



CONVICT

TATTOO

CELL DOOR AVENUE

FLAGSHIP WEBSITE & ADMIN FEATURE GUIDE

Two tattoo-shop identities. One Streetwise framework. One cell-door switch.

CONVICT TATTOO + PAROLE INK

BUILT TO SELL. BUILT TO RUN. BUILT TO CHANGE.

Grand Junction, Colorado • Two visible admin panels • Responsive desktop / iPad / iPhone framework

TWO SITES IN ONE

THE CELL DOOR EXPERIENCE



HOW THE FLAGSHIP SWITCH WORKS

- Visitors start inside Convict Tattoo: black, charcoal, steel and blood-red accents with prison-cell and motorcycle energy.
- The Cell Door control behaves like a sliding lock. Activate it and an animated barred-door transition opens across the browser.
- The site reloads as Parole Ink with a separate logo, address, phone number, hero language, contact identity and orange jumpsuit-inspired palette.
- The selected identity persists for the visitor so internal pages continue to match the chosen shop.

WEBSITE PACKAGE OVERVIEW

Convict Tattoo / Parole Ink is a complete PHP website package built on the proven Streetwise tattoo-shop framework. The existing desktop, iPad and iPhone layout is preserved while the branding, content and dual-shop behavior are layered on top.

2

SHOP IDENTITIES

7

CORE SERVICES

28

GALLERY IMAGES

6

HERO BANNERS

2

ADMIN ROLES

PUBLIC WEBSITE

- Responsive homepage, services, pricing, about, contact and booking routes.
- Dark jailhouse surfaces with no white interior pages.
- One Cell Door control switches the entire public identity.
- Grand Junction business information, calls-to-action, gallery and service presentation.
- One dedicated downloadable sales brochure button to avoid redundant CTAs.

ADMINISTRATION

- Front Site Editor for headlines, body copy, labels, logos, images and footer content.
- Design controls for colors, backgrounds, font stacks, title sizes and iPhone visual scale.
- Multiple administrator/editor users with independent passwords.
- Managers for services, pricing, pages, banners, media, FAQs and testimonials.
- Backups, activity logs, hosting checks and built-in help.

ADMIN DASHBOARD

DASHBOARD AT A GLANCE

- Published service count and current site status.
- New contact messages and recent inquiry timestamps.
- Active subscriber count.
- Anonymous 30-day page-view total and top pages.
- Quick links to common website updates.



QUICK ACTIONS

- Edit studio information: names, phone numbers, hours, addresses, booking/contact links and business identity.
- Update service copy, images, publishing status and sort order.
- Change pricing categories, starting rates, descriptions and notes.
- Manage 3000 x 500 banners and reusable media.
- Review contact inquiries and export / restore backup data.
- Open the Help Center without leaving the administrator area.

FRONT SITE EDITOR

CONVICT TATTOO CONTROLS

- Hero eyebrow, title, supporting copy and button labels.
- Logo, favicon, navigation, announcement bar and public Admin button.
- Gallery title, intro, caption visibility and maximum item count.
- Service-section, studio-section and pricing-preview language.
- Footer headings, links, service area, copyright and Streetwise credit.

PAROLE INK CONTROLS

- Separate hero text and alternate hero image.
- Separate logo, favicon, address, phone, email and hours.
- Separate orange identity copy for gallery, services, studio and pricing sections.
- Separate footer text and alternate contact language.
- Separate design/theme controls while sharing the proven responsive layout.

EVERYDAY EDITABILITY

- Main page-title sizes are editable instead of being locked in CSS.
- Home, interior-page, service-page and iPhone title sizes have independent controls.
- Title alignment, letter spacing, body font, heading font, base font size and button radius are adjustable.
- Page content, service content, images and pricing remain editable from their existing managers.
- The framework supports reusable {{site_name}}, {{address}}, {{phone}} and {{email}} content tokens for identity-aware page copy.

THEME PACKAGE

Apply a theme preset in Admin, then fine-tune individual colors. The preset changes the visual personality without changing the working layout.



