



software

1/11/2024

608-238-6001 [TEL]

greg@cruisingreview.com [Email]

Cruising Review

Software based on Filemaker for the travel industry



This webpage QR code

Structured Data

```

<script type= "application/ld+json">
  { "@context": "http://schema.org",
    "@graph": [
      {
        "@type": "Organization",
        "@id": "https://cruisingreview.com/#organization",
        "name": "Cruising Review",
        "url": "https://cruisingreview.com",
        "sameAs": [
          "https://www.youtube.com/channel/UC7gOvLwxt8MtYt3ExzAZJQ",
          "https://www.instagram.com/pepe.g6",
          "telephone": "608-238-6001",
          "email": "greg@cruisingreview.com",
          "logo": "https://cruisingreview.com/logo.png"
        ]
      },
      {
        "@type": "WebSite",
        "@id": "https://cruisingreview.com",
        "url": "https://cruisingreview.com",
        "name": "Software based on Filemaker for the travel industry",
        "description": "Filemaker software travel solutions to get organized and streamline your business for Cruising Review."
      },
      {
        "@type": "NewsArticle",
        "mainEntityOfPage": {
          "@type": "WebPage",
          "@id": "https://cruisingreview.com/software.html"
        },
        "headline": "Software based on Filemaker for the travel industry",
        "image": "https://cruisingreview.com/images/why-i-left-wordpress.png",
        "datePublished": "2024-01-11T08:00:00+08:00",
        "dateModified": "2024-01-11T09:20:00+08:00",
        "author": {
          "@type": "Organization",
          "name": "Cruising Review",
          "url": "https://cruisingreview.com"
        },
        "publisher": {
          "@type": "Organization",
          "name": "Cruising Review",
          "logo": {
            "@type": "ImageObject",
            "url": "https://cruisingreview.com/logo.png"
          }
        }
      }
    ]
  }
</script>

```

Filemaker software travel solutions to get organized and streamline your business for Cruising Review.

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 inferences. 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 store 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 are 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 an 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 deliver 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 an 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.

Travel Blogger Software

Need to get organized ? We are now making available our software apps to travel bloggers. Based on Filemaker platform (Mac, Windows, and Mac IOS Filemaker Go), we have developed some industry specific apps that will increase your efficiency, reduce time, and give you valuable heads-up time while doing reviews, blogs, and video blogs.

Receipt Management Strategy

Note: This is part of the accounting solution we provide to business members. The solution which runs on FileMaker allows you to perform simple accounting (easily log income, expenses, and receipts).

One of the biggest hassles of running a one-person small business is managing receipts and accounting. We have developed a simple FileMaker database to help out. We have been using this for the past 20 years, and its evolved into a elegant but simple solution.

Digital Office: Using this solution allows you to scan in any paper document, store it in pdf format, and then you are all set for any records the IRS may request (example: audit).

If you need paper receipts, simply print out the .pdf copy.

The basic strategy to eliminate all paper receipts and documents:

1. Request .pdf invoices or documents from suppliers whenever possible.
2. If you receive any paper receipts or documents, then scan them into a pdf document.
3. For small receipts, combine a page worth of receipts and lay them on the flat bed of your scanner. Scan to a page .pdf, or copy to one page, then use your auto-feeder to scan multiple pages of receipts at one time.
4. You can then label the scanned page(s) with a descriptive label (one is generated automatically from the program if you use it). For example of a utility bill: 20210515-utility-300.pdf
Be sure to use standard file naming formats (no special characters as part of the name) or just copy and past the name automatically generated when you create a new receipt record in the program.
5. Simply drag and drop the pdf into the receipt field of the database and it is stored automatically in FileMaker. You can easily export the .pdf if you need them in the future.

Artificial Intelligence (AI) versus Intelligent Reasoning (IR):

With all the excitement about AI (artificial intelligence), the clamoring presents lots of noise based on greed. AI is simply machine learning used to improve an algorithm (methodology to deploy machine reasoning). All this sounds really exciting, except when you realize that the motivation is primarily greed (i.e. making money for the deployer). Basically it is how fast a computer (in this case most likely an App) using addictive based behavior models, sucking time and money from your pocketbooks. Instead, we use a new brand of thinking, called Intelligent Reasoning. Based on self-improvement (common-sense) motivation (time savings) our Apps and solutions are designed around a concentric you (health, time, and well-being). Our methodology is based on saving you time, and making you as efficient as possible, to spend less time in front of a screen (whether it's a iPhone or portable), which reduces carpal tunnel syndrome, microwave radiation, etc. This type of methodology might seem counter-intuitive for greed based mongrels, but allows you more heads-up time for traveling and enjoying life. Build your user experience based on more robust productive information, in less time.

