e.g., via the application 112), select at least one rule of the triggering condition via the website creation system 108. In some embodiments, the system administrator may select the at least one rule of the triggering condition via the user interface of the website creation system 108. For example, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined rules of a triggering condition, and the system administrator may select at least one predefined rule of a triggering condition via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected rule of a triggering condition within the database 114 of the website creation system 108. Manners in which the at least one rule of a triggering condition is selected are described in greater detail below in regard to FIGS. 5D and 5L.

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[0196] In some embodiments, the at least one rule may include a filter (e.g., condition) that the triggering condition must meet in order to trigger the response action. In some embodiments, the at least one rule may include a rule related to a guest's social media accounts. In additional embodiments, the at least one rule may include a rule related to the guest's demographic. In further embodiments, the at least one rule may include a rule related to the guest's actions within the system administrator's website. In yet further embodiments, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. In one or more embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, text message broadcast, notification broadcast, social media broadcast, an instant message broadcast, a webinar broadcast) sent or hosted from the system administrator's website. In some embodiments, the at least one rule may include a rule related to whether or not the guest is listed on a communication list (e.g., email list) related to the system administrator's website. In additional embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with an email from the system administrator's website including a link to at least one page within a series of directional webpages of the website. Each of the foregoing is described in greater detail below.

[0197] As noted above, the at least one rule may include a rule related to a guest's social media accounts. For instance, the rule may relate to how many followers the guest has within a social media network, how many social media users the guest is following within a social media network, and whether or not the guest has an account within a particular social media network.

[0198] As mentioned above, the at least one rule may include a rule related to the guest's demographic and/or other labels and tags. For example, the rule may relate to the guest's name, address, location, age, gender, email address, telephone number, tags, and a recency of the most recent action performed by the guest in relation to the system administrator's website.

[0199] As also noted above, the at least one rule may include a rule related to the guest's actions within the system administrator's website. As a non-limiting example, the rule may relate to whether or not the guest has visited a particular webpage within a series of directional webpages of the system administrator's website.

[0200] As also mentioned above, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. As a non-

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limiting example, the rule may relate to whether the guest has ever made a purchase on the creator's website, how many purchases the guest has made on the creator's website, how much money the guest has spent on the creator's website, and a recency of a most recent purchase.

[0201] As discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, a test message broadcast, a notification broadcast, a social media message broadcast, an instant message) sent from the system administrator's website. For instance, the rule may relate to whether or not the guest opened and/or viewed the communication broadcast or whether or not the guest clicked on the communication broadcast. In additional embodiments, the term "broadcast" may also refer to a webinar broadcast, and the at least one rule may relate to whether or not a guest interacted (e.g., clicked) on a webinar provided by the webinar broadcast.

[0202] As also discussed above, the at least one rule may include a rule related to whether or not the guest is listed on a list related to the system administrator's website. For example, the rule may relate to whether the guest is listed on one or more of a communication list (e.g., an email list or a communication broadcast), an opt in list, or a static list.

[0203] Additionally, as discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with an email (e.g., an email from the system administrator's website) including a link (e.g., a hyperlink) to at least one webpage within a series of directional webpages of the website. In particular, the rule may relate to whether the guest has opened an email including the link to at least one webpage within the series of directional webpages of the website. Additionally, the rule may relate to whether the guest has clicked (e.g., selected) the link within the email.

[0204] In some embodiments, each triggering condition may include a group of rules. For instance, the website creation system 108 may receive a selection of multiple rules (e.g., a group of rules) for a triggering condition. For example, the website creation system 108 may receive a selection of at least three, at least four, or at least five rules. In some instances, each one of the multiple rules may relate to different filters. In other embodiments, two or more of the multiple rules may relate to a same filter.

[0205] Referring still to FIG. 4A, in addition to receiving a selection of at least one rule of the triggering condition, the website creation system 108 receives a selection of an operand for the at least one rule of the triggering condition, as shown in act 406. For purposes of the present

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disclosure, the term "operand" may refer to one of the following phrases: "not applicable," "is equal to," "contains," "is greater than," "is less than," "is not blank," and "is blank."

[0206] In response to receiving the selection of the type of response action, at least one rule of the triggering condition, and an operand, the website creation system 108 creates the triggering condition, as shown in act 408 of FIG. 4A. For example, the website creation system 108 may create a data package representing the triggering condition and including each rule thereof and may store the data package within the database of the website creation system 108. Furthermore, the website creation system 108 may set the website creation system 108 to react to the triggering condition according to the at least one rule of the response action.

[0207] In some embodiments, upon creating the triggering condition, the website creation system 108 receives an indication of a user interaction by a guest with the creator's website from another client device 105 (e.g., a user device from which the guest is accessing the creator's website), as shown in act 410 of FIG. 4A. For instance, the another client device 105 may detect a user interaction by the guest via an application 113 (e.g., a web browser), and may provide an indication of the user interaction to the website creation system 108.

[0208] Furthermore, in response to receiving the indication of a user interaction by the guest, the website creation system 108 may determine whether the user interaction includes (e.g., indicates) the triggering condition, as shown in act 412 of FIG. 4A. In some embodiments, the website creation system 108 compares the user interaction to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have purchased a product, the website creation system 108 may determine whether the user interaction indicates that the guest made a purchase of the product.

[0209] Additionally, in one or more embodiments, upon creating the triggering condition, the website creation system 108 acquires data (e.g., a data package) related to a guest from a third-party system 116, as shown in act 414 of FIG. 4A. As used herein, the term "acquires" may include the website creation system 108 requesting and receiving the data related to a guest from the a third-party system 116 or merely receiving the data related to a guest from the a third-party system 116.

[0210] In some embodiments, as noted above, the third-party system 116 may include one or more of a social media network, a payment processor, an email provider, etc. Furthermore, the data may include information, such as, whether the guest has an account with the social media

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network, a number of followers of the guest's social media account within the social media network, a number of social media accounts the guest's social media account is following, purchases made through the payment processor, whether emails from the creator's website were opened, etc.

[0211] In response to acquiring data related to a guest, the website creation system 108 may query the acquired data related to the guest, as shown in act 416 of FIG. 4A. In particular, the website creation system 108 may query the acquired data to determine whether the acquired data indicates a triggering condition. In some embodiments, the website creation system 108 compares the acquired data to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have more than 100 followers on a social media network, the website creation system 108 may determine whether the acquired data indicates that the guest includes more than 100 followers on the social media network.

[0212] Upon determining that either the user interaction or the acquired data includes a triggering condition, the website creation system 108 performs the response action associated with the triggering condition, as shown in act 418 of FIG. 4B. As discussed briefly above, in some embodiments, the website creation system 108 generates at least one communication to the guest. In one or more embodiments, the website creation system 108 adds the guest to a list related the created website. In additional embodiments, the website creation system removes the guest from a list related to the created website. In further embodiments, the website creation system 108 adds a tag to a contact data package representing the guest. In yet further embodiments, the website creation system removes a tag from a contact data package representing the guest. Each of the foregoing is described in further detail below.

[0213] As mentioned above, in some embodiments, when performing the response action, the website creation system 108 generates at least one communication to the guest, as shown in act 420 of FIG. 4B. In some instances, generating at least one communication to the guest may include generating at least one of an email message, a text message (e.g., a short message service (SMS) message, a multimedia messaging service (MMS) message, an extensible messaging and presence protocol (XMPP) message, a session initiation protocol (SIP) message, an internet relay chat (IRC) message, an enhanced message service (EMS) message, an iMessage message), a notification (e.g., a notification received and displayed via the client device 105 (i.e., an operating system of the client device 105) (e.g., a push notification and/or a notification via a

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system bar)), instant message, or a social media message (e.g., a message through a messenger). In some embodiments, the at least one communication includes a set series of communications. For instance, the set series of communications may include at least one of a text message, an email message, a notification, and a social media network message. As another non-limiting example, the set series of communications includes at least one test message, at least one email message, at least one notification, and at least one social media network message. In some embodiments, each communication of the set series of communication may be provided to the user for display on the client device at substantially the same time. In other embodiments, each communication of the set series of communication may be provided to the user for display on the client device at different times.

[0214] In addition to generating at least one communication to the guest, the website creation system 108 provides the communication to the guest for display on the client device 105, as shown in act 422 of FIG. 4B. For example, the website creation system 108 may send the communication to the guest for display on the client device 105 or another client device (e.g., mobile phone). In some embodiments, the website creation system 108 can send the communication to the client device 105 and/or application 113 of the client device 105 via a network (e.g., a cellular network). Depending on a type of generated communication, the website creation system 108 may provide (e.g., send) the generated communication to a routing number (e.g., telephone number), a social media account, an instant messenger identifier (e.g., handle), an email account, etc.

[0215] As noted above, in one or more embodiments, when performing the response action, the website creation system 108 adds the guest to a list related the created website, as shown in act 424 of FIG. 4B. In some embodiments, adding a guest to a communication list may include adding the guest to one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. Likewise, in some embodiments, when performing the response action, the website creation system 108 removes the guest from a list, as shown in act 426 of FIG. 4B. In some instances, removing a guest from a communication list may include removing the guest from one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. In response to adding the guest to or removing the guest from a

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communication list, the website creation system 108 may store data representing the updated communication list with in the database 114.

[0216] As also mentioned above, in further embodiments, when performing the response action, the website creation system 108 adds a tag to a contact data package representing the guest, as shown in act 428 of FIG. 4B. Adding a tag to a contact data package representing the guest may include generating and adding any tag defined by the system administrator to the contact data representing the guest. For instance, the website creation system 108 can generate a tag and can associate the tag with the contact data package representing the guest. As used herein, the term "tag" and any derivative terms refer to associating identifying (e.g., describing) data with the saved data representing the guest. Specifically, a tag can indicate aspects (e.g., attributes) of the guest. As non-limiting examples, the tags may include "purchased," "new," established," "Trialing," "Lead," "Prospect," etc. For example, the tags can be utilized to notify the system administrator as to the particular situation or status of the guest. For instance, the tags can be displayed within an administrator page (e.g., a contact list) within the website creation system 108. Furthermore, guests can be grouped according to tags. Likewise, in one or more embodiments, when performing the response action, the website creation system 108 can remove a tag from a data package representing a guest, as shown in Act 430 of FIG. 4B. In one or more embodiments, removing a tag from a contact data package representing the guest may include removing the identifying data from the contact data package. In response to adding or removing a tag to or from the contact data package representing the guest, the website creation system 108 can store the updated contact data package within the database 114.

[0217] FIGS. 5A-5L illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, components of a response action creation system of the website creation system 108 as described in regard to FIGS. 4A and 4B can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator to interact with a collection of display elements for a variety of purposes. For instance, FIG. 5A-5L and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

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[0218] For example, FIG. 5A illustrates a user device 502 that may implement one or more of the components or features of the merchant system. For purposes of the present disclosure, the user device 502 may be a client device (e.g., client device 104), such as, the user device 302 described above in regard to FIGS. 3A-3N.

[0219] The user device 502 includes a touch screen display 504 that can display user interfaces. Furthermore, the user device 502 receives and/or detects user input via the touch screen display 504. Additionally, or alternatively, the user device 502 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[0220] As shown in FIG. 5A, the touch screen display 504 of the user device 502 displays an response action creation GUI 506 (e.g., a webpage GUI) of the response action creation system provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 502. Furthermore, the user device 502 (e.g., client device 104) can access the website creation system 108 and, as a result, the response action creation system via a network (e.g., network 102). As illustrated in FIG. 5A, the response action creation GUI 506 of the response action creation system can include a content window 508, a contact profile tab 510, an email list tab 512, an email broadcasts tab 514, and an action series tab 516. As will be understood by one of ordinary skill in the art, the content window 508 may display content related to which tab (e.g., the contact profile tab 510) is currently selected (e.g., highlighted). The contact profile tab 510 may provide information to a system administrator regarding current and past contacts. The email list tab 512 may enable the system administrator to create a response action in regard to contacts on an email list (e.g., an email list of contacts). The email broadcasts tab 514 may enable the system administrator to create a response action in regard to an email broadcast. The action series tab 516 may enable the system administrator to create one or more response actions in regard to communications, tags, and lists. Each of the foregoing tabs is described in greater detail below.

[0221] When the contact profile tab 510 is selected, the content window 508 may display a searchable contact list 518 of current contacts. The contact list 518 may include information, such as, for example, when a contact was creation, an email address for the contact, a name for the contact. Furthermore, the contact list 518 may further include a number of lifetime contacts (e.g., total number of current contacts), new contacts (e.g., contacts made during a particular specified period of time), and un-subscribers (e.g., lost contacts). The time period defining new contacts may be adjustable via the response action creation GUI 506.

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[0222] As shown in FIG. 5B, when the email list tab 512 is selected, the content window 508 may display already created email lists 520 of contacts and a selectable element 522 for creating a new list. Upon receiving a selection of the selectable element 522 for creating a new list, the response action creation GUI 506 may display a new email list window 524, which include one or more input fields 526a, 526b for inputting a name of the email list and a group tag (e.g., recent contacts) of the email list. Additionally, the new email list window 524 may include a selectable option 528 (e.g., a selectable "check box") for utilizing one or more rules (e.g., the one of more rules described above in regard to FIGS. 4A and 4B (e.g., a Smart List)) in creating the email list.

[0223] In response to receiving an input for a name and/or group tag of the email list and selecting the selectable option 528, the response action creation GUI 506 may display a rules setting window 532 as shown in FIG. 5D. The rules setting window 532 may include one or more rules that are customizable by the system administrator. For example, the rules setting window 532 may enable the system administrator to input (e.g., create) any of the rules described above in regard to acts 404 and 418 of FIGS. 4A and 4B. For instance, the rules setting window 532 may include a selectable element 534 for adding a new rule, and for each added new rule, the rules setting window 532 may include a rule type input field 536, an operand input field 538, and an additional input field 540 for defining parameter related to the operand input field 538 (e.g., providing values when the operand includes "equal to"). In view of the foregoing, the rules may be created in any of the manners described above in regard to FIGS. 4A and 4B.

[0224] Referring to FIG. 5E, when the email broadcasts tab 514 is selected, the content window 508 may display a list 542 of previously created email broadcasts. Additionally, the email broadcasts tab 514 may show a number of emails, resulting clicks from the emails, and a number of un-subscribers from the emails. Furthermore, the email broadcasts tab 514 may include a selectable element 544 for creating a new email broadcast.

