**Penny E-commerce Script**

**USER VIEW**

**Register:**

* New user can REGISTER into the site for their own with the basic information.
* Registration is an unpaid option for any user.
* Registration will be completed by receiving the conformation mail.

**Log in:**

* Registered candidates can log in to their profile with valid username and password.
* In case of forget password user can call for the forget password option.

**Scope of the project:**

* This project is developed to connect the auctioneer and benefiter by a progressive design.
* User doesn’t require any technical knowledge to access this site.
* Register once and get profit endlessly.

**Home:**

* User can stretch the some amazing deals on the home page itself.
* User can perspective various products with time limit and bid details.
* User can get some idea about the updated bid details via home page.
* User can search for a new auction product from the search box.
* User can prospect the banner advertisement.
* An auctioneer can add and product by a single click which benefits their time.

**Search:**

* User can search for a auction product by keyword, minimum and maximum price details.
* User can filter their view by selecting required category.
* User can prospect the product description detail.
* User can view the similar product details.
* User can leave a comment or feedback about the particular product.
* The search result will be arranged as ascending order depending on the highest bid value.
* User can share their favorite bid details by social media.

**Advertising:**

* This page subsists of the details about the payable cost details.
* User can buy the membership card and then can add the product to the auction page.

**My account:**

* User can manage their own account detail.
* User can add a new product to listing page in free in cost.
* User can add their favorite product to the favorite list.
* To get more progressive details user can upgrade their account to the premium as per their convenience.
* Upgrade gives the option to the user listing with popular listing enhancements.
* Membership plans allows the user to bundle listings.
* User can buy a membership my online booking details.
* By membership plan user can read send private messages.
* Online transaction has a secure with PayPal option.

**Newsletter:**

* User can subscribe for the latest update and posts via e-mail.

**Blog:**

* User can stretch the blog details.
* Each blog subsists of variety of items.
* User can leave a comment about their view and experience.

**Revenue model:**

* Admin can get yield from user’s membership.
* Admin has a benefit from the selling commission.
* User can pay for the banner advertisement.

**Advantage:**

* This is a simple project which is works for free and user friendly.
* This project has the powerful management tools.
* This is a responsive design type.
* User can save their time because this project has works under single click option.
* User can customize their own and took control an entire look of theme as their own wish.
* This project has a peculiar option of child lock.
* User can contact us 24\*7 about their queries and problems and our trained technicians are always ready to help them.
* If the user has any problem in using the website, video tutorial is procurable for their help.

**ADMIN VIEW**

**Log in:**

* Admin can log in with valid username and password.
* Forms are validated with Jquery.
* Admin have the special option of forget password.
* Password can be recovered by the appropriate mail id.

**Dashboard:**

* Admin can stretch the recent activities and commerce status.
* Admin can view page at glance.
* Admin can take quick notes by using quick draft.
* Admin can prospect the updating details.
* SEO posts overview can be guided by an admin.

**Order management:**

* Admin can establish the user’s order detail.
* Admin can filter the order detail by keyword or in-between date.
* Admin can manage the action detail.
* Admin can add a new gateway option.
* Admin can manage the currency setting by varying the symbol, code, currency position and decimal places.
* Admin can maintain the amount withdrawal details.
* Admin can create a new coupon and manage it.

**Blog management:**

* Admin can supervise all blog posts.
* Admin can filter the blogs by dates and categories.
* Admin can search for a particular blog post using search option.
* Admin can add or modify the blog post.
* Admin can manage the categories and tags.

**Listing management:**

* Admin can supervise all list details.
* Admin can filter the list details by dates.
* Admin can search for a particular list detail using search option.
* Admin can add or modify the lists.
* Admin can manage the categories and tags.

**Pages:**

* Admin can supervise all pages.
* Admin can filter the page details by dates.
* Admin can search for a particular page details using search option.
* Admin can add or modify the page.

**Comments:**

* Admin can supervise all comments.
* Admin can filter the comment by comment types.
* Admin can search for a particular comment using search option.
* Admin can add or modify the comment details.

**Banners:**

* Admin can supervise all banners.
* Admin can filter the banner details.
* Admin can add or modify the banner details.

**Campaigns:**

* Admin can supervise all campaign details.
* Admin can filter the campaign details by dates and categories.
* Admin can search for a particular campaign using search option.
* Admin can add or modify the campaign details.

**Appearance:**

* Admin can customize the theme settings.
* Admin can manage the widgets and menus.
* Admin can manage the general, header and footer setting.
* Admin can manage the tour page settings like sidebars, display style.
* Admin can manage FAQ and blog pages.
* Admin can manage the social network sharing details.
* Admin can manage the import or export options.
* Admin can manage the template settings.
* Admin can manage the plug-in.

**Tools:**

* Admin can regenerate thumbnails for all products.
* Admin can manage import and export details.

**General settings:**

* Admin can manage
* Site title
* Site address
* E-Mail address
* Time zone
* Date and time format
* Site language
* Payment gateway
* Admin manage social network login setting.
* Admin manage visual composer general settings.

**Advance feature:**

**SECURITY FEATURES:**

**Login Security:**

* Sign-in using your password and your cell phone to vastly improve login security. This is called Two Factor Authentication and is used by banks, government agencies and military world-wide for highest security authentication.
* Includes two-factor authentication, also referred to as cell phone sign-in.
* Enforce strong passwords among your administrators, publishers and users. Improve login security.
* Checks the strength of all user and admin passwords to enhance login security.

