SWSOFT

SITEBUILDER™

Sitebuilder 4.0 for Windows Wizard User's Guide

SWSOFT™

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Preface

About Sitebuilder

Sitebuilder consists of two parts: Wizard and Administrator Panel.

With the Sitebuilder Wizard, you can create sites by simply choosing the design preset you like and adding text and images. And then you can add picture galleries, blogs and online stores with a few clicks. You do not need to know any markup or scripting languages to have a site.

The Administrator Panel is a tool for managing and maintaining web sites created in the Wizard.

About This Guide

This guide instructs you how to create and publish sites on the Internet using the SWsoft Sitebuilder program.

This guide covers the following steps of creating and publishing sites:

1 Creating site design (see page 17)
2 Creating and editing site structure (see page 23)
3 Creating and editing site content (see page 29)
4 Publishing a site on the Internet (see page 81)

Who Should Read This Guide

The target audience of this guide is regular users of Sitebuilder as well as guests, who are working with Sitebuilder in the guest mode, creating trial sites without publishing them on the Internet.

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 with Sitebuilder

This chapter describes your first steps with the Sitebuilder Wizard.

In this chapter:

Overview of Main Steps to Create Site

As a rule, the process of working on a site includes three main stages: planning, implementation, and site updating or maintenance.

Planning: The first and most essential stage in any project is planning. Before starting with Sitebuilder, think about the purpose of your site and its target audience. After this, decide where your site will be stored, or, in Internet terminology, hosted. This stage is beyond the scope of this document. Because Sitebuilder is often provided with a web hosting package, we assume that you already have a web space for publishing your site. Then, you create a structure of your future site and prepare its contents, including text and graphics. The planning stage is extremely important because it eventually determines the usefulness of your site.

Implementation: The next stage is the implementation of your site. The five-step Sitebuilder Wizard takes you through the entire process of creating your site, from initial design to publishing and maintenance. The following is an overview of the main steps required to create a site using Sitebuilder:

1   To create a site, open the Sitebuilder Wizard. You can start working with the Wizard anonymously, without supplying login and password.

2   Complete the first four Wizard steps (select the design, create the site structure, add site contents, add site modules and provide extra information for search engines).

3   Go to the **Publish** step and start the publication process. If you do not have a Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you buy hosting. After you purchase hosting services from your provider, you will be provided with a domain name. The Sitebuilder provider will point your Sitebuilder account to your domain name, and after publication, your site will be available on the Internet.

Maintenance: When you complete the above steps, your site becomes available for visitors. It is critical to keep your site content fresh because this is a good way to show your attitude to customers and services. Therefore, update your site on a regular basis. All you need to do is to log in to the Sitebuilder, edit the content, and click **Publish**. Sitebuilder will transfer the updated content to your hosting location.

For detailed instructions on what to do on every step of creating your site, see the following chapters.

Logging In to Sitebuilder

Anonymous users, who can work in the Sitebuilder Wizard in demo-mode only, do not need to provide any access credentials - they are taken to the Wizard by following a promotional link to the trial version of the Wizard (the link is distributed by Sitebuilder provider over the Internet or in some other ways).

➢ *To log in to the Sitebuilder Wizard using your site owner account:*

1 Open your Internet browser.

2 Enter the URL that your Sitebuilder provider has given to you into the address bar of your browser.

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

3 Enter you user name and password and click **OK**.

4 You can proceed to the Wizard in the following ways:

- If your Sitebuilder administrator has already registered a site for you, then on

    the navigation pane, click **Sites** and click the Edit site in Wizard icon opposite the site name.

- If no site is registered for your account yet:

    - Go to `http://hostname:port/Wizard` or click **Go to SWsoft Sitebuilder Wizard** on the Desktop - a site (with default name and empty publishing settings) will be automatically registered in the Administrator Panel, and you will be taken to the Wizard.

    - Go to navigation pane > **Sites** > **Add New Site** and specify all required

        parameters to register your site. Click **OK**. Now click the **Edit site in Wizard** icon opposite the site name

Learning Sitebuilder Interface

In Sitebuilder, a site is created in five steps. Each step has its own working and navigation principles, which will be covered in respective sections further in this guide. Here we will outline the general principles of working with the Sitebuilder Wizard interface, and enumerate elements present on all Sitebuilder screens.
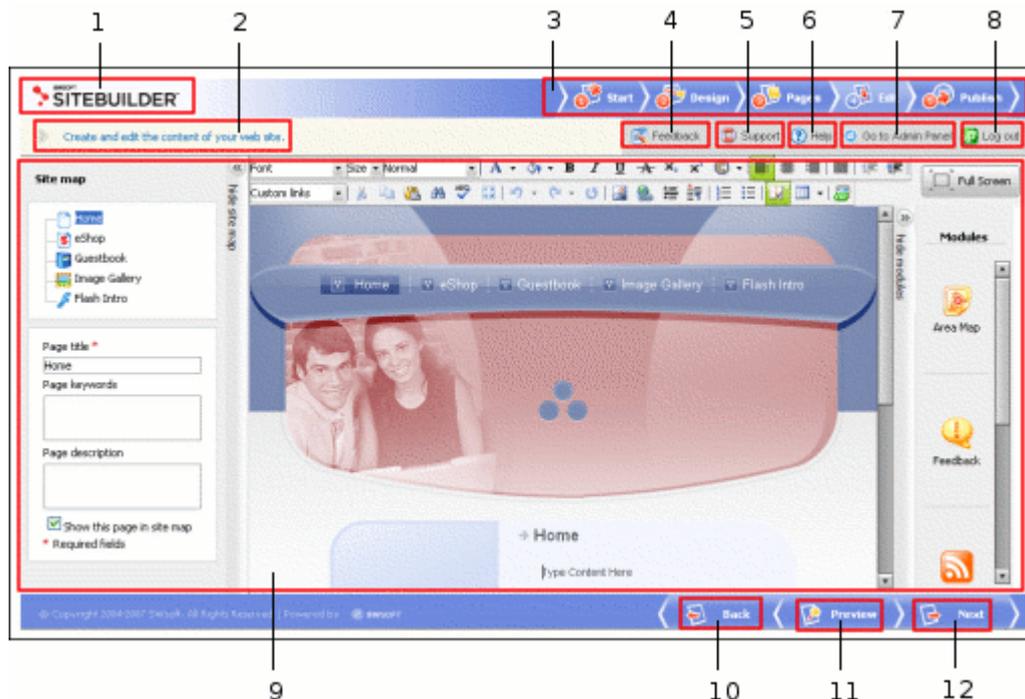
Figure 1: Sitebuilder Wizard Interface

Every Sitebuilder Wizard window contains the following elements:

1 **Logotype image**. The default logotype is a Sitebuilder image linked to the SWsoft official site. This image can be customized by your Sitebuilder provider.

2 **Top help string**, which provides short instructions about the operations you can do on this page and displays the result of your last action.

3 Shortcuts used to switch between the five Sitebuilder **Wizard steps**. The step you are currently on is highlighted in color.

4 **Feedback** button, which enables you to submit your opinion or suggestions on Sitebuilder usability and functionality.

5 **Support** button, which by default, opens Sitebuilder Online Server Support screen on the SWsoft official site, where you can fill in the form to request the help of SWsoft technical support team. This link can be customized by your Sitebuilder provider.

6 **Help** button, which opens the online version of this guide.

7 **Go to Admin Panel** button, which takes you to the Sitebuilder Administrator Panel.

8 **Log out** button, which finishes the current session with the Sitebuilder Wizard.

Note: Buttons **Go to Admin Panel** and **Log out** are not shown to users working in Sitebuilder in demo mode (as anonymous users).

9 **Work area**, which displays the interface options available on the current step.

10   **Back** button, which enables you to get to the previous step of the Wizard (you can also return to another step by selecting the corresponding tab in the top frame area).

11   **Preview** button, which allows you to preview the site at any stage of its creation.

12   **Next** button, which takes you to the next step of creating your site (you can also go to the next step by clicking the required tab in the top frame area).

Working with Lists

When setting up page or block modules on the **Edit** step of the Sitebuilder Wizard, you will see lists of various system objects (blog posts, online store orders, etc.).

In such a list, each object record is a table row displaying the object name and the relevant parameters of the object (for example, for each forum topic, the author of the topic, the category the topic belongs to, the date of last the update, and the number of replies to the topic are displayed). 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 Page** or **Last Page**, accordingly.

In lengthy lists, you can find items using the search function, or sort items by the 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 2: Searching for Objects

In some lists, you can filter items by a number of parameters by selecting one of them from the drop-down box (for example, on the **Orders** tab of your **eShop** page, you can filter out orders of certain status: **All**, **New**, **Paid**, **Processed**, **Backorder**, **Cancelled**, **Completed**, **Failed**).
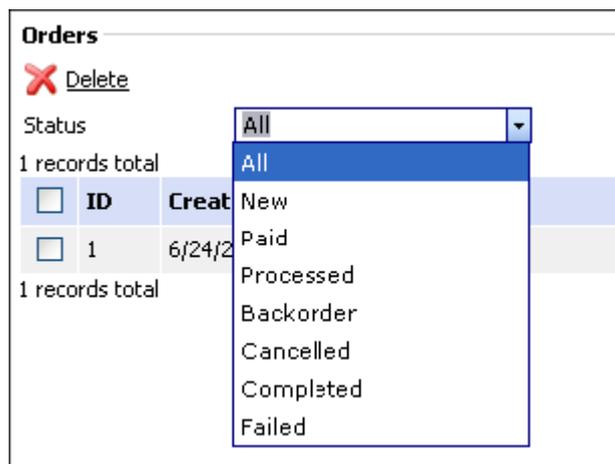
Figure 3: Filtering Objects

Note: All the above described principles also apply to the list of design template categories on the **Design** step of the Sitebuilder Wizard. For information on using these options on the **Design** step, read section **Creating Site Design** (see page 17).

To choose a list object for further operation, select the check box to the left of the object's name.

☐	#	P	Name
☑	1		prod1
☐	2		prod2
☑	3		prod3
☐	4		prod4

Figure 4: Selecting Particular Objects in a List

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

☑	#	P	Name
☑	1		prod1
☑	2		prod2
☑	3		prod3
☑	4		prod4

Figure 5: Selecting All List Objects at Once

To perform operations with certain objects in a list, select the required objects and click an operation shortcut above the list (for example, ✖ **Remove Selected**).

In the list of guestbook messages, the status of a message is indicated by a status icon in the **Status** (**S**) column (not archived ✅ or archived ❗).

In most lists, individual operation shortcuts are displayed for each item. For example, for each product category on the **Categories** tab on the **eShop** page, there are arrows (⬆ and ⬇) used to change the order in which the categories are displayed on the site page; and the ✏ **Edit** icon used to open the categories in editing mode.

In most lists, you can configure or edit a list object by:

- Clicking the object name, if it is clickable (for example, the post names on the **Content** tab of the **Blog** page)

- Clicking the ✏ **Edit** icon for this object in the list (for example, for a product on the **Products** tab of the **eShop** page)

In some lists, you will also see shortcuts to managing the objects' dependent items - such as the **View/Edit Comments** shortcut for each blog post on the **Content** tab of the **Blog** page.

