business

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Cruising Review

Business Resources for Working in the Travel Industry

This webpage QR code

Structured Data

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<script type= "application/ld+json">
{"@context":"http://schema.org",
"@graph":[
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"url" : "https://cruisingreview.com",
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"https://www.instagram.com/pepe.g6"],
"telephone" : "608-238-6001",
"email" : "greg@cruisingreview.com",
"logo" : "https://cruisingreview.com/logo.png"
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"@id":"https://cruisingreview.com",
"url":"https://cruisingreview.com",
"name":"Business Resources for Working in the Travel Industry",
"description":"Cruising Review offers business resources, including novel and intuitive software to
do business while traveling. Some examples include blogger software for InstaGram posts, YouTube
Captions, invoicing, lead generation, SEO, and currently developing a web page engine to streamline
your website experience without the headaches of WordPress or other boiler-plate web page
generation. This webpage was build using our own Web Engine based on Filemaker database
software."
}
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]}</script>
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Cruising Review offers business resources, including novel and intuitive software to do business while traveling. Some examples include blogger software for InstaGram posts, YouTube Captions, invoicing, lead generation, SEO, and currently developing a web page engine to streamline your website experience without the headaches of WordPress or other boiler-plate web page generation. This webpage was build using our own Web Engine based on Filemaker database software.

PDF Version of the webpage (first pages)

Why I Left Wordpress and developed my own Web Page Engine

For the past 6 years I've been using WordPress. Initially, I thought it was super easy to build and maintain websites (I had over six), but then quickly realized it was the big Trojan Horse in the room. Basically, they lure you in with flashy sites, then bog you down with Microsoft-like annoyances (uploading plug-ins to fix basic site user experience problems) and other inherencies. One feature I loved was a mobile upload using a smartphone app. It was great until I found out that images were not rotated properly, and yes, you guessed it, there's a plug-in to fix that. So annoying. It got so bad I found myself spending more time trying to fix the base operability than actually building content.

So I decided to rely on what I know best. And that was FileMaker Database. The essence of FileMaker is to storage and manage data, and replicate success, while eliminating having to do things over and over. I used this basic foundation to write a database which stored all my content (text), links, images, and pdfs and then present them in a logical format based on functionality and good content creation tags presented by the search engine Google (most searches are done from their base). This includes tags they consider important, and leaving out the gobbledygook that is not necessary.

Time savings from not dealing with WordPress issues, image management, and basic user experience were quickly realized. While more time is spent on developing a strategy, the huge time savings by eliminating duplication and confusion quickly bubbled to the top.

Now I can build, modify, and create content quickly and easily. The images and pdfs are contained within the app, so I don't have to worry about managing separate folders of each. Keep your images web friendly at around 300kb and pdf documents the same. If you need huge files, then store them remotely (separately) and link to them for speed. For movies, use Vimeo and YouTube as your storage medium and link or embed them. This not only broadens your exposure to the web for visibility, but allows you to build additional SEO and page ranking. This happens intrinsically when you link back.

The basic premise of the Web Engine strategy is to have a web page, which is comprised of blocks of information (similar in nature to WordPress, but delivered much better). Gone or endless options on text type and size and confusion in WordPress. Each page is part of a group of pages for your website. Blocks comprise the content of that page, also part of a database. Each block has options for text only, image only, text and image, or raw data (in case you want to utilize code which already exists in HTML format). Using any of those options gives you complete control of appearance and delivery.

Gone is the contact page. Instead, why not give interested viewers the ability to contact you from the top and bottom of the page. I've never understood why it has to be an Easter Egg hunt just to send and email or make a call.

First Principles is the living methodology of Nikola Tesla and Elon Musk. Make it yours. That is, functionality over form (purpose vs. flash).

Who is this type of web strategy good for ? Those who want to delivery a message quickly, efficiently, and those who want to deploy information.

We base the business functionality of this strategy incorporating the QR code. The QR code gives quick link access to information. We recommend you put one on each page, which when printed out (each webpage generated can be printed out on standard format paper), gives the reader the ability to point their smartphone at the code and immediately link up to the page, or to order a part, or to reference a fix, or to buy a product. Instantly. Quickly.

Eliminate manual duplication. With WordPress, there was a time when you could duplicate information. For some reason, that was eliminated (of course, unless you search, find, and activate a plug-in). This means that had to manually work around the issue and take time to duplicate a page, a block, or other information. With Web Engine, duplicating pages or blocks is as simple as clicking a button. Because this is a database, you can export lots of pages, blocks, or other information, and then import them back in as new. Simple. Fast.

Make information handling simple. Any website is basically a information management system. The better you can strategize and have that information automatically organized, gives you the leading edge over your competition. Some of my background is developing equipment and systems, which involve lots of parts. My biggest pet peeve was not being able to just click, buy, and ship. The antiquated dealer network, dealer relationship, quotes, and purchase orders were just a waste of time. Give me information to buy, and let me buy. Save my time so I can go have fun or focus on what I actually enjoy doing. No, I don't need to have lunch with my supplier rep, and develop a relationship with a person just to buy a part. What I want is information quickly, accurately, and the ability to act on it. Streamlined. Efficient.

If you want to empower yourself, your ideas, and your content, consider Web Engine. It's a choice that gives you the freedom to develop, build, maintain, and deliver.