SWSOFT SITEBUILDER™

Sitebuilder 4.0 for Windows Site Owner's Guide

SWSOFT™

Contents

CHAPTER 1

Preface

About Sitebuilder

Sitebuilder consists of two parts: the Wizard and the Administrator Panel.

The Wizard is a web application enabling its users to create web sites and publish them on the Internet.

The Administrator Panel is a tool for managing Sitebuilder system-wide preferences and maintaining web sites created in the Wizard.

About This Guide

This guide instructs you how to manage and maintain your web sites created in Sitebuilder.

Who Should Read This Guide

This guide is intended for users who manage and maintain web sites created in Sitebuilder using site owner account.

Typographical Conventions

The following kinds of formatting in the text identify special information.

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the **QoS** tab.
	Titles of chapters, sections, and subsections.	Read the **Basic Administration** chapter.

Italics	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	The system supports the so called *wildcard character* search.
`Monospace`	The names of style sheet selectors, files and directories, and CSS fragments.	The license file is located in the `httpdocs/common/license` directory.
`Preformatted`	On-screen computer output in your command-line sessions; source code in XML, C++, or other programming languages.	`# ls –al /files` `total 14470`
`Preformatted Bold`	What you type, contrasted with on-screen computer output.	**`# cd /root/rpms/php`**

Feedback

If you have found a mistake in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback to userdocs@swsoft.com. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

C H A P T E R 2

Getting Started

This chapter guides you through the initial steps that should be taken to start using Sitebuilder.

In this chapter:

Logging In to Sitebuilder

➢ *To log in to Sitebuilder:*

1 In your browser's address bar, enter the URL to your Sitebuilder Administrator Panel.

For example, `http://[hostname:port]/Admin`

2 Press ENTER.

3 Enter your user name in the **User name** field.

4 Enter your password in the **Password** field.

5 Select a language of Sitebuilder interface from the **Interface language** list.

6 Click **Log in.**

You can change your password at any time (see the **Changing Your Password and Personal Information** section (see page 15)).

Recovering Forgotten Password

> ➢ *To recover your forgotten password:*

1 In your browser's address bar, enter the URL to your Sitebuilder Administrator Panel.

For example, `http://[hostname:port]/Admin`

2 Press ENTER.

3 Click **Forgot Your Password.**

4 Enter your user name and e-mail address registered in the system.

5 Click **Send**.

You will receive the e-mail message with instructions how to set up a new password. Follow the provided URL and type your new password and its confirmation and click **Change**. You will be logged in to Sitebuilder with this new password.

Learning Sitebuilder Administrator Panel Interface

Read the following section to learn the basic principles of working with Sitebuilder interface.

Navigating in Sitebuilder

The Sitebuilder Administrator Panel interface enables you to use two ways of navigation through the application: *desktop view* and *standard view*.

The standard view is a customary view of the control panel divided into two main areas: the navigation pane on the left and the work area, where operations are performed, on the right.
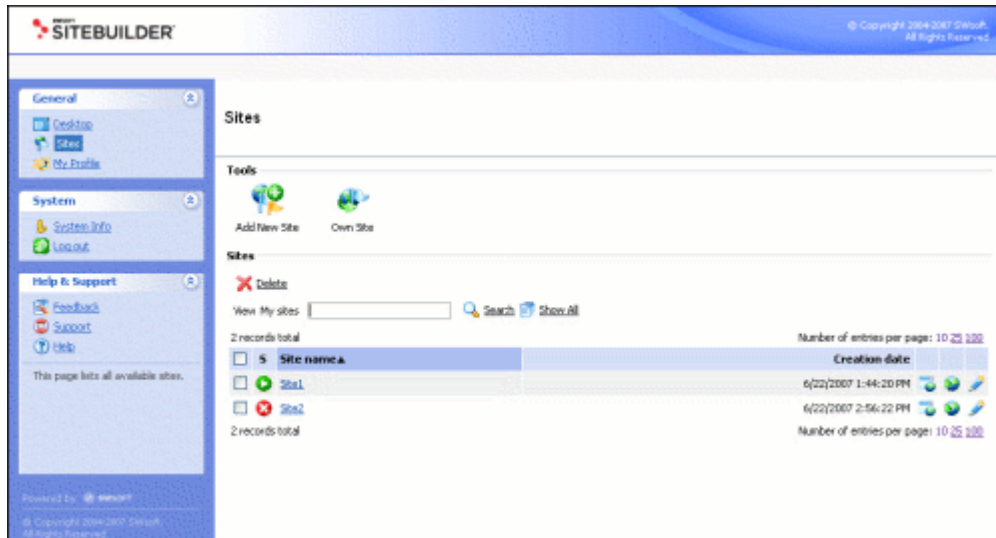