[0225] Upon receiving a selection of the selectable element 544 for creating a new email broadcast, as shown in the FIGS. 5F and 5G, the response action creation GUI 506 may display may display a simple mail transfer protocol ("SMTP") settings window 546. The SMTP settings window 546 enables the system administrator to choose/input/create SMTP settings for an email broadcast in anyway known in the art. Additionally, upon input of SMTP settings, the system administrator may create one more rules for the email broadcast in any of the manners described

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above in regard to FIGS. 4A, 4B, and 5D. Furthermore, although the email broadcast is described in regard to emails, the disclosure is not so limited. Rather, the email broadcast (e.g., communication broadcast) can be created for any type of communication. For example, the communication broadcast may include a text message broadcast, an instant message broadcast, a social media broadcast, a notification broadcast, etc.

[0226] Referring to FIG. 5H, when the action series tab 516 is selected, the content window 508 displays a list 548 of already created response actions and a selectable element 350 for creation a new response action. Upon selection of the selectable element 350 for creation a new response action, the response action creation GUI 506 may display a new response action window 552, which include one or more input fields 554a, 554b for inputting a name of the response action and a group tag (e.g., recent contacts) response action. Moreover, the new response action window 552 may include an input field 556 (e.g., drop down menu) for assigning one or more communication lists (e.g., an email list) to the response action.

[0227] In response to receiving an input for a name, tag, and/or communication list for the new response action, the response action creation GUI 506 displays a step creation window 558, as shown in FIG. 5J. The step creation window 558 may enable a system administrator to create steps of the response action. For instance, the step creation window 558 may include an input field 560 for inputting a name of a step of the response action. Additionally, the step creation window 558 may include an input field 562 for defining how many days or hours (e.g., how much time) after a triggering condition to perform the new response action. The input field 562 may also include one or more selectable elements 564a, 564b for defining time in days or hours. Additionally, the step creation window 558 may include one or more selectable elements 566a, 566b, 566c for defining a type of response action (e.g., send email, send text message, or additional action). Likewise, the step creation window include a selectable element 568 for adding the step to the new response action.

[0228] Upon receiving a selection of the selectable element 566c for an additional action type of response action, the response action creation GUI 506 displays an action definition window 570, as shown in FIG. 5K. The action definition window 570 may include a name input field 572, an integration input field 574, an "action to do" input field 576, and an option 578 to select a communication list to utilize with the new response action. The integration input field 574 may enable the system administration to utilize website creation system's 108 own integrations

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systems or to utilize a third-party's integration systems. The "action to do" input field 576 may include a drop down menu and may enable a system administrator to select any of the types of actions responses described above in regard to acts 402, 404, and 418 of FIGS. 4A and 4B.

[0229] Upon receiving a selection for a type of response action from either the step creation window 558 of FIG. 5J or the action definition window 580 of FIG. 5K, the response action creation GUI 506 displays rules definition window 580 specific to the type of selected response action, as shown in FIG. 5L. Rules for to the type of selected response action may be defined (e.g., defined by a system administrator) in any of the manners described above in regard to acts 402-406 and 418 of FIGS. 4A and 4B and FIG. 5D.

[0230] Embodiments of the present disclosure may comprise or utilize a special purpose or general-purpose computer including computer hardware, such as, for example, one or more processors and system memory, as discussed in greater detail below. Embodiments within the scope of the present disclosure also include physical and other computer-readable media for carrying or storing computer-executable instructions and/or data structures. In particular, one or more of the processes described herein may be implemented at least in part as instructions embodied in a non-transitory computer-readable medium and executable by one or more computing devices (e.g., any of the media content access devices described herein). In general, a processor (e.g., a microprocessor) receives instructions, from a non-transitory computer-readable medium, (e.g., a memory, etc.), and executes those instructions, thereby performing one or more processes, including one or more of the processes described herein.

[0231] Computer-readable media can be any available media that can be accessed by a general purpose or special purpose computer system. Computer-readable media that store computer-executable instructions are non-transitory computer-readable storage media (devices). Computer-readable media that carry computer-executable instructions are transmission media. Thus, by way of example, and not limitation, embodiments of the disclosure can comprise at least two distinctly different kinds of computer-readable media: non-transitory computer-readable storage media (devices) and transmission media.

[0232] Non-transitory computer-readable storage media (devices) includes RAM, ROM, EEPROM, CD-ROM, solid state drives ("SSDs") (e.g., based on RAM), Flash memory, phase-change memory ("PCM"), other types of memory, other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store desired program

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code means in the form of computer-executable instructions or data structures and which can be accessed by a general purpose or special purpose computer.

[0233] Further, upon reaching various computer system components, program code means in the form of computer-executable instructions or data structures can be transferred automatically from transmission media to non-transitory computer-readable storage media (devices) (or vice versa). For example, computer-executable instructions or data structures received over a network or data link can be buffered in RAM within a network interface module (e.g., a "NIC"), and then eventually transferred to computer system RAM and/or to less volatile computer storage media (devices) at a computer system. Thus, it should be understood that non-transitory computer-readable storage media (devices) can be included in computer system components that also (or even primarily) utilize transmission media.

[0234] Computer-executable instructions comprise, for example, instructions and data which, when executed at a processor, cause a general-purpose computer, special purpose computer, or special purpose processing device to perform a certain function or group of functions. In some embodiments, computer-executable instructions are executed on a general-purpose computer to turn the general-purpose computer into a special purpose computer implementing elements of the disclosure. The computer executable instructions may be, for example, binaries, intermediate format instructions such as assembly language, or even source code. Although the subject matter has been described in language specific to structural features and/or methodological acts, it is to be understood that the subject matter defined in the appended claims is not necessarily limited to the described features or acts described above. Rather, the described features and acts are disclosed as example forms of implementing the claims.

[0235] Those skilled in the art will appreciate that the disclosure may be practiced in network computing environments with many types of computer system configurations, including, personal computers, desktop computers, laptop computers, message processors, hand-held devices, multi-processor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, mobile telephones, PDAs, tablets, pagers, routers, switches, and the like. The disclosure may also be practiced in distributed system environments where local and remote computer systems, which are linked (either by hardwired data links, wireless data links, or by a combination of hardwired and wireless data links) through

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a network, both perform tasks. In a distributed system environment, program modules may be located in both local and remote memory storage devices.

[0236] Embodiments of the present disclosure can also be implemented in cloud computing environments. In this description, "cloud computing" is defined as a model for enabling on-demand network access to a shared pool of configurable computing resources. For example, cloud computing can be employed in the marketplace to offer ubiquitous and convenient on-demand access to the shared pool of configurable computing resources. The shared pool of configurable computing resources can be rapidly provisioned via virtualization and released with low management effort or service provider interaction, and then scaled accordingly.

[0237] A cloud-computing model can be composed of various characteristics such as, for example, on-demand self-service, broad network access, resource pooling, rapid elasticity, measured service, and so forth. A cloud-computing model can also expose various service models, such as, for example, Software as a Service ("SaaS"), Platform as a Service ("PaaS"), and Infrastructure as a Service ("IaaS"). A cloud-computing model can also be deployed using different deployment models such as private cloud, community cloud, public cloud, hybrid cloud, and so forth. In this description and in the claims, a "cloud-computing environment" is an environment in which cloud computing is employed.

[0238] FIG. 6 illustrates a block diagram of an example computing device 600 that may be configured to perform one or more of the processes described above. One will appreciate that one or more computing devices such as the computing device 600 may implement the website creation system 108. As shown by FIG. 6, the computing device 600 can comprise a processor 602, a memory 604, a storage device 606, an I/O interface 608, and a communication interface 610, which may be communicatively coupled by way of a communication infrastructure. While an example computing device 600 is shown in FIG. 6, the components illustrated in FIG. 6 are not intended to be limiting. Additional or alternative components may be used in other embodiments. Furthermore, in certain embodiments, the computing device 600 can include fewer components than those shown in FIG. 6. Components of the computing device 600 shown in FIG. 6 will now be described in additional detail.

[0239] In one or more embodiments, the processor 602 includes hardware for executing instructions, such as those making up a computer program. As an example, and not by way of limitation, to execute instructions, the processor 602 may retrieve (or fetch) the instructions from

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an internal register, an internal cache, the memory 604, or the storage device 606 and decode and execute them. In one or more embodiments, the processor 602 may include one or more internal caches for data, instructions, or addresses. As an example, and not by way of limitation, the processor 602 may include one or more instruction caches, one or more data caches, and one or more translation look aside buffers (TLBs). Instructions in the instruction caches may be copies of instructions in the memory 604 or the storage 606.

[0240] The computing device 600 includes memory 604, which is coupled to the processor(s) 602. The memory 604 may be used for storing data, metadata, and programs for execution by the processor(s). The memory 604 may include one or more of volatile and non-volatile memories, such as Random-Access Memory ("RAM"), Read-Only Memory ("ROM"), a solid state disk ("SSD"), Flash, Phase Change Memory ("PCM"), or other types of data storage. The memory 604 may be internal or distributed memory.

[0241] The computing device 600 includes a storage device 606 that includes storage for storing data or instructions. As an example, and not by way of limitation, storage device 606 can comprise a non-transitory storage medium described above. The storage device 606 may include a hard disk drive (HDD), a floppy disk drive, Flash memory, an optical disc, a magneto-optical disc, magnetic tape, or a Universal Serial Bus (USB) drive or a combination of two or more of these. The storage device 606 may include removable or non-removable (or fixed) media, where appropriate. The storage device 606 may be internal or external to the computing device 600. In one or more embodiments, the storage device 606 is non-volatile, solid-state memory. In other embodiments, the storage device 606 includes read-only memory (ROM). Where appropriate, this ROM may be mask programmed ROM, programmable ROM (PROM), erasable PROM (EPROM), electrically erasable PROM (EEPROM), electrically alterable ROM (EAROM), or Flash memory or a combination of two or more of these.

[0242] The computing device 600 also includes one or more input or output ("I/O") devices/interfaces 608, which are provided to allow a user to provide input to, receive output from, and otherwise transfer data to and receive data from computing device 600. The I/O devices/interfaces 608 may include a mouse, a keypad or a keyboard, a touch screen, a camera, an optical scanner, network interface, modem, other known I/O devices or a combination of such I/O device/interfaces. The touch screen may be activated with a stylus or a finger.

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[0243] The I/O devices/interfaces 608 may include one or more devices for presenting output to a user, including, but not limited to, a graphics engine, a display (e.g., a display screen), one or more output drivers (e.g., display drivers), one or more audio speakers, and one or more audio drivers. In certain embodiments, the I/O interface 608 is configured to provide graphical data to a display for presentation to a user. The graphical data may be representative of one or more graphical user interfaces and/or any other graphical content as may serve a particular implementation.

[0244] The computing device 600 can further include a communication interface 610. The communication interface 610 can include hardware, software, or both. The communication interface 610 can provide one or more interfaces for communication (such as, for example, packet-based communication) between the computing device 600 and one or more other computing devices or networks. As an example, and not by way of limitation, the communication interface 610 may include a network interface controller (NIC) or network adapter for communicating with an Ethernet or other wire-based network or a wireless NIC (WNIC) or wireless adapter for communicating with a wireless network, such as a WI-FI. The computing device 600 can further include a bus 612. The bus 612 can comprise hardware, software, or both that couples components of computing device 600 to each other.

[0245] The foregoing specification is described with reference to specific example embodiments thereof. Various embodiments and aspects of the disclosure are described with reference to details discussed herein, and the accompanying drawings illustrate the various embodiments. The description above and drawings are illustrative and are not to be construed as limiting. Numerous specific details are described to provide a thorough understanding of various embodiments.

[0246] The additional or alternative embodiments may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes that come within the meaning and range of equivalency of the claims are to be embraced within their scope.

[0247] The present disclosure further includes the following embodiments.

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[0248] Embodiment 1. A method comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0249] Embodiment 2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

[0250] Embodiment 3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

[0251] Embodiment 4. The method of claim 2, further comprising: receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the

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guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

[0252] Embodiment 5. The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

[0253] Embodiment 6. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

[0254] Embodiment 7. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

[0255] Embodiment 8. The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

[0256] Embodiment 9. The method of claim 1, wherein the selected website type include a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

[0257] Embodiment 10. The method of claim 9, further comprising sending an email to the email address.

[0258] Embodiment 11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

[0259] Embodiment 12. A system comprising: at least one processor; and at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to: provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receive a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receive a selection of a

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website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receive a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

[0260] Embodiment 13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

[0261] Embodiment 14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

[0262] Embodiment 15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

[0263] Embodiment 16. A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a

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plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0264] Embodiment 17. The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

[0265] Embodiment 18. The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

[0266] Embodiment 19. The non-transitory computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

[0267] Embodiment 20. The non-transitory computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

[0268] The embodiments of the disclosure described above and illustrated in the accompanying drawing figures do not limit the scope of the invention, since these embodiments

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are merely examples of embodiments of the invention, which is defined by the appended claims and their legal equivalents. Any equivalent embodiments are intended to be within the scope of this invention. Indeed, various modifications of the present disclosure, in addition to those shown and described herein, such as alternative useful combinations of the content features described, may become apparent to those skilled in the art from the description. Such modifications and embodiments are also intended to fall within the scope of the appended claims and legal equivalents.

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CLAIMS

We claim:

1. A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates and the series of directional webpages of the selected website type;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

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2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. The method of claim 3, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. The method of claim 3, wherein the split test selectable element comprises a sliding selectable element.

6. The method of claim 1, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

7. The method of claim 1, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

8. The method of claim 1, wherein at least one webpage of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

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9. The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. The method of claim 9, further comprising sending an email to the email address.

11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

12. A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection;

receive a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website type;

receive a selection of a website template of the plurality of website templates;

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in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

16. A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

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receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

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18. The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. The non-transitory computer-readable medium of claim 16, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

20. The non-transitory computer-readable medium of claim 16, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

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ABSTRACT

The present disclosure is directed towards systems and methods for creating a website and response actions via a website creation system. The systems and methods provide a plurality of website types for selection, and in response to receiving a selection of a website type, provide a plurality website templates specific to the selected website type. Each website type may include a series of directional webpages designed and intended to entice a particular user interaction with the website. Additionally, the systems and methods receiving a selection of a type of response action, a selection of at least one rule of a triggering condition, and an operand for the at least one rule of the triggering condition. Moreover, in response to the event of the triggering condition, the systems and method perform the response action.

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Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

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CUSTOMER #	24247	FIRST NAMED INVENTOR	Todd Dickerson
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Kyle Woodhouse

Documents

TOTAL DOCUMENTS: 2

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
2021-03-01-Request-COC-13945US.pdf	123	Request for Certificate of Correction	3954 KB

Warning: The attached file contains comments or annotations. Comments are not recommended and may cause processing problems with the document.

