

# Ptah

Landing Pages Creation Tool

v1.0a

October 2018

Protocol One

# Who Might Be Interested in This Document

Data presented in this document is relevant to a wide range of video game market participants:

- publishers;
- game developers;

This document describes the technical and procedural aspects of the [Ptah Landing pages creation tool](#) component of the Protocol One ecosystem. Full description of the ecosystem can be found within the [Protocol One Whitepaper](#) document.

## Introduction

Ptah is a [WYSIWYG](#) tool for creating cross-browser adaptive landing pages for the sale or pre-order of digital goods.

Our mission is to enable marketers and designers to independently launch landing pages with high purchase conversions.

Our solution is part of Protocol One IaaS and has an open source code, which allows it to be used independently of Protocol One, deploying the necessary infrastructure on your own hardware.

Key features:

- **Speed.** The page response and loading speed is an extremely important factor that affects conversions. For example, a website that takes more than three seconds to load loses 40% of visitors, and each second of delay in page response can result in a [7% reduction in conversions](#). When developing Ptah, we selected technological solutions where speed was a matter of high priority. The storage of images and videos on Ptah hosting server is also optimized for maximum response speed.
- **Ease of use.** Our solution is aimed primarily at non-technical specialists. You will have all the necessary tools to create an impressive landing page that works correctly on different devices and in different browsers, and opens and responds quickly. You won't have to write a single line of code.
- **High-quality templates.** Ptah has a library of templates that is constantly updated with the help of the community. These templates are ranked according to their effectiveness in different regions and for different types of products. The ranking is based, among all, on analyzing the effectiveness of other users' pages with similar products.
- **Flexible customization.** If necessary, you can easily integrate your code into the page created in Ptah, for example, if interaction with your server is required or you want to implement non-standard user mechanics.
- **Localization.** When a user opens your page, you can set the content to be automatically displayed in the right language for their region.

- **Simple integration of analytics systems.** You can set up Google Analytics events and goals in the graphical interface directly in the Ptah builder. In-depth integration with [Uttu](#) is just a couple of clicks away.
- **Hosting.** As part of the SaaS model, you can use our hosting without the need to rent or configure hosting hardware.
- **SEO.** Search engine optimization of your page is easily and conveniently configured in the graphical interface. We monitor all changes to the search engine guidelines, so that your landing pages stay optimized for high ranking.
- **Open source code.** Our builder has open source code. You can use our cloud solution within the SaaS model, or deploy a similar solution on your own or rented hardware. Our solution includes the best open practices of the community based on our code.
- **Protocol One.** Integration with all Protocol One components is executed from a graphical interface. [Uttu](#) is used for analytics, A/B testing and correct localization of the page. [Pay One](#) is an out-of-the-box solution for accepting payments. With [Qilin](#) integration, you can use dynamic storefronts.

## Roadmap

At this point Ptah is in active development, preparing for a public launch. The roadmap for the next 4 iterations of Ptah is outlined below.

Version	Date	Key tasks
1.0a	November 2018	Ptah specifications, page builder and a control panel with technical UI
1.0b	January 2019	First public version of the product. Page builder, basic template pack, localization tools
1.0rc	March 2019	Integration with P1 elements
1.0r	April 2019	Commercial launch. Hosting, external services integration

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# Getting Started

With Ptah, you can create, manage versions, measure performance, and experiment with landing pages.

The main purpose of Ptah landing pages is to sell digital goods. However, the tool is flexible enough to be used for creation of any simple web pages.

Out-of-the-box, Ptah supports pages designed:

- to sell one product
- to sell a number of products
- as a storefront from an external source
- to collect leads: emails or other user contact details for further marketing interaction

Elements of different page types can be combined in one template.

Ptah is an SaaS solution operated by Protocol One. A similar tool can be deployed on your own hardware or in the cloud using the Ptah open source code.

To get started, just register on the Ptah website. The constructed website can be uploaded as files for your hosting, or placed on Ptah hosting. For the latter, you will need to link with a desired domain.