Figure 1: Sitebuilder Standard View

The desktop view displays system statistics and shortcuts to the main functionalities of the Administrator Panel.
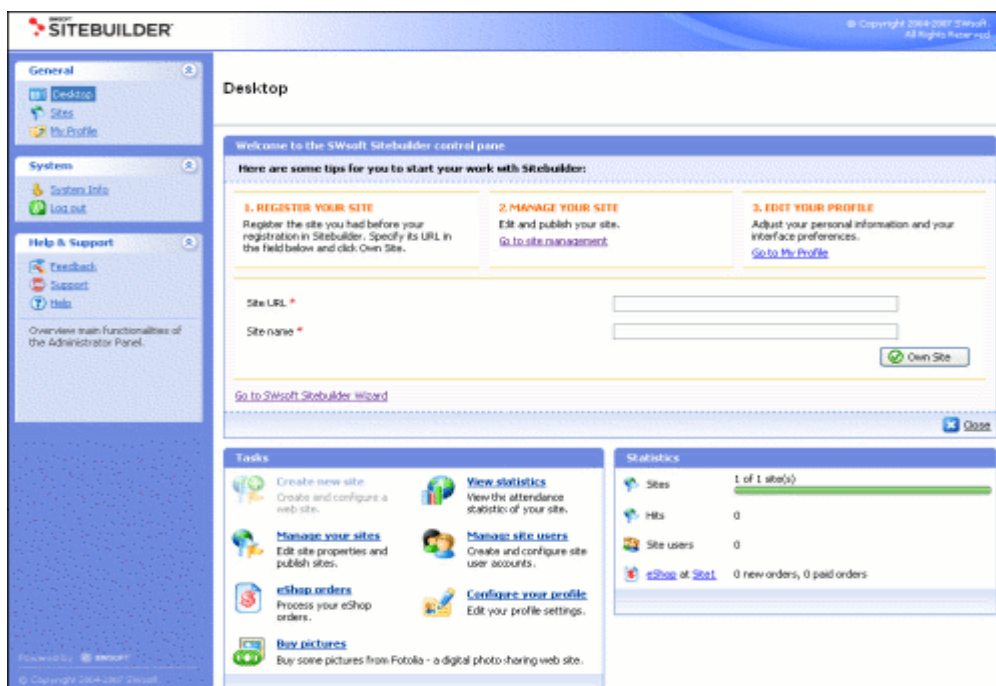

Figure 2: Sitebuilder Desktop

Using Navigation Pane

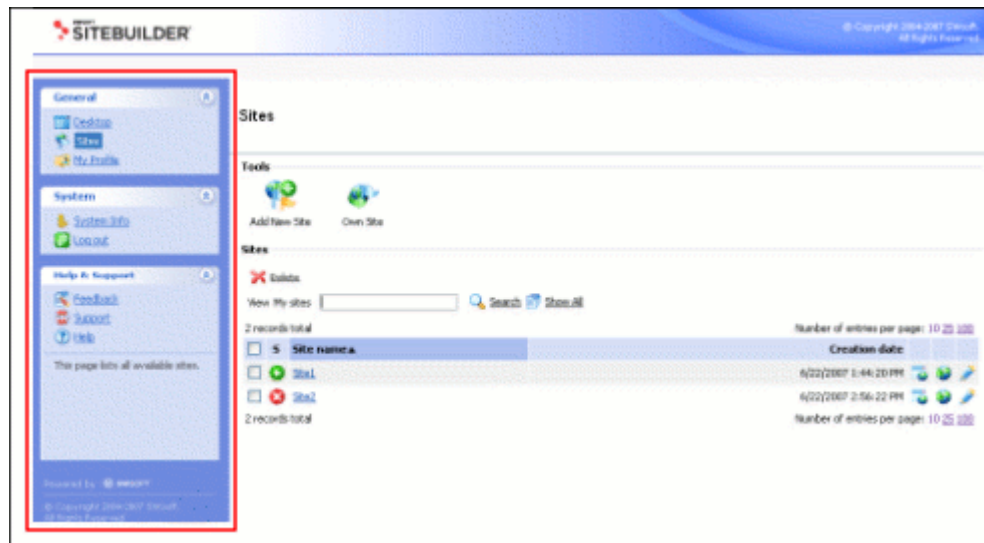The navigation pane is located on the left part of the Sitebuilder screen.