Issued-Patent-Clean-version-single-spaced.docx	37	Application body structured text document	108 KB

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2021-03-01-Request-COC-13945US.pdf	F162333F4961AD5439362A1C49BB9CD978EEDC99D0F19142602293FE4BDECE86E9896C531FFD0A8FBB05DBAA060F224C60F0F9D066B62A2EE634419AF66765E6
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If a new application is being filed and the application includes the necessary components for filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

TECHNICAL FIELD

This disclosure relates generally to a website creation system having at least one series of directional webpages and related methods.

BACKGROUND

The Internet has played an influential role in developing electronic commerce. Furthermore, one who may want to create a website for selling a product and/or service in hopes of yielding favorable results (e.g., sales, opt-ins, etc.) must often hire two or more different companies to develop and generate different portions of the website. This results in extreme, and in some cases, hindering costs before ever selling a product and/or service. Moreover, the website owner typically has very little ability to personally edit and adjust the website to meet the adjusting needs of website guests (e.g., customers) without again turning to the development companies and paying additional fees for their services. Other options for creating a website include employing "cookie cutter" (e.g., one type fits all) websites that all look substantially the same and are not tailored to the website owners' products and/or services. Thus, because the resultant websites are not created under one roof and/or are not tailored to products and/or services offered thereon, the resultant websites are often clunky, not user friendly, and overall unappealing and unpersuasive to potential customers. This, conventionally, results in abandoned carts, lost sales, and overall poor results for the website owner. Accordingly, these and other disadvantages exist with respect to conventional methods and systems for creating websites.

BRIEF SUMMARY

The various embodiments described below provide benefits and/or solve one or more of the foregoing or other problems in the art with systems and methods for creating websites. Some embodiments of the present disclosure include a method for creating a website. The method may include providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type including a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface including a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the

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at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

In one or more embodiments, the systems and methods provide a method for creating a response action within a created website. The method may include receiving, from a client device, a selection of a type of response action, the response action to be performed in response to a triggering condition; receiving a selection of at least one rule of the triggering condition; receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

BRIEF DESCRIPTION OF THE DRAWINGS

Various embodiments will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

FIG. 1 illustrates a schematic representation of an environment within which a website creation system can operate in accordance with one or more embodiments of the present disclosure;

FIGS. 2A-2C illustrate a sequence flow diagram that a website creation system can utilize to create a website in accordance with one or more embodiments;

FIGS. 3A-3N illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create a website according to one or more embodiments of the present disclosure;

FIGS. 4A and 4B illustrate a sequence flow diagram that a website creation system can utilize to create one or more response actions in accordance with one or more embodiments of the present disclosure;

FIGS. 5A-5L illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create one or more response actions according to one or more embodiments of the present disclosure; and

FIG. 6 illustrates a block diagram of an example computing device in accordance with one or more embodiments of the present disclosure.

DETAILED DESCRIPTION

The illustrations presented herein are not actual views of any particular website creation system, or any component thereof, but are merely idealized representations, which are employed to describe the present invention.

One or more embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create a website. Furthermore, the website creation system may enable the user to create a website having a series of directional webpages. The series of directional webpages may include a series (e.g., a sequence or funnel) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during multiple different web browsing sessions.

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In some embodiments, the series of directional webpages may be designed and intended to cause a guest of the created website to remain on the website, opt into an email list, provide contact information (e.g., an email address, a telephone number, a social media identifier, etc.), share a portion of the website on social media, complete a purchase, complete multiple purchases, add an item to a cart, visit another website, interact with a chat messenger, view a video on the website, view an image on the website, etc.

Because the website creation system of the present disclosure enables a user to create, within a single system, a website that includes at least one series of directional webpages ordered and designed to entice particular user interaction, the website creation system is advantageous over conventional website creation systems. For instance, because the website creation system enables a user to create a website while working with a single system instead of multiple developers and systems, the website creation system reduces required processing power, memory, and communication resources needed to facilitate creating websites. Accordingly, the website creation system results in less data transfer and data bandwidth usage for a computer/communication system. In other words, the website creation system results in less required processing power and communication bandwidth in comparison to conventional systems. As a result, the website creation system of the present disclosure, in comparison to conventional systems, may be a more appropriate system for mobile devices. Additionally, the in view of the foregoing, the website creation system may result in more user friendly, consistent, attractive, and persuasive websites in comparison to conventional website creation systems and methods.

Moreover, some embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to monitor and edit a website to meet the needs of current traffic (e.g., guests) visiting the website. For instance, the website creation system includes a website editor graphical user interface ("GUI") for display to the system administrator on a client device. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website.

Additional embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create one or more response actions related to the user's created website. For instance, the user can customize the website to perform a response action in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of the website. As a non-limiting example, a response action may include sending a communication to a guest of the website based on the guest's status or number of followers within a social media network. Each of the response actions may include multiple specific ordered rules that enable automation of further tasks (e.g., sending communications to a guest in response to a guest's actions, adding the guest to broadcasts, tagging the guest, etc.). Furthermore, the multiple specific rules cause the website to perform the response actions in specific technological ways.

FIG. 1 illustrates a schematic diagram of an environment 100 in which a website creation system can operate according to one or more embodiments of the present disclosure. As illustrated, the environment 100 includes a client device 104, at least one server 101 including a website creation system 108, a network 102, and one or more third-party system(s) 116. The website

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creation system 108, the client device 104, and the third-party system(s) 116 can communicate via the network 102. The network 102 may include one or more networks, such as the Internet, and can use one or more communications platforms or technologies suitable for transmitting data and/or communication signals. Although FIG. 1 illustrates a particular arrangement of the client device 104, the server 101, the third-party system(s) 116, and the network 102, various additional arrangements are possible. For example, the server 101 and, accordingly, the website creation system 108, can directly communicate with the client device 104, bypassing the network 102.

As illustrated in FIG. 1, a user 110 can interface with the client device 104, for example, to communicate with the server 101 and to utilize the website creation system 108 to create a website. The user 110 can be an individual (i.e., human user), a business, a group, or any other entity. Although FIG. 1 illustrates only one user 110 associated with the client device 104, the environment 100 can include any number of a plurality of users that each interact with the environment 100 using a corresponding client device.

In some embodiments, the website creation system 108 can include a system associated with an entity such as a website creation provider, which provides tools and editor graphical user interfaces to user(s) 110 to create websites. For example, the website creation system 108 may enable a user (referred to hereinafter as "system administrator") to create a website that includes a series of directional webpages designed and sequenced (e.g., arranged in a particular order) to elicit (e.g., entice) a particular user interaction with the website (e.g., provide contact information, opt in to receive communications from the website, complete a purchase, complete multiple purchases, add something to a cart, interact with (e.g., click) a selectable element (e.g., a button) of the website, share the website and/or a purchase on a social media network). Additionally, the website creation system 108 may enable a system administrator to monitor activity on a website created via the website creation system 108 and/or edit a website created via the website creation system 108. The series of directional webpages is described in further detail below in regards to FIGS. 2A-2C.

Furthermore, the website creation system 108 may enable a system administrator to create one or more response actions. As used herein, the term "response actions" may refer to actions taken by a response action system of the website creation system 108 in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of a website created via the website creation system 108. For example, a response action may include the response action system of the website creation system 108 sending a communication to a guest of the website in response to the guest having a particular number of followers on a social media network. The response actions are described in greater detail below in regard to FIGS. 4A and 4B.

In particular embodiments, the website creation system 108 may be capable of linking a variety of entities (e.g., third-party systems 116 and a guests). As an example and not by way of limitation, the website creation system 108 may enable users (e.g., guests of a website created via the website creation system 108) to interact with each other as well as receive content from third-party systems 116 (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created via the website creation system 108 to interact with these entities through an application programming interfaces (API) or other communication channels.

In particular embodiments, a website creation system 108 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one

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or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system 108 may provide a platform, or backbone, which other systems, such as third-party systems 116, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

As shown in FIG. 1, in some embodiments, the website creation system 108 can include a database 114. As is described in greater detail below in regard to FIGS. 2A-2C, the website creation system 108 can utilize the database to store contact data packages and generated websites.

In some embodiments, the client device 104 includes a client application 112 installed thereon. In one or more embodiments, the client application 112 can be associated with the website creation system 108. For example, the client application 112 allows the client device 104 to directly or indirectly interface with the website creation system 108. The client application 112 also enables the user 110 (e.g., system administrator) to create, monitor, and edit websites via the website creation system 108 and the client device 104. For example, the client application 112 can include a web browsing application and/or a website creation application.

The third-party systems 116 may include additional systems that may interface with the website creation system 108. For example, in some embodiments, the third-party systems 116 may include social media networks (e.g., FACEBOOK®, TWITTER®, GOOGLE® PLUS, etc.) with which the website creation system 108 may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems 116 may include payment processors (e.g., PAYPAL, VISA PAY, STRIPE, NMI, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems 116 may include website monitoring systems, email platforms, etc.

Both the client device 104 and the server 101 (and the website creation system 108) can represent various types of computing devices with which guests can interact. For example, the client device 104 and/or the server 101 can be a mobile device (e.g., a cell phone, a smartphone, a PDA, a tablet, a laptop, a watch, a wearable device, etc.). In some embodiments, however, the client device 104 and/or server 101 can be a non-mobile device (e.g., a desktop or server). Additional details with respect to the client device 104 and the server 101 are discussed below with respect to FIG. 6.

FIGS. 2A-2C illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create a website including a series of directional webpages that are configured to illicit a particular user interaction with the website. The client device 104 and website creation system 108 shown in FIGS. 2A-2C may be as described with reference to FIG. 1.

Referring to the sequence-flow diagram 200, a client device 104 can detect one or more user interactions requesting creation of a member account with the website creation system 108. For instance, the client device 104 can detect a user interaction requesting creation of a member account via the client application 112 (e.g., a web browsing application displaying an option to create a member account within the website creation system 108). For example, the client application 112 can detect the user interaction requesting creation of a member account.

As shown in FIG. 2A, upon the client device 104 detecting the user interaction requesting creation of a member account, the website creation system 108 receives an indication of a user interaction to create a member account, as shown in act 202. For example, upon detecting the user interaction requesting creation of a member account, the client device 104 and/or the client application 112 can provide an indication of the user interaction to the website creation

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system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction through the network 102.

As shown in FIG. 2A, in response to receiving the indication of the user interaction to create a member account, the website creation system 108 creates a member account, as shown in act 204. In some embodiments, creating the member account may include the website creation system 108 requesting a user identifier including one or more of an email address, a username, a login credential, etc. Furthermore, in some embodiments, the request for the user identifier can include a request to create (e.g., choose, select, assign, etc.) a user credential (e.g., password). In one or more embodiments, the website creation system 108 can request the user identifier and/or user credential within the client application 112.

Upon creating a member account, the website creation system 108 provides a member dashboard to a user (e.g., a website creator or system administrator) for display on client device, as shown in act 206. The member dashboard may include one or more selectable options to create (i.e., commence creating) a website. Furthermore, the member dashboard may include one or more content windows for displaying statistics (e.g., page views, opt-ins, sales) related to a system administrator's websites. For example, the member dashboard may display comparisons of statistics regarding the system administrator's websites. The member dashboard is described in greater detail below in regard to FIG. 3A.

In response to receiving the member dashboard, the client device 104 may display the member dashboard. For example, the client device 104 can display the member dashboard within the client application 112 and on a display screen. For instance, the client application 112 can display the member dashboard within a graphical user interface ("GUI") of the client application 112 and/or the website creation system 108.

In addition to providing a member dashboard, the website creation system 108 receives an indication of a user interaction to create a website, as shown in act 208 of FIG. 2A. For example, upon detecting a user interaction to create a website, the client device 104 and/or the client application 112 can provide an indication of the user interaction to create a website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction to create a website through the network 102.

Upon receiving the indication of the user interaction to create a website, the website creation system 108 provides a plurality of website types to the client device 104, as shown in act 210 of FIG. 2A. Each website type may include a series of directional webpages. As discussed briefly above, the phrase a "series of directional webpages" refers to a series (e.g., a sequence) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the particular user interaction (e.g., the sought after user interaction) may include one or more of remaining on the website, opting into an email list, opting into receiving push messages via a social media network, application, or web browser, providing contact information (e.g., an email address, a telephone number, a social media identifier, etc.), sharing a portion of the website on social media,

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completing a purchase, accepting an up-sell option, completing multiple purchases, adding an item to a cart, visiting another website, interacting with a chat messenger, viewing a video on the website, interacting with a webinar, viewing an image on the website, etc.

As noted above, in some embodiments, each webpage of a series of directional webpages may be presented in a single browsing session. In other embodiments, webpages of a series of directional webpages may be presented in multiple different browsing sessions. For instance, a first webpage of a series of directional webpages may be presented in a first browsing session, and a second webpage of a series of directional webpages may be presented in a second browsing session (e.g., a second browsing session initiated in response to an interaction within an email sent to a guest by the website creation system 108).

In one or more embodiments, each webpage of the series of directional webpages may include one or more text elements, media elements, form elements, advance form elements, countdown elements, content block elements, miscellaneous elements, and special elements. Text elements may include headlines, sub-headlines, paragraphs, and bullet lists. Media elements may include images, image popups, videos, video popups, audio files, and audio players. Form elements may include buttons, input forms, select (e.g., drop down) boxes, and text areas. Advance form elements may include short message service (SMS) signups, billing addresses, shipping addresses, and surveys. Countdown elements may include countdown timers, minute timers, and day timers. Content block elements may include icons, dividers, progress bars, image features, navigation bars, image lists, pricing tables, and frequently asked questions (FAQs). The miscellaneous elements may include text blocks, social shares, social media comments, and custom JS/HTML. The special elements may include order forms, order confirmations, guest logins, membership content, and webinar dates.

Furthermore, each webpage of the series of directional webpages may be associated with an overall category and type of webpage. For example, the website creation system 108 may have the following page categories: 1) presale page category, 2) opt-in page category, 3) thank you page category, 4) sales page category, 5) upsell page category, 6) order forms category, 7) webinar page category, 8) membership page category, 9) affiliate page category, and 10) other page category.

The presale page category may include survey pages, article pages, presale pages, and click pop pages. The opt-in page category may include squeeze pages, reverse squeeze pages, lead magnets, and coupons. The thank you page category may include thank you pages, offer walls, bridge pages, and share pages. The sales page category may include video sales pages, sales letter pages, and product launch pages. The one time offer page category may include upsell pages and downsell pages. The order forms category may include two-step order pages, traditional order pages, video sales letter order pages, sales letter order pages, and product launch and order pages. The webinar pages category may include webinar registration pages, webinar confirmation pages, webinar broadcast rooms, and webinar replay rooms. The membership pages category may include access pages and members' areas. The affiliate pages category may include access pages and affiliate areas. The other pages category may include application pages, ask pages, store fronts, home pages, hero pages, and live demo pages. Each of the foregoing pages is described in detail below.