Starting to Work with Sitebuilder

The **Overview** page provides quick access to and contains short description of each of the five steps required for creating a site in Sitebuilder.
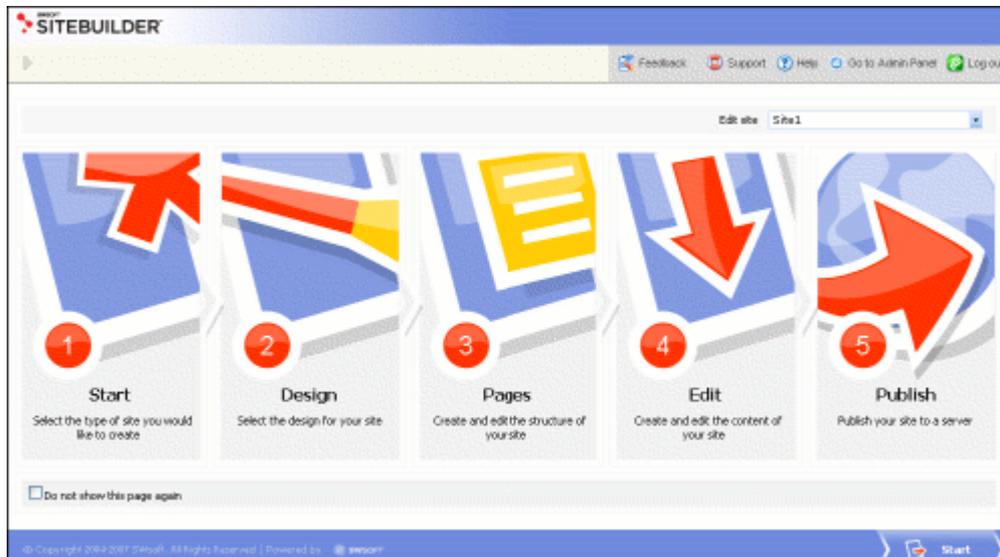
Figure 6: The Sitebuilder Wizard Overview Page

The five Sitebuilder Wizard steps are as follows:

1   **Start**. Enables you to choose whether to create a site from scratch or create a site using one of the proposed site templates (site-blog, site-photo gallery, etc.).

2   **Design.** Enables you to configure your site layout, color scheme, menu style, logo and banner, as well as to set up text elements appeared at the background of your site, such as title phrase or copyright notice.

3   **Pages.** Enables you to add and structure web pages on your site.

4   **Edit.** Enables you to create and edit your site content.

5   **Publish.** Enables you to put your site online.

For anonymous users, on the **Overview** page, the 🌐 **Interface language** box is displayed allowing to select the language of the Sitebuilder Wizard interface.

To start creating your site, click **Start**.

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 help. It is the easiest and quickest way to get instant help with your immediate tasks. Using help topics will not interrupt your work flow. The **Top help string** contains short instructions on the operations that are available on the current page and displays the result of the last command you have performed on the Sitebuilder 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, click the ⊙ **Support** button at the top right of the Sitebuilder window to submit a request to your support representative.

C H A P T E R   3

Choosing Type of Created Site

The first step of creating site with Sitebuilder is to choose whether you want to start creating your site from scratch or use one of proposed site templates (the so-called site families). By default, there are two site templates available - blog and image gallery, but the Sitebuilder administrator can extend this list by creating custom site templates and including them in your service plan.

To choose the type of a created site, go to the **Start** step and click the required site family to select it.

The **Start** page looks as follows:
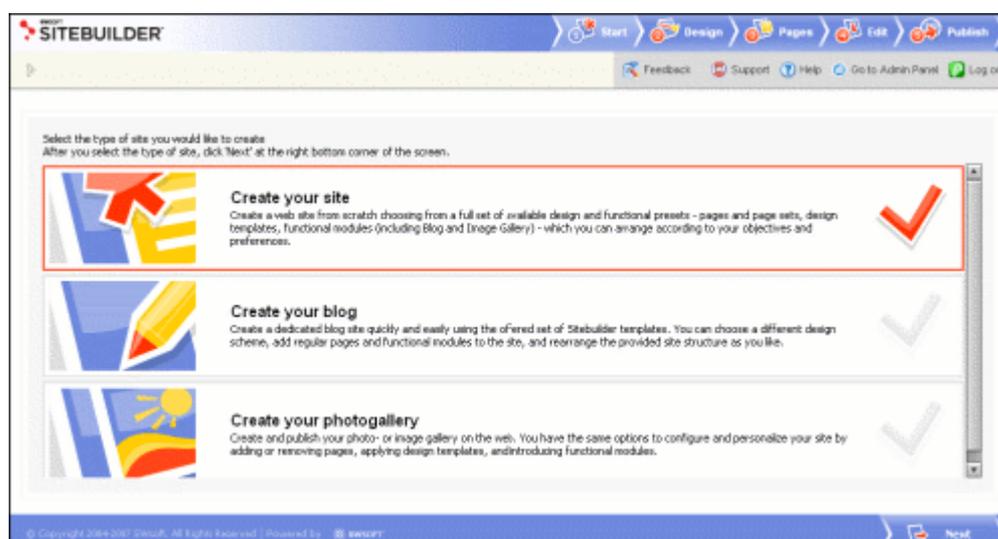
Figure 7: Step 1. Choosing the Site Type

The chosen site family is indicated with the ✔ sign.

Having selected a site family, click **Next** at the bottom of the screen to proceed to configuring the design of your site.

C H A P T E R   4

Creating Site Design

In Sitebuilder, you can build the graphic design of your site by combining the provided presets with your custom design elements which you can upload to Sitebuilder. Sitebuilder offers design presets of several types, including: design templates, color schemes, page banners and site menu styles. The custom elements you can upload are the page banner and logo. Besides uploading your own banner and logo, you personalize your site by specifying your own the site title, subtitle and footer message. Below you will find a step-by-step instruction on designing your site in Sitebuilder.

The Sitebuilder **Design** step screen looks as follows.
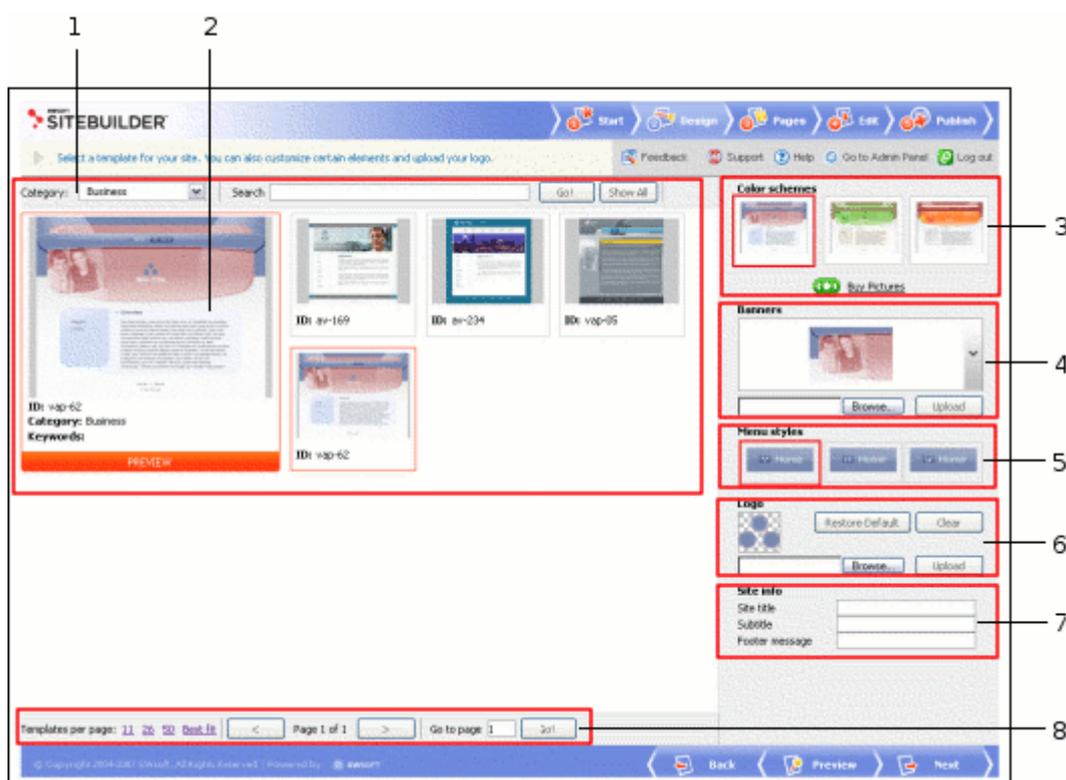
Figure 8: Step 2. Creating Site Design

The work area of the screen contains the following elements:

1 Design template selection area, which provides the functions facilitating **the choice of a site design template (see page 19). **When you choose to display **All categories**, this area shows all available design templates.

2 Design template preview window displaying the currently selected template. Click this window for full-size preview of the template. The chosen design template, color scheme and menu style are shown in red frames in the corresponding areas of the screen.

3 **Color schemes** area, where you can **choose the colors for your site** (see page 19).

4   **Banners** area enabling you to **select or upload a banner for your site** (see page 20).

5   **Menu** styles area, where you can **choose the appearance of the site menu** (see page 20).

6   **Logo** area enabling you to **upload your custom logo** (see page 21).

7   **Site info** area where you can **provide the information to be displayed within the banner and in the footer of your site pages** (see page 21).

8   The design template list navigation area.

Read this chapter to learn how to use these options to create your site design.

In this chapter:

Selecting Design Template for Site

On this step, you choose the general graphic and layout concept of the site page - the site *design template*. For more convenience, design templates are grouped into *categories* - the most frequently encountered site types. Your choice of the design template defines the choice of available color schemes, menu styles and page banners further on this step.

The list of available site design templates is determined by your service plan.

➢ *To select a design template for your site:*

1   On the **Design** step, select a template category from the **Category** list.

The default design template which goes with the category is displayed in the main design preview window; the alternative ones - in smaller windows beside the main window.

2   Select a design template.

Click the design template you like to select it for your site. The selected template appears in the main design preview window. By selecting a design template you can view the color schemes, menu styles and the page banner which go with it.

To choose a design template on pure aesthetic grounds (not by category), select **All categories** to display all available templates and click the desired one to select it.

Selecting Color Scheme

For each design template, three color schemes are available. No custom color schemes can be uploaded to Sitebuilder.

To select a color scheme for your site, on the **Design** step, in the **Color schemes** area, select the color scheme you like. The selected color scheme is outlined with a red frame.

Selecting Banner

In Sitebuilder, banner is a large image of rectangular shape which serves as a central element of the page layout. Each design template offers a choice of available banners.

➢ *To select a banner:*

1 On the **Design** tab, in the **Banners** area, click the down arrow to expand the list of available banners.

2 Select the banner you need.

You can also upload a custom banner for your site.

➢ *To upload a banner:*

1 Click **Browse** in the **Banners** area.

2 In the **Browse** window, find and select the banner image you want to upload.

3 Click **Open** in the **Browse** window.

4 Click **Upload** in the **Banners** area.

Selecting Menu Style

Menu style defines the visual appearance of the menu items on your site.

To select a menu style, on the **Design** step, in the **Menu styles** area, select the style you like. The selected style is outlined with a red frame.

Uploading Logo

In Sitebuilder, logo is a small image displayed at the top of each page, within page banner. The maximum size of logo image is 320x320 pixels; the supported image files formats are *.bmp, *.gif, *.jpg, *.png.

➢ *To upload a logo:*

1 On the **Design** step, click **Browse** in the **Logo** area.

2 Select the logo image you want to upload from your computer.

   Prior to uploading the logo, observe the dimension and format requirements to the logo image.

3 Click **Open** in the **Browse** window.

4 Click **Upload** in the **Logo** area.

To remove logo from your site design, click **Clear**.

To restore logo to its default state, click **Restore Default**.

Specifying Site's Title, Subtitle, and Footer Message

Site title, subtitle, and footer message are text elements appeared at the background of your site: site title and subtitle are displayed within the site banner, and footer message is put at the bottom of every page of your site.

To specify your site title, subtitle phrase and footer message, on the the **Design** step, fill in the fields in the **Site info** section:

▪ In the **Site title** field, provide a short description of your site. On business sites, this is usually a company name.

▪ In the **Subtitle** field, provide any phrase which reflects the concept and objectives of the site. This phrase will be displayed below the site title in smaller font. On business sites, this is usually a corporate slogan.

▪ In the **Footer message** field, provide the copyright notice or any other information of similar kind - disclaimers, contact information, etc., which you would like to place in the page footer.

Buying Pictures from Fotolia

In Sitebuilder, you can buy images from Fotolia (http://www.fotolia.com/swsoft/) - the first worldwide social marketplace for royalty free stock images, directly from the Sitebuilder Wizard. As an SWsoft customer, you can a get 20% discount on Fotolia pictures.