Ptah is closely integrated with other components of the Protocol One ecosystem:

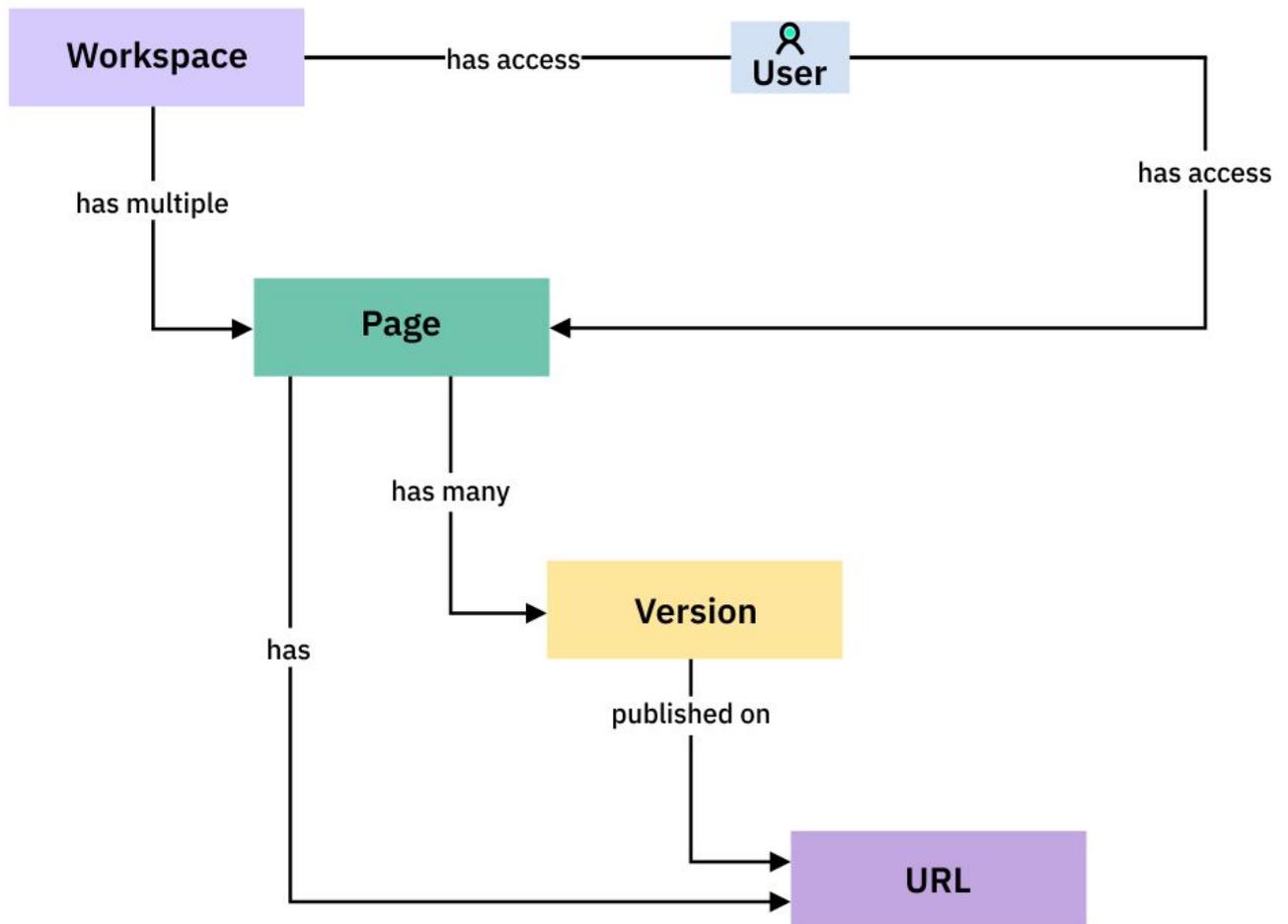
- [Qilin](#) for digital goods management.
- [Pay One](#) for accepting payments.
- [Uttu](#) for web analytics, end-to-end user attribution and A/B tests.
- [AuthOne](#) for authorization mechanisms.

## Rights and Roles

Ptah uses a flexible system of rights and roles, which will equally effectively allow you to use the storefront builder either on your own or in a team with different areas of responsibility and access levels. The person who registered the workspace has the role of owner, which grants access to all functions.

## Page Management

Ptah implements the following logic of page management:



The Ptah workspace is the control center for the landing pages of your project. In the workspace, you can create an unlimited number of pages, setting up access to view and manage each of them individually.

The page editing history is stored in the form of fixed versions. Each of them can be activated or serve as a template for a new page.

For each page, you can specify the URL for its publication and, if needed, the URL for test publication.

## Versions

Ptah supports the following versions of pages:

- “Active” is the version of the page that is published at a public address at the moment (not used if you upload the pages as files instead of publishing).
- “Draft” is the version in which changes are being made to the page. The draft version is created either by changing the Active version, or by restoring one of the old versions.
- “History”—whenever you activate a new version, the previous Active version is saved as History. By default, it is named according to the time period during which it was

active. You can also create a unique name for it. A named History version can also be created from Draft.

## Page Builder

The Ptah page builder allows you to create and edit pages, manage display logic, connect payment forms, user authorization systems and analytics systems without writing code in the WYSIWYG editor's graphical interface.