Figure 3: Navigating in Sitebuilder Using Navigation Pane

- **Sites**. Enables you to add and manage sites.

- **My Profile**. Enables you to configure your account parameters.

- **System Info**. Enables you to view information about the Sitebuilder program and the limits and permissions of your service plan.

- **Log out**. Finishes the current session with the Sitebuilder Administrator Panel.

- **Feedback**. Enables you to submit your opinion or suggestions on Sitebuilder usability and functionality to SWsoft team.

- **Support**. Enables you to submit a request to your technical support representative.

- **Help**. Provides the online version of this guide.

Using Desktop Interface

Sitebuilder Desktop looks as follows:
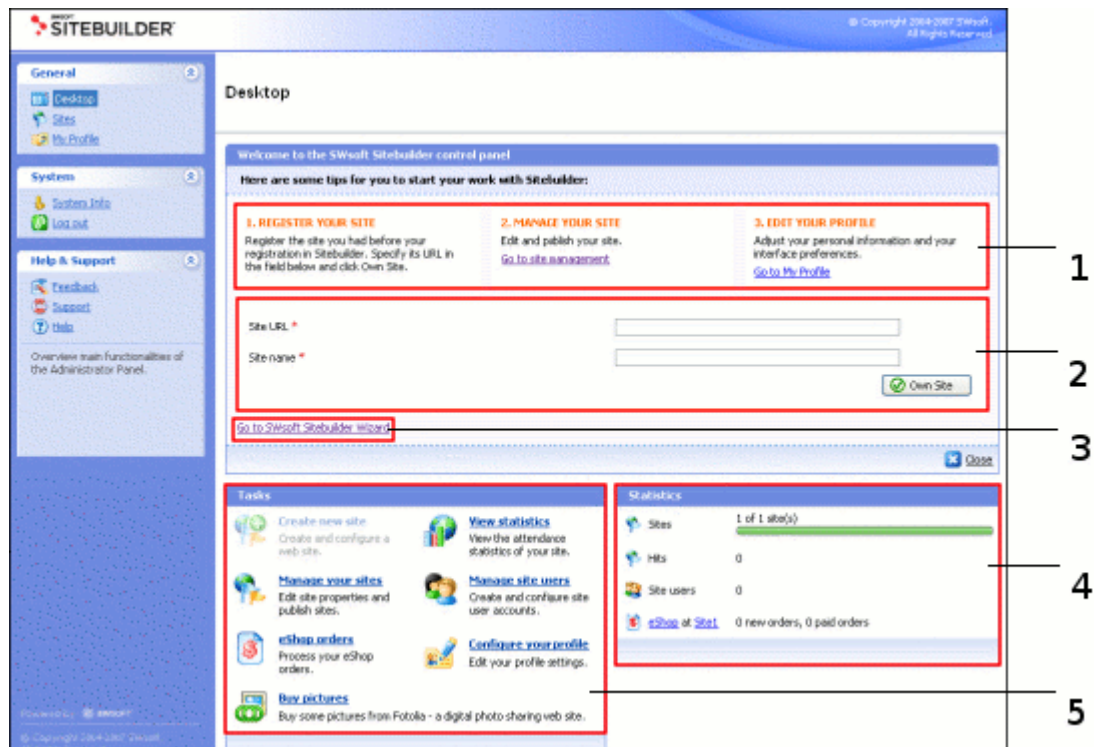
Figure 4: Navigating in Sitebuilder Using Desktop Interface

The **Desktop** screen is logically divided into the following parts:

1 Short tips describing basic management options of the Sitebuilder Administrator Panel and shortcuts to these options.

2 An area where you can appropriate a trial site created in the Sitebuilder Wizard, if you have created one before getting a Sitebuilder account. To register a trial site and assign it to your account:

- Specify the trial site URL in the **Site URL** field. You can take this URL from the **Publish** screen of this site in the Wizard.

- Enter any arbitrary name for the site in the **Site name** field.

- Click **Own Site**.

3 Shortcut to the Sitebuilder Wizard. If you have not registered any site yet, clicking this link will automatically register a site and will open it in the Wizard. Information about working with the Sitebuilder Wizard is provided in the **SWsoft Sitebuilder 4.0 for Windows Wizard User's Guide** (http://www.swsoft.com/en/products/sitebuilder/docs/).

If you do not want these options to be displayed ever again, click **Close** at the bottom right part of this additional section.

4 **Statistics**. This section displays the following statistical data about the system:

- **Sites**. The number of sites in the system and the maximum number of sites allowed by your plan.

- **Hits**. The number of registered visitors attended your site.

