SWsoft, Inc.

SWsoft SiteBuilder 3.0 for Unix

User's Guide

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Preface

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About This Guide

SWsoft SiteBuilder 3.0 for Unix User's Guide provides detailed instructions about operations that can be performed in the SiteBuilder Wizard, a program that enables its users to create and publish sites on the Internet.

Most topics of this guide are devoted to particular tasks and the ways to perform them. The guide describes five main steps to create a site. Additionally, the guide describes the procedure of editing a site after it has been created and published on the Internet. Thus providing you with instructions on site update and maintenance.

Who Should Read This Guide

SWsoft SiteBuilder 3.0 for Unix User's Guide provides detailed information regarding SiteBuilder Wizard functionality. 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.

SiteBuilder users and guests do not need any special technical knowledge in order to use the SiteBuilder Wizard. The process of site creation and its further publishing on the Internet is quick and easy.

Organization of This Guide

Chapter 2, About SiteBuilder, describes the SiteBuilder interface elements and first steps with the SiteBuilder Wizard.

Chapter 3, Creating Web Site, provides instructions on how to create your site design, structure and content.

Chapter 4, Publishing Site, contains instructions on how to publish your site.

Documentation Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it.

Typographical Conventions

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 commands, files, and directories.	The license file is located in the `httpdocs/common/licenses` directory.

`Performatted`	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`**
CAPITALS	Names of keys on the keyboard.	SHIFT, CTRL, ALT
KEY+KEY	Key combinations for which the user must press and hold down one key and then press another.	CTRL+P, ALT+F4

General Conventions

Chapters in this guide are divided into sections, which, in turn, are subdivided into subsections. For example, Documentation Conventions is a section, and General Conventions is a subsection.

When following steps or using examples, be sure to type double-quotes ("), left single-quotes (`), and right single-quotes (') exactly as shown.

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.

CHAPTER 2

About SiteBuilder

SWsoft SiteBuilder 3.0 for Unix is a site development solution allowing wide groups of users to create their sites with minimum effort. The main target audience of SiteBuilder is users without deep knowledge of Internet technologies yet willing to invade Internet with their own virtual habitats, that is sites used for various purposes: online photo galleries, e-shops, home pages with information about themselves, and so on. Besides individual users, SiteBuilder is also an effective tool for creating corporative sites presenting information about companies on the Internet.

In This Chapter

Main Steps to Create Site

As a rule, the process of creating a web site includes three main stages: planning, implementation, and web 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 web site and its target audience. After this, decide where your web site will be stored, or, in Internet terminology, hosted. This stage is beyond the scope of this document. We assume that if you have access to SiteBuilder, you have all resources required for site hosting. Then, you create a detailed structure of your future web site and prepare its contents, including text information and graphics. The planning stage is extremely important because it eventually determines the usefulness of your web site.

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

1. To create a web site, open the SiteBuilder Wizard. You can start working with the Wizard without user authorization (no login/password needed).
2. Complete the first four Wizard steps (select the design, create the site structure, add web site contents, add web site modules and provide extra information for search engines).
3. Open the Publish tab and start the publication process. Your web site will be saved as a *trial* site in a temporary storage directory on the SiteBuilder server. To be able to permanently publish your site on the Internet, you should purchase hosting services from your provider. The instructions on how you can do that will be displayed on the Publish screen appeared after the publication process is completed. This screen will also contain the link to your trial site. Use this link to access your site for further editing or updating it.

   If you have access to a certain FTP server, you can publish your site to that server.
4. 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.
5. Enter the link to your trial site in the address bar of the browser window. Your site will open. Click Edit at the top of the site to launch the SiteBuilder Wizard. Now you can edit the content of your site. After editing, click Publish web site. The updated content of your site will be transferred to the server where your site is hosted. 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 automatically transfer the updated content to your hosting location.

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

Getting Started with SiteBuilder

This section describes your first steps with the SiteBuilder Wizard.

Logging in to SiteBuilder

➢ *To log in to the SiteBuilder Wizard for the first time*

1 Open your Internet browser.

2 Enter the URL received from your SiteBuilder administrator into the address bar of your browser.

The SiteBuilder Wizard opens on the first Overview page.

You can also access the SiteBuilder Wizard from the site of your hosting provider.

Becoming Familiar With SiteBuilder Wizard

Every SiteBuilder Wizard window consists of the following elements:

1 The Logotype image is located in the top frame of the SiteBuilder Wizard. The default logotype is a SiteBuilder image linked to the SWsoft official site. This image can be customized by a SiteBuilder administrator.

2 The Top help string provides short instructions about the operations you can do on this page.

3 The Tabs in the top frame area switch between five Wizard steps. The tabs that are available for you at the current stage of creating a site are highlighted.

4 The Work area displays the interface options available for the tab selected in the top frame.

5 The Support button opens SiteBuilder Online Server Support screen on the SWsoft official site. Here you can fill in the form to request the help of our professional technical support team.

6 The Help button opens the online version of this guide.

7 The Go to Admin Panel button takes you to the SiteBuilder Administrator Panel.

8 The Logout button finishes the current session with SiteBuilder.

9 The Previous button 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).

10 The Next button switches you to the next step of creating your site (you can also click the next tab in the top frame area).

Starting Work With SiteBuilder Wizard

The first page of the SiteBuilder Wizard contains short description of each step in the application. This SiteBuilder Wizard steps are:

- **Start** allows you to choose the type of site you want to create.
- **Design** allows you to choose your site layout, color scheme, button style, a flash movie for the first page, and so on.
- **Pages** allows you to create and edit your site structure.
- **Edit** allows you to create and edit your site content.
- **Publish** allows you to publish your site to a server.

To change the Wizard interface language, select the language you need from the **Interface language** list.

To start creating your site, click **Start** in the main work area.

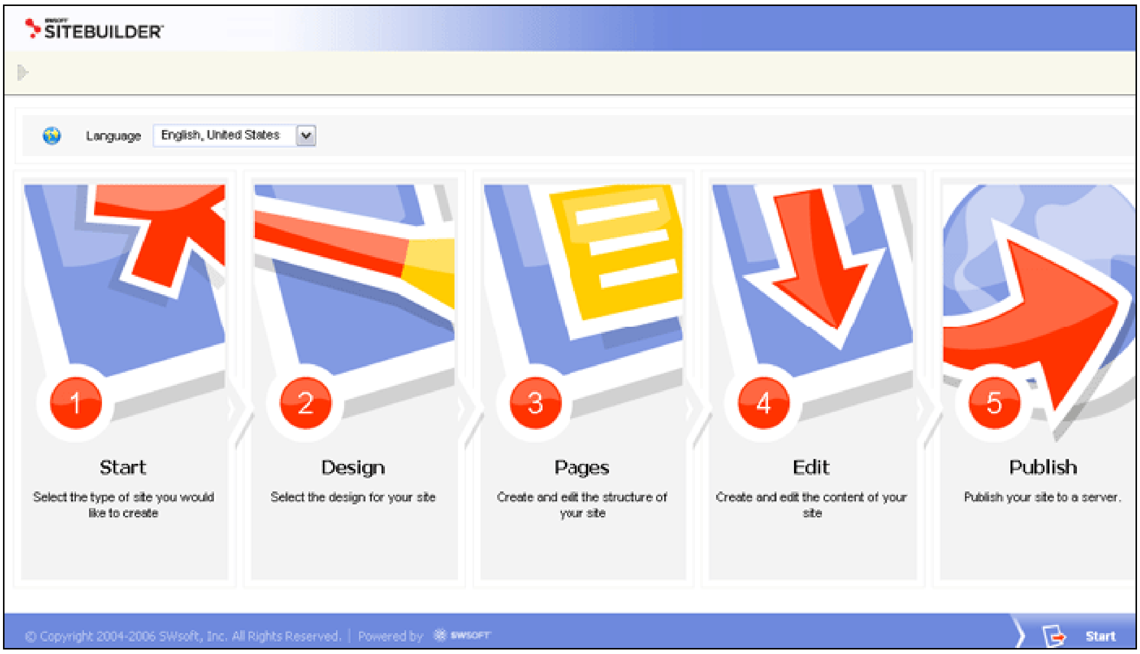


Figure 1: Starting Work With SiteBuilder Wizard

Getting Help

The SiteBuilder help system has been created to assist you in solving problems you might encounter when creating your site. Finding answers on your own takes less time and is definitely more satisfying than any other way. To find the information you need, you can do the following:

- *Read user documentation*. To read the online version of the User's Guide, click **Help** at the top of the SiteBuilder Wizard page.
- *Use FAQ*. For the fastest way to solve your problems with SiteBuilder, check out the SiteBuilder FAQ page at http://faq.swsoft.com (http://faq.swsoft.com) that provides instant access to solutions for a variety of questions. 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 ready-to-use FAQs, join our online forum at http://forum.swsoft.com/ (http://forum.swsoft.com/). Here, all users can post questions, exchange ideas, and troubleshoot common problems. However, this forum is an informal one.
- *Contact technical support*. If you have any problems or questions that are not covered in the documentation or online services, click **Support** at the top of the SiteBuilder Wizard page to submit your issues to the SiteBuilder administrator.

C H A P T E R 3

Creating Site

To create a web site, you need to select the web site type, create the web site design and structure and fill it with content. The sections of this chapter describe how to do it with SiteBuilder Wizard.

In This Chapter

Selecting Type of Site

➢ *To select the type of site you want to create*

1 Go to the **Start** step.

2 Click the type of site to select it.

The available sites types are:

- **Standard site**. You can create your custom site.
- **Blog**. You can create your online journal, so-called blog.
- **Photogallery**. You can create photogallery and place some images there.

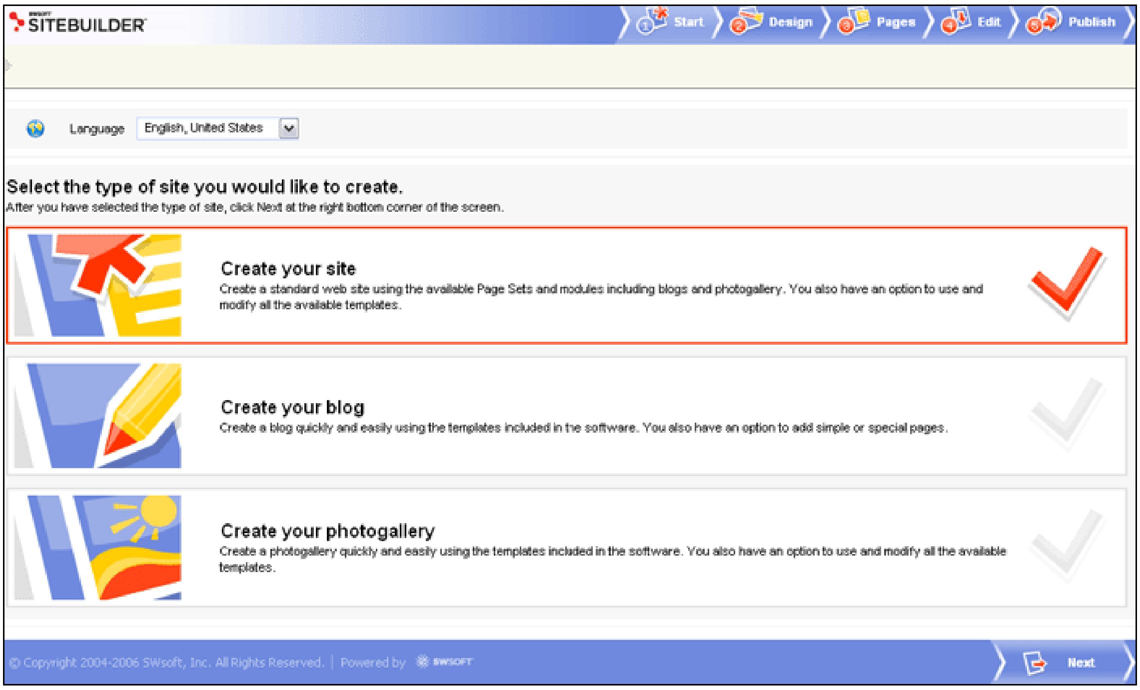


Figure 2: Selecting Type of Created Site

3 Click **Next** in the bottom right corner of the page.

Creating Site Design

➢ *To create your site design*

1 Go to the **Design** step.

2 Set up the design components.

- Select the site design template (see page 15).
- Select the color scheme of your site (see page 15).
- Select the design of banner on the site (see page 15).
- Select the design of buttons on the site (see page 16).
- Upload the logo of your company, which will be displayed on the site (see page 16).
- Enter your company name, which will be displayed near the logo (see page 16).
- Enter the copyright information for your site (see page 16).

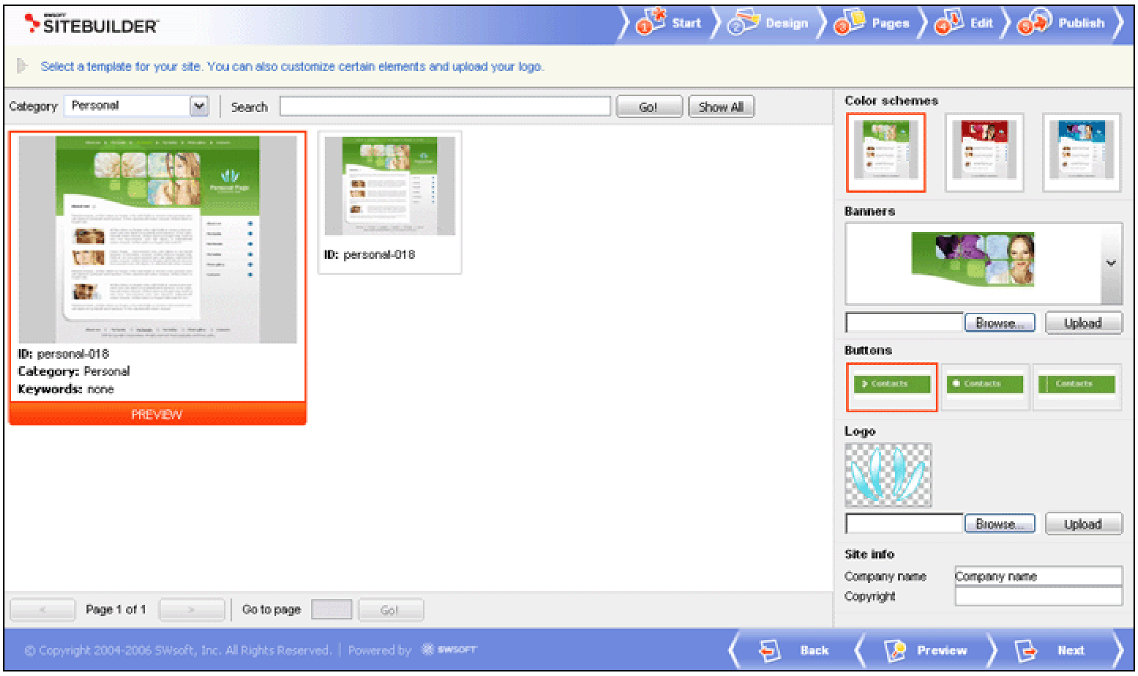


Figure 3: Creating Site Design

3 Click **Next** in the bottom right corner of the page.

Selecting Template of Site

➢ *To select a template for your site design*

1 Go to the Design step.

2 Select a category of templates from the Category list.

To view templates of all categories, select All Categories.