➢ *To purchase images from Fotolia:*

1 On the **Design** step, click the **Buy pictures** shortcut.

2 Follow the instructions provided on the Fotolia Web site to purchase images.

C H A P T E R   5

Creating Site Structure

A site consists of several pages linked together to present information in an ordered way. Using Sitebuilder, you can arrange the pages in the two levels of hierarchy: top level pages and second level pages. Therefore, before this stage you must clearly understand how you intend to structure your site.

Note: The maximum number of pages you can create using Sitebuilder is regulated by your service plan.

To facilitate your work with Sitebuilder, pages are grouped into *page sets* - pre-defined site structures designed for displaying certain types of content. The default page set of your site is determined by the *type of site* you chose on the **Start** page of the Sitebuilder Wizard.

On the **Pages** step, you can build any possible site structure by organizing the available types of pages into a hierarchy which addresses your needs. Find out about the **types of pages** (see page 25) offered by Sitebuilder and about the process of **adding pages** (see page 27) and **site structuring** (see page 27).

The **Pages** step screen provides the following functionalities to facilitate structuring your site:
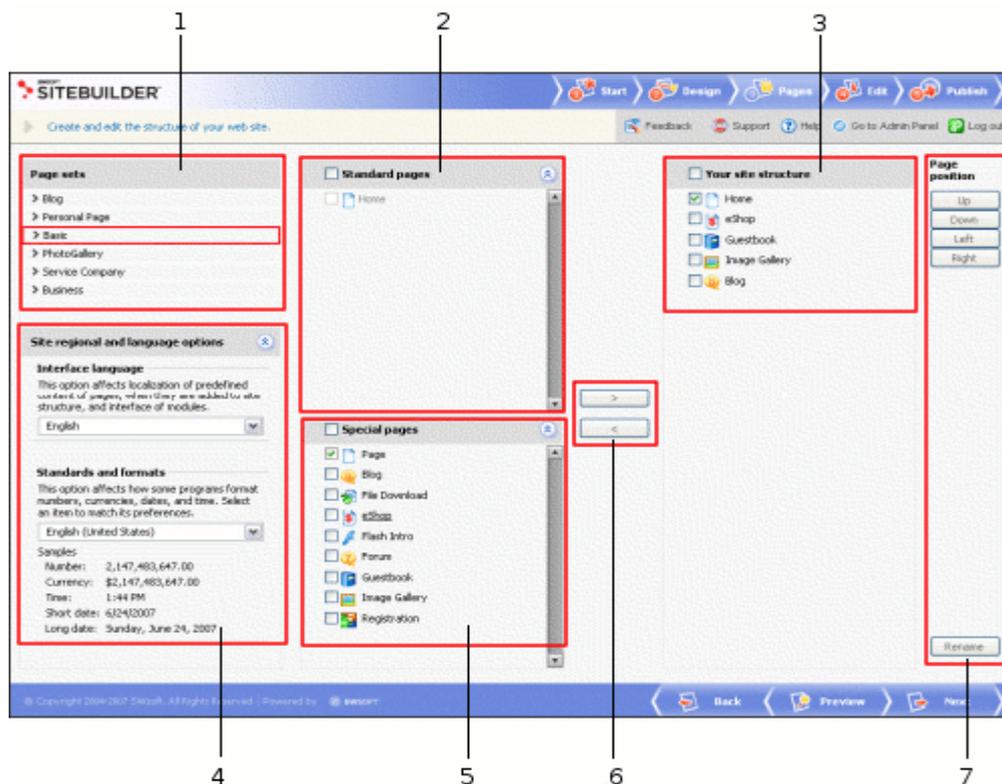
Figure 9: Step 3. Creating Site Structure

1   **Page sets** area allows to choose a page set. The selected page set is shown in red frame.

2   **Standard pages** area displays the structure of the page set chosen in the **Page sets** area. You can expand or collapse this section by clicking the ⚹ or ⚹ icons in the top bar of the section.

3   **Your site structure** area shows the final structure of your site.

4   **Site regional and language options** area allows you to set the site language and the format of numeric data. You can expand or collapse this section by clicking the ⚹ or ⚹ icons.

5   **Special pages** area displays all available types of pages which can be added to your site structure: one common text page, and all available page modules. You can expand or collapse this section by clicking the ⚹ or ⚹ icons.

6   ⎯⎯⎯ and ⎯⎯⎯ buttons allow you add or remove pages from the site structure.

7   **Page position** area enables you to **organize the hierarchy of pages** (see page 26) in the site map, and to rename pages.

Read this chapter to know how to use these options.

In this chapter:

Types of Pages

In Sitebuilder, there are two types of pages:

- Standard (*common)* pages - ordinary pages used for displaying text information. Such pages are marked with ▢ icons in the site map.

- Special pages - *page modules* which extend the site functionality. Each module is designed for a certain purpose and is identified by its own icon. There are the following types of page modules in Sitebuilder:

  - **Blog** (see page 48). Supports a standard set of blog functionality: posting, commenting, content categorizing, etc. A **Blog** page is very convenient for organizing the *News*, *Events* and similar pages of your site.

  - **Image Gallery** (see page 52). Supports image upload, batch image upload with group editing functions, etc.

  - **File Download** (see page 57). Allows to provide various content for download to your site visitors.

    Note: Each **File Download** page can hold only one file. To provide several files for download, add several **File Download** pages to your site structure.

  - **eShop** (see page 58). Supports basic online store functions: shopping cart, multi-currency, categorized product catalogue with thumbnail upload capability, shipping cost support. Provides integration with 6 payment systems, including PayPal, Authorize.Net, BluePay, 2Checkout.com.

  - **Flash Intro** (see page 67). A pre-designed flash introduction to your site. You can choose between several designs of the intro and insert your own text information into it.

    Note: The Flash Into module is the only page module that requires no database connection and therefore can be included in a static site.

  - **Guestbook** (see page 68). A standard guestbook.

  - **Forum** (see page 70). A standard forum engine which supports threading, categorizing, etc.

  - **Registration** (see page 73). Allows you to set up voluntary user authentication on your web site.

The list of available modules is determined by your service plan. In Sitebuilder, you can add as many page modules of one kind to your site as you like (excepting **Flash Intro** and **Registration**).

Structuring Your Site

You can build and edit your site structure on the **Pages** step of the Sitebuilder Wizard. To facilitate your work with Sitebuilder, pages are grouped into *page sets* - pre-defined site structures designed for displaying certain types of content. The default page set of your site is determined by the type of site you chose on the **Start** page of the Sitebuilder Wizard. You see this default page set highlighted in the list of page sets, its structure is displayed in the **Your site structure** box on the right. You can modify the proposed site structure as desired by adding pages from other page sets (or even whole page sets), renaming pages, changing pages hierarchy, or removing pages from the **Your site structure** box.

The list of page sets available depends on your service plan and can be extended only by your Sitebuilder administrator. The structure of each page set is shown in the **Standard pages** area after you select the page set in the list.

The **Special pages** area shows a list of special pages, or modules which you can add to your site, plus one common site page which you can use as an ordinary text page. To learn which modules are available, refer to **Types of Pages** (see page 25), earlier in this section.

Adding Pages

> ➤ *To add pages to the site structure:*

1 Select the necessary pages in the **Standard pages** or **Special pages** area.

Note: The module titles in the page set may differ from their original names. For example, a page 🖼 **Photo** of the **Personal Page** page set represents the 🖼 **Image Gallery** module. You can identify a module by its icon.

2 Click 🔲 ˃ .

Or just drag and drop needed pages into the **Your site structure** box.

You can add as many modules of one type to your site as you wish - except for the **Flash Intro** and **Registration** modules. These modules can be added to your site only once.

Changing Position of Pages

> ➤ *To change the pages hierarchy:*

1 Select the required page in the **Your site structure** box.

2 Use required buttons in the **Page position** area:

- To move a page from the second level to the top level of the site structure, click **Left**.
- To move a page from the top level to the second level, click **Right**.
- To move a page up at the same level, click **Up**.
- To move a page down at the same level, click **Down**.

Renaming Pages

> ➤ *To rename a page:*

1 Select the page in the **Your site structure** box and click **Rename**.

Or just double-click the page's name to make it editable.

2 Provide a new name for the page.

3 Press ENTER.

If you choose to rename the page at a later stage, you can use the **Page title** field on the **Edit** step of the Sitebuilder Wizard.

Removing Pages

To remove a page from the site map, select the page in the **Your site structure** box and click [<   ] .
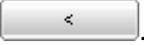
Note: In Sitebuilder, you cannot delete all pages from the **Your site structure** area. In case you need to clear the space - for example, before setting up a completely new site structure, we recommend to select all pages, except one, delete them, add the necessary pages to the site, and then delete or reuse the old page.

Choosing Site Language and Customizing Settings for Display of Numbers, Currencies, Times and Dates

The language of Sitebuilder interface and the language of your site can be configured independently. You may need this option if you want to create a site in a language which is not in the list of available Sitebuilder interface languages. In that case, it is possible to select the desired language of your site on the **Pages** step. The choice of the language determines the format of numbers, the site currency, and also the format of date and time records everywhere on your site.

➢ *To select the language for your site and the format of displaying numbers, currencies, times and dates:*

1 Go to the **Pages** step.

2 Select the language of your site content and modules interface from the **Interface language** list.

3 Select the type of formatting standard from the **Standards and formats** list.

   The sample of the selected standard is displayed under the **Standards and formats** list.

CHAPTER 6

Populating Site with Content

In Sitebuilder, creating your site content means creating the content of each page constituting your site, and setting up functional modules you add to your site. You can do all this on the **Edit** step of the Sitebuilder Wizard.

The Sitebuilder editor is organized in such a way that the information you type on the pages and the design of the pages are independent. Therefore, you can completely change the design for a page after you had typed a text on this page, without having to retype the information.

The **Edit** step screen is structured in the following way:
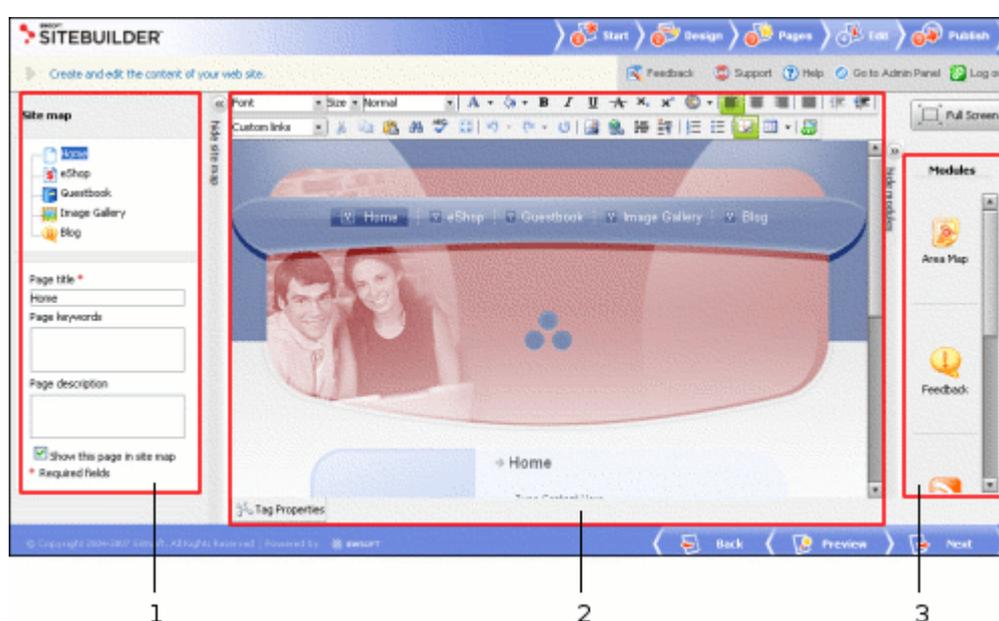
Figure 10: Step 4. Populating Site with Content

1   **Site map** area shows the site structure created on the **Pages** step of the Wizard. By selecting a page in this area, you open its content for editing in the work area of the screen. In this area you can also **adjust the general page parameters in the site map** (see page 30). To hide the **Site map** section, click the ⏪ **Hide site map** icon. To restore the **Site map** area on the screen, click the ⏩ **Show site map** icon.