**Blocking Features:**

* Real-time blocking of known attackers.
* Block entire malicious networks. Includes advanced IP and Domain WHOIS to report malicious IP's or networks and block entire networks using the firewall. Report security threats to network owner.
* Rate limit or block security threats like aggressive crawlers, scrapers and bots doing security scans for vulnerabilities in your site.
* Choose whether you want to block or throttle users and robots that break your security rules.

**Security Scanning:**

* Scans for the HeartBleed vulnerability - included in the free scan.
* Scans core files, themes and plug-ins.
* See how files have changed. Optionally repair changed files that are security threats.
* Scans for signatures of over 44,000 known malware variants that are known security threats.
* Scans for many known backdoors that create security holes including C99, R57, RootShell, Crystal Shell, Matamu, Cybershell, W4cking, Sniper, Predator, Jackal, Phantasma, GFS, Dive, Dx and many more.
* Continuously scans for malware and phishing URL's including all URL's on the Google Safe Browsing List in all your comments, posts and files that are security threats.
* Scans for heuristics of backdoors, Trojans, suspicious code and other security issues.

**Firewall setting:**

* Includes a firewall to block common security threats like fake Google bots, malicious scans from hackers and botnets.

**Monitoring Features:**

* See all your traffic in real-time, including robots, humans, 404 errors, logins and logouts and who is consuming most of your content. Enhances your situational awareness of which security threats your site is facing.
* A real-time view of all traffic including automated bots that often constitute security threats that Javascript analytics packages never show you.
* Real-time traffic includes reverse DNS and city-level geo-location. Know which geographic area security threats originate from.
* Monitor your DNS security for unauthorized DNS changes.
* Monitors disk space which is related to security because many DDoS attacks attempt to consume all disk space to create denial of service.

**Multi-Site Security:**

* Our security plug-ins security for multi-site also scans all posts and comments across all blogs from one admin panel.

**IPv6 Compatible:**

* Fully IPv6 compatible including all who is lookup, location, blocking and security functions.

**CACHE FEATURES:**

**Google Page Speed improvements in overall site performance Optimize Features:**

* Improved web server performance. Sustain high traffic periods.
* Transparent content delivery network (CDN) management with Media Library, theme files and WordPress itself.
* Mobile support: respective caching of pages by referrer or groups of user agents including theme switching for groups of referrers or user agents.
* Caching of (minified and compressed) pages and posts in memory or on disk or on CDN (mirror only).
* Caching of (minified and compressed) CSS and JavaScript in memory, on disk or on CDN.
* Caching of feeds (site, categories, tags, comments, search results) in memory or on disk or on CDN (mirror only).
* Caching of search results pages (i.e. URIs with query string variables) in memory or on disk.
* Caching of objects in memory or on disk.
* Minification of inline, embedded or 3rd party CSS (with automated updates).
* Browser caching using cache-control, future expire headers and entity tags (E-Tag) with "cache-busting".

**ADVANCE SEO OPTIMIZATION:**

**Our Premium SEO Optimize Concept contains all the features**

**Title & Meta format:**

             You can set up custom page titles, Meta description, Meta keywords, Meta robots and social Meta using defined format tags for homepage, post, pages, category, tags, custom taxonomies, archives, authors, search, 404 page and pagination.

**Off page optimization:**

* Back link Builder – automatically add your link to thousands of different website directories that will automatically provide free back links.
* Link Builder – improve your site internal link building.
* 301 Link Redirect – useful for any permalink changes.
* Social Stats - keep track of your social network size.

**Advanced setup:**

* Files Edit - allows you to edit the robots.txt and .htaccess files.
* W3C Validator - Mass check the markup (HTML, XHTML,) of your pages/posts/custom taxonomies.
* SEO Insert Code - Add custom code into < head > and wp\_footer.
* Media Smushit -For this module we use the Smush. It API that allows you to optimize the website images without changing their look or visual quality.
* Facebook Planner - The Facebook Planner module allows you to publish your website data directly to Facebook profiles / pages / groups.

**Advance SEO optimize settings:**

* Modules Manager – allows you to activate / deactivate modules.
* Capabilities - allows you to give certain permissions to different classes of users.
* Setup/Backup – install default configuration, import SEO settings from other SEO plug-ins, backup current settings.
* Server Status – the server status allows you to see what modules are active, if they are configured correct and so on.
* Remote support – this allows you to give us secured access to your wordpress install, in case that you have issues with the plug-in.

**Rich snippets**:

* Rich snippets are the extra bits of information that you see on result pages, usually affecting visitor behavior and click through rates (CTR).
* They work well with Google, bing, yahoo and facebook engines.
* These rich snippets come in the form of reviews, event, people, product, recipes and more.

**Facebook planner:**

* You can select what do post on facebook(post/pages), Auto-complete data from post/page, publish to facebook privacy option, schedule when to post on facebook, publish now on facebook option and more.

**Local SEO:**

* Configure a custom location and after that you can easily insert short codes like Google map, address and phone and so on into any pages and posts.

**Page speed insight:**

* SEO pack page speed module you can test the page speed on multiple page as once, mass test speed pages or one by one and view the score on desktop & mobile and view a full report.

**404 monitor:**

* On this module check what URL is referring visitors to 404 pages.
* Check how many hits it had and the possibility to redirect them to another page.
* This helps to keep our ranking without Google downgrading site.

**Sitemap:**

* We have available multiple sitemaps.
* More exactly for website posts and pages.
* Also user for easily navigate to images and video.
* We have location sitemap too.