3 Select a design template for your site.

Selecting Site Color Scheme

➢ *To select color scheme for your site*

1 Go to the Design step.

2 Click the color scheme template you like.

Selecting Site Banner

➢ *To select an available banner*

1 Go to the Design step.

2 Click the  arrow beside banner displayed in the Banners area.

The list of available banners is displayed.

3 Click the banner you want to select.

You can upload a new banner not present in the list of available banners.

➢ *To upload a new banner*

1 Go to the Design step.

2 Click Browse in the Banners area.

3 In the Browse window, select the banner file you want to upload.

4 Click Open in the Browse window.

5 Click Upload in the Banners area.

Selecting Buttons Style

➢ *To select the style of buttons on your site*

1. Go to the Design step.
2. In the Buttons area, click the preferable button style to select it.

Uploading Your Logo

➢ *To upload your logo*

1. Click Browse in the Logo area.
2. Select the logo image you want to upload from your computer.
3. Click Open in the Browse window.
4. Click Upload in the Logo area.

Adding Company Name to Logo

➢ *To add your company name to the logo on your site*

1. Go to the Design step
2. Enter your company name in the Company name field in the Site Info section.

Providing Copyright Information

➢ *To provide the copyright information on your site*

1. Go to the Design step.
2. Enter the copyright information in the Copyright field in the Site Info section.

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 66 (6 top level pages and 10 second level pages per each top level page). This is the limit of the SiteBuilder application. In addition, the total number of pages you can add is also limited by the plan defined by your provider.

To facilitate your work with SiteBuilder, HTML pages are grouped into predefined sets of pages. Depending on the purpose and functionality of your site, you can use a ready page set and modify it to adjust the structure of your site to your needs.

➢ *To create your site structure*

1 Go to the Pages step.

2 Select a page set from the Types of sites list.

The types of sites available in the current version of SiteBuilder are:

- Personal Page
- Business
- Service Business
- Blog
- Photo Gallery

The pages included in the selected page set are displayed in the Standard pages area.

3 Select standard pages you want to add to your site.

4 Select additional pages in the Special Pages area.

Special pages are not included in predefined page sets, but they can be added to your site and enhance its functionality.

Currently available special pages are:

- Simple Page
- Blog
- Login
- Image gallery
- eShop
- Guestbook
- Forum
- Flash intro page

5 Click  to add the selected pages to your site structure.

6 If necessary, edit your site structure in the **Your site structure** area.

- To change a page title, select the page in the **Your site structure** box and click **Rename**.
- To delete a page, select it and click <.
- To add a new page, select it in the **Standard pages** or **Special Pages** area and click >.
- To move a page up at the same level, select it in the **Your site structure** box and click **Up**.
- To move a page down at the same level, select it and click **Down**.
- To move a page from the second level to the top level, select it and click **Left**.
- To move a page from the top level to the second level in the structure, select it and click **Right**.

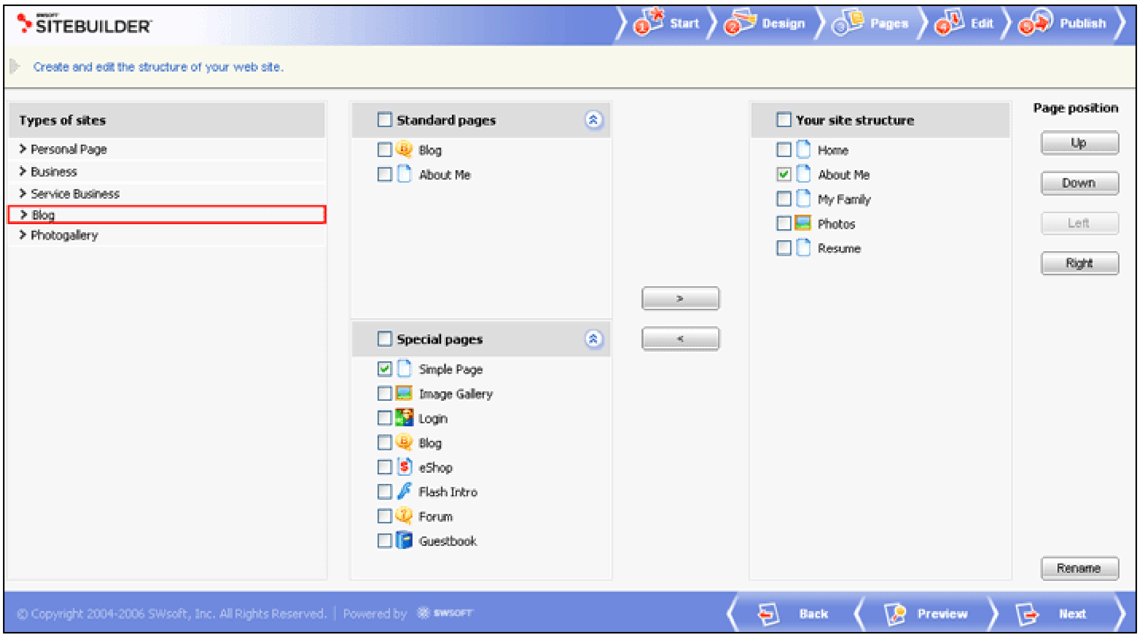


Figure 4: Creating Site Structure

7 Click **Next** in the bottom right corner of the page.

Creating Site Content

The SiteBuilder application is empowered with a user-friendly WYSIWYG (What You See Is What You Get) content editor, which enables you to see the content on the display screen exactly as it appears on the Internet. The SiteBuilder editor is organized in such a way that the information you type on pages and the design of pages are independent. Therefore, you can completely change the design for a page after you have typed a text on this page. You will not have to retype the information.

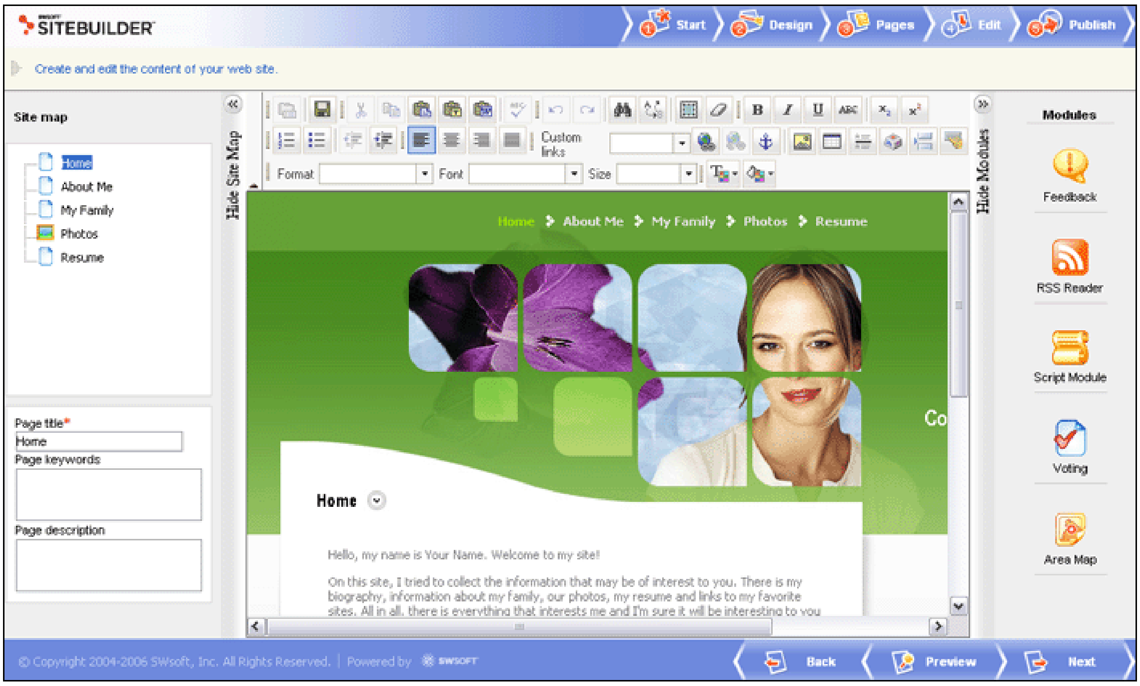


Figure 5: Creating Site Content

Creating your site content is in fact creating the content of pages, which constitute your site.

➢ *To create your site content*

1 Go to the **Edit** step.

2 Select a page in the **Site Map** area.

3 You can rename the page in the **Page title** field.

4 Enter the keywords in the **Page keywords** field.

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

5 Enter the description of the page in the **Page description** field.

Description summarizes the page information. It is displayed with the page title and URL when the page appears as the result of a user query on a search engine.

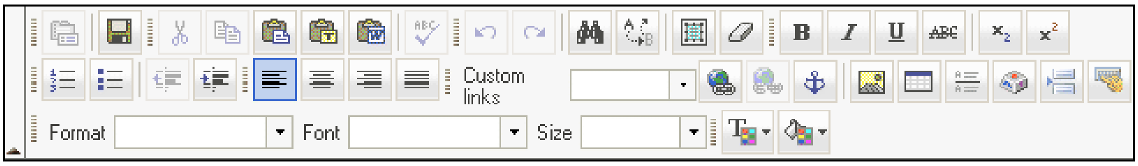
6 For standard or simple pages, enter the text and apply formatting to it (see page 20). If necessary, insert tables (see page 25), images (see page 26), links (see page 29) and modules (see page 39).

7 For special pages, set up the page content as described in the Using Special Pages and Modules section later in this guide (see page 39).

8 Click **Next** in the bottom right corner of the page.

Working with Text

Use the **Editor toolbar** for working with text. Options of the SiteBuilder editor toolbar are familiar to users who have some experience with the *Microsoft Office* application bundle.



While working with texts on your web pages you can:

- Format text (see page 21)
- Format paragraphs (see page 22)
- Cut, copy, and paste text from the clipboard (see page 22)
- Undo the last action or redo the last undone action (see page 23)
- Find a word or phrase in the text (see page 23)
- Find and replace a word or phrase in the text (see page 24)
- Check spelling (see page 24)

Formatting Text

Using editing toolbar, you can change the following parameters of the text on your pages:

- Format
- Font
- Size
- Color
- Font Settings
- Special Symbols

➢ *To apply formatting to a text*

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

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

You can select the whole text of the page by clicking **Select All**.

3 Apply the necessary formatting options.

- Select a format style from the **Format** list.
- Select a font from the **Font** list.
- Select a font size from the **Size** list.
- Click **Text color** and select the text color.
- Click **Background color** and select the background color.
- Click **Bold**, **Italic**, **Underline**, **Strike Through** to make the text bold, italic, underlined, or strikethrough respectively.
- Click **Subscript** or **Superscript** to make the text subscript or superscript respectively.
- Click **Remove Format** to undo the applied formatting.
- Click **Insert Special Character** to insert special symbols into the text, such as the copyright character, measurement units symbols, letters of other alphabets, and other symbols.

Formatting Paragraphs

Paragraph indentation and alignment are the main parameters that define the position of a paragraph on a page. Indentation determines the distance of the paragraph from the left margin of the page. Alignment determines the orientation of paragraph edges.

Using the SiteBuilder editing toolbar, you can do the following:

- Increase or decrease the indentation of a paragraph.
- Make a paragraph left aligned, centered, right aligned, or justified. In case of justified alignment, the text is spread evenly between the left and right margins of the page.
- Visually separate the logical parts of textual information using horizontal lines and page breaks.

➢ *To apply formatting to a paragraph*

1 Select the text you want to format.

2 Apply necessary formatting commands:

- To align the text, click Align Left, Center, Align Right, or Justify on the toolbar.
- To change the indentation of the selected text, click Increase Indent or Decrease Indent on the toolbar.
- To insert a horizontal line, place a cursor in any place on the page and click Insert Horizontal Line.
- To separate paragraphs, click Insert Page Break before the beginning of the new paragraph.

Copying Text

➢ *To cut, copy, or paste text*

1 Select the needed piece of the text

You can select the whole text of the page by clicking Select All.

2 Click Cut, Copy, or Paste respectively.

Note: If you paste a preformatted piece of text into your page, you can use the Paste from Word option to retain the formatting, or the Paste as plain text option to discard the previous formatting.

Undoing and Redoing Actions

To undo the last action, click Undo.

To redo the last undone action, click Redo.

Finding Part of Text

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

1 Click Find.

The Find dialog opens.

2 In the Find what field, enter the text you want to find.

3 Select the Match case check box to search only the text that exactly matches the case (uppercase or lowercase character formatting) for the specified search pattern.

4 Click Find to start the search.

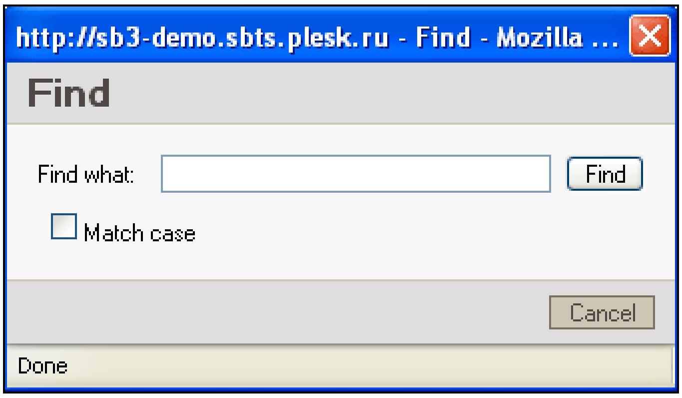


Figure 6: General Commands, Find

Finding and Replacing Part of Text

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

1 Click Replace.

The Replace dialog opens.

2 In the Find what field, enter the text you want to find.

3 In the Replace with field, enter the replacement text.

4 Select the needed search options.

- Match case option is used to search only the text that exactly matches the case (uppercase or lowercase character formatting) for the specified search pattern.
- Match whole words option is used to search only the exact text you specified.

5 Click Replace to replace the first found segment.

6 Click Replace All to replace all the found segments.

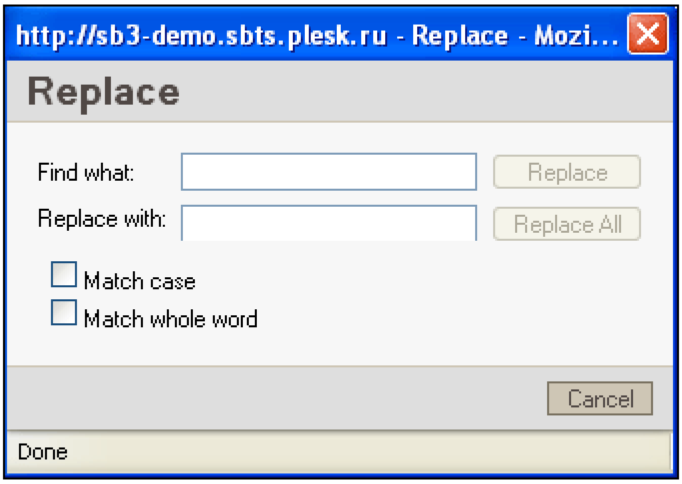


Figure 7: General Commands, Find and Replace

Checking Spelling on Page

➢ *To check spelling on the page*

1 Click Spellchecker.

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

2 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.

3 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.

Inserting Tables

Tables are used to organize textual and numerical information in a convenient and clear way. 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.

You can insert the table in the site content, using the Insert Table dialog box.

➢ *To insert a table*

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

2 Click  Insert/Edit Table.

Table Properties window opens.