2   **Work area** provides access to different functions, depending on the type of the edited page:

   ▪   On ordinary text pages, the work area provides the space for **creating the text content of the page** (see page 33) with the help of the WYSIWYG editor, like on the screenshot above.

- On special pages, or *page modules*, the work area provides the module editor screen, where you can configure various parameters of the module on the respective tabs, and, in most cases, populate the module with content (for example, fill your online store catalogue with products). For information on working with lists of objects on module management pages, read section **Working with Lists** (see page 12). For more information about configuring and editing each module, see the respective sections further in this chapter.

3   **Modules** area allows to embed *block modules* in text pages, by clicking and drag-and-dropping the module icon to the required spot on the page. For some tips on using block modules, see section **Working with Modules** (on page 47). To hide the **Modules** section, click the » **Hide modules** icon. To restore the **Modules** area on the screen, click the « **Show modules** icon.

In this chapter:

Setting Up Site Map

If upon filling your site with content you decide to rename some pages, hide them in site navigation or provide them with some keywords or description to be used by search engines, you can do that on the **Edit** step, in the **Site map** area.

Renaming Pages

To rename a page, select it in the **Site map** area and provide a new name in the **Page title** field. This will rename the page in the site menu and in the browser's title bar.

Specifying Keywords to be Used by Search Engines

The keywords should be carefully selected to reflect the page content, because they are used by search engines to find pages with requested information.

To provide a page with keywords, select the necessary page in the **Site map** area and type the needed keywords in the **Page keywords** field.

Providing Description to be Displayed in Search Results

Description is displayed with the page title and URL when the page appears as the result of a user query on a search engine. Therefore, description should give the main idea of the page, so everyone could instantly understand what the page is about.

To provide a page with description, select the necessary page in the **Site map** area and type the desired text in the **Page description** field.

Hiding Pages in Site Navigation

In Sitebuilder, you can choose which site pages should be visible in site menu and which not. The page which you choose to be hidden will be accessible only by clicking a link placed on other pages of your site (or wherever you would like to place it). Note that when site visitor actually accesses a hidden page it appears in the site menu, and when they switch to another (not hidden) page, the hidden page disappears again.

To hide a page in the site navigation menu, clear the **Show this page in site map** check box. In the Wizard interface, hidden pages are highlighted with grey color in the site map and in the site structure on the **Pages** step. You can hide both first and second level pages.

To understand how hiding pages correlates with pages hierarchy, see the example below:

Let the site structure look as follows:

- Page 1
- Page 2 (hidden)
- Page 3
    - Page 3.1 (hidden)
    - Page 3.2
- Page 4 (hidden)
    - Page 4.1
    - Page 4.2 (hidden)

To understand the dependency of pages' visibility and position in the hierarchy, see the table below.

Active Page*	Visible Pages
Page 1	Page 1, Page 3
Page 2	Page 1, Page 2, Page 3
Page 3	Page 1, Page 3, Page 3.2
Page 3.1	Page 1, Page 3, Page 3.1, Page 3.2
Page 3.2	Page 1, Page 3, Page 3.2
Page 4	Page 1, Page 3, Page 4, Page 4.1
Page 4.1	Page 1, Page 3, Page 4.1
Page 4.2	Page 1, Page 3, Page 4.1, Page 4.2

* active page is a page where site visitor is currently stands on

Working with Text

This subsection describes the ways of working with textual information on your web pages. You will learn how to format characters and paragraphs, cut, copy, paste text, insert images and links, check spelling, and more.

Applying Styles, Fonts, and Colors to Text

➢ *To apply formatting to a text:*

1 On the **Edit** tab, select the web page where you want to edit the text.

2 Select the portion of the text you want to change.

3 Apply the necessary formatting options:

- Select a font from the **Font** list.
- Select a font size from the **Size** list.
- Select a style from the **Paragraph style** list.
- Click the A ⁻ **Foreground color** icon to choose a font color.
- Click the ⬧ ⁻ **Background color** icon to choose a background color.
- Click the **B Bold**, *I* **Italic**, U̲ **Underline**, or A̶ **Strike through** icons to make the text bold, italic, underlined, or strikethrough respectively.
- Click the x₂ **Subscript** or x² **Superscript** icon to make the text subscript or superscript respectively.

4 To insert a special symbol into the text, click the © ⁻ **Insert Symbol** icon and select a symbol.

Formatting Paragraphs

➢ *To apply formatting to a paragraph:*

1 On the **Edit** tab, select the web page where you want to edit the text.

2 Select the text which you want to format.

3 Apply necessary formatting commands:

- To align the text, click the ☰ **Align left**, ☰ **Align center,** ☰ **Align right**, or ☰ **Justify** icon on the toolbar.

- To change the indentation of the selected text, click the ⧈ **Indent** or ⧈ **Outdent** icon on the toolbar.

- To insert a horizontal rule, place a cursor in any place on the page and click the ⧈ **Horizontal Ruler** icon.

- To start a new paragraph, click the ⧈ **New Paragraph** icon before the beginning of the new paragraph.

Copying and Moving Text

➢ *To copy or move text:*

1 On the **Edit** tab, select the web page where you want to edit the text.

2 Select the needed piece of the text.

3 To move the text, click the ✂ **Cut** icon

4 To copy the text, click the 🗐 **Copy** icon.

5 Place the cursor where you want the text to appear.

6 Click the 📋 **Paste** icon.

Finding and Replacing Text

➢ *To find a particular part of text in the page content:*

1 On the **Edit** tab, select the web page where you want to find the text.

2 Click the 🔍 **Find** icon.

3 On the **Find** tab, enter the text you want to find in the **Find** field.

4 Indicate the area of the search, by selecting one of the following options:

   ▪ **Entire text**. Entire text on the web page will be searched for indicated word or phrase.

   ▪ **Selection only**. Only selected part of the text will be searched for indicated word or phrase.

5 Indicate the direction of the search, by selecting one of the following options:

   ▪ **Up**. The search is done in the upper part of the text, starting from the cursor position.

   ▪ **Down**. The search is done in the lower part of the text, starting from the cursor position.

6 Select the method of the search, by selecting either one of the following command options:

   ▪ **Match case**. Only the text that exactly matches the case (uppercase and lowercase character formatting) is searched for the specified search pattern.

   ▪ **Match whole words only**. Only the exact text you specified is searched for.

7 Click **OK** to start the search.

8 Click **Find Next** to look for the next mention of the search pattern.

➢ *To find and then replace a word or phrase:*

1 Click the 🔍 **Find** icon in the editor toolbar.

2 Click the **Replace** tab.

3 Enter the text you want to replace in the **Find** field.

4 Enter the replacement text in the **Replace with** field.

5 Click **Replace**.

6 To replace all the mentions of the search pattern in the text, click **Replace All**.

Checking Spelling

> ➢ *To check spelling on the page:*

1 On the **Edit** tab, select the web page where you want to check the spelling.

2 Click the ^{ABC}✓ **Spellchecker** icon.

In the **Not in dictionary** field, a possible spelling mistake is shown.

3 If you are sure that the word found by the **Spell Check** editor is not misspelled, click **Ignore** to ignore this part of the text.

To ignore all parts of the text, containing this word, click **Ignore All**.

4 If you want to replace the misspelled word with the word in the **Suggestions** field, click **Change.**

To change this word in the whole text, click **Change All**.

Undoing and Redoing Actions

To undo the last action, click the ↶ **Undo** icon.

To redo the last undone action, click the ↷ **Redo** icon.

Inserting Images

➢ *To insert an image to a web page:*

1 On the **Edit** tab, select the web page where you want to insert the image.

2 Place the mouse cursor on the place in your site, where you want to insert the image.

3 Click the ⬚ **Image Manager** icon.

4 Click **Browse** and select an image to upload.

> **Note**:
> 1. The maximum size of an image is 200KB.
> 2. The supported graphics file formats are *.gif, *.jpg, *.jpeg, *.png, *.bmp

5 Click **Open** in the **Browse** dialog box.

6 If the file with the same name as the image you are uploading exists and you want to overwrite it, select the **Overwrite if file with such name exists** option.

7 Click **Upload**.

In the left dialog box, the name of uploaded image is displayed.

In the right dialog box, you can preview the image by selecting its name in the left dialog box.

8 Click **Insert**.

Inserting Links

Using the Sitebuilder editor, you can insert both internal and external links. Internal links point to other places of your site, taking the reader to related pages. External links pointing to other sites are often used to improve your site popularity and will direct visitors of your site to friendly sites (the so-called *link exchange*).

Using the Sitebuilder hyperlink manager, you can add the following types of links:

- Hyperlink (see page 38)
- Links to the pages of your site (see page 38)
- Anchor (see page 39)
- E-mail link (see page 39)

Inserting Hyperlink

Hyperlink is a reference in a hypertext document to another document or other resources.

➢ *To insert a hyperlink:*

1 Place the cursor where you want to insert a link (or select a text which you want to set as hyperlink).

2 Click the **Hyperlink Manager** icon.

3 In the **URL** field, specify the web address which you want the link to point to.

4 In the **Link text** field, specify (or change) the text that will make up the link.

5 From the **Protocol** list, select the protocol to be used to access the linked resource (http, ftp, and other).

6 From the **Target** list, select how the link will open (in the same window, in the new window, and so on).

7 In the **Tooltip** field, type the text to be displayed when the cursor is hovered over the link.

8 To set up the appearance of the link, select a desired style from the **CSS class** field.

9 Click **OK**.

Inserting Links to Pages of Your Site

➢ *To insert a link to a page of your site:*

1 Go to the **Edit** step and navigate to the page where you want to insert the link.

2 Type/Select the text which you want to set as a link.

3 From the **Custom links** list, select the page to which the link should lead.

Inserting Anchor

Anchor is a word or a group of words that define the destination a hyperlink leads to. Anchors are very helpful in facilitating navigation through a great amount of text located in a single place. With this function you can provide the readers of the message with the easy way to jump from one part of the text to another.

➢ *To insert an anchor:*

1   Place the cursor where you want the link to lead to.

2   Click the 🌐 **Hyperlink Manager** icon.

3   Click the **Anchor** tab.

4   Enter a name for the anchor and click **OK**.

5   Select some text or an image that will be the hyperlink leading to the anchor.

6   Click the 🌐 **Hyperlink Manager** icon again.

7   On the **Hyperlink** tab, select the newly created anchor from the **Existing anchor** field.

8   Click **OK**.

Inserting E-Mail Link

If you want visitors of your site to contact you by e-mail, insert an e-mail link to your web pages. On a web page, this looks like your e-mail address underlined, and when a user clicks it, a mail program on his or her computer opens a "Compose New Message" window with your e-mail address specified as the recipient address. When placing e-mail links, you can also specify the default subject for the message.

➢ *To insert e-mail link:*

1   Select the text which you want to set as the e-mail link.

2   Click the 🌐 **Hyperlink Manager** icon.

3   Click the **E-mail** tab.

4   In the **Address** field, type the needed e-mail address.

5   In the **Link text** field, you can modify the previously selected text.

6   In the **Subject** field, type the text that will be the subject of the e-mail message.

7   To set up the appearance of the link, select a desired CSS class from the **CSS class** list.

8   Click **OK**.

Working with Tables

This section describes how to work with tables. You will know how to insert tables, add and delete rows, columns, and cells, merge and split cells, and drag tables to another location in your site content.

Inserting Tables

Tables are used to organize textual and numerical information in a convenient and clear way. They represent even large amounts of textual information in an easy-to-read format. Tables consist of grids formed by rows and columns. On web pages, tables are often used as a formatting tool to maintain the size and proportion of page borders in all browsers and output formats. Borders can be made invisible and information in a table appears as formatted in a desired way. For example, this can be useful when organizing the text in several columns, like in a newspaper.