- **Site users**. The number of visitors registered on your site.

- **eShop orders**. If your site holds the **eShop** module(s), the orders statistics is also shown on the **Desktop** page: the number of new orders and the number of paid orders in your online store.

5 **Tasks**. This section shows shortcuts to the frequently performed operations.

Working with Lists

On the management pages of various system objects (sites, site users, etc.), information is present in the form of object lists.

In such a list, each object record is a table row displaying the object name, status, and relevant parameters of the object (for example, for each site, the creation date is shown). Above and below each list, the total number of items contained in the list is displayed. Below the list, you can adjust the number of items to be displayed per page (**10**, **25** or **100**). In multi-page lists, you can navigate between the pages by clicking the page number shortcuts above and below the list. To go to the first/last page of the list, click **First** or **Last**, accordingly.

To configure the number of items to be displayed per page in all Sitebuilder lists, see section **Choosing Language, Skin and Number of Items to be Displayed per Page** (on page 16).

In lengthy lists, you can find items using the search function, or sort items by one of available parameters. To find an item, type a search criterion into the input box above the list, and click **Search**. The list will show the items matching the search criterion. To return back to viewing all items, click **Show All**.

Figure 5: Searching Objects

To sort list items by a certain parameter in ascending or descending order, click the parameter's title in the column heading. The order of sorting will be indicated by a small triangle displayed next to the parameter's title.
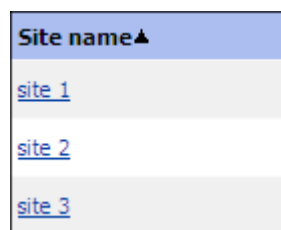

Figure 6: Sorting Objects

To choose an object for further operation, select the check box on the left of the object's name.

Figure 7: Selecting Particular Objects in a List

To choose all objects in the list, select the check box at the head of the column.

Figure 8: Selecting All List Objects at Once

To perform operations with objects in a list, choose the required items and click an operation shortcut above the list (for example, **Activate**, **Deactivate**, etc.).

Figure 9: Performing Operations on List Objects

To proceed to editing a list item, click its name in the list.

In some lists, the status of an object is indicated by an icon in the **Status** (**S**) column (⊘ or ⚠). For sites, their status (published or not published), is indicated by ▶ or ⊗ icons.

For some objects individual operation shortcuts are displayed. For example, for each site on the **Sites** screen, there is a 🖥 **Preview** icon, a 🌐 **Publish** icon, and an ✏ **Edit** icon.

Submitting Feedback on Sitebuilder Functionality

If you would like to share your opinion or suggestions regarding Sitebuilder functionality with SWsoft team, you can easily submit your feedback through the Administrator Panel.

➢ *To submit your feedback:*

1 On the navigation pane, click ⊠ **Feedback**.

2 From the **Type** list, specify what kind of feedback you would like to provide: positive, neutral, or negative.

3 In the **Your e-mail** field, enter your e-mail address.

4 In the **Your message** field, type the feedback text.

5 Click **Send**.

Getting Help

The Sitebuilder help system has been created to assist you in solving problems you might encounter when creating your site. To find the information you need, you can do the following:

▪ Use on-screen context-sensitive help. It is the easiest and quickest way to get instant help with your immediate tasks. At the bottom of the navigation pane, you can find short instructions on the operations that are available on the current page.

▪ Use FAQ. For the fastest way to solve your problems with Sitebuilder, check out the **Sitebuilder FAQ page** (http://faq.swsoft.com), which provides instant access to solutions for a variety of issues. Select the Sitebuilder category and view the list of FAQs related to Sitebuilder.

▪ Go to online forum. If you failed to solve your problem using the FAQs published on SWsoft site, join our **online forum** (http://forum.swsoft.com/). Here, all users can post questions, exchange ideas, and troubleshoot common problems. Note that SWsoft does not provide official support through this forum.

▪ Contact technical support. If you have any problems or questions that are not covered in the user documentation or FAQs, you can click ⊙ **Support** located on the navigation pane and submit your problem to technical support representative.

C H A P T E R   3

Configuring Settings Related to Your Account

This chapter describes how to set up and customize your Sitebuilder Administrator Panel.

In this chapter:

Changing Your Password and Personal Information

> ➢ *To change your password and personal information:*

1 On the navigation pane, click 📑 **My Profile**.

2 To change your password:

- On the **Personal Info** tab, click **Change Password**.

- Type your old and new passwords.

- Click **OK**.