You can choose a template for the page from the library or build a page from scratch using available components. Main components:

- various background options for blocks or the whole page: picture, video, parallax
- headers
- footers
- logo
- slogan
- picture and video galleries
- buttons
- text blocks and titles
- rewards
- age restrictions
- system requirements
- USP
- social network links
- newsletter subscription, mail collection and contact detail forms

## Templates

Ptah contains an extensive expanding library of free templates. For those templates and pages based on them, Ptah receives conversions to the target action and metadata of the digital products being sold. Based on the metadata of the products in your project, Ptah can select better templates and give recommendations on the color scheme.

The template library contains templates for the typical pages, such as:

- Page for selling a digital product
- Page for selling variations of one product. For example, several early access sets or versions of the game with additional content
- Page for selling several products. For example, several games of your studio
- Dynamic storefront for selling any products. We will discuss this option in more detail further on
- Registration page
- Subscription page
- Page for collecting user emails

## Selling digital goods

To create a page for selling digital goods, you need to:

- Select a template or create a page from scratch
- Add a payment solution
- Establish the action association (button, link) that calls the payment form

For the simple version, it is enough to know the price and currency of the products to be displayed in the payment form, conversion (if necessary) will occur on the side of the payment solution.

However, it is much more convenient to manage products, regional prices and discounts in Qilin, even if it is a single product. Qilin can be integrated from the Ptah graphical interface.

To learn more about product management, go to [the relevant section of Qilin description](#).

## Dynamic Storefronts

In addition to managing your own products, you can use Qilin to get arbitrary products based on recommendation algorithms. You can use Ptah's dynamic storefronts to monetize your site, acting as a distribution platform, or for additional monetization when selling your goods. Your storefront will become one of [Qilin's distribution channels](#).

One of the possible scenarios of using this function: You create a selling page for your game and, after a successful purchase, display the "You might also like" block with several other games.

You will receive part of the revenue from selling games in this block. You can set up filters by metadata and conditions for displaying other products on your page.

## Collecting Leads

To collect contact details of your audience, you can connect a mail service (for example, sendinblue, MailChimp or GetResponse) or use the email processing capabilities built into Ptah.

To create a page for collecting emails you need to:

- Select a suitable template or create a page from scratch
- Connect one of the options for processing the received addresses:
  - integration with a mail collection service
  - storing in Ptah cloud with subsequent export as files
  - sending each email to your API upon receipt
  - Google Drive and other external cloud storages

## Page Exporting

Any page built in Ptah can be exported as files for your hosting or cloud hosting. The exported files will contain instructions and hardware requirements.

## Localization

Ptah automatically determines the user's region and displays the page in the correct language. You can also allow users to change the language manually. The page address will remain unchanged, allowing for end-to-end statistics.

Localization of texts is performed in the administrator interface and supports history and versioning.

Ptah is integrated with the translational service [Lokalise](#), so if you need help with translating your texts, you already have access to a huge database of translators.