➢ *To insert a table:*

1 Place the cursor where you want to insert a table.

2 Click the **Insert Table** icon.

3 Move the mouse cursor to select the number of columns and rows you want.

Adding Rows and Columns

➢ *To add a row or a column:*

1 Place the cursor in the table where you want to add a row or column.

2 Click the **Insert Table** icon:

- To insert a row above or below the row where you placed the cursor, click the **Insert Row Above** or the **Insert Row Below** icon respectively.

- To insert a column to the left or to the right of the column where you placed the cursor, click the **Insert Column to the Left** or the **Insert Column to the Right** icon respectively.

Removing Rows, Columns, and Cells

➢ *To remove a row, column, or cell:*

1 Place the cursor where you want to delete a row or a column.

2 Click the ▦ ▾ **Insert Table** icon:

- To remove a row, click the ⧡ **Delete Row** icon.

- To remove a column, click the ⵦ **Delete Column** icon.

- To remove a cell, click the ▦ **Delete Cell** icon.

Formatting Tables

➢ *To set the table properties:*

1 Right-click inside the table and click the ▦ **Set Table Properties** icon in the context menu.

2 On the **Table Properties** tab, set the following properties:

- **Width/Height**. Specify the width and height of the table (in pixels or percent).

- **Background**. Set the background color of the table.

- **Alignment**. Align the table to the left, center, or right part of the page.

- **Cell spacing**. Increase or decrease the space between the borders of the cells.

- **Cell padding**. Increase or decrease the space between the content and the border of a cell.

- **Border**. Set cell border width, color, and layout.

- **ID**. Setting ID for a table provides some options for advanced table handling.

- **Background Image**. Set an image as the table background.

- **CSS class**. Specify table CSS class and style. CSS class is the predefined style which is applied to the selected text.

Note: **CSS class** is the option for advanced users only.

3 Click **OK**.

Formatting Tables with CSS Classes

CSS class provides easy and consistent way for formatting the tables.

➢ *To use a CSS class:*

1 Create a table.

This process is described in detail in **Inserting Tables**, earlier in this guide.

2 Open the **Table Properties** dialog box.

3 Select a CSS class from the **CSS class** list in the **Table Properties** dialog box.

4 Click **OK**.

Merging Cells

➢ *To merge cells:*

1 Place the cursor in the cell which you want to merge with another cell.

2 Click the ⊞ ▾ **Insert Table** icon.

3 To merge the cell with the cell to the right, click the **Merge Cells Horizontally** icon.

4 To merge the cell with the cell above, click the **Merge Cells Vertically** icon.

Splitting Cells

➢ *To split a cell in the table using the* Insert Table *dialog box:*

1 Place the cursor in a cell which you want to split (it must be a previously merged cell).

2 Click the ⊞ ▾ **Insert Table** icon.

3 Click the **Split Cell** icon.

Formatting Cells

➢ *To configure the parameters of your table cells:*

1   Right-click inside the cell and select **Cell Properties** from the context menu.

2   On the **Cell Properties** tab, set the following properties:

- **Content alignment.** Align the content in the selected cell (vertically or horizontally).

- **Background**. Set the background color of the cell.

- **Width/Height**. Specify the width and height of the selected cell (in pixels or percent).

- **ID**. Setting ID for a cell provides options for advanced cell handling (for advanced users and developers).

- **No wrapping**. Enable/disable cell wrapping (that is if enabled, it forces new line when the text reaches the cell border).

- **Background image**. Set an image as the background of the cell.

- **CSS class**. Specify cell CSS class and style. CSS class is the predefined style which is applied to the selected text.

3   Click **OK**.

Making Tables Available for Users with Impaired Vision

MS Windows OS include tools that help users with impaired vision to use computer programs without feeling any discomfort. In order to generate content that can be interpreted by the Accessibility Tools integrated in MS Windows (such as **the Narrator**, **the Magnifier**, and **the On-Screen Keyboard**), **Table Wizard** includes an additional tab called **Accessibility**.

The **Narrator** uses the information from the **Accessibility** table fields (heading rows, columns, caption alignment, and summary) to produce tooltip message for each table cell. Users with impaired vision can hear those tooltips as they hover over certain cells with their mouse cursor.

➢ *To make the table available for users with impaired vision:*

1   Right-click inside the table and click the 🖼 **Table Properties** icon in the context menu.

2   Click the **Accessibility** tab.

3   Enter a number of rows that will be set as headings in the **Heading rows** field.

 The maximum number of heading rows and columns depends on the total number of rows and columns in your table.

4   Enter a number of columns that will be set as headings in your table in the **Heading columns** field.

5   Enter the title of the table in the **Caption** field.

6   Select the position of the caption relative to the table from the **Caption alignment** field.

7   Enter a short description of the table to be vocalized in the **Summary** field.

8   If your table contains heading rows/columns and the information specified in the table cells makes sense only together with the headings, select the **Associate cells with headers** check box.

 The tooltip message for the cells will include the names of the headings.

9   Click **OK**.

Modifying HTML Source of Web Pages

In Sitebuilder, textual and tabular information on your web pages is automatically converted into the HTML code. HTML, which stands for HyperText Markup Language, is a standardized language for presenting information, graphics, and multimedia on the World Wide Web. Using the Tag Properties feature, you can easily apply different styles and change properties of selected elements.

At the bottom of the Sitebuilder editor window you can see the panel displaying the HTML structure of the line, on which your mouse cursor is now placed.

For example, if you place the mouse cursor in a table, the HTML code structure will contain the following tags: TABLE, TBODY, TR, TD. The tag where the cursor stands is shown in bold.

➢ *To modify HTML source of a web page:*

1 On the **Edit** tab, select the web page where you want to modify HTML source.

2 Place your mouse cursor in the line you want to edit and click the tag name.

3 Click **Tag Properties**.

The **Tag properties** dialog box opens. In this dialog box, you can change the following properties:

- For TABLE (Table) tags, you can adjust cell spacing, cell padding, table width and height, table and cell alignment, and define the style of borders.

- For TR (Table Row) tags, you can adjust row color and borders

- For TD (Table Data) tags, you can change table text padding, margin, and decoration.

- For A (Link) tags, you can change the link padding, margin, and decoration in the text.

- For UL (Unordered List) and OL (Ordered List) tags, you can change the style of the list items.

- For HR (Horizontal Rule) tags, you can adjust the colors and borders.

- For IMG (Image) tags, you can adjust the colors and borders.

4 Click **OK**.

The changes will be immediately applied in the editor screen.

Working with Modules

In Sitebuilder, there are two types of modules:

- *Page modules*, or *special pages*. These modules are added to your site as separate web pages on the **Pages** step of Sitebuilder Wizard. There are the following special pages in Sitebuilder:

    - Blog (see page 48)

    - Image Gallery (see page 52)

    - File Download (see page 57)

    - eShop (see page 58)

    - Flash Intro (see page 67)

    - Guestbook (see page 68)

    - Forum (see page 70)

    - Registration (see page 73)

All page modules available in Sitebuilder are described in **Types of Pages** (see page 25). For instructions on how to include special pages in your site structure, refer to **Structuring Your Site** (see page 26).

- *Block modules*. These modules do not require dedicated site pages: they are inserted into ordinary text pages, and work as embedded functional blocks. There are the following block modules in Sitebuilder:

    - Area Map (see page 75). Allows you to include a map image of a certain location point into a web page. You can choose between two third-party GIS engines: Google Maps API and Microsoft MapPoint Web Service.

    - Feedback (see page 78). Allows you to include a feedback form into the page.

    - RSS Reader (see page 79). Allows you to automatically load favorite news and information to you site from RSS news feeds (also called "channels").

    - Voting (see page 80). Allows to conduct polls and online surveys.

    - Script (see page 79). Allows you to add your own Java Script or HTML code to your web pages.

    Block modules are added and configured on the **Edit** step of the Sitebuilder Wizard.

General rules for working with block modules are the following:

- You can add any number of block modules to a page.

- To insert a block module into a page, select the module icon in the **Modules** area on the right, click and drag it to the page where you want to insert the module.

- Block modules cannot be viewed directly on the **Edit** step. You can only configure block modules there. To preview block modules as they are displayed on your site, click **Preview**.

To delete a block module from the page, click **Remove Module** on the block module dialog box.

For details on configuring each particular module, see the corresponding sections further in this guide. The links to appropriate pages are provided near the module names in the list above.

Adding Blog

A blog is a publicly accessible personal diary or journal, consisting of messages and comments. You can add a blog to your site and post you messages there. The visitors of your site can read your blog posts and give their comments. If you have lots of posts in you blog, you can subdivide them into categories for convenience.

➢ *To add a blog to your site:*

1   Go to the **Pages** step.

2   Select 🅱 **Blog** in the **Special pages** box.

3   Click [>].

You can add several blogs to your site.

➢ *To set up your blog:*

1   Go to the **Edit** step.

2   Select 🅱 **Blog** in the **Site map** area.

Managing Posts in Your Blog

After you add blog to your site, the next step is to fill it in with posts. The procedures of adding and managing your blog posts are described in the current section.

Posting to Your Blog

➢ *To add a blog post:*

1   In the 🅱 **Blog** module, click the **Content** tab.

2   Click 🗨 **Add New Post**.

3   Enter a post subject in the **Subject** field.

4   Enter post text in the **Content** field.

5   If you want to add an image to the post, click the 🖼 **Image manager** icon, browse to an image file and click **Upload**.

6   Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 50), you can refer the created message to a desired category or several categories.

Editing Post

➢ *To edit an existing blog post:*

1 On the ⓑ **Blog** page, click the **Content** tab.

2 On the **Content** tab, click the ✏ **Edit** icon beside the post you want to edit.

3 Edit the needed post parameters.

4 Click **OK**.

Removing Post

➢ *To remove a post from the blog:*

1 On the ⓑ **Blog** page, click the **Content** tab.

2 On the **Content** tab, select the post you want to remove.

3 Click ✖ **Remove Selected**.

Managing Comments on Blog Posts

All your posted entries can be commented by your site visitors. You can edit and manage these comments, as well as add your own ones. The procedures of adding and managing your blog comments are described in the current section.

Adding Comment

➢ *To add a comment:*

1 In the ⓑ **Blog** module, click the **Content** tab.

2 Click **View/Edit Comments** beside the corresponding post.

3 Click 🗨 **Add New Comment**.

4 Enter a comment subject in the **Subject** field.

5 Enter your name in the **Posted by** field.

6 Enter the text of the comment in the **Content** field.

7 Click **OK**.

Editing Comment

As a blog owner, you can edit both your and your blog visitors comments.

➢ *To edit a comment:*

1 In the 🅱 **Blog** module, click the **Content** tab.

2 Click **View/Edit Comments** beside the corresponding post.

3 Click the ✏ **Edit** icon beside the comment you want to edit.

4 Configure the needed comment parameters.

5 Click **OK**.

Removing Comment

➢ *To remove a comment:*

1 In the 🅱 **Blog** module, click the **Content** tab.

2 Click **View/Edit Comments** beside the corresponding post.

3 Select the comment you want to remove.

4 Click ✖ **Remove selected**.

Managing Categories of Blog Posts

After you add some messages to your blog, you can sort them by subjects they discuss. These subjects are called *categories*. See the following sections to learn how to create and manage categories.

Adding Category

➢ *To add a category:*

1 In the 🅱 **Blog** module, click the **Categories** tab.

2 Click 🗎 **Add New Category**.

3 On the **Main Properties** tab, enter a name of the new category in the **Name** field.

4 From the **Position in list** list, select under which number the category should appear on the page.

5 If you want to provide a short description of the category, click the **Description** tab and enter any text of your choice.

6 Click **OK**.

Editing Category

➢ *To edit a category:*

1 In the 🅑 **Blog** module, click the **Categories** tab.

2 On the **Categories** tab, click the 🖊 **Edit** icon beside the category you want to edit.

3 Edit the needed category parameters.

4 Click **OK**.

Changing Order in which Categories are Listed on Page

You can change the order in which categories appear in the **Categories** list by moving particular categories up and down in the list.