Presale Page

The presale page may be a page that preempts a sales page. The presale page may introduce a product and/or service without giving the direct option of purchasing or commencing a purchase

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of the product. For instance, the presale page may be designed and intended to peak a guest's interest in a product and/or service.

Article Page

The article page is another type of presale page. The article page may include an article relating to a product and/or service. Furthermore, the article page may include a selectable element (e.g., button) for entering a series of directional webpages (described above) to purchase the product and/or service. Additionally, the article page may be designed and intended to peak a guest's interest in a product and/or service.

Survey Page

The survey page includes one or more questions related to a product and/or service. Additionally, the survey page can include one or more questions about a guest visiting a website. The survey page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page).

Click Pop Page

The click pop page is a pop up that appears on a page. The click pop page may by triggered via a button on a page or when a guest tries to leave the page. The click pop page may be designed and intended to keep a guest on the website by offering additional discounts, products, services, benefits, or free products to the guest.

Squeeze Page

For instance, the squeeze page may include a curiosity-based headline including one or more questions where an email input is required to see answers to the one or more questions. The squeeze page may be designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

Reverse Squeeze Page

The reverse squeeze page may include a video training, and after the video ends, the reverse squeeze page may invite a guest to opt in to an email list. Thus, the reverse squeeze page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the reverse squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

Lead Magnet Page

The lead magnet page may include an incentive (e.g., a magnet) for providing an email address. For example, the incentive may include one or more of a report, ebook, video, etc. In response to providing an email address, the lead magnet page may provide the incentive. Thus, the lead magnet page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the lead magnet page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

Coupon Page

The coupon page may be similar to the lead magnet page. However, the coupon page may provide a discount (e.g., a coupon code or voucher) on a product and/or service for providing an email address.

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Thank You Page

The thank you page may appear after a guest fills out an opt in form or purchases a product and/or service. The Thank You Page may include one or more thank you messages, discounts, benefits, selectable elements for sharing the purchase on social media networks, additional opt-in opportunities, etc.

Offer Wall

The offer wall may be displayed after an initial purchase and may include additional products and/or services for purchase. In some embodiments, the products and/or services may be discounted relative to standard prices and may include "one time offers" that do not require inputting payment information a second time. For example, the offer wall may provide additional specialized offers to a guest after making an initial purchase. The offer wall may be designed and intended to cause the guest to make additional purchases after making a first purchase.

Bridge Page

The bridge page may provide additional information concerning a product and/or service to a guest. The bridge page may serve to increase and/or peak a guest's interest in a product and/or service. For example, the bridge page may remind a guest about the importance of the product and/or service. As a non-limiting example, the bridge page may be designed and intended to bridge an idea of product's importance with the concept of purchasing the product.

Share Page

The share page may include a thank you page. However, the share page may include an invitation to share the guest's experience (e.g., purchase) via a social media network (e.g., FACEBOOK®, TWITTER®, GOOGLE® +). The share page may be designed and intended to cause a guest to share a purchase and/or a website on a social media network.

Video Sales Letter Page

The video sales letter page is a sales page that includes a video concerning a product and/or service in addition to a spoiler box that includes elements (e.g., a bullet list of information) included in the video that may increase a guest's intrigue and/or curiosity. The video sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The video sales letter page may be designed to peak a guest's interest in a product and/or service.

Sales Letter Page

The sales letter page includes a letter concerning a product and/or service including aspects of the product and/or service and associated advantages. The sales letter page includes an option to commence a purchase of a product and/or service (e.g., an "add to cart button"). The sales letter page may also be designed to peak a guest's interest in a product and/or service.

Product Launch Page

The product launch page includes at least one video concerning a product and/or service and links to additional videos in a sequence of videos concerning the product and/or service. The additional videos may be unlocked after a particular period of time and/or watching a previous video in the sequence. The product page may also be designed to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching the videos.

OTO ("Upsell") Page

The upsell page may appear after a guest has entered in payment information to purchase a product and/or service. The upsell page may include a "one-click" offer to add to an order. The

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"one-click" offer only requires a single user interaction (e.g., a click) to add a product to the purchase and/or to purchase the product. In other words, the upsell page does not require the guest to re-enter payment information. The upsell page may be designed and intended to cause the guest to complete additional purchases on the website.

Downsell Page

The downsell page may appear in the event that a guest refuses the "one-click" offer of the upsell page. The downsell page may offer a less expensive digital version of a physical product or a payment plan for the original product and/or service. The downsell page may not appear if the guest accepts the "one-click" offer of the upsell page. The downsell page may also be designed and intended to cause the guest to complete additional purchases on the website.

Two-Step Order Form

The two-step order form page may include a first page/step requesting a guest's address and a second page/step requesting the guest's payment information. The two-step order form page may be designed and intended to cause the guest to perform a relatively small commitment in entering an address. The small commitment of entering an address may encourage a guest to fulfill the request for the guest's payment information and eventual purchase.

Traditional Order Form

The traditional order form page collects for a guest's address and payment information on a single page.

Video Sales Letter Order Form

The video sales letter order form page includes the video sales letter page with an order form below the video. For instance, the order form may appear after a guest clicks an "Add to Cart" button. As noted above, the video sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form may give the guest the immediate ability to purchase the product and/or service.

Sales Letter Order Form

The sales letter order form page includes the sales letter page with an order form embedded into the page. As noted above, the sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form gives the guest the immediate ability to purchase the product and/or service.

The Product Launch Order Form

The product launch order form page includes at least some elements of the product launch page but also includes an order form in addition to, or instead of, elements of the product launch page. As mentioned above, the product launch page may be designed and intended to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching videos of the product launch page. Additionally, the order form gives the guest the immediate ability to purchase the product and/or service.

Webinar Registration Page

The webinar registration page allows a guest to register for a webinar and may include one or more headlines regarding the webinar.

Webinar Confirmation Page

The webinar confirmation page provide a "thank you" to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

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Webinar Broadcast Room

The webinar broadcast room is the page broadcasting the webinar. The webinar broadcast room only permits the webinar to be viewed live.

Webinar Replay Room

The webinar replay room is similar to the webinar broadcast room but it permits the webinar to be paused and replayed. The webinar replay room may include a countdown clock and an "add to cart" button as well. The webinar replay room may be designed and intended to cause a guest to purchase a product within a particular period of time after viewing a webinar.

Member's Access Page

The member's access page may allow guests to create and login to their account of a created website.

Member's Area

The member's area may include content, sections, and lessons concerning products and/or services.

Affiliate Access Page

The affiliate access page enables an affiliate to create an account and to login to their account of a website created via the website creation system 108.

Affiliate Area

The affiliate area provides tools to help affiliates promote products and/or services. For instance, the tools may include banner ads, sample email copies, social media ads, etc.

Application Page

The application page enables guests of the website to apply to work with creators of the website (e.g., a website owner) and/or sellers of a product and/or service.

Storefront Page

The storefront page includes images and/or videos of products and/or services.

Home Page

The home page may include any traditional home page known in the art.

Live Demo Page

The live demo page may include a single or repeated live demonstration of a product and/or service. The live demo page may be designed and intended to peak a guest's interest in a product and/or service.

Ask Page

The ask page is a one-question survey intended to discover a guest's number one challenge related to a system administrator's topic and/or product and/or service. The ask page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page). Additionally, the ask page is designed and intended to acquire information regarding what is preventing a guest from purchasing a product and/or service.

Hero Page

The hero page highlights a business or individual related to the system administrator's topic and/or product and/or service. The hero page may include social media bios, email signatures, etc. Again, the hero page may be designed and intended to grow a guest's interest in a product and/or service.

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Indoctrination Page

The indoctrination page appears after a guest joins a list (e.g., email list) or registers for a webinar. The indoctrination page may include information related to a product and/or service. The indoctrination page may be designed and intended to prepare a guest for later received communications (e.g., emails) from the website creation system 108 or a webinar and to eventually purchase the product and/or service.

Referring to all of the foregoing described pages together, any of the pages may include one or more timers related to any aspect of the page. For example, any benefit, product, and/or service offered on a page may include a respective timer. The timer may indicate a period of time remaining in which a guest may choose to accept the offer. In some embodiments, a timer may start (e.g., start counting down) relative to an action taken by a guest. For instance, a timer may start in response to a guest making a first purchase, watching a video, providing a response to a question, opening a page, opening a communication (e.g., email), etc. The one or more times may be designed and intended to create a sense of urgency in the guest and to cause the guest to more readily accept an offer.

With continued reference to FIG. 2A, as mentioned briefly above, each website type of the plurality of website types provided by the website creation system 108 may include a respective series of directional webpages of a plurality of different series of directional webpages. In some embodiments, the website creation system 108 may include the following different series (e.g., funnels) of directional webpages: 1) squeeze page series, 2) reverse squeeze series, 3) lead magnet series, 4) bridge series, 5) survey series, 6) application series, 7) ask campaign series, 8) two-step tripwire series, 9) video sales letter series, 10) sales letter series, 11) membership series, 12) daily deal series, 13) invisible series, 14) webinar series, 15) auto-webinar series, 16) product launch series, 17) hero series, 18) homepage series, 19) cancellation series, 20) storefront series, 21) summit series, and 22) live demo series. In one or more embodiments, the website creation system 108 may include at least ten different types of series. In additional embodiments, the website creation system 108 may include at least twenty different types of series. In further embodiments, the website creation system 108 may include at least twenty-two different types of series. Each of the above listed series is described in detail below.

Squeeze Page Series

The squeeze page series may include at least two pages: a squeeze page and a thank you page. As mentioned above, the squeeze page series may be designed to generate curiosity and to entice a guest to provide an email address (e.g., opt in to an email list). For example, the squeeze page series may offer a benefit for providing an email address. The thank you page provides the promised benefit.

Reverse Squeeze Page Series

The reverse squeeze page series may include at least two pages: a reverse squeeze page and a thank you page. The reverse squeeze page series may be designed to provide a benefit (e.g., a free video) prior to requesting a guest to provide an email address (e.g., opt in to an email list). The thank you page provides additional information about products and/or services and the option to "share" the guest's experience via a social media network.

Lead Magnet Series

The lead magnet series may include at least two pages: a lead magnet page and a thank you page. The lead magnet series may provide a benefit in exchange (e.g., report, video, or a tangible) for a guest's email address.

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The Bridge Series

The bridge series may include at least two pages: a squeeze page and a bridge page. The bridge series may connect two concepts that setup a later sale. The squeeze page may entice a guest to provide an email address, and the bridge page may provide additional information regarding a product and/or service and a link (e.g., hyperlink) to another page (e.g., an affiliate's page) to purchase the product and/or service.

The Survey Series

The survey series may include at least one page: a survey page. The survey series may be designed to entice a guest to interact with the website (e.g., providing responses to questions and making commitments) and to acquire information related to the guest such that later pages may be tailored to the guest.

The Application Series

The application series may include at least three pages: a reverse squeeze page, an application page, and a thank you page. The application series enables a guest to apply to become a client. The application series facilitates a guest to be qualified (e.g., vetted) before becoming a client.

Ask Campaign Series

The ask campaign series may include at least two pages: an ask page and a thank you page. The ask campaign series may be designed to determine what a guest really wants in regard to a product and/or service. The ask page may ask a question, and the thank you page may provide reward (e.g., a product) for responding to the question.

Two-Step Tripwire Series

The two-step tripwire series may include at least four pages: a two-step order page, an upsell page, a downsell page, and an offer wall. The two-step tripwire series may offer a product at a significant discount such that guests are very likely to purchase the product. Upon a purchase via the two-step order page, the upsell and/or downsell pages follow-up with the guest to provide additional offers to the guest.

Video Sales Letter Series

The video sales letter series may include at least four pages: a video sales letter and order form page, an upsell page, a downsell page, and an offer wall. The video of the video sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

Sales Letter Series

The sales letter series may include at least four pages: a sales letter order form page, an upsell page, a downsell page, and an offer wall. The sales letter of the sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

Membership Series

The Membership Series may include at least four pages: a video sales letter and order form page, an offer wall, a membership access page, and a membership page. The membership series may be designed to entice guests to sign up for paid membership sites, paid newsletters, etc.

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Daily Deal Series

The daily deal series may include at least two pages: a two-step order form page and a share page. The two-step order form page may include an offer (e.g., an irresistible offer) that entices guests to create an account. The share page (e.g., thank you page) encourages the guests to share the offer on social media networks.

Invisible Series

The invisible series may include at least three pages: a video sales letter and order form page, an upsell page, and an offer wall. The invisible series may be designed to give away a relatively large amount of value for free upfront while requiring a guest's credit card information. The upsell page and offer wall is shown after a video (e.g., a training video) to offer the guest additional products and/or services. Furthermore, a thank you page may include a messages such as "Do nothing, and your credit card will be billed in two days. If you did not like to the training, just let me know and we will not bill you at all."

Webinar Series

The webinar series may include at least four pages: a webinar registration page, a webinar confirmation page, an indoctrination page, and a replay page. The webinar series may include a first phase where guests register for a seat to attend a webinar and hear success stores to increase curiosity. The webinar is typically hosted by a third-party. The webinar series may further include a second phase where the guests attend another webinar and watch replays while a window to buy begins to close creating true urgency and scarcity.

Auto-Webinar Series

The auto-webinar series may include at least five pages: a webinar registration page, a webinar confirmation page, webinar broadcast, a replay page, and an indoctrination page. The auto webinar plays every hour. A guest may register for a webinar on the webinar registration page and the webinar confirmation page may provide a data and time for the webinar. The guest may be emailed the indoctrination page. After the webinar, the guest may be emails links to the replay page.

Product Launch Series

The product launch series may include at least six pages: a product launch page, three sales pages, and a product launch and order form page. The product launch series may be designed to build anticipation (via the three sales pages and product launch page) prior to enabling a guest to purchase a product and/or service. For instance, the three sales pages may be emailed to a guest a day apart from each other before finally opening up a cart and allowing the guest to purchase a product. The cart may be closed after a few days.

Hero Series

The hero series may include at least two pages: a hero page and a thank you page. The hero page may include a bio, an option for guests to join an email newsletter, and a request to follow a social media account. The thank you page may be provided in response to the guest joining the email list or following the social media account.