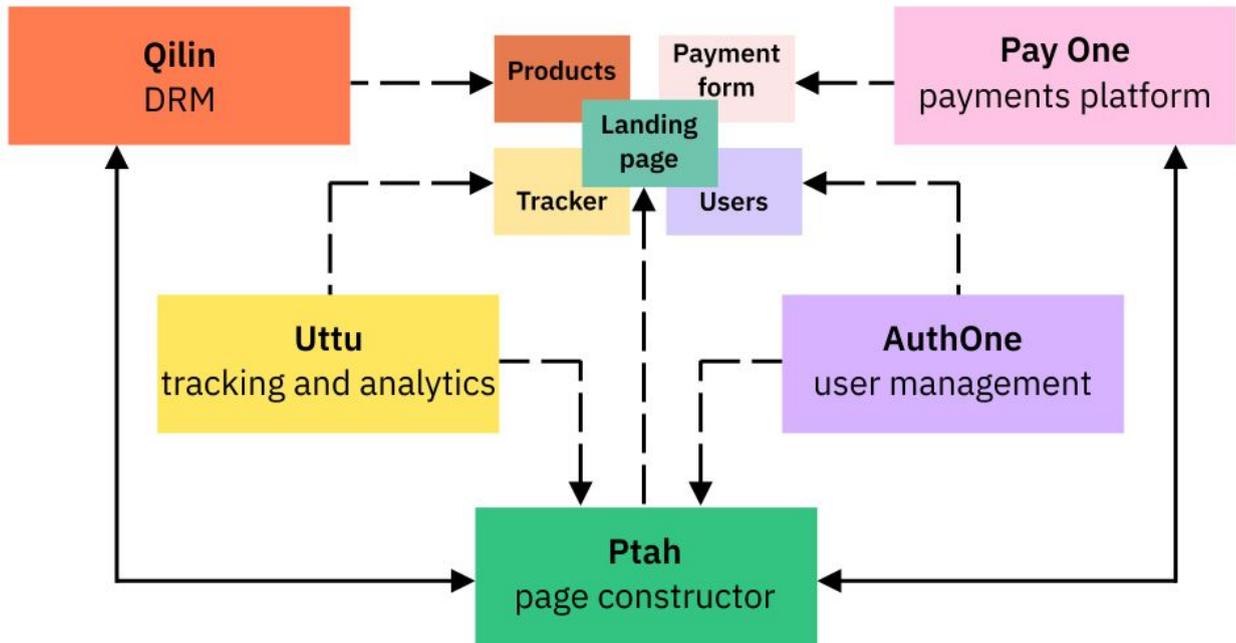
## SEO

Ptah has built-in tools for managing Open Graph tags and search engine optimization. All pages created in Ptah correspond to recommendations for Google webmasters, and the editor contains useful tools that help control optimization elements:

- Convenient editing of meta information on the page
- Usage and editing of structured data according to [schema.org](#)
- Adaptive out-of-the-box layouts
- HTTPS protocol operation
- SSR rendering of pages, if necessary
- Option to confirm sites in webmaster services
- No unnecessary iframe or Flash

## Integration with Protocol One

Ptah can be integrated with other components of the Protocol One ecosystem:



However, if you wish, you can use a different provider for each of the services, and in some cases several providers at once.

If you plan to accept payments on your website, you can either connect your Pay One account or integrate a third-party payment form by adding a block of arbitrary code into the page.

When integrated with Qilin, you can get the products' parameters from there, and even use them to build dynamic storefronts.

If you need user credentials for the page to work, connect AuthOne or another authorization tool by inserting arbitrary code.

To employ web analytics, you need to either connect one of the standard services (Google Analytics and Yandex Metrica can be connected directly from the user interface without writing code), or link your Ptah account with the Uttu analytics system.

## Authorization

Ptah supports authorization based on AuthOne or any other solutions that provide authentication as a service.

## Payment Services

When integrated with Pay One, you can configure accepting payments, selling keys or games on your page directly from the admin interface.

## Analytics

Ptah supports simple integration with several web analytics providers at once:

- Uttu
- Google Analytics
- Yandex Metrica

Ptah supports integration with Google Tag Manager out-of-the-box. This will allow the marketer to integrate a free Google tool for managing marketing activities and tracking tags on your website without any extra effort. Ptah contains tips and recommendations on how to optimally configure tags for pages.

## Experiments

You can perform the A/B testing for the page as a whole or for each locale separately.

Ptah supports integration with [Uttu](#) and Google Analytics experiment engines.

## Independent Installation

Ptah is an open solution based on open source code. However, Protocol One utilizes a Ptah installation of its own, offering a number of advantages and differences from the open solution. The table below describes the operational and functional differences between these two models.

Feature	Protocol One	Open Source
Out-of-the-box SSL support	Yes	No
Guaranteed speed of landing pages	Yes	No
Guaranteed accessibility of landing pages	Yes	No
Image and video optimization	Yes	Yes*
Out-of-the-box SSR	Yes	No**
Regular updates	Yes	No
Support	Yes	No

\* Unaided installation of Uttu relies on the owner to meet the requirements of the laws concerning storage of personal data on his own. With this, we provide best practices and any help necessary to create such an infrastructure.

\*\* To use Server Side Rendering, you will need to configure the infrastructure yourself to run the server application for page rendering.

Using unaided installation of Ptah is and will remain free. Commercial use of Ptah based on the Protocol One installation will require a small rental fee to pay for the CDN and server infrastructure.

## Open Source Code

All Ptah elements have open source code published on the [GitHub](#) platform. Anyone can use the Ptah toolkit to create their own landing page builder and deploy it on their own equipment or in the cloud.

Open source allows us to implement best practices developed by the community in as short a time as possible. The best versions of templates, components, and integrations with third-party services, that take into account regional and other specifics of use, are constantly added to the Ptah code database.

## Disclaimer

This document does not represent a solicitation of investment or any other form of material support for the Protocol One project or Ptah. The purpose of this document is to provide a detailed and comprehensive description of Ptah, approaches and principles for accepting payments from buyers of games and other digital assets.

Statements and other information of a declarative nature contained within this document must not be construed as direct assertions or promises unless they are expressly specified as such.

In the current edition, we actively collect feedback from the video game developers and publishers, stores and platforms to improve the specifications and make the product we create easier and more convenient for all participants.