To move a category up or down in the **Categories** list, click an upward ⬆ or a downward ⬇ arrow against the category name. One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward ⬆ or downward ⬇ arrows are not displayed, correspondingly.

Removing Category

➢ *To remove a category:*

1 In the 🅑 **Blog** module, click the **Categories** tab.

2 On the **Categories** tab, select a category you want to remove.

3 Click ✖ **Remove Selected**.

> **Note:** After a category is removed, all posts which have been assigned to it remain in the blog.

Setting Up Blog Appearance

➢ *To set up the appearance of your blog:*

1 In the **Blog** module, click the **Settings** tab.

2 Enter the number of posts to be displayed on one blog page in the **Posts per page** field.

3 Enter the number of comments to be displayed on one blog page in the **Comments per page** field.

4 Enter the maximum number of symbols a post summary can contain in the **Post summary truncation limit** field.

Adding Image Gallery

The **Image Gallery** module allows you to place an image gallery or a photo album on your site in an easy and comfortable way. You can upload images, describe and categorize them, set the order of images, etc.

➢ *To add an image gallery to your site:*

1 Go to the **Pages** step.

2 Select 🖼 **Image Gallery** in the **Special pages** dialog box.

3 Click ⬚ > ⬚ .
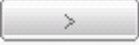
You can add several image galleries to your site.

➢ *To set up your image gallery:*

1 Go to the **Edit** step.

2 Select 🖼 **Image Gallery** in the **Site map**.

Managing Images

After you add image gallery to your site, the next step is to fill it in with images. The procedures of managing images are described in the current section.

Uploading Images

➢ *To upload one image at a time:*

1 In the 🖼 **Image Gallery** module, click 🖼 **Image Upload** on the **Images** tab.

2 On the **Main Properties** tab, enter an image title in the **Name** field.

3 From the **Position in list** list, select under which number the image should appear on the page.

4 Click the **Image** tab.

5 Click **Browse**, select an image file on your computer and click **Open**.

6 Click **Upload**. The uploaded image is displayed in the **Preview** area of the **Image** tab.

7 If you want to provide a short description of the image, click the **Description** tab and enter a text of your choice.

8 Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 55), they appear on the **Categories** tab and you can refer the image to a desired category or several categories.

Sitebuilder provides a possibility of batch image upload, allowing to publish many images at once. You can upload the images from your local file system, and perform a group resize operation on them. The maximum size of the batch is determined by the disk space on the publishing server.

➢ *To upload multiple images:*

1 In the 🖼 **Image Gallery** module, click 🖼 **Multiple Image Upload** on the **Images** tab.

Multiple image upload requires ActiveX Control to be installed in your browser. If the required component is missing from your browser, you will be prompted to install it. Follow the on-screen instructions to install the component.

If you fail to install required components, click the **If you do not see the Multiple Image Upload window, click here** shortcut to open simplified image upload dialog where you can upload 10 images at once.

If the required component is successfully installed, perform the following steps.

2 In the left frame of the **Add New Images** window, navigate to the required folder in your local file system

3 Select the images you want to upload.

4 If you have already created a category for your images, then from the **Upload to category** list, select a category you want to refer the images to. If you have not created categories yet, select **Create new category** and type its name in the appeared field.

5 If necessary, from the **Resize large images to** list, select the dimensions the uploaded images should be resized to.

6 Click **Upload**.

7 After the upload is complete, click **OK** on the progress bar and on the screen.

Previewing Images

➢ *To preview an image:*

1 In the ▭ **Image Gallery** module, click the **Images** tab.

2 Click the ▭ **Preview** icon against the image you want to preview.

The image opens in a new window.

Editing Image Properties

➢ *To edit an image:*

1 In the ▭ **Image Gallery** module, click the **Images** tab.

2 Click the ✎ **Edit** icon against the image you want to edit.
3 Configure the image parameters as desired.
4 Click **OK**.

Changing Order in which Images are Listed on Page

You can change the order in which images appear on the site page by moving particular images up and down in the list.

To move an image up or down in the list, click an upward ⬆ or a downward ⬇ arrow against the image name. One click on the icon moves the image one position up or down respectively.

For images which have reached the topmost or the bottom position of the list, the upward ⬆ or downward ⬇ arrows are not displayed, correspondingly.

Removing Image

➢ *To remove an image:*

1 In the ▭ **Image Gallery** module, click the **Images** tab.
2 Select the image you want to remove.
3 Click ✖ **Remove Selected**.

Managing Categories of Images

You can use image categories to better organize your images. An image category is a group of images in the gallery, which have something in common. One image may belong to one or several categories at the same time. It is especially convenient to split images into categories, when the number of images is big. See the following sections to learn how to create and manage categories.

Adding Category

➢ *To add a category:*

1 In the ▣ **Image Gallery** Module, click the **Categories** tab.

2 Click 🖼️ **Add New Category**.

3 On the **Main Properties** tab, enter a name of the new category in the **Name** field.

4 From the **Position in list** list, select under which number the category should appear on the page.

5 If you want to add an image that will be displayed beside the category name, click the **Image** tab.

6 Click **Browse**, select an image file on your computer and click **Open**.

7 Click **Upload**.

   The uploaded image is displayed in the **Preview** area.

8 If you want to provide a short description of the category, click the **Description** tab and enter a text of your choice.

9 Click **OK**.

Editing Category

➢ *To edit a category:*

1 In the ▣ **Image Gallery** module, click the **Categories** tab.

2 Click the ✏️ **Edit** icon beside the category you want to edit.

3 Configure the needed category parameters.

4 Click **OK**.

Changing Order in which Categories are Listed on Page

You can change the order in which categories appear in the **Categories** list by moving particular categories up and down in the list.

To move a category up or down in the **Categories** list, click an upward ⬆ or a downward ⬇ arrow against the category name. One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward ⬆ or downward ⬇ arrows are not displayed, correspondingly.

Removing Category

➢ *To remove a category:*

1 In the ▨ **Image Gallery** module, click the **Categories** tab.

2 Select the category you want to remove.

3 Click ✖ **Remove Selected**.

Setting Up Image Gallery Appearance

➢ *To set up image gallery appearance:*

1 In the ▨ **Image Gallery** module, click the **Settings** tab.

2 In the **Images per page** field, enter a number of images to be displayed on one page.

Providing Content for Download

The **File Download** module allows to provide various content for download to your site visitors. The file format is arbitrary; the maximum size of the file is determined by parameters of your network.

➢ *To add the* File Download *module to your site:*

1 On the **Pages** step, select **File Download** in the **Special pages** box.

2 Click [>].

You can place only one file on the **File Download** page. If you wish to provide several files for download, add as many **File Download** pages to your site map as necessary. In this case, we recommend creating all **File Download** pages as second level pages and attaching them to one top level page.

➢ *To upload a file that will be available for downloading:*

1 On the **Edit** step, select **File Download** in the **Site map** area.

2 Click **Browse**, select a file and click **Open**.

3 Click **Upload**.

4 Specify a name for the file in the **File name** box. Under this name the file will be displayed to site visitors. By default, it is the original name of the uploaded file.

Note: National characters in file extensions are not supported. If your file extension contains national characters, replace them with Latin characters, or append a dot (.) at the end of the string to make these characters a part of the file name.

In the upper part of the screen you will see the results of the operation and the file size.

To replace the uploaded file, click **Browse** once again and select another file.

To ensure that the provided setup works correctly, you can perform a test download of the file. To do so, click the **Download** shortcut.

Adding Online Store

In Sitebuilder, you can set up your own online store by adding the eShop module into your site. You, as an e-shop owner, can add products and categories, sort products by categories, and manage orders submitted by the customers. Your customers can browse your online store, add products to their shopping carts, select their preferred payment systems and shipping methods, and submit their orders. After the first purchase, they can return to their shopping carts any time and continue shopping. Your e-commerce resource can be integrated with PayPal, Authorize.Net, BluePay, and 2CheckOut.com payment systems, so that customers could pay for their purchases using their credit cards.

➢ *To add an online store to your site:*

1   Go to the **Pages** step.

2   Select ⑤ **eShop** in the **Special pages** box.

3   Click ⬚ .

You can set up several online stores on your site by adding as many eShop page modules to your site structure as necessary. In this case, the currency, payment settings, lists of categories and products you create in different eShop modules are independent of each other.

➢ *To set up your online store:*

1   Go to the **Edit** step.

2   Select ⑤ **eShop** in the **Site map**.

Managing Products

After you add the eShop module to your site, the next step is to populate it with products. The procedures of adding and managing products are described in the current section.

Adding Products to Catalogue

➢ *To add a new product:*

1 On the $\boxed{s}$ **eShop** page, click 🌿 **Add New Product** on the **Products** tab.

2 On the **Main Properties** tab, specify the general product properties:

- **Name**, under which the product is displayed in the catalogue

- **Price**, which is displayed in the catalogue in the currency and format you select on the **Payment Systems** tab of eShop module editor

- **Position in list**, which is the index number under which the product is displayed in the catalogue

3 If you do not wish to sell this product, just to display information about it, select the **Advertise only** check box.

Your eShop buyers won't be able to add this product to their carts.

4 If you want to add an image that will be displayed beside the product name, go to the **Image** tab, browse to an image file on your computer and click **Upload**.

Note: Later you can preview this image on the **Products** tab by clicking the 🖼 icon for the product in the **P** (**Preview**) column. For products for which no image has been uploaded, this icon is not displayed in the list.

5 If you want to add a short description of your product, go to the **Description** tab and type your text in the text box.

6 Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 60), you can refer the created product to a desired category.

To preview products in your online store, click **Preview** at the bottom of the Sitebuilder window and go to the online store page of your web site.

Editing Product Properties

➢ *To edit the properties of a product:*

1 On the $\boxed{s}$ **eShop** page, click the **Products** tab.

2 Click the 🖊 **Edit** icon beside the product you want to edit.

3 Configure the needed product parameters.

4 Click **OK**.

Changing Order in which Products are Listed in Catalogue

You can change the order in which images appear on the site page by moving particular images up and down in the list.

To move an image up or down in the list, click an upward ↑ or a downward ↓ arrow against the image name. One click on the icon moves the image one position up or down respectively.

For images which have reached the topmost or the bottom position of the list, the upward ↑ or downward ↓ arrows are not displayed, correspondingly.

Removing Product

➢ *To remove a product from your online store:*

1 On the ⓢ **eShop** page, go to the **Products** tab.

2 Select the product you want to remove.

3 Click ✕ **Remove Selected**.

Managing Categories of Products

After you add a number of products to your e-shop, you may need to sort them by categories, so that your customers could easily navigate in your catalogue. The procedures of adding and managing product categories are described in the current section.

Adding Category to Catalogue

➢ *To add a product category:*

1 On the ⓢ **eShop** page, click the **Categories** tab.

2 Click 🖼 **Add New Category**.

3 On the **Main Properties** tab, enter a name of the new category in the **Name** field.

4 From the **Position in list** list, select the index number under which the category will be displayed in the catalogue.

5 If you want to add an image that will be displayed beside the category name, go to the **Image** tab, browse to an image file and click **Upload**.

> **Note:** Later you can preview this image on the **Categories** tab by clicking the 🖼 icon for the product in the **P** (**Preview**) column. For categories for which no image has been uploaded, this icon is not displayed.

6 If you want to provide a short description for the category, click the **Description** tab and enter a text of your choice.

7 Click **OK**.

Editing Category

➢ *To edit an existing category*

1 On the [s] **eShop** page, click the **Categories** tab.

2 Click the 🖉 **Edit** icon next to the desired category name.

3 Edit the category properties as desired.

4 Click **OK**.

Changing Order in which Categories are Listed in Catalogue

You can change the order in which categories appear in the **Categories** list by moving particular categories up and down in the list.