Homepage Series

The homepage series may include at least two pages: a home page and a thank you page. The home page may include, for example, a story of a business and invites guests to opt in to an email list. The home page may also include one or more products and/or services for purchase. The thank you page may be presented in response to opting-in or purchasing a product.

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Cancellation Series

The cancellation series may include at least two pages: a survey page and an article page. The cancellation series may be utilized when a guest is requesting a refund, to cancel a service, or return a product. The survey page may include one or more questions concerning the guest's request, and the article page may include one or more reasons why the guest should not want a refund, to cancel the service, or return the product.

Storefront Series

The storefront series may include at least one page: a storefront page. The storefront page may include at least substantially all of a website's products and/or services. Each product link may be linked to another series.

Summit Series

The summit series may include at least three pages: a sales letter page, a video sales letter and order form page, and a share page. The video sales letter and order form page may include an online summit with multiple speakers being interviewed about a product and/or service. The sales letter page may include a biography of each speaker and a portrait image of each speaker. The share page may encourage guests to share the online summit and/or invited friends to the online summit.

Live Demo Series

The live demo series may include at least two pages: a live demo page and a thank you page. The live demo page may include a live demonstration of a product and/or service and an option to purchase the product and/or service.

Referring still to FIGS. 2A, in some embodiments, the website creation system 108 may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application 112 of the client device 104. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. 3B and 3C.

Upon receiving the plurality of website types, the client device 104 and/or application 112 may display the plurality of website types. For instance, the client device 104 and/or application 112 may display the plurality of website types on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website type of the plurality of website types.

Upon the client device 104 and/or application 112 detecting a user interaction selecting a website type of the plurality of website types, the website creation system 108 receives a selection of a website type of the plurality of website types, as shown in act 212 of FIG. 2A. For instance, upon detecting a user interaction selecting a website type of the plurality of website types, the client device 104 and/or application 112 may provide an indication of the selection of the website type to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website type through the network 102.

Referring to FIG. 2B, upon receiving the selection of the website type, the website creation system 108 provides a plurality of website templates particular to the selected website type to the client device 104 for display to the user 110 (e.g., system administrator), as shown in act 214. The plurality of website templates may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. The website templates are described in greater detail below with reference to FIG. 3C.

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Upon receiving the plurality of website templates, the client device 104 and/or application 112 may display the plurality of website templates. For instance, the client device 104 and/or application 112 may display the plurality of website templates on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website template of the plurality of website templates.

Upon the client device 104 and/or application 112 detecting a user interaction selecting a website template of the plurality of website templates, the website creation system 108 receives an indication of the selection of a website template of the plurality of website types, as shown in act 216 of FIG. 2B. For instance, upon detecting a user interaction selecting a website template of the plurality of website types, the client device 104 and/or application 112 may provide the indication of the selection of the website template to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website template through the network 102.

In response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 may provide a confirmation page to the client device 104 for display to the user 110, as shown in act 218 of FIG. 2B. For instance, the website creation system 108 may provide a confirmation page to the client device 104 via the network. Additionally, in response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 generates and launches a generic website specific to the selected website type and the selected website template, as shown in act 220 of FIG. 2B.

In some embodiments, the website creation system 108 may begin hosting the generic website on its servers 101, and the website creation system 108 may make the generic website available via the Internet and to the public. In one or more embodiments, the launch may include a soft launch (i.e., rolling out the website to test markets), as is known in the art. Additionally, the website creation system 108 may store data representing the generic website within the database 114 of the website creation system 108. In other embodiments, the website creation system 108 may provide the generic website to a third-party server (e.g., hosting system), and the generic website may be hosted on the third-party server.

In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system 108 provides a website editor graphical user interface ("GUI") for display to the system administrator (e.g., the user 110) on the client device 104, as shown in act 222 of FIG. 2B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user 110) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to FIG. 3E-3M.

Upon receiving the website editor GUI, the client device 104 and/or application 112 may display the website editor GUI. For instance, the client device 104 and/or application 112 may display the website editor GUI on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI.

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Upon the client device 104 and/or application 112 detecting one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI, the website creation system 108 receives an indication of the at least one user interaction editing at least one webpage of the website, as shown in act 224 of FIG. 2B. For instance, upon detecting one or more user interactions editing one or more elements of at least one webpage of the website, the client device 104 and/or application 112 may provide an indication of at least one user interaction editing at least one webpage of the website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of at least one user interaction editing at least one webpage of the website through the network 102.

Referring to FIG. 2C, in response to receiving the indication of at least one user interaction editing at least one webpage of the website, the website creation system 108 edits the launched website according to the user interaction to create a customized website, as shown in act 226. Moreover, the website creation system 108 can store data representing the edit and the customized website in the database 114 of the website creation system 108. In some embodiments, the website creation system 108 can relaunch the customized website. As will be understood by one of ordinary skill in the art, act 222-226 may be repeated any number of times as a system administrator (e.g., user 110) edits a website.

FIGS. 3A-3M illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, the components of the website editor GUI of the website creation system 108 as described in regard to FIGS. 1-2C can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator (e.g., user 110) to interact with a collection of display elements for a variety of purposes. For instance, FIGS. 3A-3M and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

For example, FIG. 3A illustrates a user device 302 that may implement one or more of the components or features of the website creation system. For purposes of the present disclosure, the user device 302 may be a client device (e.g., client device 104). As shown in FIG. 3A, in some embodiments, the user device 302 is a handheld device, such as a tablet device. As used herein, the term "handheld device" refers to a device sized and configured to be held/operated in one or more hands of a user (e.g., system administrator). In additional or alternative examples, however, any other suitable computing device, such as, but not limited to, a mobile phone device, larger wireless device, laptop or desktop computer, a personal digital assistant device, and/or any other suitable computing device can perform one or more of the processes and/or operations described herein.

The user device 302 includes a touch screen display 304 that can display user interfaces. Furthermore, the user device 302 receives and/or detects user input via the touch screen display 304. As used herein, a "touch screen display" refers to the display of a touch screen device. In one or more embodiments, a touch screen device may be the user device 302 with at least one surface upon which a user (e.g., a system administrator) may perform touch gestures (e.g., a laptop, a tablet computer, a personal digital assistant, a media player, a mobile phone, etc.). Additionally, or alternatively, the user device 302 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

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As shown in FIG. 3A, the touch screen display 304 of the user device 302 displays a website creation system graphical user interface ("GUI") 306 provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 302. For example, as described above with reference to FIG. 1, the user device 302 (e.g., client device 104) can access the website creation system 108 via a network (e.g., network 102). As illustrated in FIG. 3A, in some embodiments, the website creation system GUI 306 can include a comparison content window 308, a "build a new website" selectable element 310, and an activity tracker window 312.

The comparison content window 308 may show a comparison of statistics for websites built by a system administrator utilizing the website creation system 108. For instance, the comparison content window 308 may show a comparison of page views, opt ins (e.g., email opt ins, newsletter opt ins, webinar opt ins, social media share opt ins, etc.), and sales from websites built with the website creation system 108.

The "build a new website" selectable element 310 may include a hyperlink to a sequence of website builder and editor GUIs described below in regard to FIGS. 3B and 3L. The activity tracker window 312 may provide a complete or partial list of activities (e.g., page views, opt-ins, and sales) occurring in real time on websites built with the website creation system 108 and monitored by the system administrator.

Referring to FIG. 3B, upon a selection of the "build a new website" selectable element 310, the website creation system 108 displays a website-type selection GUI 314. The website-type selection GUI 314 may display a plurality of website types 316a-316i (e.g., a plurality of selectable elements representing the plurality of website types 316a-316i). For example, the website-type selection GUI 314 may display any of the website types described above in regard to FIGS. 2A-2C. Furthermore, the website types 316a-316i may include any of the plurality of different series of directional webpages described above in regard to FIGS. 2A-2C.

Additionally, the website-type selection GUI 314 may include one or more filters 318a-318k for assisting in selecting a particular website type. For example, the filters 318a-318k may include author/speaker/coach/consultant, professional services, retail, ecommerce, b2b, network marketing, generate leads, sell a product, create an event, and other filters.

Referring to FIG. 3C, upon a selection of a website type, the website creation system 108 displays a website template selection GUI 320. The website template selection GUI 320 may include instructions on how to utilize the selected website type and a plurality of website templates 322a-322l (e.g., selectable elements representing the plurality of website templates) specific to the selected website type. In some embodiments, the plurality of website templates 322a-322l may be organized based on whether the website templates are included within a basic package of the website creation system 108 or have an additional cost associated with plurality of website templates 322a-322l. The plurality of website templates 322a-322l may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. Furthermore, the website template selection GUI 320 may include any of the website templates 322a-322l described above in regard to FIGS. 3A-3C.

Referring to FIG. 3D, upon a selection of a website template, the website creation system 108 displays a confirmation GUI 324. The confirmation GUI 324 may include an overview window 326 showing an overview of the pages included within the selected website type and selected website template. Furthermore, the confirmation GUI 324 may include a confirmation button 328 for confirming the selected website type and the selected website template.

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Referring to FIG. 3E, upon a selection of the confirmation button 328, the website creation system 108 generates and launches a generic website, as described above in regard to act 220 of FIG. 2B; furthermore, the website creation system 108 displays a website editor GUI 330 on the user device 302. The website editor GUI 330 may include a plurality of tabs 332a-332c representing each page, respectively, of the generic website. Each tab of the plurality of webpage tabs 332a-332c may include a control window 334, which enables a system administrator to edit the webpage associated with the tab. For example, the control window 334 enables a system administrator to add media objects (e.g., images, videos, text) to the webpage of the generic website. The control window 334 may also include a preview button 336 for previewing the webpage.

Additionally, each tab of the plurality of tabs 332a-332c may include a split test selectable element 338. The split test selectable element 338 may enable a system administrator to create a variation of a webpage associated with a single tab. For example, the split test selectable element 338 may enable a system administrator to associate two different webpages within a single tab.

Upon selection of the split test selectable element 338, an additional control window 339 may be displayed for an additional (e.g., second) webpage associated with the tab, as shown in FIG. 3F. Furthermore, as shown in FIG. 3F, a system administrator may specify (via selection of the split test selectable element 338) what percentage of guests (i.e., traffic) will be shown a first webpage of the two different webpages when visiting the website and what percentage of guests will be show a second webpage of the two different webpages when visiting the website. For instance, the website editor GUI 330 may include a sliding selectable element 340 that enables a system administrator to specify what percentage of guests will be shown the first webpage and what percentage of guests will be show the second webpage. In some embodiments, the first webpage may be assigned between 0% and 100% of the guests of the website. Likewise, the second webpage may be assigned between 0% and 100% of the guests of the website. However, as will be understood by one of ordinary skill in the art, a sum of the percentage assigned to the first webpage and the percentage assigned to the second webpage will always equate to 100%. In additional embodiments, website creation system 108 may enable a system administrator to associate three, four, or five different webpages to a single tab, and website traffic may be split amongst all the different webpages in the manner described above.

Additionally, referring to FIG. 3G, each tab of the plurality of tabs 332a-332c may include an automation tab 342. The automation tab 342 may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an up-sell option, etc.. Furthermore, a system administrator may set the events to include sending an email and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

Furthermore, referring to FIG. 3H, each tab of the plurality of tabs 332a-332c may include a publishing tab 346. The publishing tab 346 may enable a system administrator (e.g., a creator of the website) to integrate the website with third-party systems 116 (FIG. 1).

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In some embodiments, the publishing tab 346 may include a selectable element 348 for creating a pop-up version of a webpage of the website to appear on another website (e.g., a third-party website). Additionally, the publishing tab 346 may include a selectable element 350 for creating a link within an affiliate's website or emails that automatically opts in guests (e.g., adds the guest to an email list) that interact (e.g., click) the link. Moreover, the publishing tab 346 may include a selectable element 352 for adding a plugin to show the created website or webpages of the website within a blog (e.g., a WORDPRESS® blog). Furthermore, the publishing tab 346 may include a selectable element 354 for connecting the created website or webpages to a social media account (e.g., FACEBOOK® account) or page. Likewise, the publishing tab 346 may include a selectable element 356 for adding the created website and/or webpages inside of an iframe to embed within any third-party website. Also, the publishing tab 346 may include a selectable element 358 for downloading an .html file of the created website and/or webpages in order to host the created website and/or webpages at another location.

As shown in FIG. 3I, the website editor GUI 330 may include a statistics tab 360, whereon, when selected, may show statistics related to the created website. For example, the statistics tab 360 may show a total number of page views of the created website and/or pages within the created website for a given period of time. Furthermore, the statistics tab 360 may show a total number of opt-ins garnered by the created website during the given a period of time.

As shown in FIG. 3J, the website editor GUI 330 may further include a contacts tab 362, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab 362 may show one or more contacts acquired by and through the created website. The contacts tab 362 may include an option to download the contacts. Furthermore, the one or more contacts of the contacts tab 362 can be filtered by individual webpages. In other words, which contacts were acquired through which webpage of the created website can be displayed.

As shown in FIGS. 3K-3M, the website editor GUI 330 may further include a settings tab 364, which, when selected, may show one or more settings of the created website. Furthermore, the settings tab 364 may enable a system administrator to edit one or more of the created website's name, domain, group tag, and path, simple mail transfer protocols, favicon URLs, head tracking codes, and body tacking codes.

The settings tab 364 may further enable a system administrator to utilize web automation applications (e.g., ZAPIER, WEBHOOKS) to automate actions related to the created website. For instance, the system administrator may utilize the settings tab 364 to set settings to cause email messages to automatically be sent to the system administrator when new contacts are added, to automatically update campaign contacts based on contacts acquired via the created website, to automatically post new contacts to an internet channel (e.g., SLACK® channel), to automatically add new contacts to a cloud storage system (e.g., GOOGLE® SHEETS), to automatically add new contacts to a cloud CRM (e.g., AGILE® CRM), to automatically create profiled cards (e.g., TRELLO® cards) from contacts, to automatically create a cloud directory (e.g., PODIO® directory of contacts) based on new contacts, and to automatically post new purchases to an internet channel (e.g., SLACK® channel). Moreover, the system administrator may utilize the settings tab 364 to set settings for automatically sending data to third-party systems. Data may be sent in response to new contacts being created or updated and when a new purchase is created or updated. Furthermore, settings tab 364 may further enable the system administrator to add third-party membership access. For example, the settings tab 364 may further enable a system

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administrator to give access to third parties, such as, PAYPAL®, CLICKBANK®, JVZOO.COM, WARRIOR+PLUS, etc. This may enable the system administrator to track purchases, upgrades, downgrades, and membership access from third-party processors (e.g., the third parties). Additionally, the system administrator may enable automated emails and sequences from the third parties in response to orders via the third parties.