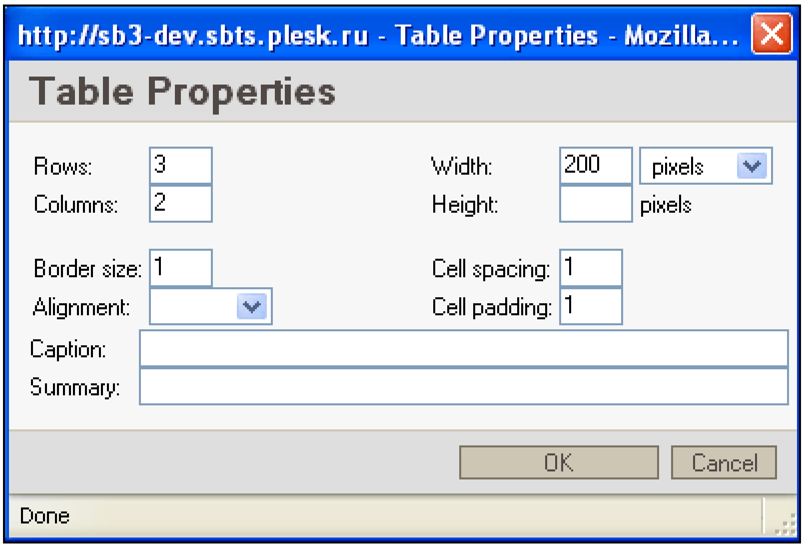


Figure 8: Inserting Tables

3 Specify number of columns and rows in the table.

4 Specify the table width and height.

5 Specify the table border size.

6 Select the alignment type.

7 Specify cell spacing and padding.

8 Enter the table caption and description.

9 Click OK.

Inserting Images

Using the SiteBuilder **Editor toolbar**, you can insert images into web pages and set the image properties.

➢ *To insert an image*

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

2 Click **Insert/Edit Image.**

The **Image Properties** dialog box opens.

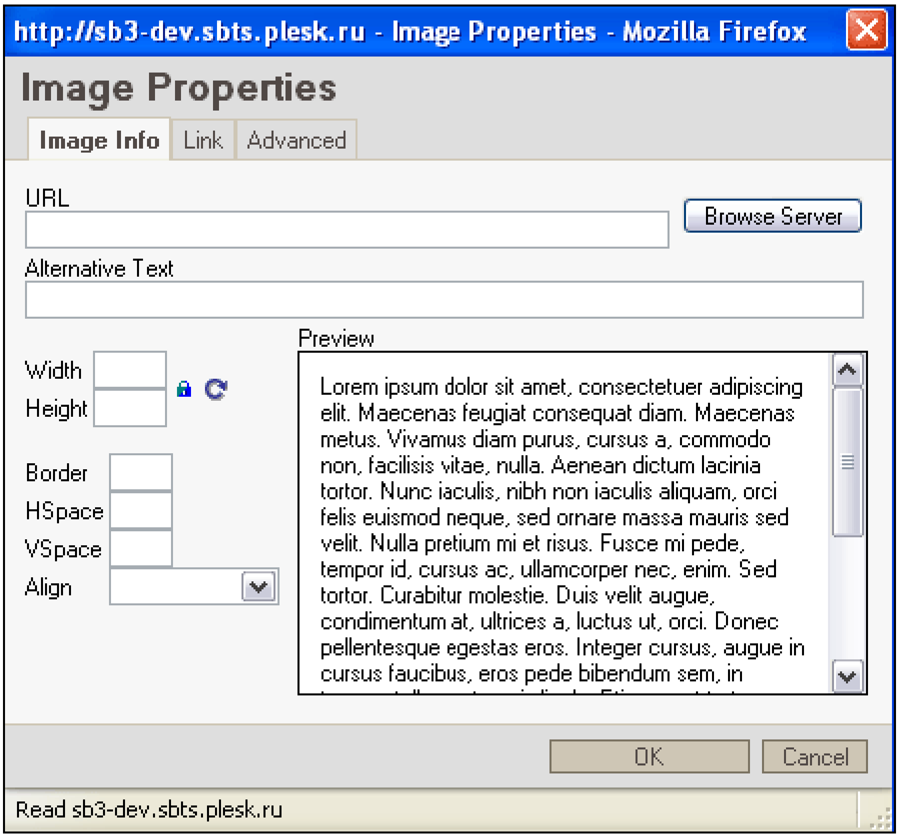


Figure 9: Inserting Images, Image Info

3 Type the path to the image in the **URL** field or locate the image using the **Browse Server** button.

It can be an http:// path or a path to an image on your local server.

4 Enter the alternative text of the image into the **Alternative text** field.

This text replaces the image in text-only browsers. In some browsers (Internet Explorer) this text is displayed when the mouse rolls over an image.

5 To resize the image specify the image dimensions in the **Width** and **Height** fields.

Note: To reset the image initial size, click the **Reset Size** icon.

Note: To change the image width-height ratio, click the Lock Size icon. When the size lock is disabled, you can change the image width and height separately. When the size lock is enabled, you need to change only one of the parameters. The other one is changed automatically according to the initial width-height ratio.

6 Specify the border settings.

- Border is the width of the image border.
- HSpace is the amount of white space to be inserted to the left and right of the image.
- VSpace is the amount of white space to be inserted above and below the image.

7 Select the image alignment in the Align list.

You can preview the current image position in the page text in the Preview window on the right.

8 On the Link tab, specify the link of the image in the URL field.

This link opens when a site visitor clicks on the image.

9 Select the way the link opens from the Target list.

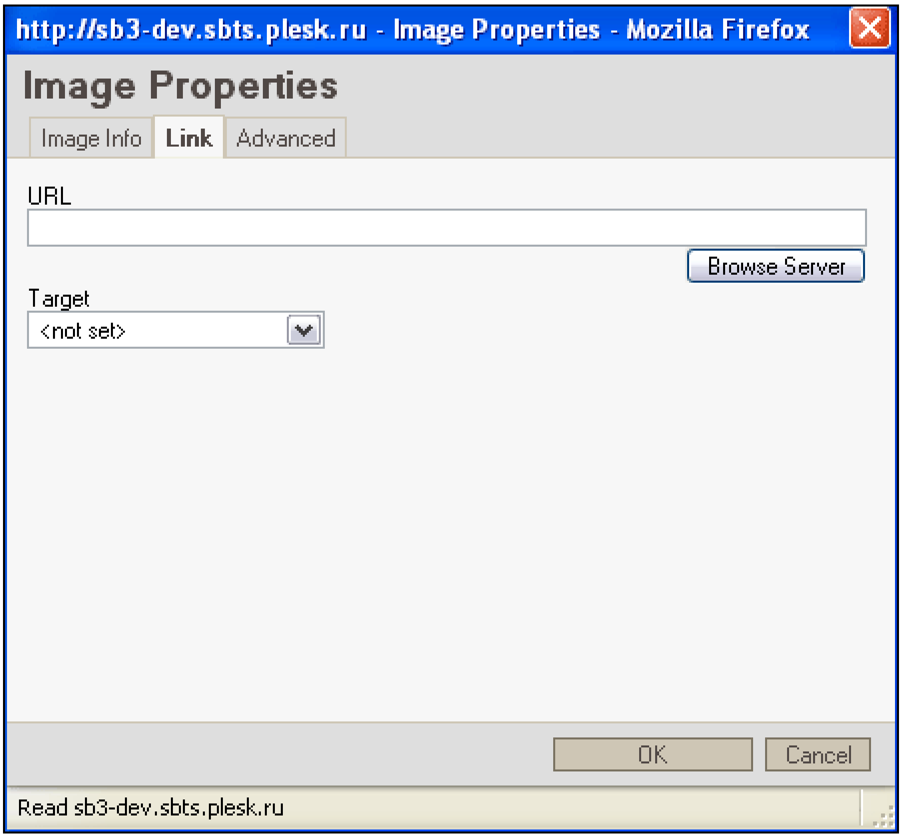


Figure 10: Inserting Images, Link

10 On the Advanced tab, you can specify the image additional attributes.

Id, this attribute assigns a name to the image. This name must be unique on the page.

Language Direction, specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Language Code, this attribute specifies the base language of the image's attribute values and text content.

Long Description URL, this attribute specifies a link to the image long description.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the image.

Advisory Title, this attribute offers advisory information about the image. The information is displayed in the status bar of the browser when the mouse rolls over an image.

Style, this attribute specifies style information for the current image. The information should be formatted as follows: Content-Style-Type: text/css.

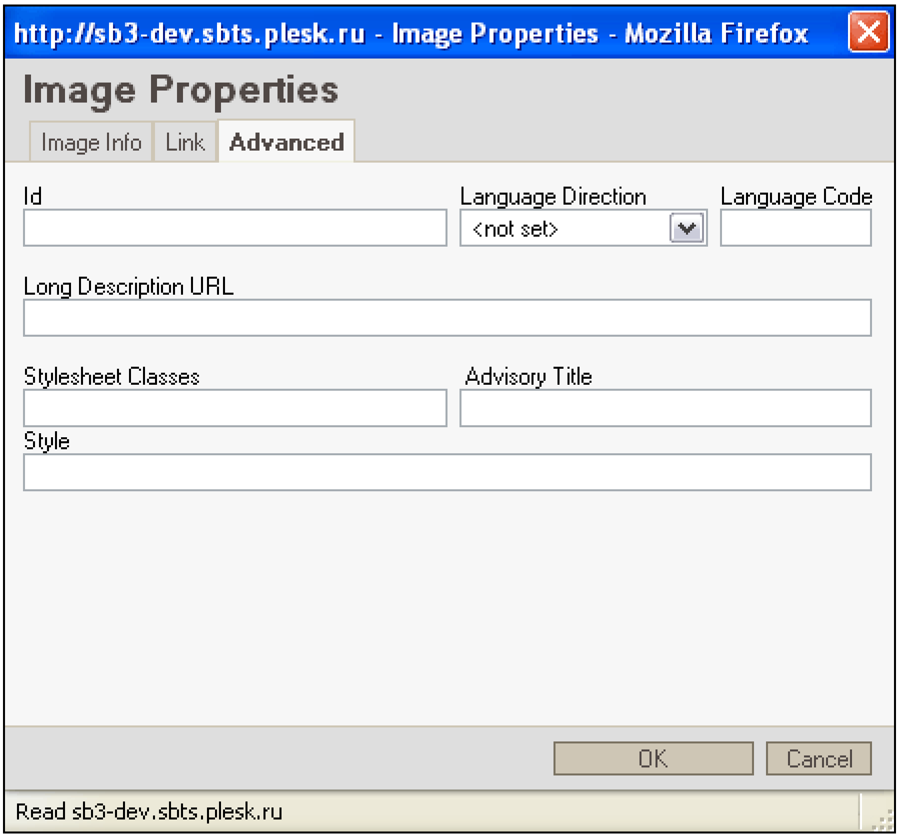


Figure 11: Inserting Images, Advanced

11 Click OK.

To edit properties of a previously inserted image on the page, right-click on the image and modify the necessary settings in the Image Properties form.

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 increase your site visitor traffic.

To create a link, click **Insert/Edit link** on the editing toolbar. Using the SiteBuilder **Link Manager**, you can add the following types of links:

- Hyperlink (see page 30)
- Anchor (see page 34)
- E-mail link (see page 37)

You can insert ready links to the pages of your site using the **Custom Links** option.

➢ *To insert a custom link*

1. Select a portion of text you want to make a link or place the cursor where you want to create a link.
2. In the **Custom Links** list, select the link to insert.

To edit a link, right-click the selected link and click **Edit Link**. Edit the necessary link properties in the Link window.

To remove a link, select the link text and click **Remove link** on the editor panel.

Inserting Hyperlink

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

➢ *To insert a hyperlink*

1 Select a text you want to set as a hyperlink.

2 Click  Insert/Edit link.

The Link form opens.

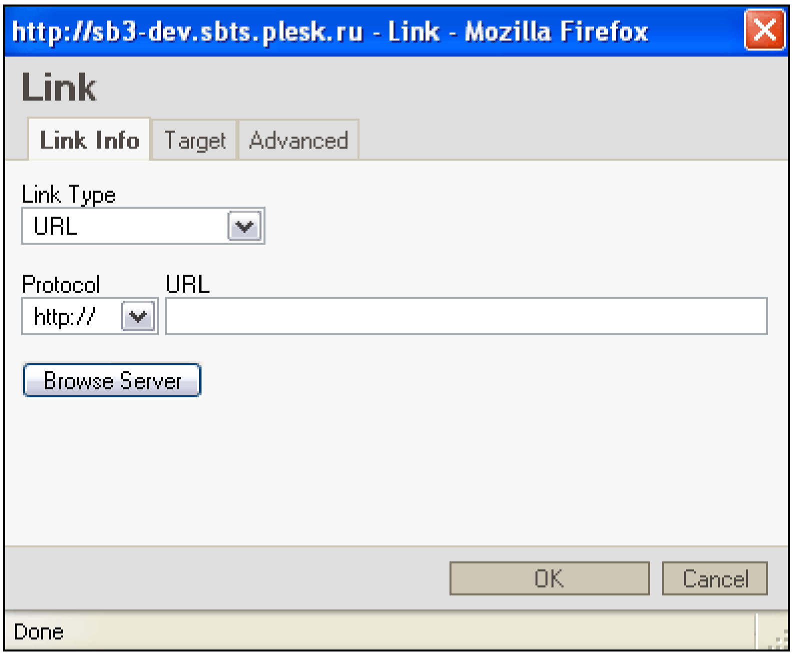


Figure 12: Inserting Hyperlink, Link Info

3 On the Link Info tab, select URL from the Link type list.

4 Select the protocol from the Protocol list.

The available selections are:

- http://
- https://
- ftp://
- news://
- <other>

5 In the URL field, enter the web address, to which the link will point.

6 On the Target tab, select the way the link should open from the Target list.

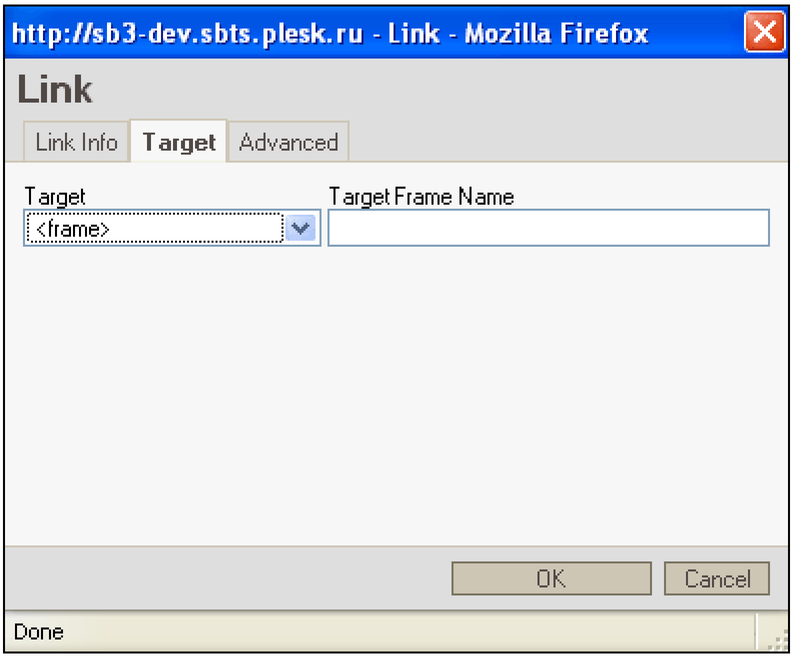


Figure 13: Inserting Hyperlink, Target

The available selections are:

- <frame>

  If you choose this type of target, enter target frame name in the **Target Frame Name** field.