Methodology:

Becoming more of a common theme now is streamlining travel, business, and the way things are done. Seamless travel is the core thread of time, to better your experience, while enhancing your time and money. Our focus is on target to reduce time on your devices, and get you back into the experience. Streamlining is now how I run my multiple businesses, and is the infrastructure which allows me to do more, with less. I apply this strategy from everything from packing and luggage hacks, to putting my entire office on my iPhone 11 Pro (using Filemaker solutions that I have developed below). The methodology allows me to quickly and efficiently build structured InstaGram and YouTube posts, while optimizing keywords and ranking. The ultimate reward is higher views, content, and subscribers (all while saving time which gets me back into enjoying travel). Forget Artificial Intelligence, use Intelligent Reasoning instead. Your mind is more powerful than the universe. Use it.

Software Solution Example: Travel Database

Coming soon...

1/11/2024

Software Solution Example: StoryBoard App

Really simple (unlocked) Filemaker Go app to organize your video story. Runs on your iPhone (IOS).

Software Solution Example: Health Log Strategy

Health Log Strategy: [Click to download Filemaker Solution \(1.7 MB\)](#)

This solution runs on Filemaker Desktop software, or FilemakerGo app, which is available on the iTunes store (free).

Download the trial version of Filemaker, or open on your existing Filemaker. Or download the free FilemakerGo app from the Apple Store.

[Click to download the solution](#) – open in your desktop Filemaker or iPhone FilemakerGo.

The solution is designed for Mac OS computer screens. It will work with Windows (different screen fonts may distort layout and spacing) and on IOS iPhone and iPad, but not optimized for that screen size.

The solution is in beta, and unsupported. This is a free version.

Software Solution Example: Tagzgen InstaGram Caption App

Tagzgen InstaGram App: Designed for iPhone X, this app allows you to compose Instagram captions and tags quickly, efficiently, and allows you to track posting. Now in second year of beta testing. Soon to be updated with YouTube captions and comments section. All the pepe.g6 Instagram posts are done with this app.

Software Solution Example: Search Engine Spider Link Back App

Search Engine Spider Link Back App: Designed to provide link backs and highly visible search engine spider accessibility which allows your website to get better page ranking, or InstaGram viewers, etc. (8 year beta testing). We use this app with most of our websites and it generates huge amounts of views and great Google page ranking. Any example of our newest ventures are with SwissMixIT. The publications page has pdfs which are rendered with links and populated with data that link back to the site.

Software Solution Example: Solar Panel Selector

Solar Panel Selector for Solar Electric Ship AirBNB: This solution was designed to help select solar panels, including discounted buy links.

Need an App Developed ?

We are database experts, and have developed software solutions for desktop computers, and IOS devices using the Filemaker platform.

For Developers:

Filemaker Database Platform:
Filemaker Website

Filemaker Mobile Platform:
iPhone, iPad, IOS Website

Filemaker Plug-in:
Extend Filemaker Capabilities with Monkey Bread Software Plug-ins

Software for iPhone, Mac OS X, Linux and Windows with Xojo, C/C++/Objective-C, AppleScript, Java, Perl, PHP and HTML. Monkeybread Software uses Xojo for software development. Along with a few free and shareware titles, we offer custom software development and plug-ins for FileMaker, Xojo, Real Studio and REALbasic.

Business Forms

Call log.

Inventor Template

Inventor template and forms.

Powerball Analyzer

Lottery analyzer.

Updated on 1/11/2024.

QR Code Generator

Use this handy QR Code generator based in FileMaker for desktop.

The file is unlocked, so you are free to use the layout, code, etc.

A javascript is in the WebViewer which runs the JS to run the generator. Super simple and fast. It does not work with FileMaker GO (iPhone (IOS), until they provide that functionality in future versions (as of April 2021).