FIG. 3N shows a generic website GUI 366 generated by the website creation system 108.

FIGS. 4A and 4B illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create and execute response actions. For example, the website creation system 108 can utilize the sequence-flow diagram 200 to create response actions (e.g., sending a communication or adding a guest to a communication list) that are executed in response to triggering conditions (e.g., a guest makes a purchase or has a particular social media networking account). The client devices 104, 105, the third-party system 116, and the website creation system 108 shown in FIGS. 4A and 4B may be example embodiments of the client device 104, the third-party system 116, and website creation system 108 described in regard to FIG. 1.

As shown in FIG. 4A, the website creation system 108 receives a selection of a type of response action, as shown in act 402. For example, a system administrator (e.g., a user wanting to create a response action related to the user's website) can, via the client device 104 (e.g., via the application 112), select a type of response action to create via the website creation system 108. In some embodiments, the system administrator may select the type of response action via a user interface of the website creation system 108. For example, in some implementations of the present disclosure, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined types of response actions, and the system administrator may select a predefined type of response action via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected type of response action within the database 114 of the website creation system 108. Selecting a type of response action is described in greater detail below in regard to FIGS. 5A-5K.

In some embodiments, the types of response actions may include sending a communication to a guest, adding the guest to a communication list, removing the guest from a communication list, adding a tag to a contact data package (e.g., a user account (e.g., a guest member account)) representing the guest, and removing a tag from the contact data package representing the visitor. Additionally, the response actions are described in greater detail below in relation to act 418 of FIG. 4B.

Additionally, the website creation system 108 receives an indication of a selection of at least one rule of a triggering condition, as shown in act 404 of FIG. 4A. For instance, the website creation system 108 may receive a selection of at least one rule of a triggering condition that, if met, will trigger the response action described above. For example, the website can, via the client device 104 (e.g., via the application 112), select at least one rule of the triggering condition via the website creation system 108. In some embodiments, the system administrator may select the at least one rule of the triggering condition via the user interface of the website creation system 108. For example, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined rules of a triggering condition, and the system administrator may select at least one predefined rule of a triggering condition via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may

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detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected rule of a triggering condition within the database 114 of the website creation system 108. Manners in which the at least one rule of a triggering condition is selected are described in greater detail below in regard to FIGS. 5D and 5L.

In some embodiments, the at least one rule may include a filter (e.g., condition) that the triggering condition must meet in order to trigger the response action. In some embodiments, the at least one rule may include a rule related to a guest's social media accounts. In additional embodiments, the at least one rule may include a rule related to the guest's demographic. In further embodiments, the at least one rule may include a rule related to the guest's actions within the system administrator's website. In yet further embodiments, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. In one or more embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, text message broadcast, notification broadcast, social media broadcast, an instant message broadcast, a webinar broadcast) sent or hosted from the system administrator's website. In some embodiments, the at least one rule may include a rule related to whether or not the guest is listed on a communication list (e.g., email list) related to the system administrator's website. In additional embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with an email from the system administrator's website including a link to at least one page within a series of directional webpages of the website. Each of the foregoing is described in greater detail below.

As noted above, the at least one rule may include a rule related to a guest's social media accounts. For instance, the rule may relate to how many followers the guest has within a social media network, how many social media users the guest is following within a social media network, and whether or not the guest has an account within a particular social media network.

As mentioned above, the at least one rule may include a rule related to the guest's demographic and/or other labels and tags. For example, the rule may relate to the guest's name, address, location, age, gender, email address, telephone number, tags, and a recency of the most recent action performed by the guest in relation to the system administrator's website.

As also noted above, the at least one rule may include a rule related to the guest's actions within the system administrator's website. As a non-limiting example, the rule may relate to whether or not the guest has visited a particular webpage within a series of directional webpages of the system administrator's website.

As also mentioned above, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. As a non-limiting example, the rule may relate to whether the guest has ever made a purchase on the creator's website, how many purchases the guest has made on the creator's website, how much money the guest has spent on the creator's website, and a recency of a most recent purchase.

As discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, a test message broadcast, a notification broadcast, a social media message broadcast, an instant message) sent from the system administrator's website. For instance, the rule may relate to whether or not the guest opened and/or viewed the communication broadcast or whether or not the guest clicked on the communication broadcast. In additional embodiments, the term "broadcast" may also refer to

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a webinar broadcast, and the at least one rule may relate to whether or not a guest interacted (e.g., clicked) on a webinar provided by the webinar broadcast.

As also discussed above, the at least one rule may include a rule related to whether or not the guest is listed on a list related to the system administrator's website. For example, the rule may relate to whether the guest is listed on one or more of a communication list (e.g., an email list or a communication broadcast), an opt in list, or a static list.

Additionally, as discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with an email (e.g., an email from the system administrator's website) including a link (e.g., a hyperlink) to at least one webpage within a series of directional webpages of the website. In particular, the rule may relate to whether the guest has opened an email including the link to at least one webpage within the series of directional webpages of the website. Additionally, the rule may relate to whether the guest has clicked (e.g., selected) the link within the email.

In some embodiments, each triggering condition may include a group of rules. For instance, the website creation system 108 may receive a selection of multiple rules (e.g., a group of rules) for a triggering condition. For example, the website creation system 108 may receive a selection of at least three, at least four, or at least five rules. In some instances, each one of the multiple rules may relate to different filters. In other embodiments, two or more of the multiple rules may relate to a same filter.

Referring still to FIG. 4A, in addition to receiving a selection of at least one rule of the triggering condition, the website creation system 108 receives a selection of an operand for the at least one rule of the triggering condition, as shown in act 406. For purposes of the present disclosure, the term "operand" may refer to one of the following phrases: "not applicable," "is equal to," "contains," "is greater than," "is less than," "is not blank," and "is blank."

In response to receiving the selection of the type of response action, at least one rule of the triggering condition, and an operand, the website creation system 108 creates the triggering condition, as shown in act 408 of FIG. 4A. For example, the website creation system 108 may create a data package representing the triggering condition and including each rule thereof and may store the data package within the database of the website creation system 108. Furthermore, the website creation system 108 may set the website creation system 108 to react to the triggering condition according to the at least one rule of the response action.

In some embodiments, upon creating the triggering condition, the website creation system 108 receives an indication of a user interaction by a guest with the creator's website from another client device 105 (e.g., a user device from which the guest is accessing the creator's website), as shown in act 410 of FIG. 4A. For instance, the another client device 105 may detect a user interaction by the guest via an application 113 (e.g., a web browser), and may provide an indication of the user interaction to the website creation system 108.

Furthermore, in response to receiving the indication of a user interaction by the guest, the website creation system 108 may determine whether the user interaction includes (e.g., indicates) the triggering condition, as shown in act 412 of FIG. 4A. In some embodiments, the website creation system 108 compares the user interaction to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have purchased a product, the website creation system 108 may determine whether the user interaction indicates that the guest made a purchase of the product.

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Additionally, in one or more embodiments, upon creating the triggering condition, the website creation system 108 acquires data (e.g., a data package) related to a guest from a third-party system 116, as shown in act 414 of FIG. 4A. As used herein, the term "acquires" may include the website creation system 108 requesting and receiving the data related to a guest from the a third-party system 116 or merely receiving the data related to a guest from the a third-party system 116.

In some embodiments, as noted above, the third-party system 116 may include one or more of a social media network, a payment processor, an email provider, etc. Furthermore, the data may include information, such as, whether the guest has an account with the social media network, a number of followers of the guest's social media account within the social media network, a number of social media accounts the guest's social media account is following, purchases made through the payment processor, whether emails from the creator's website were opened, etc.

In response to acquiring data related to a guest, the website creation system 108 may query the acquired data related to the guest, as shown in act 416 of FIG. 4A. In particular, the website creation system 108 may query the acquired data to determine whether the acquired data indicates a triggering condition. In some embodiments, the website creation system 108 compares the acquired data to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have more than 100 followers on a social media network, the website creation system 108 may determine whether the acquired data indicates that the guest includes more than 100 followers on the social media network.

Upon determining that either the user interaction or the acquired data includes a triggering condition, the website creation system 108 performs the response action associated with the triggering condition, as shown in act 418 of FIG. 4B. As discussed briefly above, in some embodiments, the website creation system 108 generates at least one communication to the guest. In one or more embodiments, the website creation system 108 adds the guest to a list related the created website. In additional embodiments, the website creation system removes the guest from a list related to the created website. In further embodiments, the website creation system 108 adds a tag to a contact data package representing the guest. In yet further embodiments, the website creation system removes a tag from a contact data package representing the guest. Each of the foregoing is described in further detail below.

As mentioned above, in some embodiments, when performing the response action, the website creation system 108 generates at least one communication to the guest, as shown in act 420 of FIG. 4B. In some instances, generating at least one communication to the guest may include generating at least one of an email message, a text message (e.g., a short message service (SMS) message, a multimedia messaging service (MMS) message, an extensible messaging and presence protocol (XMPP) message, a session initiation protocol (SIP) message, an internet relay chat (IRC) message, an enhanced message service (EMS) message, an iMessage message), a notification (e.g., a notification received and displayed via the client device 105 (i.e., an operating system of the client device 105) (e.g., a push notification and/or a notification via a system bar)), instant message, or a social media message (e.g., a message through a messenger). In some embodiments, the at least one communication includes a set series of communications. For instance, the set series of communications may include at least one of a text message, an email message, a notification, and a social media network message. As another non-limiting example, the set series of communications includes at least one test message, at least one email message, at least one notification, and at least one social media network message. In some embodiments, each

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communication of the set series of communication may be provided to the user for display on the client device at substantially the same time. In other embodiments, each communication of the set series of communication may be provided to the user for display on the client device at different times.

In addition to generating at least one communication to the guest, the website creation system 108 provides the communication to the guest for display on the client device 105, as shown in act 422 of FIG. 4B. For example, the website creation system 108 may send the communication to the guest for display on the client device 105 or another client device (e.g., mobile phone). In some embodiments, the website creation system 108 can send the communication to the client device 105 and/or application 113 of the client device 105 via a network (e.g., a cellular network). Depending on a type of generated communication, the website creation system 108 may provide (e.g., send) the generated communication to a routing number (e.g., telephone number), a social media account, an instant messenger identifier (e.g., handle), an email account, etc.

As noted above, in one or more embodiments, when performing the response action, the website creation system 108 adds the guest to a list related the created website, as shown in act 424 of FIG. 4B. In some embodiments, adding a guest to a communication list may include adding the guest to one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. Likewise, in some embodiments, when performing the response action, the website creation system 108 removes the guest from a list, as shown in act 426 of FIG. 4B. In some instances, removing a guest from a communication list may include removing the guest from one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. In response to adding the guest to or removing the guest from a communication list, the website creation system 108 may store data representing the updated communication list with in the database 114.

As also mentioned above, in further embodiments, when performing the response action, the website creation system 108 adds a tag to a contact data package representing the guest, as shown in act 428 of FIG. 4B. Adding a tag to a contact data package representing the guest may include generating and adding any tag defined by the system administrator to the contact data representing the guest. For instance, the website creation system 108 can generate a tag and can associate the tag with the contact data package representing the guest. As used herein, the term "tag" and any derivative terms refer to associating identifying (e.g., describing) data with the saved data representing the guest. Specifically, a tag can indicate aspects (e.g., attributes) of the guest. As non-limiting examples, the tags may include "purchased," "new," established," "Trialing," "Lead," "Prospect," etc. For example, the tags can be utilized to notify the system administrator as to the particular situation or status of the guest. For instance, the tags can be displayed within an administrator page (e.g., a contact list) within the website creation system 108. Furthermore, guests can be grouped according to tags. Likewise, in one or more embodiments, when performing the response action, the website creation system 108 can remove a tag from a data package representing a guest, as shown in Act 430 of FIG. 4B. In one or more embodiments, removing a tag from a contact data package representing the guest may include removing the identifying data from the contact data package. In response to adding or removing a tag to or from the contact data package representing the guest, the website creation system 108 can store the updated contact data package within the database 114.

FIGS. 5A-5L illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular,

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the user interfaces show features of the website creation system 108. As will be described in more detail below, components of a response action creation system of the website creation system 108 as described in regard to FIGS. 4A and 4B can provide, along and/or in combination with the other components, one or more graphical user interfaces ("GUIs"). In particular, the components can allow a system administrator to interact with a collection of display elements for a variety of purposes. For instance, FIG. 5A-5L and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

For example, FIG. 5A illustrates a user device 502 that may implement one or more of the components or features of the merchant system. For purposes of the present disclosure, the user device 502 may be a client device (e.g., client device 104), such as, the user device 302 described above in regard to FIGS. 3A-3N.

The user device 502 includes a touch screen display 504 that can display user interfaces. Furthermore, the user device 502 receives and/or detects user input via the touch screen display 504. Additionally, or alternatively, the user device 502 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

As shown in FIG. 5A, the touch screen display 504 of the user device 502 displays an response action creation GUI 506 (e.g., a webpage GUI) of the response action creation system provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 502. Furthermore, the user device 502 (e.g., client device 104) can access the website creation system 108 and, as a result, the response action creation system via a network (e.g., network 102). As illustrated in FIG. 5A, the response action creation GUI 506 of the response action creation system can include a content window 508, a contact profile tab 510, an email list tab 512, an email broadcasts tab 514, and an action series tab 516. As will be understood by one of ordinary skill in the art, the content window 508 may display content related to which tab (e.g., the contact profile tab 510) is currently selected (e.g., highlighted). The contact profile tab 510 may provide information to a system administrator regarding current and past contacts. The email list tab 512 may enable the system administrator to create a response action in regard to contacts on an email list (e.g., an email list of contacts). The email broadcasts tab 514 may enable the system administrator to create a response action in regard to an email broadcast. The action series tab 516 may enable the system administrator to create one or more response actions in regard to communications, tags, and lists. Each of the foregoing tabs is described in greater detail below.

When the contact profile tab 510 is selected, the content window 508 may display a searchable contact list 518 of current contacts. The contact list 518 may include information, such as, for example, when a contact was creation, an email address for the contact, a name for the contact. Furthermore, the contact list 518 may further include a number of lifetime contacts (e.g., total number of current contacts), new contacts (e.g., contacts made during a particular specified period of time), and un-subscribers (e.g., lost contacts). The time period defining new contacts may be adjustable via the response action creation GUI 506.