- <popup window>

  If you choose this type of target, enter popup window name in the **Popup Window Name** field and set the **Popup Window Features**.

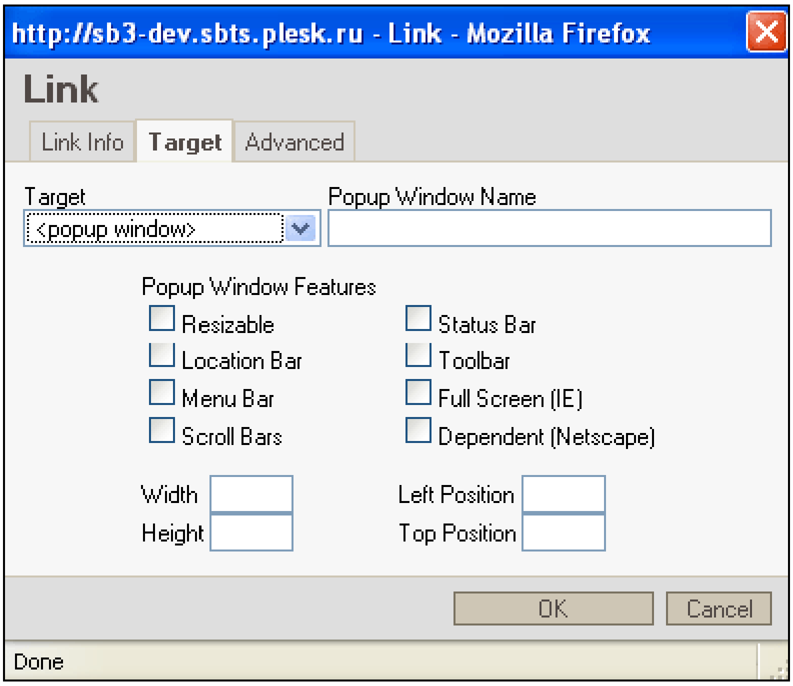


Figure 14: Inserting Hyperlink, Target, Popup

- New Window [_blank]
- Topmost Window [_top]
- Same Window [_self]
- Parent Window [_parent]

7 On the Advanced tab, you can specify the image additional attributes.

Id, this attribute assigns a name to the image. This name must be unique on the page.

Language Direction, this attribute specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Access Key, this attribute assigns an access key to an element. An access key is a single character from the document character set.

Name, this attribute names the current link as an anchor, so that it may be the destination of another link. The value of this attribute must be a unique anchor name within the current page.

Language Code, this attribute specifies the base language of the image's attribute values and text content.

Tab Index, this attribute specifies the position of the current element in the tabbing order for the current document. The tabbing order defines the order in which elements receive focus when navigated by the user through the keyboard. The tabbing order may include elements nested within other elements.

Advisory Title, this attribute offers advisory information about the image. The information is displayed in the status bar of the browser when the mouse rolls over an image.

Advisory Content Type, this attribute gives an advisory hint as to the content type of the content available at the link target address. It allows user agents to opt to use a fallback mechanism rather than fetch the content if they are advised that they will get content in a content type they do not support.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the image.

Linked Resource Charset, this attribute specifies the character encoding of the resource designated by the link.

Style, this attribute specifies style information for the current image. The information should be formatted as follows: Content-Style-Type: text/css.

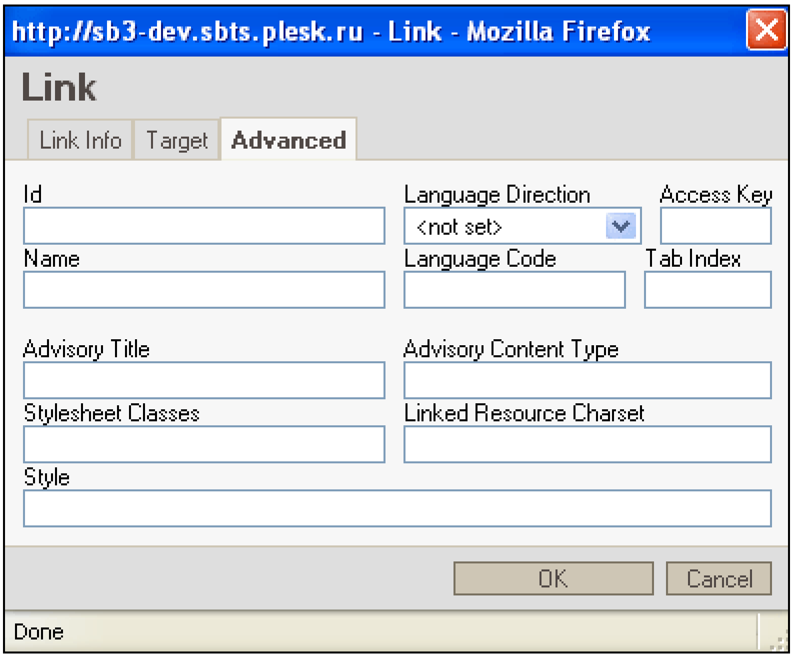


Figure 15: Inserting Hyperlink, Advanced

8 Click OK.

Inserting Anchor

Anchor is the destination a hyperlink must lead to. Anchors are very helpful if you have a large body of a message. With this function you can provide the readers of the message with the easy way to jump from one part of the message to another, that is anchors are used for hyper links which lead to the same message body.

➢ *To insert an anchor*

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

2 Click Insert/Edit Anchor.

Anchor Properties form opens.

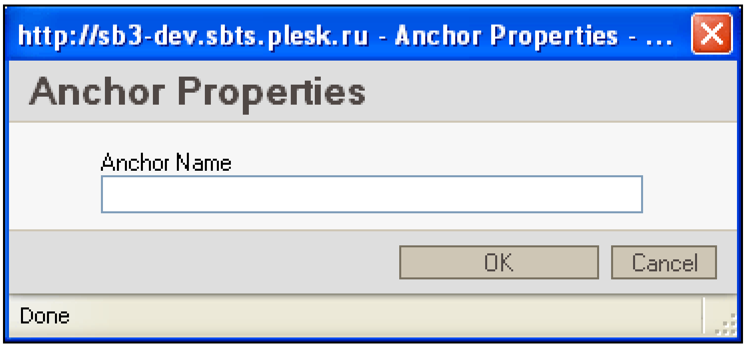


Figure 16: Inserting Anchor, Anchor Properties

3 Enter the anchor name.

4 Click OK.

Anchor icon appears in the selected place in the text.

➢ *To insert a link to an anchor on the same page*

1 Select a piece of the text, which you want to make a link to the anchor.

2 Click Insert/Edit Link.

3 On the Link Info tab, select Anchor in this page from the Link type list.

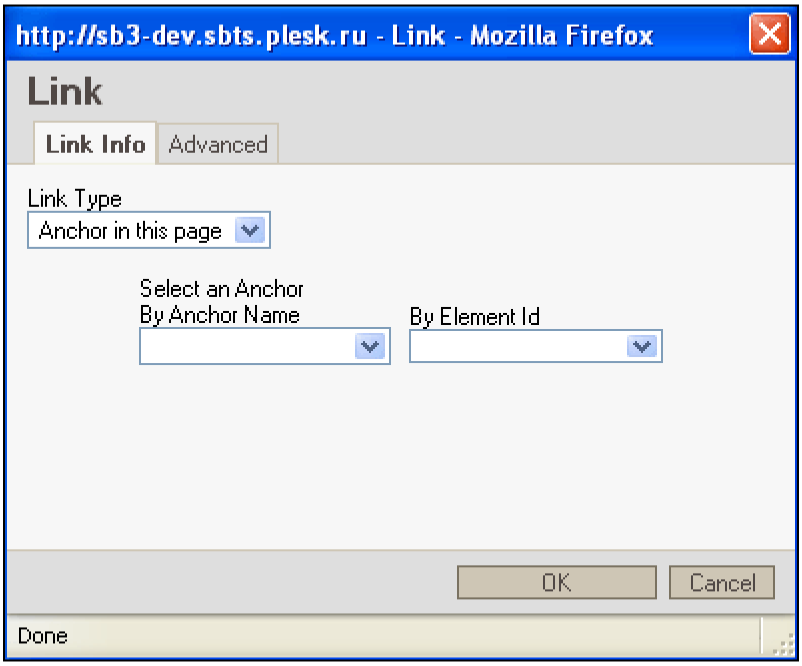


Figure 17: Inserting Anchor, Link Info

4 Select an anchor from the list.

You can select an anchor

- By anchor name
- By element ID

5 On the Advanced tab, you can specify the anchor additional attributes.

Id, this attribute assigns a name to the anchor. This name must be unique on the page.

Language Direction, this attribute specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Access Key, this attribute assigns an access key to an element. An access key is a single character from the document character set.

Name, this attribute names the current link as an anchor, so that it may be the destination of another link. The value of this attribute must be a unique anchor name within the current page.

Language Code, this attribute specifies the base language of the anchor's attribute values and text content.

Tab Index, this attribute specifies the position of the current element in the tabbing order for the current document. The tabbing order defines the order in which elements receive focus when navigated by the user via the keyboard. The tabbing order may include elements nested within other elements.

Advisory Title, this attribute offers advisory information about the anchor. The information is displayed in the status bar of the browser when the mouse rolls over an anchor.

Advisory Content Type, this attribute gives an advisory hint as to the content type of the content available at the link target address. It allows user agents to opt to use a fallback mechanism rather than fetch the content if they are advised that they will get content in a content type they do not support.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the anchor.

Linked Resource Charset, this attribute specifies the character encoding of the resource designated by the link.

Style, this attribute specifies style information for the current anchor. The information should be formatted as follows: Content-Style-Type: text/css.

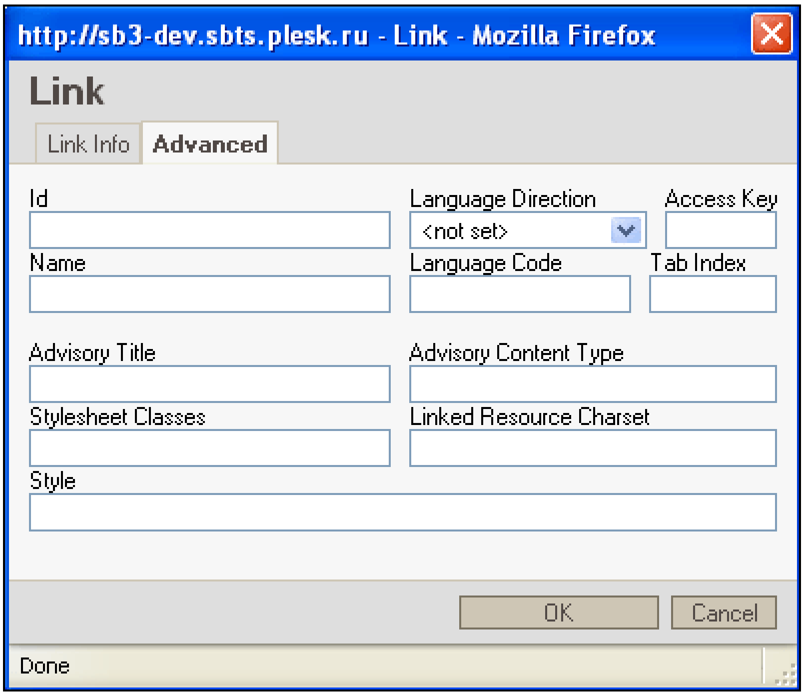


Figure 18: Inserting Anchor, Advanced

6 Click **OK**.

Inserting E-mail Link

E-mail link opens your default e-mail application and prompts your site visitor to send an e-mail to the provided e-mail address. When creating an e-mail link you can also specify the default subject of the message.

➢ *To insert an e-mail link*

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

2 Click  Insert/Edit Link.

3 On the Link Info tab, select E-mail from the Link type list.

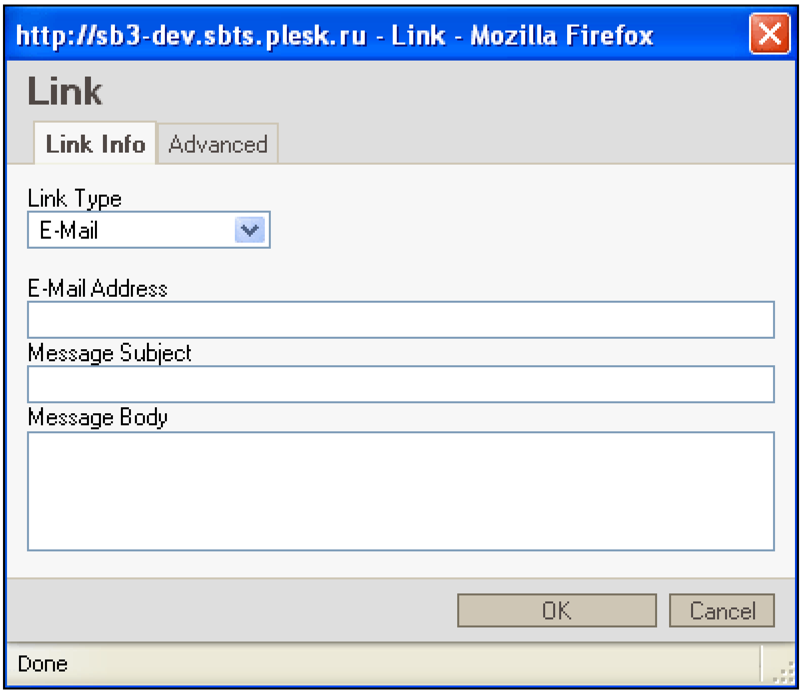


Figure 19: Inserting E-mail Link, Link Info

4 Enter an e-mail address in the E-mail address field.

5 In the Message subject field, enter the default subject of the message.

6 In the Message body field, enter the default text of the message.

7 On the Advanced tab, you can specify the e-mail link additional attributes.

Id, this attribute assigns a name to the e-mail link. This name must be unique on the page.

Language Direction, this attribute specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Access Key, this attribute assigns an access key to an element. An access key is a single character from the document character set.

Name, this attribute names the current link as an anchor, so that it may be the destination of another link. The value of this attribute must be a unique anchor name within the current page.

Language Code, this attribute specifies the base language of the e-mail link's attribute values and text content.

Tab Index, this attribute specifies the position of the current element in the tabbing order for the current document. The tabbing order defines the order in which elements receive focus when navigated by the user via the keyboard. The tabbing order may include elements nested within other elements.

Advisory Title, this attribute offers advisory information about the e-mail link. The information is displayed in the status bar of the browser when the mouse rolls over an e-mail link.

Advisory Content Type, this attribute gives an advisory hint as to the content type of the content available at the link target address. It allows user agents to opt to use a fallback mechanism rather than fetch the content if they are advised that they will get content in a content type they do not support.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the e-mail link.

Linked Resource Charset, this attribute specifies the character encoding of the resource designated by the link.

Style, this attribute specifies style information for the current e-mail link. The information should be formatted as follows: Content-Style-Type: text/css.