3 To update your first and last names and e-mail address, configure the corresponding fields and click **OK**.

Choosing Language, Skin, and Number of List Items Shown Per Page

➢ *To customize your Administrator Panel interface:*

1   On the navigation pane, click **My Profile**.

2   Go to the **Interface** tab.

3   Select a language from the **Language** list.

4   Select a skin from the **Skin** list.

5   Enter a number of list items to be displayed per one page in the **Items per page** field.

Viewing Information About Your Copy of Sitebuilder and Service Plan Limitations

➢ *To view information about the Sitebuilder program and the limits and permissions set in your plan:*

1   On the navigation pane, click **System Info**.

2   Switch between the tabs to view the respective information.

CHAPTER 4

Managing Sites

There are two types of sites in Sitebuilder:

- *Trial sites* - sites created by anonymous users in the Sitebuilder Wizard. These sites are stored on the Sitebuilder server and cannot be published until upgraded to regular (for more details, read **Assigning Trial Site to Your Account** (see page 20)).
- *Regular sites* - sites added to the system by registered users. Regular sites can be published on the Internet and do not have a lifetime period. For details on managing regular sites, read the following sections.

To access sites management, click 🌳 **Sites** on the navigation pane. For information how to operate with list objects, see **Working with Lists** (on page 12).

In this chapter:

Registering Site in System

> *To register a site:*

1 On the navigation pane, click 🌸 **Sites**.

2 Click 🌸 **Add New Site**.

3 On the **General** tab, provide any arbitrary name for the site in the **Site name** field.

4 Click the **Publishing Settings** tab.

> **Important**: Your Sitebuilder administrator may disallow you to modify site publishing settings. In that case, the **Publishing Settings** tab is missing on the site management page.

5 Select a publishing mode: FTP, VPS, or XCOPY.

> **Important:** The list of available publishing modes is configured by the Sitebuilder administrator in your service plan.

6 If you select **FTP** publishing mode, provide the following parameters:

- **Host** is the IP address or domain name of the FTP server.
  - If the maximum number of hosts allowed by your plan is limited, select a host from the list. This list consists of hosts included in your service plan.
  - If the number of hosts allowed by your plan is unlimited, you can specify any FTP server you have at your disposal (make sure that the server meets the **requirements** (see page 23)).
- **Port** is the port for connecting to the specified FTP server.
- **Web site URL** is the address the site will be available at after publication.
- **Working directory** is the path on your FTP server to the folder where the site files will be stored after publication.
- If the FTP server is password protected, specify the access credentials in the **Login** and **Password** fields.

7 If you select **XCOPY** publication mode, provide the following parameters:

- **Host** is an IP address, domain name, or machine name of the publishing server.
- **Web site URL** is the address the site will be available at after publication.
- **Working directory** is a name of the share on the server and the path to the files of your site. Do not include the name of the server into this path. For example, `Sitebuilder\Site1`

8 If you select **VPS** publication mode, provide the following parameters:

- **Physical server** is an IP address, domain name, or machine name of the computer running a virtual server.
- **Port** is a port for connecting to the specified virtual server.

- **VPS identifier** is an integer number of a virtual server identifying it on the physical server.
- **Web site URL** is the address the site will be available at after publication.
- **Working directory** is the absolute path on the virtual server to the folder where the site files will be stored after publication.
- If the server is password protected, specify the access credentials in the **Login** and **Password** fields.

9 Click **Verify Location**.

In order for the published sites to work properly, the location you specify for publishing a site should be checked for Sitebuilder consistency. During this check, the system verifies whether the specified publishing parameters are valid and the publishing location meets all the requirements. After completing the verification, the publishing location is given one of the following statuses:

- **Error**. This status is assigned if the specified site URL is invalid.
- **Static only**. This status is assigned if the server you are trying to publish your site to supports only static pages publishing. If the site does not contain any dynamic pages (that is Sitebuilder modules), the site content is automatically converted into statics and the site is published.

If the site contains modules, publication fails. In this case you can complete static publication, if you delete all the dynamic pages from your site. The reasons why a publishing server may not support dynamic content publishing are the following:

- ASP.NET 2.0 software is not installed on the server or is configured incorrectly
- ASP.NET version is earlier than 2.0.50727
- The working directory is not mapped on the IIS server as web application
- ASP.NET account has not a read\write\delete permission for the `App_Data` folder
- ASP.NET account has not read\write permission for the `Sitebuilder.mdb` file
- OLE DB Provider is not installed on the server
- **Dynamic**. This status is assigned if the publishing location meets all the requirements and is ready for publishing.