As shown in FIG. 5B, when the email list tab 512 is selected, the content window 508 may display already created email lists 520 of contacts and a selectable element 522 for creating a new list. Upon receiving a selection of the selectable element 522 for creating a new list, the response action creation GUI 506 may display a new email list window 524, which include one or more input fields 526a, 526b for inputting a name of the email list and a group tag (e.g., recent contacts) of the email list. Additionally, the new email list window 524 may include a selectable option 528

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(e.g., a selectable "check box") for utilizing one or more rules (e.g., the one of more rules described above in regard to FIGS. 4A and 4B (e.g., a Smart List)) in creating the email list.

In response to receiving an input for a name and/or group tag of the email list and selecting the selectable option 528, the response action creation GUI 506 may display a rules setting window 532 as shown in FIG. 5D. The rules setting window 532 may include one or more rules that are customizable by the system administrator. For example, the rules setting window 532 may enable the system administrator to input (e.g., create) any of the rules described above in regard to acts 404 and 418 of FIGS. 4A and 4B. For instance, the rules setting window 532 may include a selectable element 534 for adding a new rule, and for each added new rule, the rules setting window 532 may include a rule type input field 536, an operand input field 538, and an additional input field 540 for defining parameter related to the operand input field 538 (e.g., providing values when the operand includes "equal to"). In view of the foregoing, the rules may be created in any of the manners described above in regard to FIGS. 4A and 4B.

Referring to FIG. 5E, when the email broadcasts tab 514 is selected, the content window 508 may display a list 542 of previously created email broadcasts. Additionally, the email broadcasts tab 514 may show a number of emails, resulting clicks from the emails, and a number of un-subscribers from the emails. Furthermore, the email broadcasts tab 514 may include a selectable element 544 for creating a new email broadcast.

Upon receiving a selection of the selectable element 544 for creating a new email broadcast, as shown in the FIGS. 5F and 5G, the response action creation GUI 506 may display may display a simple mail transfer protocol ("SMTP") settings window 546. The SMTP settings window 546 enables the system administrator to choose/input/create SMTP settings for an email broadcast in anyway known in the art. Additionally, upon input of SMTP settings, the system administrator may create one more rules for the email broadcast in any of the manners described above in regard to FIGS. 4A, 4B, and 5D. Furthermore, although the email broadcast is described in regard to emails, the disclosure is not so limited. Rather, the email broadcast (e.g., communication broadcast) can be created for any type of communication. For example, the communication broadcast may include a text message broadcast, an instant message broadcast, a social media broadcast, a notification broadcast, etc.

Referring to FIG. 5H, when the action series tab 516 is selected, the content window 508 displays a list 548 of already created response actions and a selectable element 350 for creation a new response action. Upon selection of the selectable element 350 for creation a new response action, the response action creation GUI 506 may display a new response action window 552, which include one or more input fields 554a, 554b for inputting a name of the response action and a group tag (e.g., recent contacts) response action. Moreover, the new response action window 552 may include an input field 556 (e.g., drop down menu) for assigning one or more communication lists (e.g., an email list) to the response action.

In response to receiving an input for a name, tag, and/or communication list for the new response action, the response action creation GUI 506 displays a step creation window 558, as shown in FIG. 5J. The step creation window 558 may enable a system administrator to create steps of the response action. For instance, the step creation window 558 may include an input field 560 for inputting a name of a step of the response action. Additionally, the step creation window 558 may include an input field 562 for defining how many days or hours (e.g., how much time) after a triggering condition to perform the new response action. The input field 562 may also include one or more selectable elements 564a, 564b for defining time in days or hours. Additionally, the step

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creation window 558 may include one or more selectable elements 566a, 566b, 566c for defining a type of response action (e.g., send email, send text message, or additional action). Likewise, the step creation window include a selectable element 568 for adding the step to the new response action.

Upon receiving a selection of the selectable element 566c for an additional action type of response action, the response action creation GUI 506 displays an action definition window 570, as shown in FIG. 5K. The action definition window 570 may include a name input field 572, an integration input field 574, an "action to do" input field 576, and an option 578 to select a communication list to utilize with the new response action. The integration input field 574 may enable the system administration to utilize website creation system's 108 own integrations systems or to utilize a third-party's integration systems. The "action to do" input field 576 may include a drop down menu and may enable a system administrator to select any of the types of actions responses described above in regard to acts 402, 404, and 418 of FIGS. 4A and 4B.

Upon receiving a selection for a type of response action from either the step creation window 558 of FIG. 5J or the action definition window 580 of FIG. 5K, the response action creation GUI 506 displays rules definition window 580 specific to the type of selected response action, as shown in FIG. 5L. Rules for to the type of selected response action may be defined (e.g., defined by a system administrator) in any of the manners described above in regard to acts 402-406 and 418 of FIGS. 4A and 4B and FIG. 5D.

Embodiments of the present disclosure may comprise or utilize a special purpose or general-purpose computer including computer hardware, such as, for example, one or more processors and system memory, as discussed in greater detail below. Embodiments within the scope of the present disclosure also include physical and other computer-readable media for carrying or storing computer-executable instructions and/or data structures. In particular, one or more of the processes described herein may be implemented at least in part as instructions embodied in a non-transitory computer-readable medium and executable by one or more computing devices (e.g., any of the media content access devices described herein). In general, a processor (e.g., a microprocessor) receives instructions, from a non-transitory computer-readable medium, (e.g., a memory, etc.), and executes those instructions, thereby performing one or more processes, including one or more of the processes described herein.

Computer-readable media can be any available media that can be accessed by a general purpose or special purpose computer system. Computer-readable media that store computer-executable instructions are non-transitory computer-readable storage media (devices). Computer-readable media that carry computer-executable instructions are transmission media. Thus, by way of example, and not limitation, embodiments of the disclosure can comprise at least two distinctly different kinds of computer-readable media: non-transitory computer-readable storage media (devices) and transmission media.

Non-transitory computer-readable storage media (devices) includes RAM, ROM, EEPROM, CD-ROM, solid state drives ("SSDs") (e.g., based on RAM), Flash memory, phase-change memory ("PCM"), other types of memory, other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store desired program code means in the form of computer-executable instructions or data structures and which can be accessed by a general purpose or special purpose computer.

Further, upon reaching various computer system components, program code means in the form of computer-executable instructions or data structures can be transferred automatically from

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transmission media to non-transitory computer-readable storage media (devices) (or vice versa). For example, computer-executable instructions or data structures received over a network or data link can be buffered in RAM within a network interface module (e.g., a "NIC"), and then eventually transferred to computer system RAM and/or to less volatile computer storage media (devices) at a computer system. Thus, it should be understood that non-transitory computer-readable storage media (devices) can be included in computer system components that also (or even primarily) utilize transmission media.

Computer-executable instructions comprise, for example, instructions and data which, when executed at a processor, cause a general-purpose computer, special purpose computer, or special purpose processing device to perform a certain function or group of functions. In some embodiments, computer-executable instructions are executed on a general-purpose computer to turn the general-purpose computer into a special purpose computer implementing elements of the disclosure. The computer executable instructions may be, for example, binaries, intermediate format instructions such as assembly language, or even source code. Although the subject matter has been described in language specific to structural features and/or methodological acts, it is to be understood that the subject matter defined in the appended claims is not necessarily limited to the described features or acts described above. Rather, the described features and acts are disclosed as example forms of implementing the claims.

Those skilled in the art will appreciate that the disclosure may be practiced in network computing environments with many types of computer system configurations, including, personal computers, desktop computers, laptop computers, message processors, hand-held devices, multi-processor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, mobile telephones, PDAs, tablets, pagers, routers, switches, and the like. The disclosure may also be practiced in distributed system environments where local and remote computer systems, which are linked (either by hardwired data links, wireless data links, or by a combination of hardwired and wireless data links) through a network, both perform tasks. In a distributed system environment, program modules may be located in both local and remote memory storage devices.

Embodiments of the present disclosure can also be implemented in cloud computing environments. In this description, "cloud computing" is defined as a model for enabling on-demand network access to a shared pool of configurable computing resources. For example, cloud computing can be employed in the marketplace to offer ubiquitous and convenient on-demand access to the shared pool of configurable computing resources. The shared pool of configurable computing resources can be rapidly provisioned via virtualization and released with low management effort or service provider interaction, and then scaled accordingly.

A cloud-computing model can be composed of various characteristics such as, for example, on-demand self-service, broad network access, resource pooling, rapid elasticity, measured service, and so forth. A cloud-computing model can also expose various service models, such as, for example, Software as a Service ("SaaS"), Platform as a Service ("PaaS"), and Infrastructure as a Service ("IaaS"). A cloud-computing model can also be deployed using different deployment models such as private cloud, community cloud, public cloud, hybrid cloud, and so forth. In this description and in the claims, a "cloud-computing environment" is an environment in which cloud computing is employed.

FIG. 6 illustrates a block diagram of an example computing device 600 that may be configured to perform one or more of the processes described above. One will appreciate that one

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or more computing devices such as the computing device 600 may implement the website creation system 108. As shown by FIG. 6, the computing device 600 can comprise a processor 602, a memory 604, a storage device 606, an I/O interface 608, and a communication interface 610, which may be communicatively coupled by way of a communication infrastructure. While an example computing device 600 is shown in FIG. 6, the components illustrated in FIG. 6 are not intended to be limiting. Additional or alternative components may be used in other embodiments. Furthermore, in certain embodiments, the computing device 600 can include fewer components than those shown in FIG. 6. Components of the computing device 600 shown in FIG. 6 will now be described in additional detail.

In one or more embodiments, the processor 602 includes hardware for executing instructions, such as those making up a computer program. As an example, and not by way of limitation, to execute instructions, the processor 602 may retrieve (or fetch) the instructions from an internal register, an internal cache, the memory 604, or the storage device 606 and decode and execute them. In one or more embodiments, the processor 602 may include one or more internal caches for data, instructions, or addresses. As an example, and not by way of limitation, the processor 602 may include one or more instruction caches, one or more data caches, and one or more translation look aside buffers (TLBs). Instructions in the instruction caches may be copies of instructions in the memory 604 or the storage 606.

The computing device 600 includes memory 604, which is coupled to the processor(s) 602. The memory 604 may be used for storing data, metadata, and programs for execution by the processor(s). The memory 604 may include one or more of volatile and non-volatile memories, such as Random-Access Memory ("RAM"), Read-Only Memory ("ROM"), a solid state disk ("SSD"), Flash, Phase Change Memory ("PCM"), or other types of data storage. The memory 604 may be internal or distributed memory.

The computing device 600 includes a storage device 606 that includes storage for storing data or instructions. As an example, and not by way of limitation, storage device 606 can comprise a non-transitory storage medium described above. The storage device 606 may include a hard disk drive (HDD), a floppy disk drive, Flash memory, an optical disc, a magneto-optical disc, magnetic tape, or a Universal Serial Bus (USB) drive or a combination of two or more of these. The storage device 606 may include removable or non-removable (or fixed) media, where appropriate. The storage device 606 may be internal or external to the computing device 600. In one or more embodiments, the storage device 606 is non-volatile, solid-state memory. In other embodiments, the storage device 606 includes read-only memory (ROM). Where appropriate, this ROM may be mask programmed ROM, programmable ROM (PROM), erasable PROM (EPROM), electrically erasable PROM (EEPROM), electrically alterable ROM (EAROM), or Flash memory or a combination of two or more of these.

The computing device 600 also includes one or more input or output ("I/O") devices/interfaces 608, which are provided to allow a user to provide input to, receive output from, and otherwise transfer data to and receive data from computing device 600. The I/O devices/interfaces 608 may include a mouse, a keypad or a keyboard, a touch screen, a camera, an optical scanner, network interface, modem, other known I/O devices or a combination of such I/O device/interfaces. The touch screen may be activated with a stylus or a finger.

The I/O devices/interfaces 608 may include one or more devices for presenting output to a user, including, but not limited to, a graphics engine, a display (e.g., a display screen), one or more output drivers (e.g., display drivers), one or more audio speakers, and one or more audio drivers.

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In certain embodiments, the I/O interface 608 is configured to provide graphical data to a display for presentation to a user. The graphical data may be representative of one or more graphical user interfaces and/or any other graphical content as may serve a particular implementation.

The computing device 600 can further include a communication interface 610. The communication interface 610 can include hardware, software, or both. The communication interface 610 can provide one or more interfaces for communication (such as, for example, packet-based communication) between the computing device 600 and one or more other computing devices or networks. As an example, and not by way of limitation, the communication interface 610 may include a network interface controller (NIC) or network adapter for communicating with an Ethernet or other wire-based network or a wireless NIC (WNIC) or wireless adapter for communicating with a wireless network, such as a WI-FI. The computing device 600 can further include a bus 612. The bus 612 can comprise hardware, software, or both that couples components of computing device 600 to each other.

The foregoing specification is described with reference to specific example embodiments thereof. Various embodiments and aspects of the disclosure are described with reference to details discussed herein, and the accompanying drawings illustrate the various embodiments. The description above and drawings are illustrative and are not to be construed as limiting. Numerous specific details are described to provide a thorough understanding of various embodiments.

The additional or alternative embodiments may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes that come within the meaning and range of equivalency of the claims are to be embraced within their scope.

The present disclosure further includes the following embodiments.

Embodiment 1. A method comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

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Embodiment 2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

Embodiment 3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

Embodiment 4. The method of claim 2, further comprising: receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

Embodiment 5. The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

Embodiment 6. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

Embodiment 7. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

Embodiment 8. The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

Embodiment 9. The method of claim 1, wherein the selected website type include a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

Embodiment 10. The method of claim 9, further comprising sending an email to the email address.

Embodiment 11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

Embodiment 12. A system comprising: at least one processor; and at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to: provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receive a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receive a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected

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website type; receive a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

Embodiment 13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

Embodiment 14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

Embodiment 15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

Embodiment 16. A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

Embodiment 17. The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

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Embodiment 18. The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

Embodiment 19. The non-transitory computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

Embodiment 20. The non-transitory computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

The embodiments of the disclosure described above and illustrated in the accompanying drawing figures do not limit the scope of the invention, since these embodiments are merely examples of embodiments of the invention, which is defined by the appended claims and their legal equivalents. Any equivalent embodiments are intended to be within the scope of this invention. Indeed, various modifications of the present disclosure, in addition to those shown and described herein, such as alternative useful combinations of the content features described, may become apparent to those skilled in the art from the description. Such modifications and embodiments are also intended to fall within the scope of the appended claims and legal equivalents.

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ABSTRACT

The present disclosure is directed towards systems and methods for creating a website and response actions via a website creation system. The systems and methods provide a plurality of website types for selection, and in response to receiving a selection of a website type, provide a plurality website templates specific to the selected website type. Each website type may include a series of directional webpages designed and intended to entice a particular user interaction with the website. Additionally, the systems and methods receiving a selection of a type of response action, a selection of at least one rule of a triggering condition, and an operand for the at least one rule of the triggering condition. Moreover, in response to the event of the triggering condition, the systems and method perform the response action.