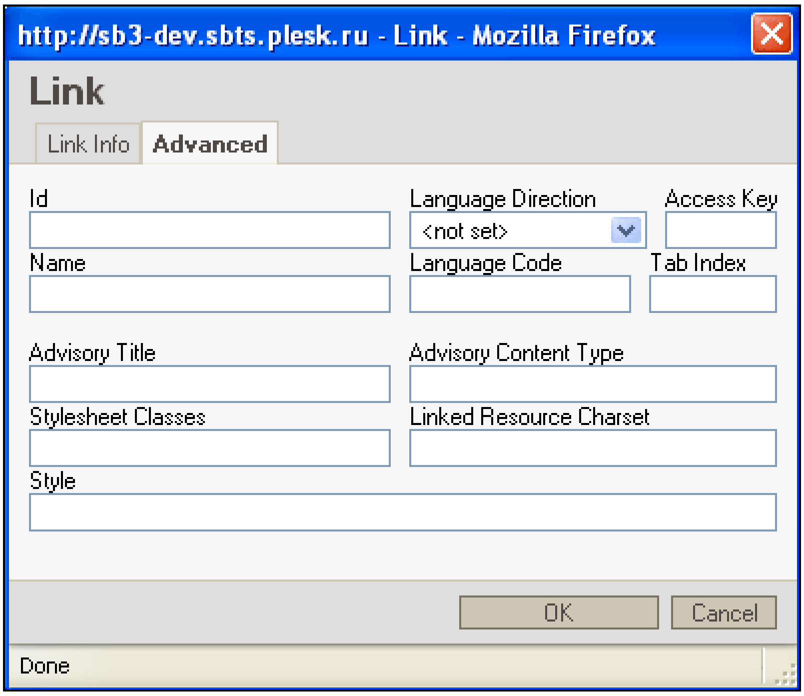


Figure 20: Inserting E-mail Link, Advanced

8 Click OK.

Using Special Pages and 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. There are the following special pages in the current version of SiteBuilder:
  - Blog (see page 40)
  - eShop (see page 49)
  - Flash-Intro (see page 68)
  - Forum (see page 69)
  - Guestbook (see page 78)
  - Image gallery (see page 83)
  - Login (see page 94)

  Adding special pages to your site structure is described in the Creating Site Structure section earlier in this guide (see page 17).
- *Block modules*. These modules are placed on the same page, where the other text content is located. There are the following block modules in the current version of SiteBuilder:
  - Area Map (see page 98)
  - Feedback (see page 100)
  - RSS Reader (see page 104)
  - Script (see page 106)
  - Voting (see page 107)

  Block modules are added on the **Edit** step.

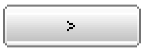
General rules for working with block modules:

- You can add any number of block modules to each page.
- To insert a block module into a page, select the module icon in the **Modules** list, 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.

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 web page*

1 Go to the **Pages** step.
2 Select **Blog** in the **Special Pages** box.
3 Click  to add the **Blog** page to your site.
4 Click **Next**.

➢ *To set up your blog*

1 Go to the **Edit** step.
2 Select **Blog** in the **Site Map** area.

You can do the following operations on your blog:

- Manage the blog content (see page 41)
- Manage the categories of posts in the blog (see page 46)
- Configure the blog settings (see page 48)

Managing Blog Content

Blog content is represented in the list of all the posts sorted by the creation date in the descending order (new posts appearing on the top). Here you can see the following information about the posts:

- **Subject** displays the subject of a post.
- **Categories** displays the categories selected for each post. If the post belongs to more than one category, the categories are separated by commas. The first two categories names are displayed in the **Categories** column, then goes "...".
- **Posted on** displays the date and time, when the post was added.
- **Comments** displays the number of comments on this post.

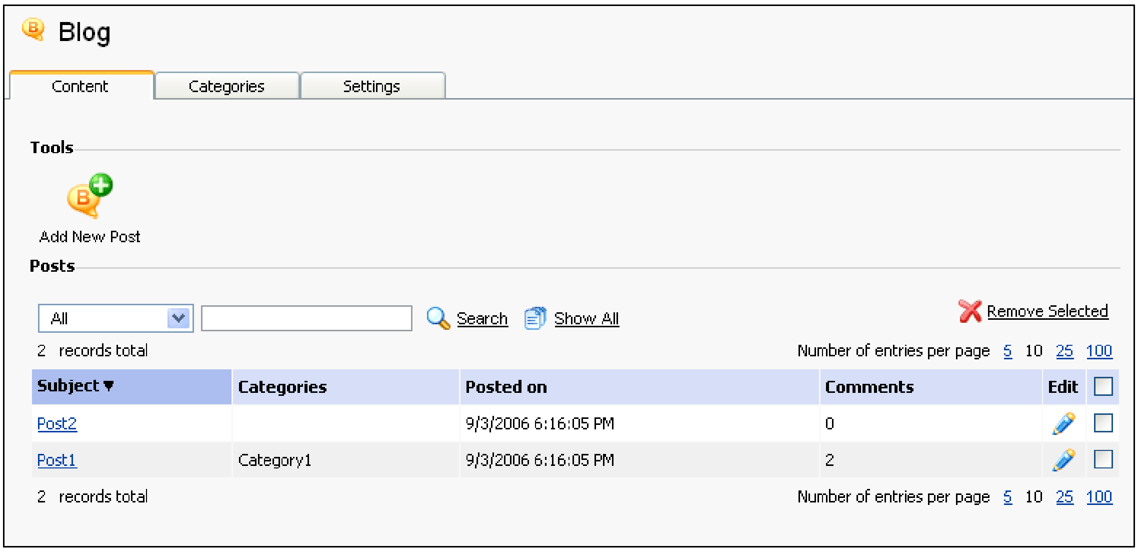


Figure 21: Managing Blog Content

You can search posts by the subject or body text.

You can perform the following operations on posts in the blog:

- Add a new post to the blog (see page 42)
- Edit a post in the blog (see page 43)
- Manage comments on a post in the blog (see page 44)
- Remove a post from the blog (see page 46)

Adding New Post

➢ *To add a new post to the blog*

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

2 On the **Content** tab, click **Add New Post.**

Add New Post form opens.

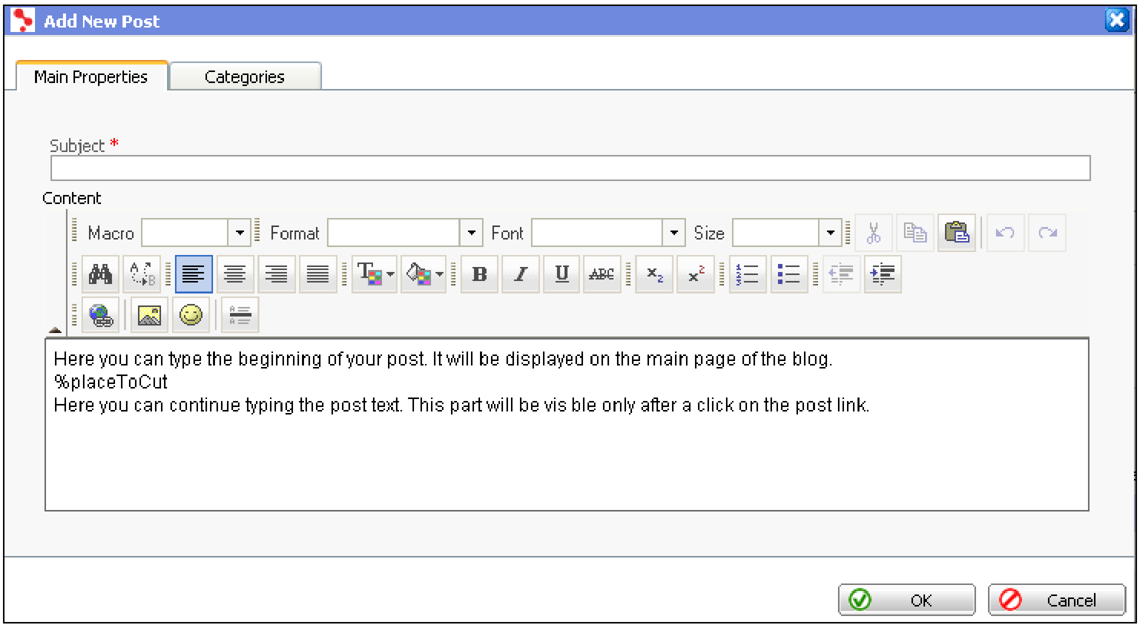


Figure 22: Adding New Post, Configuring Main Properties

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

Note: If you do not enter a subject for a post, the post will not be added to the blog.

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

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

5 Click the **Categories** tab.

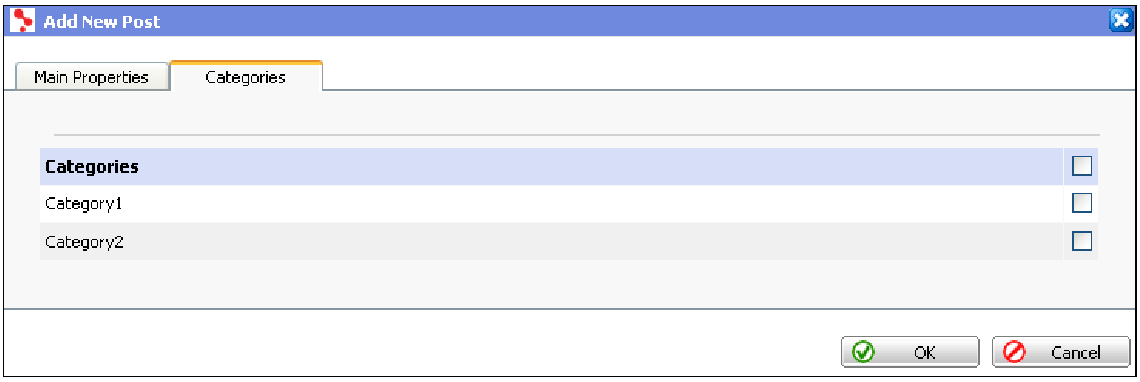


Figure 23: Adding New Post, Assigning Post to Categories

6 Select the blog categories you want this post to be assigned to.

7 Click **OK**.

Editing Post

➢ *To edit a post in the blog*

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

2 Click the **Edit** icon against the blog post you want to edit.

The **Edit Post** form opens.

3 On the **Posts** tab, edit the post subject in the **Subject** field.

4 Edit the post content in the **Content** area.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

5 To change the category the post is assigned to, click the **Categories** tab.

6 Deselect the categories to which the post is currently assigned.

7 Select new categories for the post.

8 Click **OK**.

Managing Comments on Post

In the Blog module, posts can be commented. The comments are sorted by the time of creation in the ascending order (new comments appearing at the bottom). You can search the comments by title or by text. You can manage the comments made on posts.

➢ *To access the comments management functions*

1 In the Blog module, click the Content tab.

2 Click the subject of a post, comments on which you want to access.

The list of comments to this post opens.

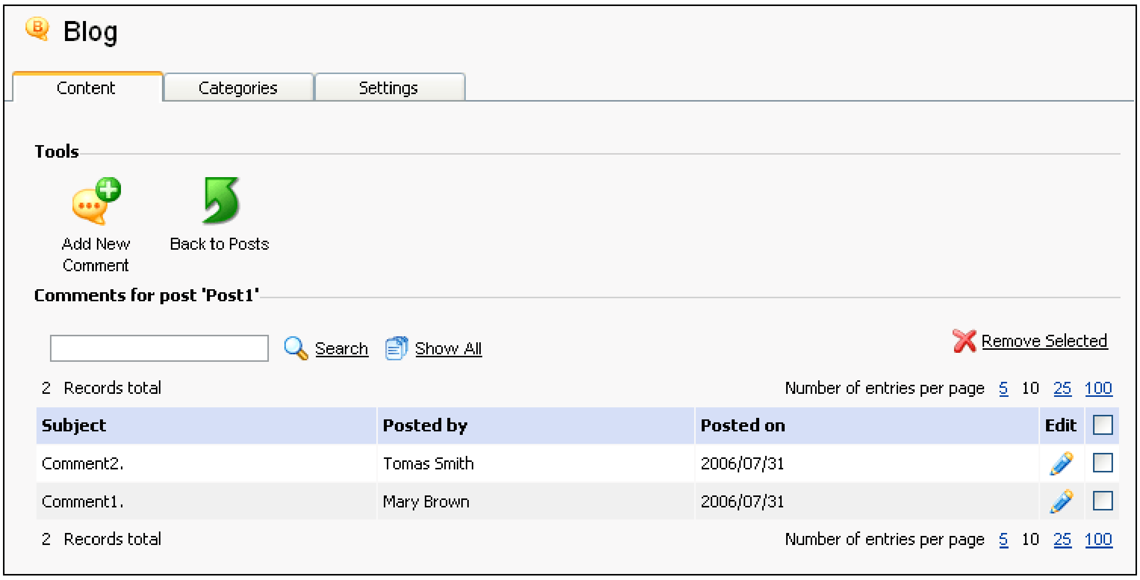


Figure 24: Managing Comments on Post

It includes the following information on the comments:

- Subject is the comment subject.
- Posted by is the name of person, who posted the comment.
- Posted on is the date and time, when the comment was posted.

You can perform the following operations on comments:

- Add a new comment (see page 45)
- Edit a comment (see page 45)
- Remove a comment (see page 46)

Adding Comment

➢ *To add a comment*

1 On the comments management screen, click Add New Comment.

The Add New Comment form opens.

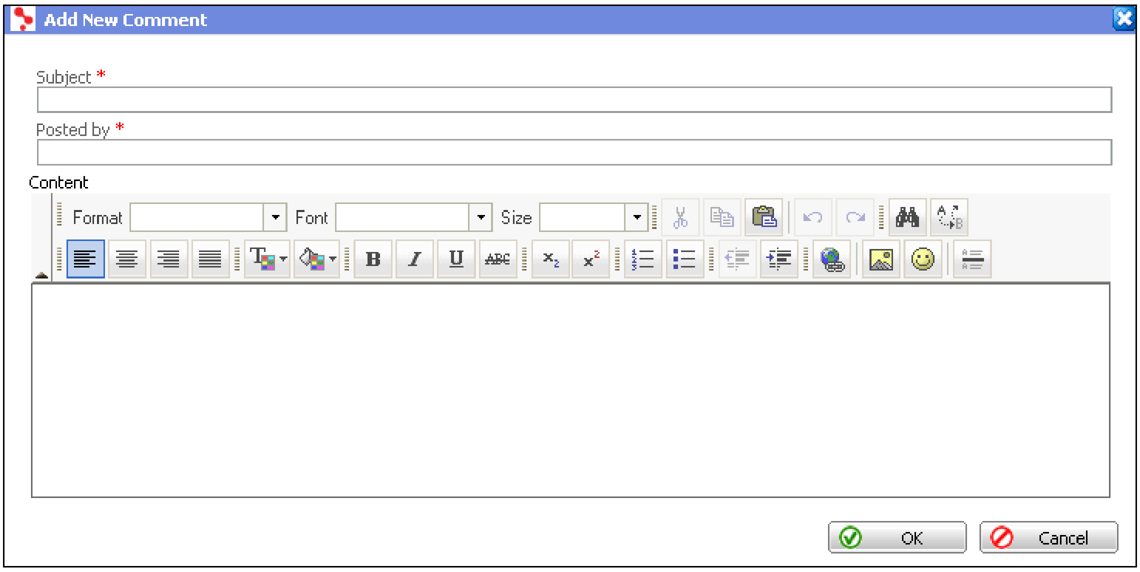


Figure 25: Adding Comment to Blog Post

2 Enter the comment subject in the Subject field.

3 Enter your name in the Posted by field.

4 Enter the comment text in the Content field.

5 Click OK.

Editing Comment

➢ *To edit a comment*

1 On the comments management screen, click the Edit icon against the comment you want to edit.

The Edit Comment form opens.