BLACK & BLOOD

Convict default - black steel, blood red, charcoal.



SAN QUENTIN

Rust, concrete, aged iron and institutional brown-red.



ALCATRAZ

Cold blue-gray, sea-weathered steel and dark stone.



OLD PRISON

Sepia iron, worn concrete and vintage lockup tones.



ORANGE JUMPSUIT

Parole default - black with prison-jumpsuit orange.

EDITABLE THEME COMPONENTS

- Main background, surface, raised-card, header, topbar and footer colors.
- Primary/secondary text, accent, dark accent, bright accent and divider colors.
- Texture image + opacity, heading/body font stacks, title sizes, mobile scale and button radius.

TEXT, FORMAT & MOBILE CONTROL

DESKTOP + IPAD

- Current framework dimensions are preserved.
- Main headlines are intentionally compact to prevent long “highway” lines.
- Headings wrap naturally inside their containers.
- Interior pages remain centered and dark-themed.
- iPad layout is not restructured by the flagship mode.

IPHONE

- Independent iPhone title sizes.
- Editable compact visual scale.
- Horizontal overflow containment for Safari.
- Long labels, addresses and URLs wrap safely.
- Images, forms, buttons and grids remain inside the viewport.

FONT OPTIONS BUILT INTO ADMIN

- Impact / Condensed Heavy for the prison-stamp presentation.
- Arial Black for a heavy industrial alternative.
- Courier New for a typewriter / case-file look.
- Georgia for classic serif presentation.
- Trebuchet, Verdana and Inter-style clean sans-serif choices.

SERVICES, PRICING & PAGES

SERVICE MANAGER

- Custom Tattoos
- Prison & Chicano
- Black & Gray Realism
- Biker & Motorcycle Ink
- Professional Piercing
- Cover-Ups & Reworks
- Lettering & Script
- Each service: title, slug, eyebrow, summary, body HTML, CTA, image, status, featured flag, sort order and SEO.

PRICING MANAGER

- Create/edit/delete pricing categories.
- Flexible price text such as \$100, \$180/hr, Consultation or Starting at.
- Duration, descriptions, notes, visibility and sort order.
- Pricing-page heading, intro and deposit/payment note are editable.
- Homepage pricing preview has independent labels.

PAGE MANAGER + SEARCH

- About and additional public pages support title, subtitle, rich content, hero image, visibility and SEO fields.
- Identity-aware content tokens let shared pages show the active shop name, address, phone and email.
- 404 copy and generic system labels are editable.
- Published services and pages are exposed through the built-in sitemap route.

MEDIA, GALLERY & BANNERS



MEDIA LIBRARY

- Upload PNG, JPG or WEBP images up to the configured upload limit.
- Validation before storage and megapixel protection.
- Edit alt text, gallery flag, active status and sort order.
- Copy image paths for use in editable image fields.
- Delete library images from Admin.

GALLERY

- Existing 28-image tattoo/piercing portfolio remains available.
- Toggle images into/out of the gallery.
- Control active status and sort order.
- Captions can be shown/hidden.
- Gallery heading, eyebrow, introduction and maximum displayed item count are editable.

BANNER CAROUSEL

- Six prepared 3000 x 500 prison / biker themed banner graphics.
- Each banner has title, image, link, alt text, active/hidden state and sort order.
- The whole banner section can be enabled or disabled from the Front Site Editor.

CONTACT, BOOKING & CONVERSION

CONTACT SYSTEM

- Public contact form can be enabled or disabled.
- Editable labels for name, email, phone, subject, message, privacy and consent.
- Submissions are stored in the Admin inbox.
- Messages can be marked New, Read or Resolved, or permanently deleted.
- The captured message records which public identity was active when the visitor submitted it.

BOOKING

- Booking page eyebrow, title, intro and button label.
- Editable "before you book" checklist.
- Walk-in wording, current-client information and help text.
- External booking/contact destination can be changed without touching PHP.
- Header and service-page CTAs can point to the booking/contact route.