To move a category up or down in the **Categories** list, click an upward ⬆ or a downward ⬇ arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories occupying the topmost or the bottom position of the list, the upward ⬆ or downward ⬇ arrows are not displayed, correspondingly.

Removing Category

➢ *To remove a category:*

1 On the [s] **eShop** page, click the **Categories** tab.

2 Select a category you want to remove.

3 Click ✖ **Remove Selected**.

Note: When a category is removed, the products belonging to this category remain in your catalogue. These products are displayed in the uncategorized list, unless they have been assigned to other categories as well.

Configuring Payment Settings for Your Online Store

You can configure the following payment settings for your online store:

▪ currency and price format

▪ payment systems and shipping methods

Selecting Currency

➢ *To select a currency to be used in your online store:*

1 In the [s] **eShop** module editor, go to the **Payment Systems** tab.

2 From the **Currency** list, select a desired currency.

When selecting currency, make sure it is supported by all payment systems you wish to integrate into your online store.

Configuring Payment System Settings

In Sitebuilder, you can offer your customers the following payment options.

- Offline payment options:
  - **Cash on delivery**. Payment is made, when product is delivered to a customer.
  - **Check/Money order**. Customer issues check or money order that will be sent to you by regular mail.
- Online payment options:
  - **PayPal**. Customer pays you for the product online using PayPal payment system.
  - **Authorize.Net**. Customer pays you for the product online using Authorize.Net payment system.
  - **BluePay**. Customer pays you for the product online using BluePay payment system.
  - **2Checkout.com**. Customer pays you for the product online using 2Checkout.com payment system.

This is the default list of available payment systems. Sitebuilder administrator can disable some of the payment systems and integrate a custom payment system to the **eShop** module.

To use all these payment options, you need to configure them in your eShop. The only exception is the **Cash on Delivery** option, which does not require you to provide any details: you can only activate or deactivate it in your online store.

To accept payments online, you should integrate the PayPal, Authorize.Net, BluePay, and 2Checkout.com payment gateways into your online store. To do so, you should register merchant or vendor accounts with these systems. For more details about signing up to these payment systems, visit the PayPal (https://www.paypal.com/), Authorize.Net (http://www.authorize.net/), BluePay (http://bluepay.com/), and 2Checkout.com, Inc (http://www.2checkout.com). official web sites.

Note: Before registering with online payment systems, refer to their web sites and make sure that the currency you chose for your online store is supported.

Configuring Check/Money Order Payment Method

➢ *To customize check/money order settings:*

1 In the 🛒 **eShop** module, click the **Payment Systems** tab.

2 Select the check box beside the **Check / Money order** payment option.

3 In the **Make payable to** field, enter the name of person, to whom funds should be sent.

4 In the **Send to address** field, enter the postal address, where the check or order should be sent.

Configuring Authorize.Net Integration

Authorize.Net allows your customers to pay for your products online using credit cards or electronic checks.

> ➢ *To integrate Authorize.Net payment system in your online store:*

1   In the 🛒 **eShop** module, click the **Payment Systems** tab.
2   Select the check box beside the **Authorize.Net** payment system.
3   In the **Login** field, enter the login you use to log in to Authorize.Net.
4   In the **Transaction key** field, enter the transaction key used for encrypting data.

Note: Requests to Authorize.Net server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to Authorize.Net server is not executed.

Configuring PayPal Integration

> ➢ *To configure the PayPal payment system for your online store:*

1   In the 🛒 **eShop** module, click the **Payment Systems** tab.
2   Select the check box beside the **PayPal** payment system.
3   In the **E-mail address** field, enter the e-mail address you use to log in to the PayPal service.

Note: Requests to PayPal server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to PayPal server is not executed.

Configuring BluePay Integration

> ➢ *To configure the BluePay payment system for your online store:*

1   In the 🛒 **eShop** module, click the **Payment Systems** tab.
2   Select the check box beside the **BluePay** payment system.
3   In the **Merchant ID** and **Secret key** fields, provide the corresponding data which you received from BluePay.

Note: Requests to BluePay server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to BluePay server is not executed.

Configuring 2Checkout.com Integration

➢ *To configure the 2Checkout.com payment system for your online store:*

1 In the 🔴 **eShop** module, click the **Payment Systems** tab.

2 Select the check box beside the **2Checkout.com** payment system.

3 In the **Vendor account number** field, enter the login/user name you use to log in to 2Checkout.com.

Note: Requests to the 2Checkout.com server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to 2Checkout.com server is not executed.

Adding Shipping Methods and Specifying Shipping Costs

Sitebuilder allows you to add a shipping cost to the order total in your online store. You can specify a separate shipping cost for each available delivery method or geographical area.

When placing an order in your online store, the customer chooses a shipping method (a required option), and the cost associated with the method is added to the order total.

➢ *To add a shipping method:*

1 In the 🔴 **eShop** module, click the **Shipping Methods** tab.

2 On the **Shipping Methods** tab, click **Add New Shipping Method**.

3 On the **Main Properties** tab:

1. Specify the method name in the **Shipping method** field.

2. Enter the delivery cost in the **Shipping cost** field.

3. From the **Position in list** list, select under which index number the method should be displayed in the list.

4 If you want to provide a short description of the method, go to the **Description** tab, type your text.

5 Click **OK**.

Managing Customers' Orders

Orders management becomes available after you publish your site. You can manage the orders only from your Administrator Panel.

To proceed to orders management, go to the **Orders** tab in the **eShop** module and click **Go to Orders List**.

➢ *To change order status:*

1 Click the **Edit** icon beside an order.

2 From the **Status** list, select a new status for the order.

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.

3 Click **OK**.

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

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

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

If you have several online stores on your site, then use the **E-shop name** list to switch between them.

Setting Up Online Store Appearance

> *To set up the appearance of your online store:*

1   In the eShop module, click the **Settings** tab.

2   In the **Notification sender's e-mail address** field, specify the e-mail address to be displayed in the "From" field of order confirmations sent to your customers.

3   In the **Number of columns on Categories page** field, specify the number of columns of categories to be displayed on one page.

4   Select a parameter the products list will be sorted by from the **Sort field on Products page** list.

5   Set the order the products will be sorted in by selecting the **Ascending** or **Descending** option.

6   In the **Number of Products** field, specify how many products should be displayed per page

Adding Flash Intro

A flash intro is the flash-animated introduction clip launched prior to opening the home page of a site. You can choose between several designs of the intro and insert your own text information into it.

Note: 1. The **Flash Intro** module is the only page module that requires no database connection and therefore can be included in a static site.

2. For correct display of Asian and Arabian national characters, make sure that you have Adobe Flash Player version 9.0 or later installed.

➢ *To add flash intro to your site:*

1 Go to the **Pages** step.

2 Select 🖋 **Flash Intro** in the **Special pages** box.

3 Click ⬜ .

➢ *To configure the flash intro settings:*

1 Go to the **Edit** step.

2 Select 🖋 **Flash Intro** in the **Site map** area.

3 Select a design of your flash clip by clicking one of the thumbnails in the **Designs** area.

The selected design is outlined with a red frame.

4 In **Header text** field, enter a text to be displayed as the flash introduction title.

5 In the **Body text** field, enter a text to be displayed as the body of the flash clip.

6 From the **Background scheme** list, select a background color of the flash clip.

7 From the **Object scheme** field, select a color of your flash clip outline.

You can see the small preview image of the flash clip with the new parameters in the **Preview** area.

Adding Guestbook

Guestbook enables your visitors to leave their notes, messages, and comments. The main difference between guestbooks and online forums is that in forums, all messages are grouped in threads, or topics. In guestbooks, all messages are displayed as they were submitted in the reverse order (new messages appearing on the top).

➤ *To add a guestbook to your site:*

1 Go to the **Pages** step.

2 Select **Guestbook** in the **Special pages** box.

3 Click [>   ].
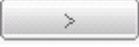
You can add several guestbooks to your site.

➤ *To set up your guestbook:*

1 Go to the **Edit** step.

2 Select **Guestbook** in the **Site map**.

Managing Guestbook Messages

After you add the guestbook to your site, you can try it and post a new message. The procedures of managing guestbook messages are described in the current section.

Adding Message to Your Guestbook

➤ *To add a message:*

1 On the **Guestbook** page, click the **Content** tab.

2 Click **Add New Message**.

3 Enter a message text.

4 Click **OK**.

Editing Message

➢ *To edit a message:*

1 In the **Guestbook** module, click the **Content** tab.

2 Click the **Edit** icon beside the message you want to edit.

3 Edit the message.

4 Click **OK**.

Removing Message

➢ *To remove a message:*

1 On the **Guestbook** page, click the **Content** tab.

2 Select the message you want to remove.

3 Click ✖ **Remove Selected**.

Setting Up Guestbook Appearance

➢ *To set up the appearance of your guestbook:*

1 In the **Guestbook** module, click the **Settings** tab.

2 In the **Message lifetime** field, enter the number of days after which the messages will be added to archive. Whether a message is or is not archived is shown in the **S** column on the **Content** tab.

3 In the **Number of messages per page** field, enter a number of messages to be displayed on one guestbook page.

4 If you want the e-mails of messages' authors to be displayed to the guestbook visitors, select the **Show author's e-mail** check box.

Adding Forum

Online forums are web-based message boards where visitors can open new topics, post topic-relevant messages, and discuss a wide range of questions.

➢ *To add a forum to your site:*

1   Go to the **Pages** step.

2   Select 🔮 **Forum** in the **Special pages** box.
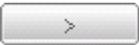
3   Click ⬜ `>` .

You can add several forums to your site.

➢ *To set up your forum:*

1   Go to the **Edit** step.

2   Click 🔮 **Forum** in the **Site map**.

Managing Forum Topics

After you add forum to your site, you can try it and post a new topic. The procedures of managing forum topics are described in the current section.

Adding Topic to Your Forum

➢ *To add a topic:*

1   On the 🔮 **Forum** page, click the **Content** tab.

2   Click 🔮 **Add New Topic**.

3   On the **Main Properties** tab, enter a subject of the new topic.

4   Click the **Content** tab.

5   Enter your text.

6   Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 72), they appear on the **Categories** tab and you can refer the topic to one of them.

Note: If you do not refer a topic to any category, this topic will not be displayed in your forum.

Editing Topic

➢ *To edit a topic:*

1   In the **Forum** module, click the **Content** tab.

2   Click the **Edit** icon beside the topic you want to edit.

3   Configure the needed topic parameters.

4   Click **OK**.

Removing Topic

➢ *To remove a topic:*

1   In the **Forum** module, click the **Content** tab.

2   Select the topic you want to remove.

3   Click **Remove Selected**.

Managing Replies to Topics

After some topics were added to your forum, you and your site visitors can add replies to those topics. You can edit and manage both your and your site visitors' replies. The procedures of managing replies to topics are described in the current section.

Adding Reply

➢ *To add a reply:*

1   In the **Forum** module, go to the **Content** tab.

2   Click the subject of the topic, to which you want to add a reply.

3   Click **Add New Reply**.

4   Enter reply text.

5   Click **OK**.

Editing Reply

➢ *To edit a reply:*

1   In the **Forum** module, go to the **Content** tab.

2   Click **View/Edit Replies** against the respective topic.

3   Click the **Edit** icon beside the reply you want to edit.

4   Edit the reply text.

5   Click **OK**.

Removing Reply

➢ *To edit a reply:*

1   In the 😕 **Forum** module, go to the **Content** tab.

2   Click **View/Edit Replies** beside the corresponding topic.

3   Select a reply and click ✖ **Remove Selected**.

Managing Categories of Forum Topics

You can sort the topics in your forum by subjects they discuss. These subjects are called categories. The procedures of adding and managing categories are described in the current section.

Adding Category

➢ *To add a category:*

1   In the 😕 **Forum** page, click the **Categories** tab.

2   Click 🏳️ **Add New Category**.

3   Enter a name of the new category in the **Name** field.

4   If you want to provide a short description of the category, click the **Description** tab and enter a text of your choice.