2 Edit the comment name in the Subject field.

3 Edit your name in the Posted by field.

4 Edit the comment text in the Content field.

5 Click OK.

Removing Comment

➢ *To remove a comment*

1 On the comments management screen, select the check box against the comment you want to remove.

2 Click Remove Selected.

Note: You can select and remove multiple comments at a time.

Removing Post

➢ *To remove a post from the blog*

1 In the Blog module, click the Content tab.

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

3 Click Remove Selected.

Note: You can select and remove multiple posts at a time.

Managing Blog Categories

In the Blog module there is the list of posts categories on the Categories tab.

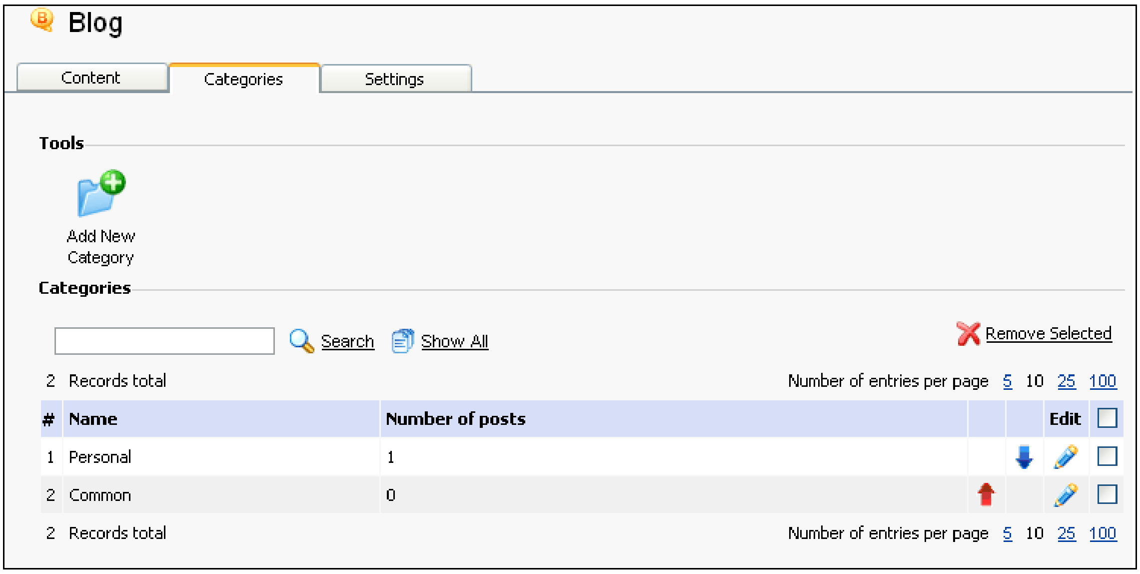


Figure 26: Managing Blog Categories

Here you can see the following information about the categories:

- Name displays the name of each category.
- Number of posts displays the number of posts in each category.

You can perform the following operations on the categories of posts:

- Add a new category (see page 47)
- Edit a category (see page 48)
- Remove a category (see page 48)

Adding New Category

➢ *To add a new category of posts to the blog*

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

2 Click **Add New Category**.

The **Add New Category** form opens.

Figure 27: Adding New Category, Configuring Main Properties

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

4 Go to the **Description** tab.

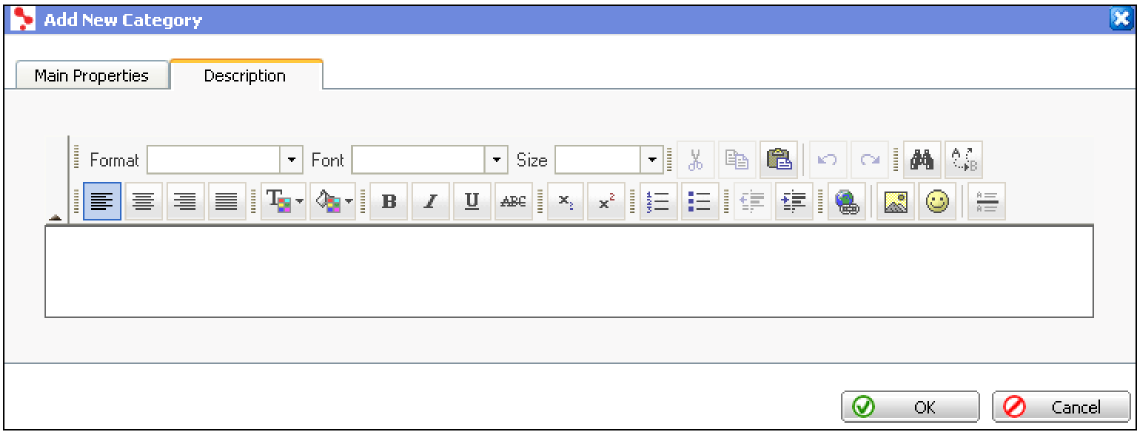


Figure 28: Adding New Category, Providing Description

5 Enter the category description.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

6 Click **OK**.

Editing Blog Category

➢ *To edit a category of posts in the blog*

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

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

The **Edit Category** form opens.

3 Edit the category name on the **Main Properties** tab.

4 Click the **Description** tab.

5 Edit category description on the **Description** tab.

6 Click **OK**.

Removing Category

➢ *To remove a category from the blog*

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

2 Select a category you want to remove.

3 Click **Remove Selected**.

Note: You can select and remove multiple categories at a time.

Configuring Blog Settings

➢ *To configure the blog settings*

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

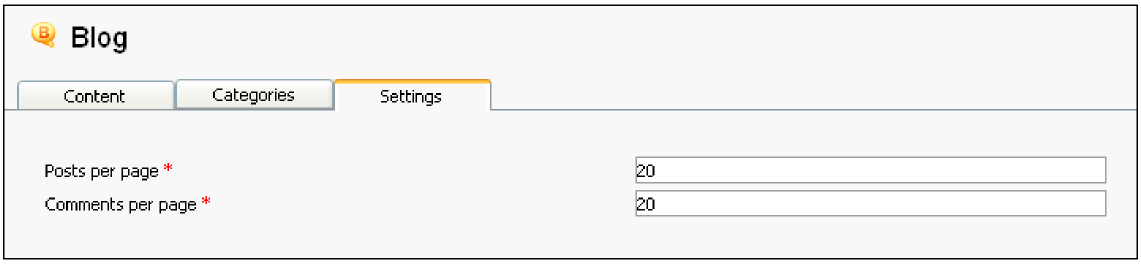


Figure 29: Configuring Blog Settings

2 In the **Posts per page** field, enter the maximum number of posts the blog can contain on one site page.

3 In the **Comments per page** field, enter the maximum number of comments to be displayed on one site page.

Adding Online Store

You, as the eShop owner, can add products to the store, organize products into categories and manage orders placed in your eShop online. Customers browse your eShop, add products to their shopping carts, and submit their orders. They register at the store online so that they can later return to their shopping carts and continue shopping. Your e-commerce resource can be integrated with the PayPal payment processing system, so that customers could pay for their purchases using their credit cards. In the eShop you can also accept money orders and cash on delivery payments. The sections below describe in detail how to create and manage a fully-functional web-based online store.

You can view e-shop orders in SiteBuilder Administrator Panel. For more detailed information regarding viewing e-shop orders see SWsoft *SiteBuilder 3.0 for Unix Site Owner's Guide*.

The eShop window is divided into two parts:

- The list of product categories
- The list of uncategorized products

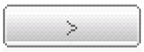
The list of categories shows all the existing categories in the module, including empty ones. For each category there is a number of products this category includes. The categories are displayed in the order specified by the module owner. If there are no categories in the list, only the list of products is displayed.

The list of uncategorized products shows the products existing in the module and not included into categories.

➢ *To add an online store to your site*

1 Go to the **Pages** tab.

2 Select **eShop** in the **Special Pages** box.

3 Click  to add the **eShop** page to your site.

4 Click **Next**.

➢ *To set up your online store*

1 Go to the **Edit** tab.

2 Click **eShop** in the **Site Map** area.

You can do the following operations on your online store:

- Manage products (see page 50)
- Manage categories of products (see page 54)
- Manage orders (see page 58)
- Configure currency and payment settings (see page 62)
- Configure notification settings (see page 66)
- Configure visualization settings (see page 67)

Managing Products

In the eShop module, you can view the following information about products:

- P, in this column there is a Preview icon, if the product has an image.
- Name, the product name.
- Price, the product price.

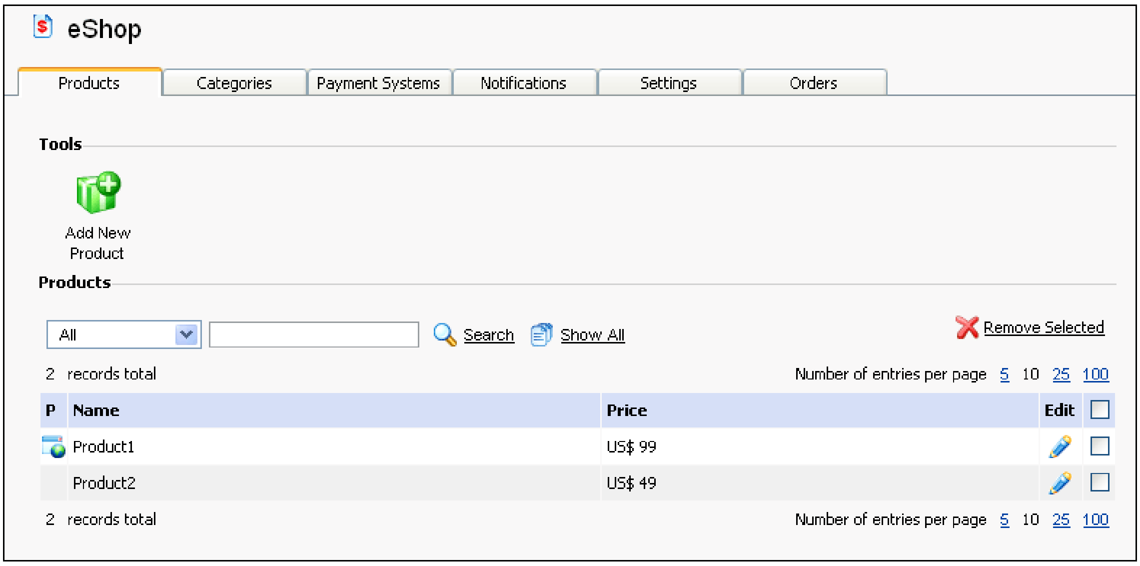


Figure 30: Managing Products

You can perform the following operations on products:

- Add products (see page 51)
- Edit products (see page 53)
- Remove products (see page 53)

Adding New Products

➢ *To add a new product*

1 On the **Products** tab, click **Add New Product**.

The **Add New Product** form opens.

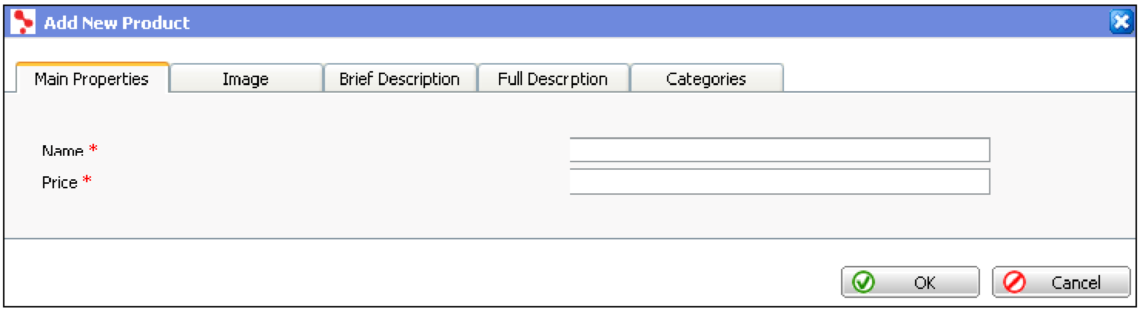


Figure 31: Adding New Product, Configuring Main Properties

2 On the **Main Properties** tab, enter the following data:

- **Name**, the product name displayed in the catalogue.
- **Price**, the product price displayed in the catalogue.

3 On the **Image** tab, click **Browse** to add the product image.

4 Select the image file to upload.

5 Click **Upload**.

The product image appears next to the product name in the **Products** list.

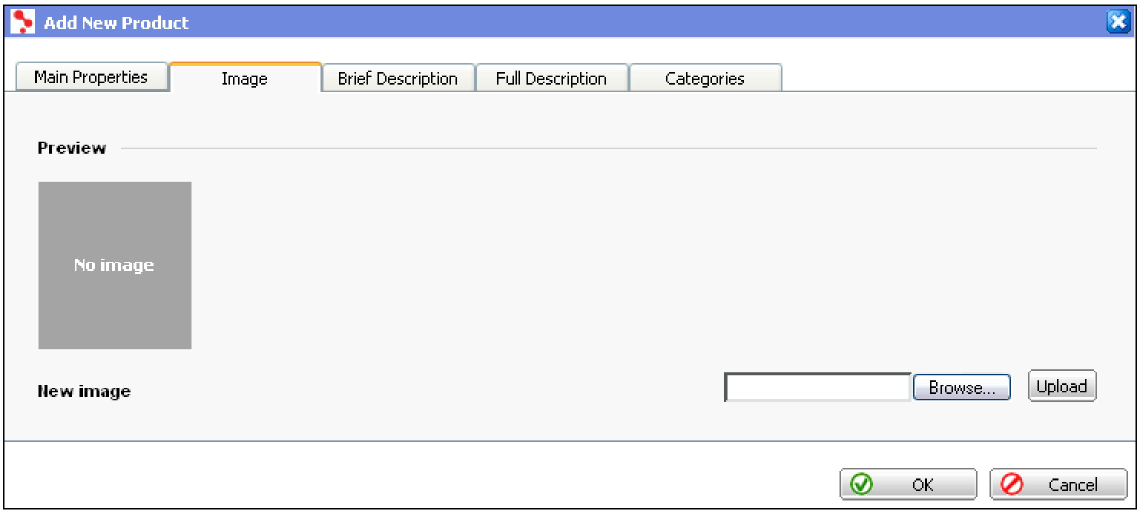


Figure 32: Adding New Products, Adding Image for Product

6 On the **Brief Description** tab, enter a brief description of the product.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

The brief description is displayed next to the product image in the **Products** list.

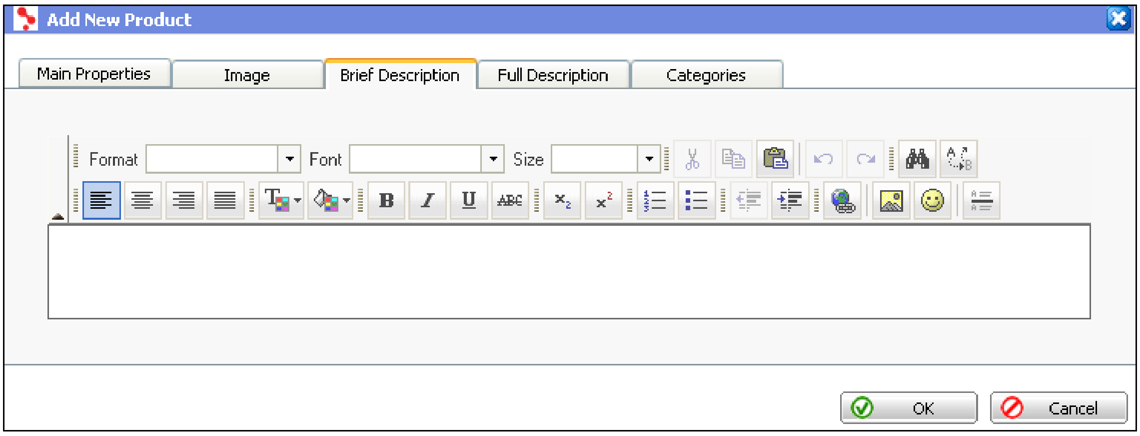


Figure 33: Adding New Products, Providing Brief Description for Product

7 On the **Full Description** tab, enter a full description of the product.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

The full description is displayed on the **Product details** page.

