

Claim Mapping of U.S. Patent No. 10,846,357

1[pre]. A method, comprising:	12[pre(i)]. A system comprising:	16[pre]. 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:
	12[pre(ii)]. at least one processor; and 12[pre(iii)]. 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:	
1[a] 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;	12[a] 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;	16[a] 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;
1[b] receiving a selection of the selectable option to create a website;	12[b] receive a selection of the selectable option to create a website;	16[b] receiving a selection of the selectable option to create a website;
1[c] 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;	12[c] 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,	16[c] 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;
1[d] receiving a selection of a website type of the plurality of website types,	12[d] receive a selection of a website type of the plurality of website types,	16[d] receiving a selection of a website type of the plurality of website types,
1[e] wherein each website type of the plurality of website types comprises a	12[e] wherein each website type of the plurality of website types comprises a	16[e] 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,	series of directional webpages configured to cause an end user interaction with a website,	series of directional webpages configured to cause an end user interaction with a website,
1[f] 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;	12[f] 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;	16[f] 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;
1[g] 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;	12[g] 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;	16[g] 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;
1[h] receiving a selection of a website template of the plurality of website templates and the series of directional webpages of the selected website type;	12[h] receive a selection of a website template of the plurality of website templates;	16[h] receiving a selection of a website template of the plurality of website templates;
1[i(1)] 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	12[i(1)] 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	16[i(1)] 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
1[i(2)] providing, to the user	12[i(2)] provide, to the user	16[I(2)] providing, to the

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;	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;	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;
1[j] receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and	12[j] receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and	16[j] receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and
1[k] 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.	12[k] 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.	16[k] 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.		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.

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.		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.
4[a]. 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		
4[b] 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.		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.
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.		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.
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.		
	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.	