10 Click **OK**.

Assigning Trial Site to Your Account

If before getting a Sitebuilder account, you have created a trial site in the Wizard, you can assign this site to your account and make it regular. To do so, you need the site's URL which was displayed at the **Publish** step of the Wizard.

➢ *To assign a site to your account:*

1   On the navigation pane, click 🌏 **Sites**.

2   Click 🌐 **Own Site**.

3   In the **Site URL** field, specify the URL of the site you want to appropriate.

4   In the **Site name** field, provide any arbitrary name for the site.

5   Click **OK**.

Renaming Site

➢ *To rename your site:*

1   On the navigation pane, click 🌏 **Sites**.

2   Click the name of your site.

3   On the **General** tab, provide the new name for the site in the **Site name** field.

    This can be any arbitrary name you will use to identify the site.

4   Click **OK**.

Editing Site Publishing Settings

> ➢ *To change the publishing settings of your site:*

1 On the navigation pane, click 🌐 **Sites**.

2 Click the name of your site.

3 On the **Publishing Settings** tab, edit the settings as desired.

For detailed instructions on inputting the settings, refer to **Registering Site in System** (see page 18).

4 Click **OK**.

Important: Your Sitebuilder administrator may disallow you to modify site publishing settings. In that case, the **Publishing Settings** tab is missing on the site management page.

Publishing Site

You can publish your site directly from the Administrator Panel. The ⬤ icon indicates that a site has been published on the Internet, the ✖ icon indicates a not published site.

Prior to publishing your site, make sure that the publishing location meets all the **requirements** (see page 23).

➢ *To publish your site:*

1 On the navigation pane, click 🏴 **Sites**.

2 Click the 🌐 **Publish** icon opposite your site.

The system will check whether the publishing parameters of the site are valid and the specified location meets all the requirements. If all the parameters are correct, the publishing process will start. You can track the progress of the publishing process and stop it at any moment by clicking **Cancel**. After successful publishing, the ⬤ icon is displayed against the site name in the list.

If some of the parameters are invalid, an error message appears. The possible errors are:

- Host is not found (Host cannot be resolved through DNS).
- Connection to host cannot be established.
- Could not login to publish host. You have specified invalid login or password.
- Access is denied. You do not have enough permission to make changes to files on the publishing server.
- The VPS does not exist or is not set up properly.

In that case, go to the **Publishing Settings** tab of the site management page and make necessary corrections to the publishing settings.

Requirements to Publishing Location

For the published sites to work correctly, publishing server must meet the following requirements:

▪ ASP.NET 2.0.50727 or later is installed on the publishing server.

For detailed information about configuring ASP.NET 2.0, refer to the **ASP.NET 2.0 Deployment Guide** (http://www.microsoft.com/downloads/details.aspx?familyid=9E33EA25-666C-47FA-AC52-8D04785C4BD2&displaylang=en).

▪ The working directory is mapped on the IIS server as web application.

▪ For the ASP.NET ISAPI to be executed, the working directory must have the `Scripting` permission enabled (working directory menu > **Execute Permissions** > **Scripts Only**).

▪ Application pool to which the working directory is assigned does not contain ASP.NET 1.1 applications.

▪ ASP.NET account has the following permissions:

  ▪ If the `App_Data` folder does not exist, *read/write/delete* permission for the root folder is required.

  ▪ If the `App_Data` folder exists, then *read/write/delete* permission for the `App_Data` folder and *read* permission for the root folder are required.

  > **Note**: 1. If you use IIS 5.0, the above permissions should be given to the identity specified in `/configuration/system.web/deployment/processModel/@userName` of the `%WINDIR%\Microsoft.NET\Framework\v2.0.50727\CONFIG\machine.config` file.
  >
  > 2. If you use IIS 6.0, the above permissions should be given to the application pool identity specified in IIS settings (**Start**>**IIS Manager**>**Application Pools**>respective application pool> **Properties**>**Identity** tab).

▪ IIS application pool identity (*NETWORK SERVICE* by default) must have permission to create files and folders in the `%WINDIR%\temp` folder.

▪ The order in which the default documents (default.htm, default.aspx, and so on) will be used to respond the browser request is defined (working directory menu > **Properties** > **Documents** tab).

▪ Publishing server works in the *Medium Trust* mode at least. If a server works in the Medium Trust mode, it must be granted with `OleDbPermission` for accessing Microsoft Access database and with `WebPermission` for the **RSS** module to work correctly.

