

APPARATUS AND METHODS FOR DEFINITION OF PROPERTIES OF A WEBSITE, AND RETRIEVAL OF WEBSITE CONTENT

ABSTRACT

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An apparatus for definition of properties of a website executes instructions stored in a memory of the apparatus to receive user definition of properties of the website; to define a website identifier for the website; and to associate the properties of the website with the website using the website identifier. A web server is configured, in response to a user request for access to a website, to determine a website identifier for the website; to retrieve associated content for the website from a database configured to store content for a plurality of websites, the associated content being associated with the website using the website identifier; and to make display website content available for display on a user device, the display website content comprising a template populated with the associated content.

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(Figure 1)