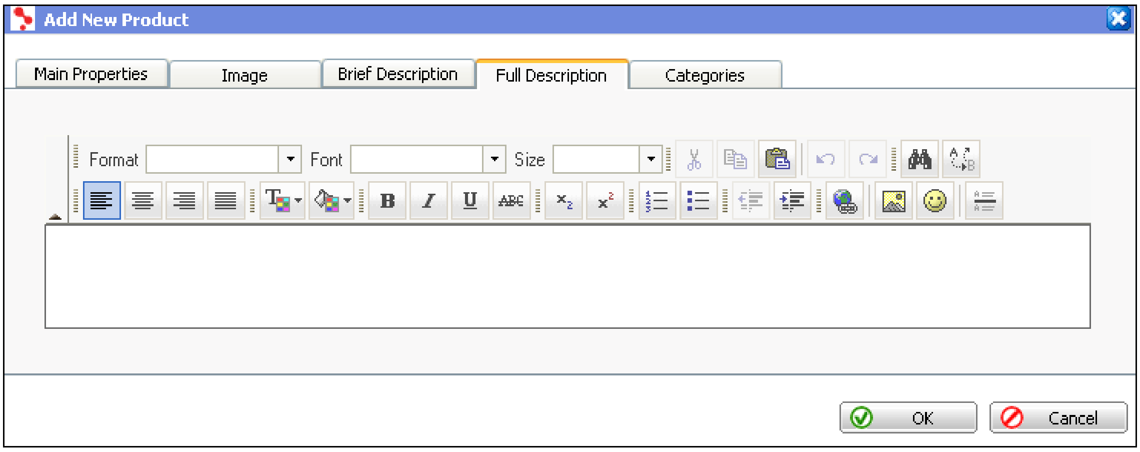


Figure 34: Adding New Products, Providing Full Description for Product

8 On the **Categories** tab, select the categories, to which you want to add the product.

9 Click **OK**.

Editing Product

➢ *To edit an existing product*

1 On the **Products** tab, click the Edit icon against the product you want to edit.

The **Edit Product** form opens.

2 On the **Main Properties** tab, you can edit the following data:

- **Name**, the product name displayed in the catalogue.
- **Price**, the product price displayed in the catalogue.

3 On the **Image** tab, you can delete the current product image by clicking the **Delete** button, or you can replace the current product image.

To replace the current product image

1. Click **Browse** on the **Image** tab.
2. Select the image file to upload.
3. Click **Upload**.

4 On the **Brief Description** tab, you can edit the brief description of the product.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

The brief description is displayed next to the product image in the **Products** list.

5 On the **Full Description** tab, you can edit the full description of the product.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

The full description is displayed on the **Product details** page.

6 On the **Categories** tab, you can add the product to or remove it from categories by respectively selecting or deselecting the check boxes against the categories names.

7 Click **OK**.

Removing Products

➢ *To remove a product from the your store*

1 On the **Products** tab, select the product you want to remove.

2 Click **Remove Selected**.

Note: You can select and remove multiple products at a time.

Managing Categories

Product categories allow you to better organize your eShop content. If you have a number of items in the eShop, you might want to subdivide them into categories, so that your customers could easily find the necessary product.

In the **eShop** module, you can view the following information about the categories:

- **P**, in this column there is a **Preview** icon, if the category has an image.
- **Name**, the category name.
- **Number of products**, the number of products in the category.

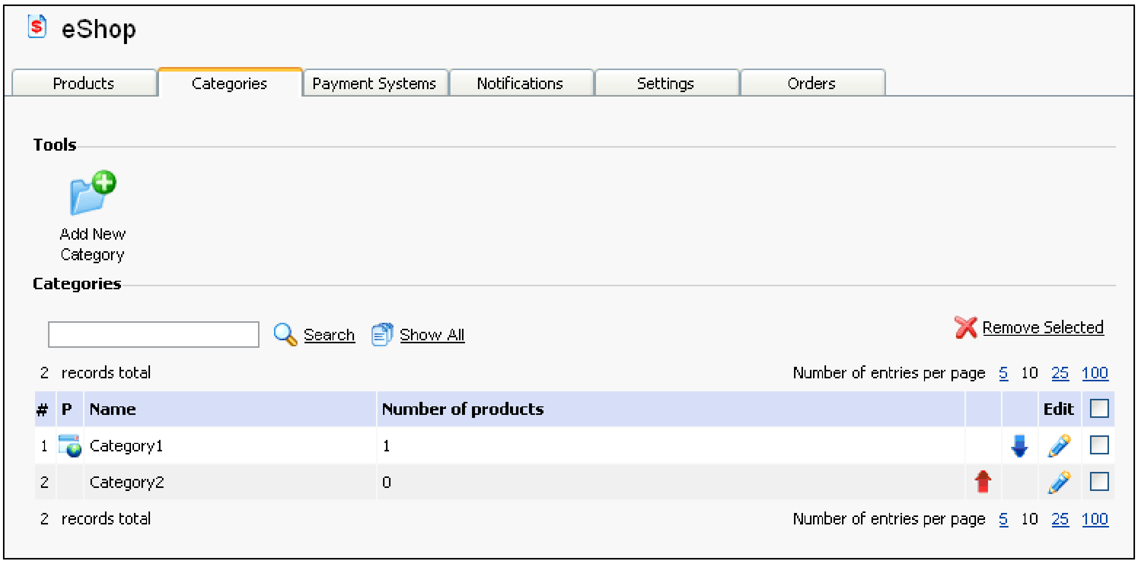


Figure 35: Managing Categories

Note: If you have more than one eShop on the site, the lists of categories you create in different eShop modules are independent of each other. Thus, on one site you can have two different eShops with different categories lists.

You can perform the following operations on categories:

- Add categories (see page 55)
- Edit categories (see page 56)
- Change the order of categories in the Categories list (see page 57)
- Remove categories (on page 57)

Adding New Category

➢ *To add a new category*

1 On the **Categories** tab, click **Add New Category**.

The **Add New Category** form opens.

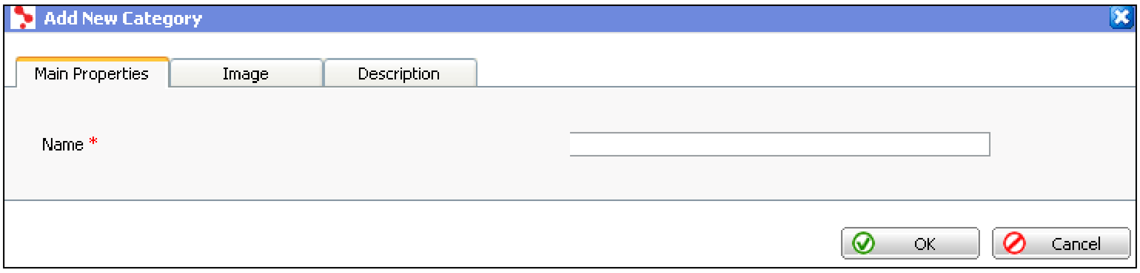


Figure 36: Adding New Category, Configuring Main Properties

2 On the **Main Properties** tab, enter the category name in the **Name** field.

3 On the **Image** tab, click **Browse** to add the category image.

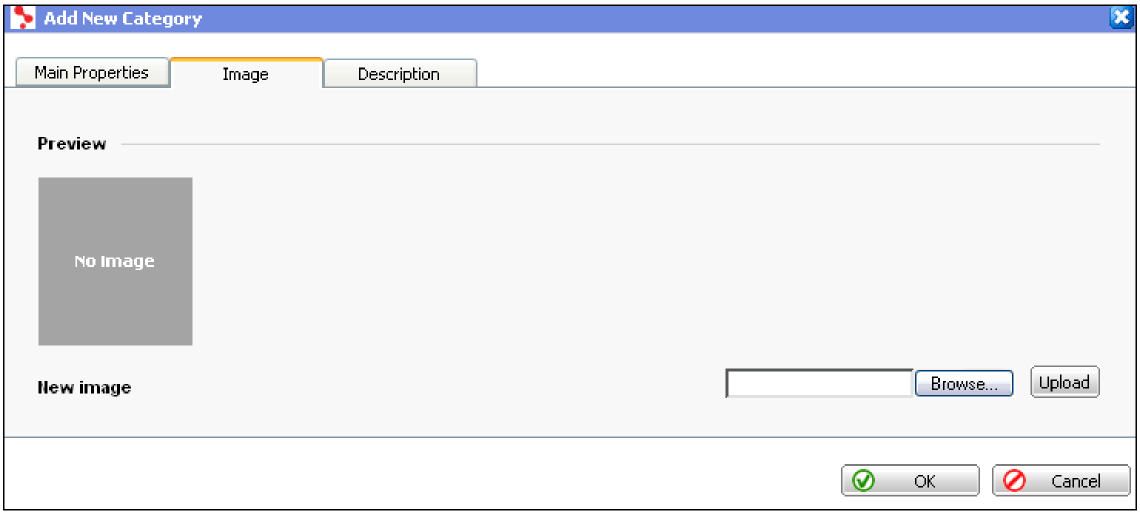


Figure 37: Adding New Category, Adding Image for Category

4 Select the image file to upload.

5 Click **Upload**.

6 On the **Description** tab, enter the description of the category.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

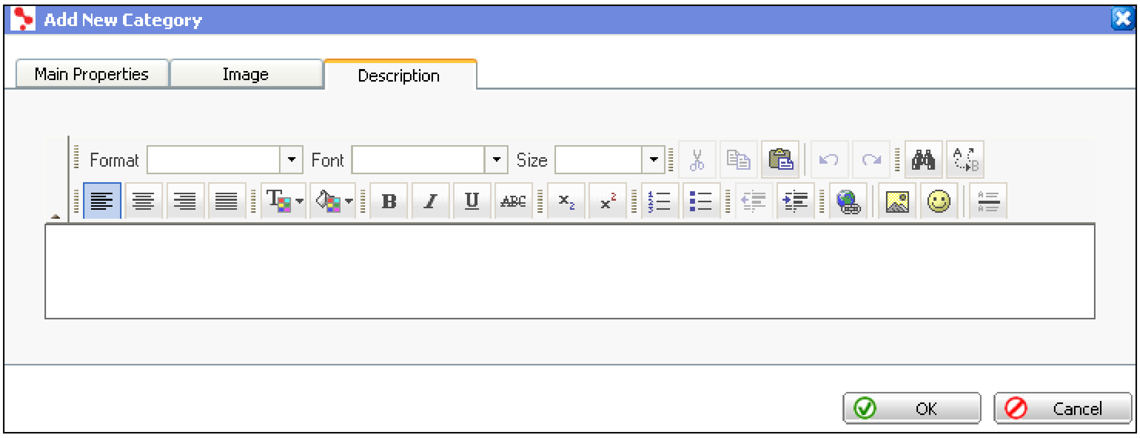


Figure 38: Adding New Category, Providing Description for Category

7 Click **OK**.

Editing Category

➢ *To edit an existing category*

1 On the **Categories** tab, click the **Edit** icon next to the category name.

The **Edit Category** form opens.

2 On the **Main Properties** tab, you can edit the category name in the **Name** field.

3 On the **Image** tab, you can delete the current category image by clicking the **Delete** button, or you can replace the current category image.

To replace the current category image

1. Click **Browse** on the **Image** tab.
2. Select the image file to upload.
3. Click **Upload**.

4 On the **Description** tab, you can edit the description of the category.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

5 Click **OK**.

Changing the Categories Order

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

If a category can be moved up the **Categories** list, there is a red upward arrow icon against the category name. If it can be moved down, there is a blue downward arrow icon against the category name.

To move a category up or down 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.

Removing Categories

➢ *To remove a category*

1. On the **Categories** tab, select a category you want to remove.
2. Click **Remove Selected**.

Note: You can select and remove multiple categories at a time.

Managing Orders

The orders placed in your store appear in the **Orders** list and can be viewed on the **Orders** tab of the **eShop** module.

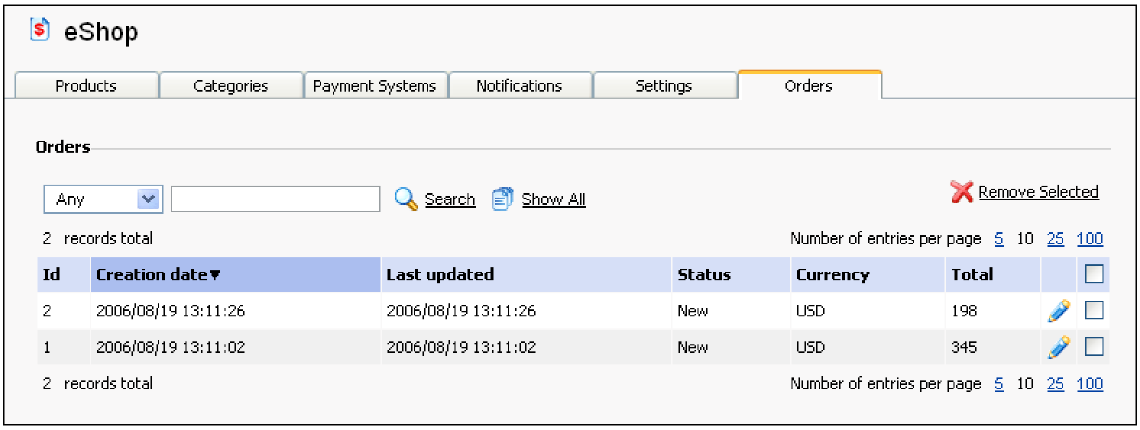


Figure 39: Managing Orders

You can view the following information about the orders:

- **Id**, the order number.
- **Creation date**, the date and time when the order was placed.
- **Last updated**, the date and time of the latest changes made to the order.
- **Status**, the order status. In SiteBuilder eShop orders can have the following statuses:
  - **New** status is used for new unpaid orders. This order status is assigned to an order, when you don't have any activated payment systems in the eShop. It is also used, if the product is paid through a payment system, which is unable to notify you about the payment.
  - **Paid** status is used for new paid orders. This status is assigned to an order upon receiving the payment notification from a payment system.

  Note: **New** and **Paid** are the order statuses automatically assigned by the system. All the other order statuses can be used to mark orders for your convenience. See how to edit the order status in the Editing Orders section (see page 61).

  - **Processed** status is used for orders being processed at the time.
  - **Backorder** status is used for deferred orders.
  - **Completed** status is used for orders which have been completed and delivered to the customers.
  - **Cancelled** status is used for order canceled by the customers.
  - **Failed** status is used for orders which cannot be processed for some reason and are considered failed.
- **Currency**, the currency used for this order.
- **Total**, the total price of your order.

Note: By default the orders appear sorted by **Status**.