  ▪ `OleDbPermission` is set in the `web_mediumtrust.config` file, stored on the publishing server. By default, this permission is disabled. To grant this permission, you should add the `OleDbPermission` class to the following sections of the `web_mediumtrust.config` file:

    ▪ `SecurityClasses`

    Example:

```
<SecurityClass Name="OleDbPermission"

     Description="System.Data.OleDb.OleDbPermission,
System.Data, Version=2.0.0.0,

          Culture=neutral,
PublicKeyToken=b77a5c561934e089"/>
```

- PermissionSet

  Example:

  ```
  <IPermission class="OleDbPermission" version="1"
  Unrestricted="true" />
  ```

- `WebPermission` is set in the `web_mediumtrust.config` file. To grant this permission, add the `WebPermission` class to the `PermissionSet` section of the `web_mediumtrust.config` file.

  Example:

  ```
  <IPermission class="WebPermission" version="1"
  Unrestricted="true" />
  ```

Note: The server where Sitebuilder is installed must work in the *Full Trust* mode.

More detailed information about `OleDbPermission` you can find **here** (http://msdn2.microsoft.com/en-us/library/ms998341.aspx#paght000020_oledbpermission).

More detailed information about trust levels you can find **here** (http://msdn2.microsoft.com/en-us/library/wyts434y.aspx).

Verifying Publishing Location

➢ *To verify that a publishing location meets all the Sitebuilder requirements:*

1 Go to 🌏 **Sites** > *site name* > **Publishing Settings** tab.

2 Specify all the required parameters and click **Verify Location**.

The system will check whether the specified publishing parameters are valid and the publishing location meets all the requirements. After completing the verification, the publishing location is given one of the following statuses:

▪ **Error**. This status is assigned if the specified site URL is invalid.

▪ **Static only**. This status is assigned if the server you are trying to publish your site to supports only static pages publishing. If the site does not contain any dynamic pages (that is Sitebuilder modules), the site content is automatically converted into statics and the site is published.

   If the site contains modules, publication fails. In this case you can complete static publication, if you delete all the dynamic pages from your site. The reasons why a publishing server may not support dynamic content publishing are the following:

   ▪ ASP.NET 2.0 software is not installed on the server or is configured incorrectly

   ▪ ASP.NET version is earlier than 2.0.50727

   ▪ The working directory is not mapped on the IIS server as web application

   ▪ ASP.NET account has not a read\write\delete permission for the `App_Data` folder

   ▪ ASP.NET account has not read\write permission for the `sitebuilder.mdb` file

   ▪ OLE DB Provider is not installed on the server

▪ **Dynamic**. This status is assigned if the publishing location meets all the requirements and is ready for publishing.

Previewing and Editing Site

> ➢ *To preview your site:*

1   On the navigation pane, click 🌳 **Sites**.

2   Click the 🌐 **Preview** icon opposite the site.

> ➢ *To proceed to editing your site in the Sitebuilder Wizard:*

1   On the navigation pane, click 🌳 **Sites**.

2   Click the ✏ **Edit** icon opposite the site.

3   Make the necessary changes and publish them as described in the **Sitebuilder 4.0 for Windows Wizard User's Guide** (http://www.swsoft.com/en/products/sitebuilder/docs/).

Managing Registered Site Visitors

Once you have set up voluntary registration on your site (by adding the **Registration** page module to its structure), you can manage the registered site visitors from your Administrator Panel.

To access site visitor accounts management, go to 🌳 **Sites** > *published site name* > 🖧 **Site Users**. For information how to operate with list objects, see **Working with Lists** (on page 12).

Note: This option is available on published sites only.

Viewing Site Visitor Accounts

All site visitor accounts registered on the site are immediately displayed in the Administrator Panel.

> ➢ *To view site visitor accounts registered on your site:*

1   On the navigation pane, click 🌳 **Sites**.

2   Click the name of your site.

3   Click 🖧 **Site Users**.

Adding Site Visitor Account

If you want to provide visitors of your site with ready accounts, you can register them in your Administrator Panel and then give the site visitors their credentials for authenticating on the site.

➢ *To add a site visitor account:*

1 On the navigation pane, click 🌐 **Sites**.

2 Click the name of your site.

3 Click 🖼 **Site Users**.

4 Click 🖼 **Add New Account**.

5 Specify the contact and login information.

6 If necessary, in the **Home page URL** field, specify the URL to the site visitor's home page. This URL will be automatically inserted to the messages posted by this site visitor to your guestbook.

7 Click **OK**.

Changing Site Visitor Account Information

You may need to modify site visitor accounts if, for example, a site visitor forgets his or her password or specifies wrong e-mail.