5   Click **OK**.

Editing Category

➢ *To edit a category:*

1   In the 😕 **Forum** module, click the **Categories** tab.

2   On the **Categories** tab, click the ✏️ **Edit** icon beside the category you want to edit.

3   Configure the needed category parameters.

4   Click **OK**.

Removing Category

➢ *To remove a category:*

1   In the 😕 **Forum** module, click the **Categories** tab.

2   On the **Categories** tab, select the forum category you want to remove.

3   Click ✖ **Remove Selected**.

Setting Up Forum Appearance

➢ *To set up the appearance of your forum:*

1 In the 🔵 **Forum** module, click the **Settings** tab.

2 Enter a maximum number of categories per page.

3 Enter a maximum number of topics per page.

4 Enter a maximum number of replies per page.

5 Enter a maximum number of search results per page.

Providing Registration for Your Site Visitors

You can set up voluntary user registration on your web site. This function has nothing to do with restricted access. Registered users don't have to enter their name, address, and other data each time they fill a form in the system - this data is automatically inserted into the appropriate text fields of the form (for example, when posting to blog or buying in e-shop).

➢ *To enable registration on your site:*

1 Go to the **Pages** step.

2 Select 🟦 **Registration** in the **Special pages** box.

3 Click ⬜ .

➢ *To set up registration settings:*

1 Go to the **Edit** step.

2 Select 🟦 **Registration** in the **Site map**.

3 To enable or disable registration, select or clear the corresponding check box in the **Registration** section.

4 To enable or disable password recovery option, select the corresponding check box in the **Password recovery** section.

Managing Registered Site Visitors

After your site is published, you can manage your registered site users through the Sitebuilder Administrator Panel.

➢ *To proceed to managing registered site visitors:*

1 Proceed to your Administrator Panel by clicking 🔵 **Go to Admin Panel** at the top of the screen.

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

3 Click your site in the list of sites.

4 Click 🗊 **Site Users**.

Adding Site Visitor Account

If you want to control the number of registered visitors on a site, you can register them yourself and then provide them with credentials for accessing the site.

➢ *To add a site visitor account:*

1 On the 🗊 **Site Users** screen, click 👥 **Add New Account**.

2 Specify the contact and login information.

3 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 the guestbook.

4 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 **Site Users** screen, click the name of the site visitor whose account you want to modify.

2 Make necessary changes.

3 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 accessing a site, you can suspend their account.

➢ *To suspend a site visitor account:*

1 On the **Site Users** screen, select the site visitor account you want to suspend.

2 Click **Deactivate**.

Suspended site visitor accounts are indicated with the 🔴 sign.

➢ *To unsuspend a site visitor account:*

1 On the **Site Users** screen, select the site visitor account you want to unsuspend.

2 Click **Activate**.

Unsuspended site visitor accounts are indicated with the ✅ sign.

Adding Maps

You can add maps to your site, thus displaying any location that may be of interest to your site visitors.

To add geographical maps to your site, you can either use the free-of-charge Google Maps service (see page 76), or purchase the Microsoft MapPoint Web Service (see page 77) from Microsoft, Inc.

Configuring Google Maps API Service

The Google Maps API service lets you embed Google Maps in your own web pages. You can add overlays to the map (including markers and polylines) and display shadowed "info windows" just like Google Maps. The Google Maps API service is provided free of charge.

The Google Maps API service supports the following browsers:

- Internet Explorer 6.0 and later
- Firefox 0.8 and later
- Safari 1.2.4 and later
- Netscape 7.1 and later
- Mozilla 1.4 and later

➢ *To embed a Google Maps API module into your web page:*

1 Go to the **Edit** step.

2 In the **Modules** area, click the 🅱 **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.

3 Click **Select Provider**.

4 Select **Google Maps API**.

5 Enter your registration key in the **Google Maps API key** box and click **OK**.

If you haven't registered this service with Google yet, click the provided link to go to the Google Web site and complete the free sign up procedure as described. When registering a Google Maps API key, be sure to specify the correct URL of your site.

Note: If you get an error message saying that the key you have specified was generated for another URL, enter your web site URL in the **Web site URL** field to fix the problem.

6 Back to the **Area Map** module, click **Choose Location**.

7 Type the name of the geographical location you want to show and click **Find Locations**.

If for some reason Google doesn't find the required location, or if you want to specify your own location, use the arrows and scaling functions to manually navigate to the required geographical point.

8 Click on the required point on the map. On the form that appears, specify the title and address of the location in the **Title** and **Address** fields and click **Save**.

9 Click **OK**.

On the site page, the specified location is marked with the red icon. The title and address of the location is displayed after you click on the icon.

Configuring Microsoft MapPoint Web Service

In order to use the Microsoft MapPoint Web Service on your pages, you first need to purchase this service from Microsoft, Inc.

You can choose one of licensing options provided by Microsoft, Inc.:

- Purchase MapPoint Web Service through a direct agreement with Microsoft. If you choose this method, you purchase one license per each **Area Map** module, added to your sites.
- Purchase MapPoint Web Service through Microsoft Volume Licensing. If you choose this method, you purchase one license for all **Area Map** modules, added to all your sites.

➢ *To embed a Microsoft MapPoint Web Service map into your web page:*

1 Go to the **Edit** step.

2 In the **Modules** area, click the 🌍 **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.

3 Click **Select Provider**.

4 Select **Microsoft MapPoint**.

5 Enter your Microsoft MapPoint Service credentials in the **User name** and **Password** fields and click **OK**.

   If you have not yet purchased a Microsoft MapPoint Service license, click the provided link to go to the Microsoft MapPoint Service page and follow the instructions on purchasing the Microsoft MapPoint Service.

6 Enter the name of the location you want to show in the **Find Locations** field.

7 Click **Find Locations**.

8 From the list of results, select the location to be displayed on your web page.

9 Click **OK**.

Note: If later you change your Microsoft MapPoint Service account settings, click **Relog in to MS Map**. You will be forwarded to the **Area Map** configuration window, where you can enter your new credentials.

Adding Feedback Form

Online feedback forms enables you to gather information about your site visitors.

> ➢ *To set up a feedback form on your site:*

1   Go to the **Edit** step.

2   In the **Modules** area, click the 🔵 **Feedback** module icon and keeping the left mouse button pressed drag the icon to the page.

3   To arrange the list of fields in your feedback form, click **Add/Edit Fields**.

By default, the **Feedback** module contains a number of fields commonly used in feedback forms. You can adjust the existing fields, as well as add new ones by clicking **Add Field**.

4   In the **Name** field, type a name for the field.

5   From the **Type** field, select the type of data that can be entered in current field:

- **String** - for entering text of maximum 255 symbols without line breaks. The text can include letters of national alphabets, punctuation marks, special symbols.

- **Text** - for entering text of maximum 1500 symbols. The text can include line breaks, letters of national alphabets, punctuation marks, special symbols. On the published site the text is displayed in the multiline mode.

- **E-mail** - for entering e-mail addresses.

- **Double** - for entering floating-point numbers. A comma or a point can be used as a decimal separator.

- **Integer** - for entering integer numbers.

- **Date** - for entering dates.

- **Phone** - for is the type of field where you can enter an international phone number.

6   To make a field required for filling in, select the **Required** check box beside the corresponding field.

7   Set the order of fields in the feedback form by clicking ⬆ or ⬇ beside the fields you need to move.

8   To remove a field, select the field you want to remove and click ✖.

9   To specify the text to be displayed to the site visitors after they submit the feedback form, click **Response Text** and provide your text.

10   To set up the general properties of your feedback form, click **Properties** and:

- In the **Title** field, enter a display name of the feedback form.

- In the **E-mail** field, enter the e-mail address the filled in feedback forms will be sent to.

- In the **Subject** field, enter the subject of the feedback e-mails.

11   Click **OK**.

Adding RSS News Feeds

RSS, which stands for Really Simple Syndication, allows you to automatically load favorite news and information on you site from RSS news feeds (also called "channels"). Many well-known news communities and corporate sites offer news headlines and article summaries in the form of news channels. RSS readers retrieve the recent content from the RSS news feeds and display it on your site. A visitor can preview the recent news content from your site and will be redirected to the news page if they want to read the full story. The news from RSS channels are updated automatically and do not require any interaction from your part.

➢ *To add RSS news feeds to your site:*

1   Go to the **Edit** step.

2   In the **Modules** area, click the **RSS Reader** module icon and keeping the left mouse button pressed drag the icon to the page.

3   Click **Change Channel** and select one of the proposed channels.

4   To specify a custom channel, click **Custom channel** and enter the channel URL in the field below.

5   Click **OK**.

Inserting Scripts to Your Web Pages

Using the Sitebuilder Wizard, you can add your own Java Script, HTML, and DHTML code to your web pages.

➢ *To insert a piece of code to your site:*

1   In the **Modules** area, click the **Script** module icon and keeping the left mouse button pressed drag the icon to the page.

2   Click **Change Script Source** and enter your code.

3   Click **OK**.

Conducting Polls and Online Surveys

Online polls and surveys enable you to receive valuable feedback from your site visitors. You can collect votes on different questions and display the results as dynamic graphical charts directly on the page. The Sitebuilder voting module tracks visitor uniqueness based on the single session principle, that is a visitor cannot vote several times in this poll within the same session.

➢ *To set up voting on your site:*

1 Go to the **Edit** step.

2 In the **Modules** area, click the ☑ **Voting** module icon and keeping the left mouse button pressed drag the icon to the page.

3 To provide the question of your survey, click **Change Question** and type your question.

4 To arrange the list of available answers, click **Change Answers**.

5 To add an answer, click **Add New Answer**.

6 Enter an answer variant in the newly appeared field.

7 To change the order of answers in the voting form, use ↑ and ↓ arrows.

8 To delete an answer, select an answer and click ✕.

9 Click **OK**.

CHAPTER 7

Publishing Site

Publishing your site as an anonymous user

If you do not have a Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you buy hosting. After you click **Publish**, you will be provided with the information about your site and with the instructions about how you can publish it. To keep this information, you can send it to your e-mail. The e-mail will include the following information:

- The life-time of your trial site, i.e. the period of time it will be stored on the Sitebuilder server.

- The site preview link. The link to your site as it is displayed to the visitors. You may send this link to your friends, for example.

- The link to your temporary site in editable mode. This link opens your site in Sitebuilder Wizard. You will need this link, if you decide to register in Sitebuilder and make your temporary site regular.

- Any supplementary information considered to be important by the Sitebuilder administrator, for example, instructions on how you can get an account in Sitebuilder and buy hosting.

To open the trial site, click **Visit Site**. The site is fully functional, and allows you to perform all operations allowed by modules, except for placing orders in your online store. The site is active during its life-time period, which is determined by your Sitebuilder administrator.

Publishing your site as a regular Sitebuilder user

If you are a registered Sitebuilder user, follow the guideline below to publish your site.

➢ *To publish your site:*

1 Go to the **Publish** step.

2 If your Sitebuilder administrator has already specified the publishing settings for your site (or you have done it yourself in your Administrator Panel), then just click **Publish** and publication begins. If publishing settings are not specified, perform steps 3-8.

3 Click **Edit publishing settings**.

Sitebuilder administrator can prohibit users from editing publishing settings. In that case publishing settings will be displayed to you in read-only mode.

4 Select a publishing mode (the list of available publishing modes is configured by your Sitebuilder administrator):

- **FTP** - publishing site to an FTP server.

- **VPS** - publishing site to a virtual private server.

- **XCopy** - publishing site using the XCOPY technology.

5 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 83)).

- **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.

6 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`

7 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.

8 Click **Publish**. The progress bar displaying the status of publication appears.

After successful publishing, your site immediately goes live, and its full functionality is available to visitors. You can proceed to your site by clicking **Visit Site**.

If next time you come to publish your site, you'll find that the publishing settings have been changed since the last publication, you can revert them to their previous state. To do so, click **Revert Publishing Settings** at the bottom of the form with the publishing setting.

In this chapter:

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/@userN ame` of the `%WINDIR%\Microsoft.NET\Framework\v2.0.50727\CONFIG\machi ne.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).