NO REDUNDANT CTA SPAM

- The hero keeps the primary booking action and one gallery action.
- The sales brochure has one dedicated download section instead of being repeated throughout the page.
- Service cards use contextual learn-more links; pricing uses one pricing destination; studio content uses one about destination.
- Two visible front-page admin entry points keep Convict Master Admin and Parole Ink Admin easy to find without scattering duplicate controls through the content.

USERS, LOGIN & DEFENSIVE CONTROLS

TWO ADMIN PANELS

- Convict Master Admin controls advanced settings, shared framework, cell-door behavior, security, users, backups and both identities.
- Parole Ink Admin is a separate panel for Parole-specific text, images, services, pricing, pages, banners, gallery, contact data and orange-theme presentation.
- Both login buttons are visible on both public identities.
- Master Admin assigns accounts to Master or Parole access.
- Multiple usernames/passwords and Administrator or Editor roles remain supported.

LOGIN PROTECTION

- PHP PASSWORD_DEFAULT hashing.
- CSRF protection on administrative POST actions.
- Login request throttling and temporary lockouts.
- Session ID regeneration after successful login.
- Inactivity session expiry.
- Admin pages marked noindex/nofollow and no-store.

BROWSER / HTTP SECURITY

- HTTPOnly and SameSite session-cookie settings; Secure under HTTPS.
- X-Content-Type-Options, X-Frame-Options and strict-origin referrer policy.
- Permissions Policy disables camera, microphone and geolocation.
- HSTS under HTTPS and Content Security Policy restrictions.
- Administrative and security events are written to the activity/audit log.

ACTIVITY, BACKUP & HOSTING

ACTIVITY + ANALYTICS

- Recent administrative/security actions with time, user, action and details.
- Login successes and failures are auditable.
- Optional anonymous page-count tracking.
- Dashboard shows 30-day total and top pages.
- Page counts can be reset independently from content.

BACKUP + RESTORE

- Download website data backup in JSON format.
- Backup includes settings, users, services, pricing, pages, testimonials, FAQs, banners, media records, messages, subscribers, logs and page views.
- Restore backup from Admin.
- Image files remain portable in assets/uploads for full hosting-file backups.

HOSTING STATUS + PORTABILITY

- Current PHP version and HTTPS detection.
- Writable checks for website data and uploaded images.
- Server upload-limit information.
- Hostinger-oriented deployment checklist.
- Portable file-based PHP framework designed to run from a domain root or compatible subfolder.

COMPLETE BUYER FEATURE CHECKLIST

PUBLIC / DESIGN

- Convict Tattoo public identity
- Parole Ink alternate identity
- Animated cell-door switch
- Blood-red prison theme
- Orange jumpsuit parole theme
- San Quentin preset
- Alcatraz preset
- Old Prison preset
- Editable fonts & title sizes
- iPhone visual-scale control
- Dark interior pages
- 28-image gallery
- 6-banner carousel

ADMIN / OPERATIONS

- Convict Master Admin
- Parole Ink Admin
- Front Site Editor
- Studio & site settings
- Services Manager
- Parole service overrides
- Pricing + Parole pricing
- Pages + Parole page versions
- Separate gallery assignments
- Contact inbox by identity
- Multiple Admin / Editor users
- Backup & restore
- Hosting checks + Help Center

BUILT TO LOOK FINISHED. BUILT TO BE CHANGED.

Every major business identity field is editable. Convict and Parole identities share the same proven responsive framework while presenting different colors, language, contact information and hero imagery.



CONVICT

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PAROLE

INK

FREEDOM WAY

A STREETWISE SOFTWARE FLAGSHIP WEBSITE PACKAGE

Convict Tattoo + Parole Ink • Grand Junction, Colorado

STREETWISE SOFTWARE ONLINE

Custom websites, software frameworks and business-ready digital systems. This package is designed to demonstrate a highly editable, sales-ready tattoo-shop website with a distinctive two-identities-in-one experience.

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