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We claim:

1. A method, comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;

receiving a selection of a website template of the plurality of website templates and the series of directional webpages of the selected website type;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. The method of claim 3, further comprising:

receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and

in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

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5. The method of claim 3, wherein the split test selectable element comprises a sliding selectable element.

6. The method of claim 1, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

7. The method of claim 1, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

8. The method of claim 1, wherein at least one webpage of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

9. The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. The method of claim 9, further comprising sending an email to the email address.

11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

12. A system comprising:

at least one processor; and

at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:

provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receive a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection;

receive a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website type;

receive a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

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in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

16. A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:

providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;

receiving a selection of the selectable option to create a website;

in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection;

receiving a selection of a website type of the plurality of website types,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website,

wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;

in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type and to the series of directional webpages of the selected website type;

receiving a selection of a website template of the plurality of website templates;

in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;

receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and

in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

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18. The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical user interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. The non-transitory computer-readable medium of claim 16, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during a single web browsing session.

20. The non-transitory computer-readable medium of claim 16, wherein the plurality of sequential webpages are configured to be provided sequentially one after another during multiple different web browsing sessions.

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APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
15/880,226	**09/10/2021 01:01:06 PM ET**	**3819-P13945US**

Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	10846357
CONFIRMATION #	8621	FILED BY	Jill Clark
PATENT CENTER #	60308692	FILING DATE	01/25/2018
CUSTOMER #	24247	FIRST NAMED INVENTOR	Todd Dickerson
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Kyle Woodhouse

Documents

TOTAL DOCUMENTS: 2

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
2021-09-10-373_Statement-13945US.pdf	3	Assignee showing of ownership per 37 CFR 3.73	116 KB
POA-Etison-signed.PDF	2	Power of Attorney	183 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2021-09-10-373_Statement-13945US.pdf	72E097BF22A1CAEEF311E37DBFA4224241D22FE6E3EF5062E34C8618D12B5C6612BE273E583EE21BBF925BFAC61A4C66599A4558C2479CF47FD07B8181D60F0E

POA-Etison-signed.PDF 735C78BD35543E6D89CC43735D4EFC5B57FA19B5F0CEDB102DE872CEDB0F17578BAC29C2431EBDDD12268F7950F9A77E40C3F81CDA790006FA5B12589AD53E6E

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STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: Etison LLC DBA ClickFunnels

Application No./Patent No.: 10,846,357 Filed/Issue Date: 11/24/2020

Titled: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Etison LLC DBA ClickFunnels, a Limited Liability Company

(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☑ The assignee of the entire right, title, and interest.

2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):

   ☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.

   ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (*e.g.*, bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

A. ☑ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 057363, Frame 0343, or for which a copy thereof is attached.

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

   1. From: _____ To: _____

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   2. From: _____ To: _____

      The document was recorded in the United States Patent and Trademark Office at

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This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450**.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/AIA/96 (08-12)
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STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

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6. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

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☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

☑ As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Kyle M. Woodhouse/	09/10/2021
Signature	Date
Kyle M. Woodhouse	70,087
Printed or Typed Name	Title or Registration Number

Privacy Act Statement

The **Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

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1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
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3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
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5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson		8621

24247 7590 03/21/2022

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
03/21/2022	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTOMail@traskbritt.com

Petitioner HighLevel Ex-1004, 0721

UNITED STATES PATENT AND TRADEMARK OFFICE

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Patent No.: 10846357
Issue Date: 11/24/2020
Appl. No.: 15/880,226
Filed: 01/25/2018

PART (A) RESPONSE FOR CERTIFICATES OF CORRECTION

This is a decision on the Certificate of Correction request filed 01 March 2022.

The request for issuance of Certificate of Correction for the above-identified correction(s) under the provisions of 37 CFR 1.322 and/or 1.323 is hereby:

(Check one)
☑ Approved ☐ Approved in Part ☐ Denied

Comments: ____

PART (B) PETITION UNDER 37 CFR 1.324 OR 37 CFR 1.48

☐ This is a decision on the petition filed ____ to correct inventorship under 37 CFR 1.324.

☐ This is a decision on the request under 37 CFR 1.48, petition filed ____. In view of the fact that the patent has already issued, the request under 37 CFR 1.48 has been treated as a petition to correct inventorship under 37 CFR 1.324.

The petition is hereby: ☐ Granted ☐ Dismissed

Comment: ____

The patented filed is being forwarded to Certificate of Corrections Branch for issuance of a certificate naming only the actual inventor or inventors.

/AMY NG/
Supervisory Patent Examiner, Art Unit 2100
Technology Center 2100
Phone: (571)270-1698

Certificates of Correction Branch email: CustomerServiceCoC@uspto.gov CoC Central Phone Number: (703) 756-1814

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/880,226	01/25/2018	Todd Dickerson		8621

24247 7590 02/06/2024

TRASKBRITT, P.C.
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EXAMINER	
CASILLAS, ROLAND J	

ART UNIT	PAPER NUMBER
2141	

NOTIFICATION DATE	DELIVERY MODE
02/06/2024	ELECTRONIC

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Petitioner HighLevel Ex-1004, 0723

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APPLICATION NO.	ISSUE DATE	PATENT NO.
15/880,226	06-Feb-2024	10846357

TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

ELECTRONIC CERTIFICATE OF CORRECTION NOTIFICATION

Your electronic certificate of correction is now available, and can be accessed via Patent Center at https://patentcenter.uspto.gov.

The electronic certificate of correction is the official certificate of correction under 35 U.S.C. 254 or 255. For more information, please visit https://www.uspto.gov/electronicgrants.

Petitioner HighLevel Ex-1004, 0724

UNITED STATES PATENT AND TRADEMARK OFFICE

CERTIFICATE OF CORRECTION

PATENT NO. : 10,846,357 B2
APPLICATION NO. : 15/880226
DATED : November 24, 2020
INVENTOR(S) : Todd Dickerson, Russell Brunson and Ryan Montgomery

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

In the Specification

Column 19,	Line 10,	change "other." to --other filters--
Column 19,	Line 15,	change "**322*a*-3221**" to --**322*a*-322*l***--
Column 19,	Line 18,	change "**322*a*-3221**" to --**322*a*-322*l***--
Column 19,	Line 22,	change "**322*a*-3221**." to --**322*a*-322*l***.--
Column 19,	Line 23,	change "**322*a*-3221**" to --**322*a*-322*l***--
Column 19,	Line 27,	change "**322*a*-3221**" to --**322*a*-322*l***--
Column 21,	Line 17,	change "on or more setting" to --one or more settings--
Column 21,	Line 30,	change "aquired" to --acquired--
Column 21,	Line 32,	change "SLACK" to --SLACK®-- and change "ass" to --add--
Column 21,	Line 33,	change "GOOGLE" to --GOOGLE®--
Column 21,	Line 34,	change "ass" to --add--
Column 21,	Line 35,	change "AGILECRM)," to --AGILE® CRM),--
Column 21,	Line 36,	change "TRELLO" to --TRELLO®--
Column 21,	Line 37,	change "PODIO" to --PODIO®--
Column 21,	Line 38,	change "contacts, to" to --contacts, and to--
Column 21,	Line 39,	change "channe;" to --channel-- and change "SLACK" to --SLACK®--
Column 21,	Line 48,	change "PAYPAL, CLICKBANK," to --PAYPAL®, CLICKBANK®,--
Column 21,	Line 57,	change "43B" to --4B--
Column 21,	Line 61,	change "sendind" to --sending--
Column 22,	Line 3,	change "webite" to --website--
Column 22,	Line 4,	change "respomse" to --response--
Column 22,	Line 24,	change "FIG." to --FIGS.--
Column 22,	Line 27,	change "removinf" to --removing--
Column 22,	Line 31,	change "respresenting" to --representing--
Column 22,	Line 32,	change "detial" to --detail--

Signed and Sealed this
Sixth Day of February, 2024

Katherine Kelly Vidal

Katherine Kelly Vidal
Director of the United States Patent and Trademark Office

Column 22,	Line 38,	after "triggering condition" insert --that, if met, will trigger the response action described above. For example, the website can, via the client device 104 (e.g., via the application 112), select at least one rule of the triggering condition--
Column 22,	Line 45,	change "tthe" to --the--
Column 22,	Line 57,	change "action. IN" to --action. In--
Column 22,	Line 62,	change "acions" to --actions--
Column 22,	Line 63,	change "wihtin" to --within--
Column 23,	Line 2,	change "broadcast, (e.g.," to --broadcast (e.g.,--
Column 23,	Line 5,	after "website." insert --In some embodiments, the at least one rule may include a rule related to whether or not the guest is listed on a communication list (e.g., email list) related to the system administrator's website.--
Column 23,	Line 8,	change "the systems" to --the system--
Column 23,	Line 15,	after "media network," insert --how many social media users the guest is following within a social media network,--
Column 23,	Line 18,	change "demographix" to --demographic--
Column 23,	Line 24,	change "abpve," to --above,--
Column 23,	Line 32,	change "wihtin" to --within--
Column 23,	Line 33,	change "whther" to --whether--
Column 23,	Line 34,	change "pururchase" to --purchase--
Column 23,	Line 45,	change "thw" to --the--
Column 23,	Line 46,	change "thw" to --the--
Column 23,	Line 52,	after "the guest" insert --is listed on a list related to the system administrator's website. For example, the rule may relate to whether the guest is listed on one or more of a communication list (e.g., an email list or a communication broadcast), an opt in list, or a static list.--
Column 23,	Line 52,	before "has interacted with" insert a paragraph break and then insert --Additionally, as discussed above, the at least one rule may include a rule related to whether or not the guest--
Column 23,	Line 58,	change "wihtin" to --within--
Column 23,	Line 63,	change "selction" to --selection--
Column 23,	Line 64,	change "for triggering" to --for a triggering--
Column 23,	Line 65,	change "system of **108**" to --system **108**--
Column 24,	Line 4,	change "condition , the" to --condition, the--
Column 24,	Line 9,	after ""is equal to,"" insert --"contains,"--
Column 24,	Line 10,	after "not blank,"" insert --and--
Column 24,	Line 16,	change "apckage respresenting" to --package representing--
Column 24,	Line 17,	change "wihtin" to --within--

Column 24,	Line 34,	after "user interaction" delete "by the guest,"
Column 24,	Line 35,	delete entire line
Column 24,	Line 36,	delete "user interation" and change "includes(e.g., incdicates)" to --includes (e.g., indicates)--
Column 24,	Line 37,	change "act **412** od" to --act **412** of--
Column 24,	Line 48,	change "FIG, **4**A." to --FIG. **4**A.--
Column 24,	Line 52,	change "reciving" to --receiving--
Column 24,	Line 60,	after "account" insert --within the social media network, a number of social media accounts the guest's social media account--
Column 24,	Line 63,	change "IN" to --In--
Column 24,	Line 65,	change "act **416** pf FIG. **4**A." to --act **416** of FIG. 4A.--
Column 25,	Line 1,	change "IN" to --In--
Column 25,	Line 2,	change "webiste" to --website--
Column 25,	Line 4,	change "idicates that the guesr" to --includes that the guest--
Column 25,	Line 5,	change "ona" to --on a--
Column 25,	Line 10,	after "condition," insert --the website creation system **108** performs the response action associated with the triggering condition,--
Column 25,	Line 11,	change "breifly" to --briefly--
Column 25,	Line 15,	change "created website," to --created website.--
Column 25,	Line 25,	change "comminication" to --communication--
Column 25,	Line 32,	change "and internet" to --an internet--
Column 25,	Line 33,	change ")IRC)" to --(IRC)--
Column 25,	Line 34,	change "an IMessage message)," to --an iMessage message),--
Column 25,	Line 44,	change "ecample," to --example,-- and change "communcaications" to --communications--
Column 25,	Line 45,	change "one eail" to --one email--
Column 25,	Line 49,	change "displat" to --display--
Column 25,	Line 50,	change "toher" to --other--
Column 25,	Line 55,	change "displat" to --display--
Column 25,	Line 57,	change "webite" to --website--
Column 25,	Line 59,	after "(e.g.," insert --mobile phone). In some embodiments, the website creation system **108** can send the communication to the client device **105** and/or application **113** of the client device **105** via a network (e.g.,--
Column 25,	Line 62,	change "numer" to --number-- and change "numver)," to --number),--
Column 25,	Line 63,	change "indentifier" to --identifier--
Column 26,	Line 4,	change "braodcast" to --broadcast--
Column 26,	Line 6,	change "dients," to --diments,--
Column 26,	Line 9,	change "commnication" to --communication--

	Column 26,	Line 29,	change "non- limiting" to --non-limiting--
	Column 26,	Line 36,	change "tags Likewise" to --tags. Likewise--
	Column 26,	Line 39,	after "guest" and before "." insert --, as shown in Act **430** of FIG. **4**B--
	Column 26,	Line 53,	change "**4**Aand **4**B" to --**4**A and **4**B--
	Column 27,	Line 23,	change "(e.g." to --(e.g.,--
	Column 27,	Line 63,	change "settings" to --setting--
	Column 27,	Line 66,	change "settings" to --setting--
	Column 28,	Line 2,	change "settings" to --setting--
	Column 28,	Line 4,	change "settings" to --setting--
	Column 28,	Line 63,	change "selectable **564***a*," to --selectable elements **564***a*,--
	Column 28,	Line 64,	change "**564***b* elements for" to --**564***b* for--
	Column 29,	Line 1,	change "action) Likewise," to --action). Likewise,--
	Column 29,	Line 12,	change "web site" to --website--
	Column 30,	Line 8,	change "RANI" to --RAM--
	Column 30,	Line 9,	change ""MC")," to --"NIC"),--
	Column 31,	Line 33,	change "(TLB s)." to --(TLBs).--
	Column 31,	Line 50,	change "flash" to --Flash--
	Column 31,	Line 62,	change "flash" to --Flash--
	Column 34,	Line 43,	change "computer readable" to --computer-readable--
	Column 35,	Line 10,	change "computer readable" to --computer-readable--
	Column 35,	Line 17,	change "computer readable" to --computer-readable--
	Column 35,	Line 24,	change "computer readable" to --computer-readable--
	Column 35,	Line 30,	change "computer readable" to --computer-readable--
In the Claims			
Claim 8,	Column 36,	Line 61,	change "directional webpage" to --directional webpages--
Claim 12,	Column 37,	Line 22,	change "selection," to --selection;--