

# PowerMapper

one-click site mapping

## PowerMapper Technical Overview White Paper

PowerMapper saves weeks of manual labor by automatically creating site maps and content inventories.

### Background

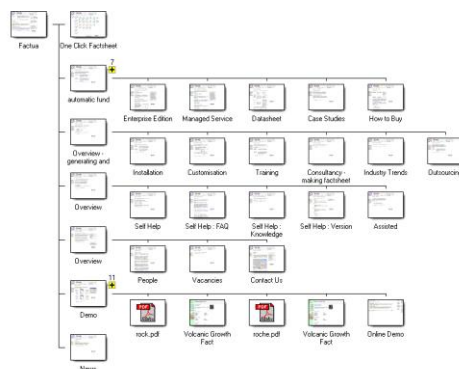
Understanding the structure and information architecture of web sites can be challenging. Corporate sites have usually evolved over time, and are likely to have undergone a series of re-organizations since inception.

In an effort to understand their sites organizations often produce site maps and content inventories, but manually creating these is very time-consuming and error prone.

### Introduction to PowerMapper

PowerMapper is a one-click site mapping tool that eliminates weeks of intensive manual labor by automatically creating site maps and content inventories.

It produces visual site maps in a variety of styles, and allows data export to other applications and databases for additional processing.

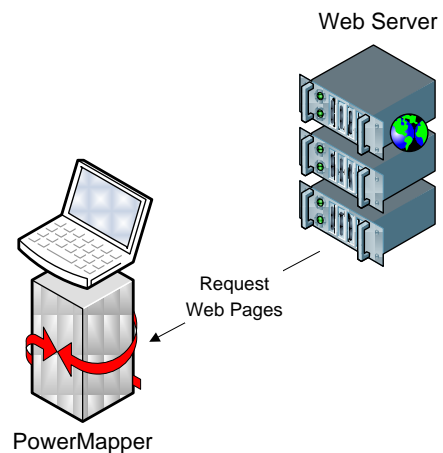


Example PowerMapper Site Map

### How PowerMapper Works

PowerMapper scans each page of a site, capturing page thumbnails and metadata, and then examines

the page for links to un-scanned pages. It scans the newly found pages and repeats this process until all pages have been scanned.



Pages are requested from the web server in the same way that a web browser requests them. This means the product works with password protected pages, as well as server technologies like ASP.NET, JSP, ColdFusion and SharePoint.

This process is called web crawling, and is used by search engine agents like Googlebot to find pages to index. Like other well-behaved web crawlers, PowerMapper obeys the Robots Exclusion Protocol (robots.txt) which describes areas of sites that are off limits to web crawlers.

In addition, you can add URL patterns to ignore:

- \*.pdf – to ignore all PDF files
- \*logout\* - to ignore all URLs containing 'logout'

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## Core Technology

The engine at the core of PowerMapper, and its sister product SortSite, has been in production use for over a decade.

Continuous development based on feedback from a large customer base over these timescales means the product is very robust. Low risk product feature suggestions are incorporated into regular maintenance releases every 4-8 weeks. More complex feature suggestions are scheduled for the next major release.

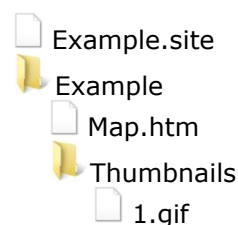
## Backup and Restore

PowerMapper stores site structure in a binary .site file, with rendered maps and page thumbnails stored

in an associated folder with the same name as the .site file (minus extension).

Files are only held open while reads and writes are in progress so saved data can be archived and restored using any backup solution.

Saving a file called "Example" produces the following files and folders:



## Product Features

### Features Overview

- Visual site maps
- Google sitemaps
- Excel (CSV) content reports

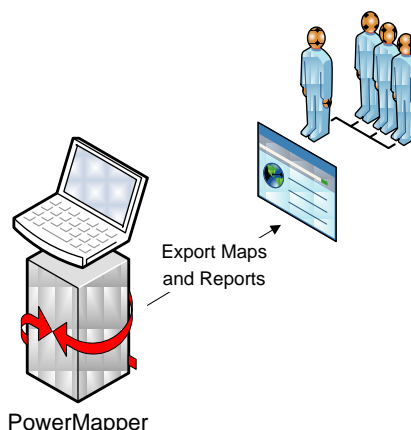
PowerMapper draws visual site maps in a variety of customizable styles which can be exported to HTML or Google sitemap format.

Content inventories and other reports can also be exported to Excel CSV and a variety of other formats.

The site structure produced by PowerMapper can also be re-structured by drag-and-drop. This allows new site structures to be prototyped.

### Reporting & Interoperability

The Export function exports maps and metadata in other formats to share with co-workers or process in applications like Excel and SQL Server.



The following export formats are supported:

Visual Site Maps	HTML PNG
Google Sitemaps	XML
Excel Link Report Excel Site Report Excel Site Tree	CSV

Export data in CSV format to Excel and other applications.

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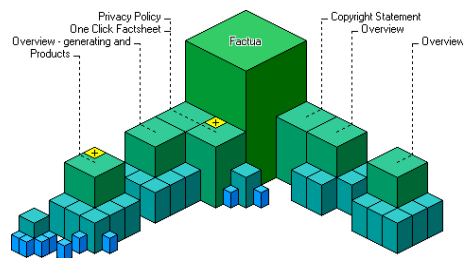
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## Visual Map Styles

Choose a visual map style from a variety of customizable styles.

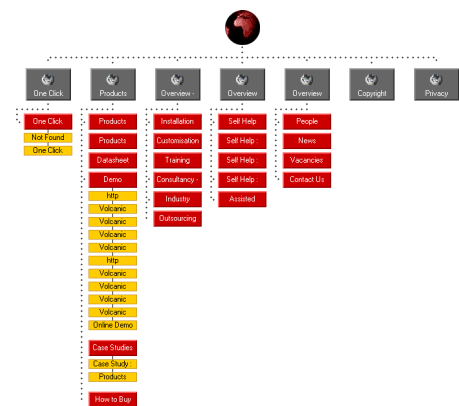
A number of map styles are available including:

### Skyscraper Style



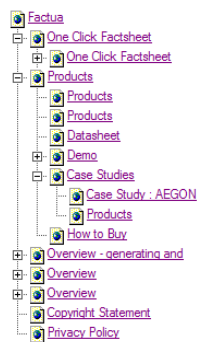
This map displays a tower for each page on the site. The tall tower in the middle is the home page, and the smallest towers are furthest from the home page.

### 3D Buttons Style



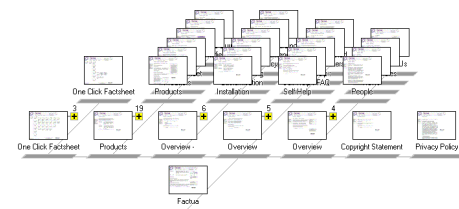
This map displays a graphical button for each page on the site. You customize the map with your own icons.

### Tree View Style



This style displays pages as an expanding tree like Windows Explorer or MacOS Finder.

### Isometric Style



This style is a compact thumbnail map displaying pages using a pseudo-3D projection.

PowerMapper Software is a UK-based software company specializing in web site analysis products. The company's first product, PowerMapper, was launched in 1997.

PowerMapper Software products are used by 33% of the Fortune 100, and customers include Boeing, NASA, Bank of America, Dell and Microsoft.