

Claim Mapping of U.S. Patent No. 11,361,047

1[pre]. A method, comprising:	14[pre(i)]. A website management system, comprising:	18[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:
	14[pre(ii)] at least one processor; and	
	14[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 website management system to:	
1[a] receiving a selection to create a website;	14[a] receiving a selection to create a website;	18[a] receiving a selection to create a website;
1[b] responsive to receiving the selection to create a website, providing a plurality of website types for selection,	14[b] responsive to receiving the selection to create a website, provide a plurality of website types for selection,	18[b] responsive to receiving the selection to create a website, providing a plurality of website types for selection,
1[c] 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, and	14[c] 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, and	18[c] 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, and
1[d] wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to	14[d] 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	18[d] wherein the series of directional webpages of each web site type of the plurality of websites types comprises a unique plurality of sequential webpages configured to

be provided sequentially one after another;	be provided sequentially one after another;	be provided sequentially one after another;
1[e] receiving a selection of a website type of the plurality of website types;	14[e] receive a selection of a website type of the plurality of website types;	18[e] receiving a selection of a website type of the plurality of website types;
1[f] responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;	14[f] responsive to receiving the selection of a website type of the plurality of website types, provide a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;	18[f] responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
1[g] receiving a selection of a website template of the plurality of website templates; and	14[g] receive a selection of a website template of the plurality of web site templates; and	18[g] receiving a selection of a website template of the plurality of website templates; and
1[h] in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.	14[h] in response to receiving the selection of a website template, generate and launch a website based on the selected website type and selected website template.	18[h] in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.
2[a]. The method of claim 1, further comprising: receiving a user input editing at least one webpage of the series of directional webpages; and		20[a] The non-transitory computer-readable medium of claim 18, further comprising instructions thereon that, when executed by at least one processor, cause the at least one processor to perform the steps of: receiving a user input editing at least one webpage of the series of directional webpages;

2[b] generating a customized website having a customized series of directional webpages based at least partially in the user input.		20[b] and generating a customized website having a customized series of directional webpages based at least partially in the user input.
3. The method of claim 2, further comprising, responsive to receiving a selection of a website template of the plurality of website templates, providing a 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.	15. The website management system of claim 14, further comprising instruction that, when executed by the at least one processor, cause the website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a 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.	19. The non-transitory computer-readable medium of claim 18, further comprising instruction that, when executed by the at least one processor, cause a website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a 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.
4. The method of claim 3, further comprising providing 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.		
5. The method of claim 3, wherein the website editor graphical user interface		

comprises at least one split test selectable element for assigning percentages of end users that will visit a given webpage of the series of directional webpages of the customized website upon visiting the customized website.		
6. The method of claim 5, wherein at least one webpage of the series of directional webpages comprises at least two alternative webpages.		
7. The method of claim 6, responsive to an end user visiting the customized website, providing one of the at least two alternative webpages to the end user based on the percentages assigned via the at least one split test selectable element.		
8. The method of claim 5, wherein the split test selectable element comprises a sliding selectable element.		
9. The method of claim 2, wherein the series of directional webpages of the customized website comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single		

web browsing session.		
10. The method of claim 2, wherein the series of directional webpages of the customized web site comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.		
11. The method of claim 2, wherein at least one webpage of the series of directional webpages of the customized website is only accessible via a link from an email.		
12. The method of claim 2, wherein the series of directional webpages of the customized web site is configured to encourage an end user of the customized website to provide an email address within the customized website.		
13. The method of claim 12, further comprising: receiving an email address via the customized website and from an end user; and sending an email to the email address.		
	16. The website management system of claim 15, wherein the	

	website editor graphical user interface comprises an automation tab for creating one or more triggers and for defining at least one event that results from the one or more triggers being triggered by an end user.	
	17. The website management system of claim 15, wherein the website editor graphical user interface comprises at least one statistics tab that, when selected, shows a total number of page views of each page of the series of directional webpages of the website within a period of time.	