

Claims

1. Apparatus for definition of properties of a website, the apparatus comprising a processor and a memory, and being configured, under control of the processor, to
5 execute instructions stored in the memory:
 - to receive user definition of properties of a website;
 - to define a website identifier for the website; and
 - to associate the properties of the website with the website using the website identifier.
- 10 2. The apparatus of claim 1, wherein the apparatus is configured to receive, from the user, definition of website content, the apparatus being configured to associate website content with the website using the website identifier.
- 15 3. The apparatus of claim 1 or claim 2 configured to generate for display, to the user, a series of dialogue boxes prompting the user to define website content.
4. The apparatus of any preceding claim, wherein the apparatus comprises a compiler, the compiler being configured to generate a configuration file comprising
20 the website identifier.
5. The apparatus of any preceding claim, wherein the apparatus is configured to receiver user definition of properties of an item for display on the website, and to receive user definition of multidimensional properties of the item, wherein a number
25 of dimensions in the multidimensional properties is at least three, four, five or greater.
6. The apparatus of any preceding claim, wherein the apparatus is configured to receive a user definition of a category of an item for retrieval from the website for

user display, and to receive user definition of a link between the item and the category.

7. A web server comprising a processor and a memory, the web server being
5 configured, in response to a user request for access to a website, to execute, under control of the processor, instructions stored in the memory:
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
10 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.

15 8. The web server of claim 7 configured to determine the website identifier as a website identifier which has been allocated for the website in a process in which a website owner has defined properties for the website.

9. The web server of claim 7 or claim 8 configured to identify the website
20 identifier as a website identifier which has been allocated for the website by an apparatus for defining website content under control of a website owner.

10. The web server of any of claims 7 to 9 comprising storage for storing a plurality of website identifiers for a plurality of websites, and is configured to
25 determine the website identifier based on the user request to access the website.

11. The web server of any of claims 7 to 10 configured to define the display website content by a plurality of separate content files comprising a plurality of files selected from a group of file types comprising: HTML files, cascading style sheets,
30 scripting files and image files.

12. The web server of any of claims 7 to 11 configured to store multiple template files, the multiple template files being for different categories of websites, and wherein the apparatus is configured to make the display website content available
5 for display based on a user selection of a template.

13. A method for definition of properties of a website, the method being executed in an apparatus and comprising, under control of a processor of the apparatus:
10 receiving user definition of properties of the website;
defining a website identifier for the website; and
associating the properties of the website with the website using the website identifier.

14. A method for generating display website content for display on a user device in response to a user request for access to a website, the method being executed in a web server and comprising, under control of a processor of the web server:
determining a website identifier for the website;
retrieving associated content for the website from a database configured to
20 store content for a plurality of websites, the associated content being associated with the website using the website identifier; and
generating display website content available for display on a user device, the website content comprising a template populated with the associated content.

15. A computer readable medium having stored thereon computer-readable instructions for executing, under control of the processing device, the method of claim 14 or claim 15.

Claims

1. Apparatus for definition of properties of a website, the apparatus comprising a processor and a memory, and being configured, under control of the processor, to
5 execute instructions stored in the memory:
 - to receive user definition of properties of a website;
 - to define a website identifier for the website and storing the website identifier in a configuration file;
 - to associate the properties of the website with the website using the website
10 identifier; and
 - to receive, from the user, definition of website content, the apparatus being configured to associate website content logically with the website using the website identifier.
- 15 2. The apparatus of claim 1 configured to generate for display, to the user, a series of dialogue boxes prompting the user to define website content.
3. The apparatus of any preceding claim, wherein the apparatus comprises a compiler, the compiler being configured to generate the configuration file.
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4. The apparatus of any preceding claim, wherein the apparatus is configured to receiver user definition of properties of an item for display on the website, and to receive user definition of multidimensional properties of the item, wherein a number of dimensions in the multidimensional properties is at least three, four, five or
25 greater.
5. The apparatus of any preceding claim, wherein the apparatus is configured to receive a user definition of a category of an item for retrieval from the website for user display, and to receive user definition of a link between the item and the
30 category.

6. A web server comprising a processor and a memory, the web server being configured, in response to a user request for access to a website, to execute, under control of the processor, instructions stored in the memory:
- 5 to determine a website identifier for the website, the website identifier being stored in a configuration file;
- to retrieve associated content for the website from a database configured to store content for a plurality of websites, the associated content being logically associated with the website using the website identifier; and
- 10 to make display website content available for display on a user device, the display website content comprising a template populated with the associated content.
7. The web server of claim 6 configured to determine the website identifier as a website identifier which has been allocated for the website in a process in which a
- 15 website owner has defined properties for the website.
8. The web server of claim 6 or claim 7 configured to identify the website identifier as a website identifier which has been allocated for the website by an apparatus for defining website content under control of a website owner.
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9. The web server of any of claims 6 to 8 comprising storage for storing a plurality of website identifiers for a plurality of websites, and is configured to determine the website identifier based on the user request to access the website.
- 25 10. The web server of any of claims 6 to 9 configured to define the display website content by a plurality of separate content files comprising a plurality of files selected from a group of file types comprising: HTML files, cascading style sheets, scripting files and image files.

11. The web server of any of claims 6 to 10 configured to store multiple template files, the multiple template files being for different categories of websites, and wherein the web server is configured to make the display website content available for display based on a user selection of a template.

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12. A method for definition of properties of a website, the method being executed in an apparatus and comprising, under control of a processor of the apparatus:

receiving user definition of properties of the website;

10 defining a website identifier for the website and storing the website identifier in a configuration file;

associating the properties of the website with the website using the website identifier; and

15 receiving, from the user, definition of website content, the apparatus being configured to associate website content logically with the website using the website identifier.

13. A method for generating display website content for display on a user device in response to a user request for access to a website, the method being executed in a web server and comprising, under control of a processor of the web server:

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determining a website identifier for the website, the website identifier being stored in a configuration file;

retrieving associated content for the website from a database configured to store content for a plurality of websites, the associated content being logically

25 associated with the website using the website identifier; and

generating display website content available for display on a user device, the website content comprising a template populated with the associated content.

14. A computer readable medium having stored thereon computer-readable instructions for executing, under control of the processing device, the method of claim 12 or claim 13.