➢ *To modify a site visitor account:*

1 On the navigation pane, click 🌐 **Sites**.

2 Click the name of your site.

3 Click 🖼 **Site Users**.

4 Click the name of the site visitor whose account you want to modify.

5 Make necessary changes.

6 Click **OK**.

Suspending and Unsuspending Site Visitor Account

By default, all created site visitor accounts are active. If an account is active, the site visitor can access this site by entering their login and password. If, due to some reasons, you want to prohibit a site visitor from authenticating on a site, you can suspend their account.

➢ *To suspend a site visitor account:*

1   On the navigation pane, click **Sites**.
2   Click the name of your site.
3   Click **Site Users**.
4   Select the site visitor account you want to suspend.
5   Click **Deactivate**.

Suspended site visitor accounts are indicated with the 🔴 sign.

➢ *To unsuspend a site visitor account:*

1   On the navigation pane, click **Sites**.
2   Click the name of your site.
3   Click **Site Users**.
4   Select the suspended site visitor account you want to unsuspend.
5   Click **Activate**.

Unsuspended site visitor accounts are indicated with the 🟢 sign.

Processing Orders Submitted Through Online Store

If you have set up online store(s) on your site, you can view and process all the submitted orders from your Administrator Panel.

Note: This option is available only for published sites.

> ➢ *To process the orders submitted through your online store:*

1 On the navigation pane, click �${}$ **Sites**.

2 Click the name of your site.

3 Click 🅢 **eShop Orders**.

   If your site holds several **eShop** modules, you can switch between them by using the **E-shop name** list.

4 To modify an order, click the 🖊 **Edit** icon beside the order.

5 To change the status of the order, select a new status from the **Status** list.

   E-shop orders can have the following statuses:

   ▪ **New.** The status is used for new unpaid orders.

   ▪ **Paid.** The status is used for new paid orders. This status is assigned to an order upon receiving the payment notification from a payment system.

   ▪ **Processed.** The status is used for orders being processed at the time.

   ▪ **Backorder.** The status is used for deferred orders.

   ▪ **Completed.** The status is used for orders which have been completed and delivered to the customers.

   ▪ **Cancelled.** The status is used for order canceled by the customers.

   ▪ **Failed.** The status is used for orders which cannot be processed for some reason.

6 To filter the orders by status, use the **Status** list.

7 To filter the orders by time period, use the **Time period** list.

8 To delete an order, select it and click **Delete**.

9 Click **OK**.

Promoting Site and Tracking Site Popularity

To make it easy to find your site on the Internet, the best option is to submit the site to a popular search engine. In Sitebuilder, you can submit your site to MSN and Google search engines.

As a part of maintaining your site you can enable or disable statistics count on it and therefore accumulate and analyze the site attendance statistics, which helps to track the popularity of the site. Besides, you can turn on and configure a counter on your site, so that the total number of site visitors would be displayed for all comers.

Note: This option is available only for published sites.

Submitting Site to Search Engines

➢ *To submit your site to a search engine:*

1 On the navigation pane, click **Sites**.

2 Click the name of your site.

3 Click **Search Engine Submit**.

4 To submit your site to MSN search engine, click **Submit your site to MSN search engine**.

A new window will open providing you with further instructions.

5 To submit your site to Google search engine, click **Submit your site to Google search engine**.

A new window will open saying that the site has been successfully submitted to the Google search engine.

The data submitted to search engines are configured on the **Edit** step of the Sitebuilder Wizard:

▪ The query keywords by which the search engine will find and display the page - in the **Page keywords** field.

▪ The page description displayed below your site URL in search results - in the **Page description** field.

Tracking Visits to Site

➢ *To enable statistics count on your site:*

1 On the navigation pane, click **Sites**.

2 Click the name of your site.

3 Click **Statistics Settings**.

4 Select the **Statistics is turned on** check box.

5 To enable counter and configure its settings:

- Select the **Counter is turned on** check box.

- Enter a number that will be a starting point for the counter in the **Initial value** field.

- Enter a maximum number of digits for the counter in the **Number of digits** field.

- Select the appearance of the counter from the **Counter style** list.

6 Click **OK**.

➢ *To view statistics about site attendance:*

1 Click **Sites** on the navigation pane.

2 Click the name of your site.

3 Click **Site Statistics**.

4 From the **Type** list, select for what time period to display the statistics reports.

Removing Site

If you remove your site, you won't be able to edit and publish it through Sitebuilder any longer. If your site has already been published, it still remains available on the Internet.

➢ *To remove your site:*

1 On the navigation pane, click **Sites**.

2 Select your site.

3 Click **Delete**.