You can perform the following operations on the orders:

- View the order properties (see page 60)
- Edit orders (see page 61)
- Delete orders (see page 61)

Viewing Order Information

To view order properties, click the Edit icon against the order.

The Order Information form appears.

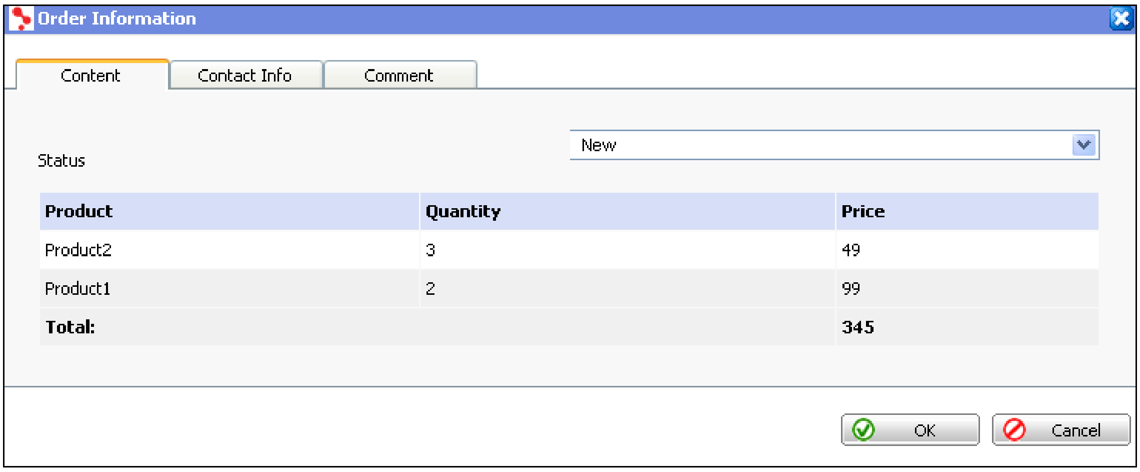


Figure 40: Viewing Order Information, Content

On the Content tab, you can view the following information:

- Status, the current status of this order.
- Order content, including
  - Product, the list of ordered products.
  - Quantity, the quantity of ordered products for each product name.
  - Price, the price of one item of the product.
- Total, the order total.

Figure 41: Viewing Order Information, Contact Info

On the Contact Info tab, you can view the following information:

- Creation date, the date when the order was placed.
- Last updated, the date of the latest order modification.
- Name, the name of the customer, who placed the order.
- E-mail, the customer's e-mail address.

- Phone, the customer's phone number.
- Company, the customer's company name.
- Address, the customer's postal address.

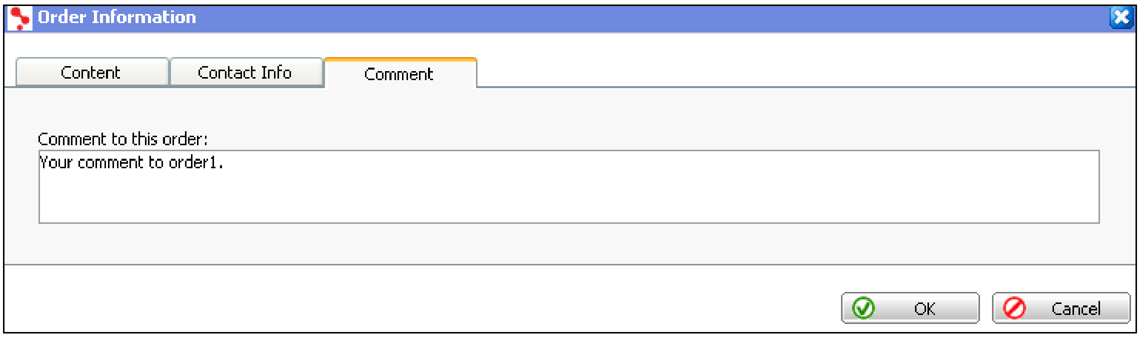


Figure 42: Viewing Order Information, Comment

On the Comment tab, you can view your comments to this order.

Editing Orders

The available order editing options include:

- Changing the order status.
- Adding and editing a comment on the order.

➢ *To change the order status*

1 On the Orders tab, click the Edit icon next to the order.

The Order Information form opens.

2 Select the status for the order in the Status field on the Content tab.

3 Click OK.

➢ *To add or edit a comment on the order*

1 On the Orders tab, click the Edit icon next to the order.

The Order Information form opens.

2 Go to the Comment tab.

3 Type a comment in the Comment field.

4 Click OK.

Removing Orders

➢ *To delete orders*

1 On the Orders tab, select the order you want to delete.

2 Click Remove Selected.

Note: You can select and remove multiple orders at a time.

Configuring Payment Settings

You can configure payment settings to be used by the customers visiting your eShop on the **Payments Systems** tab of the **eShop** module.

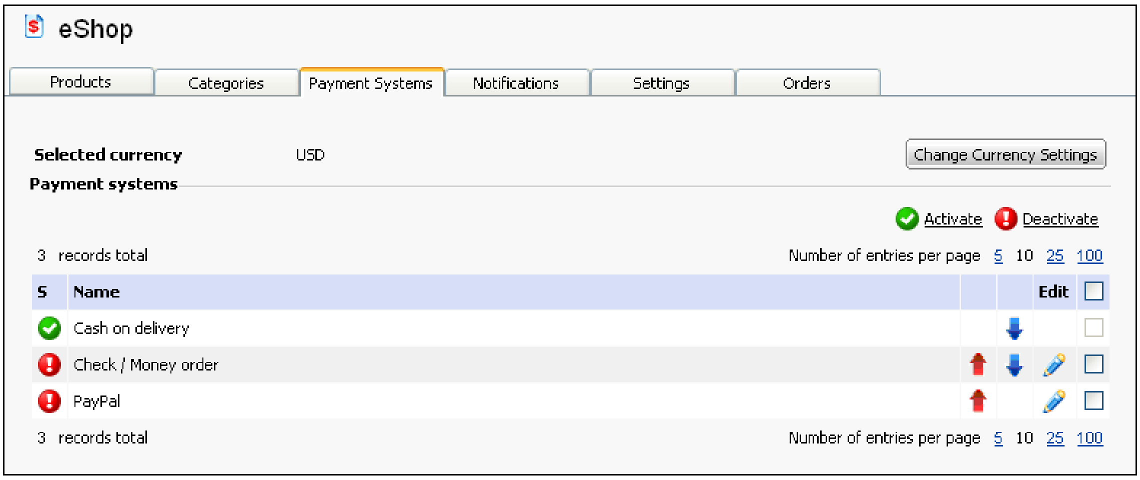


Figure 43: Configuring Payment Settings

On the **Payments Systems** tab you can view the following information:

- **Selected currency**, the field where the currency used in your eShop is displayed.
- **Payment systems**, the list of payment systems, which are supported for the selected currency.

You can perform the following operations to configure payment settings:

- Select the currency for the eShop (see page 63)
- Activate and deactivate the payment systems (see page 63)
- Customize payment systems (see page 64)

Note: To accept payments online, you can integrate the PayPal payment processing system into your online store. For this, you should have an account at PayPal. You can register and find more information about services for online store owners on the official site of PayPal (https://www.paypal.com/).

Selecting Currency

➢ *To select the currency for your store*

1 On the **Payment Systems** tab, click **Change Currency Settings** button.

The **Currency Settings** window opens.

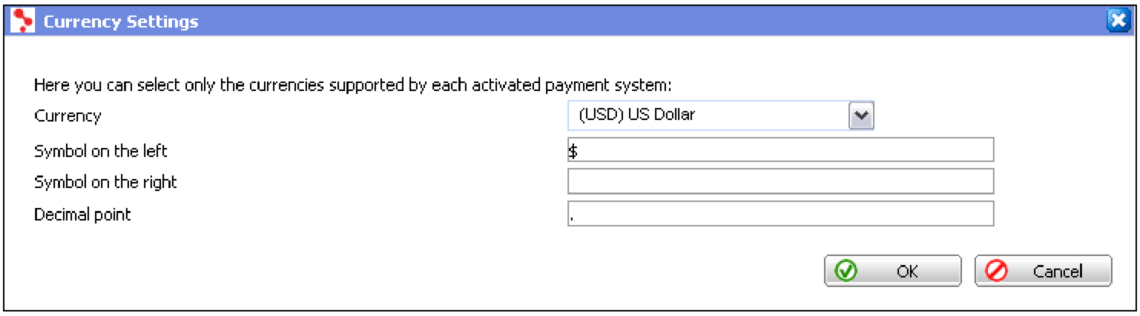


Figure 44: Selecting Currency

2 Select the currency from the **Currency** list.

3 If the symbol of the selected currency should go before the numeric value, enter it into the **Symbol on the left** field.

4 If the symbol of the selected currency should go after the numeric value, enter it into the **Symbol on the right** field.

5 Enter the decimal point to be used with prices into the **Decimal point** field.

6 Click **OK**.

Changing Status of Payment Systems

Payment systems available for the selected currency are characterized by their status. A payment system can be either *activated*, or *deactivated*. A payment system status is displayed in the **S** column of **Payment systems** list on the **Currency and Payment Systems** tab.

The ✅ icon appears against activated payment systems.

The ❗ icon appears against deactivated payment systems.

➢ *To activate a payment system*

1 On the **Currency and Payment Systems** tab, select the payment system you want to activate.

2 Click the ✅ **Activate** button.

Note: You can select and activate multiple payment systems at a time.

➢ *To deactivate a payment system*

1 On the **Currency and Payment Systems** tab, select the payment system you want to deactivate.

2 Click the ❗ **Deactivate** button.

Note: You can select and deactivate multiple payment systems at a time.

Customizing Payment Systems

Customizing payment systems allows you to specify your personal details, which should be used by the payment systems.

Customizing Check/Money Order Settings

➢ *To customize check/money order payment system settings*

1 On the **Payment Systems** tab, click the **Edit** icon next to the **Check / Money order** payment system.

Check / Money Order Payment System Settings window opens.

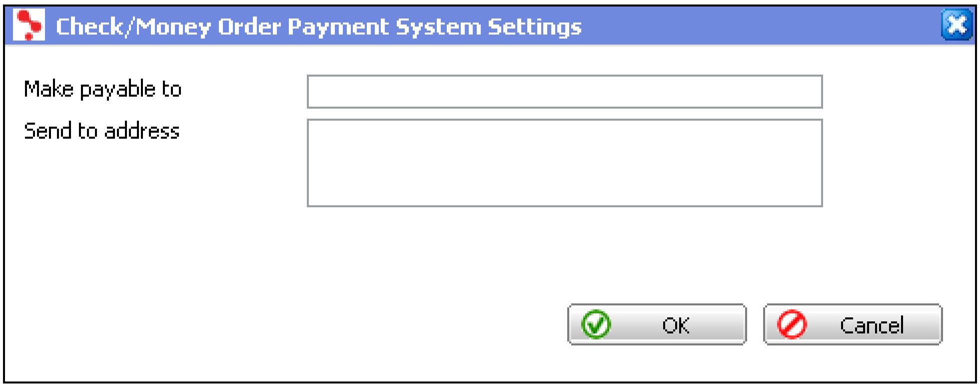


Figure 45: Customizing Check/Money Order Settings

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

3 In the **Send to address** field, enter the postal address, where funds should be sent.

4 Click **OK**.

Customizing PayPal Settings

➢ *To customize PayPal payment system settings*

1 On the **Payment Systems** tab, click the **Edit** icon next to the **PayPal** payment system.

PayPal Payment System Settings window opens.

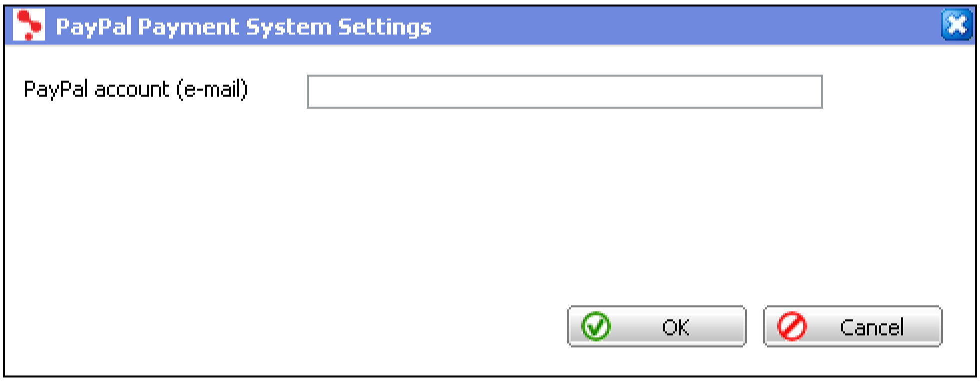


Figure 46: Customizing PayPal Settings

2 In the **PayPal account (e-mail)** field, enter the e-mail address you use to log into the PayPal service.

3 Click **OK**.

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 Notification Settings

You can customize order confirmation notification e-mailed to your customers.

➢ ***To configure your eShop notification settings***

1 Go to the **Notifications** tab.

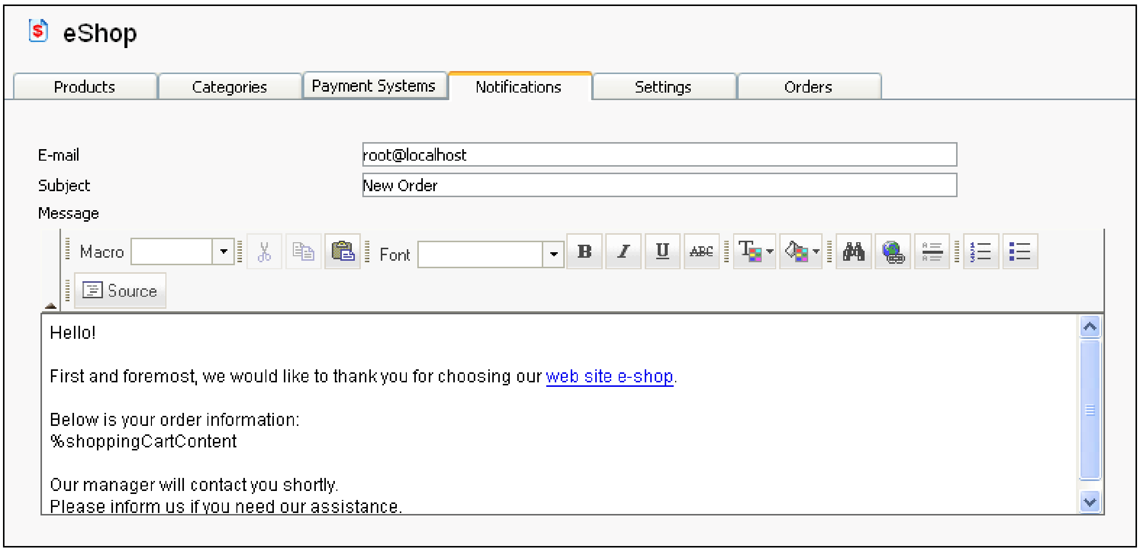


Figure 47: Configuring Notifications Settings

2 In the **E-mail** field, enter the e-mail, from which the notifications should be sent.

3 In the **Subject** field, enter the subject of the notification e-mail.

4 In the **Message** field, enter the text of the notification e-mail.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

Additionally you can insert the following macros into the body of order notification template:

- Site URL
- Shopping cart content

5 Click **OK**.

Configuring eShop Settings

➢ *To configure your eShop settings*

1 Go to the **Settings** tab.

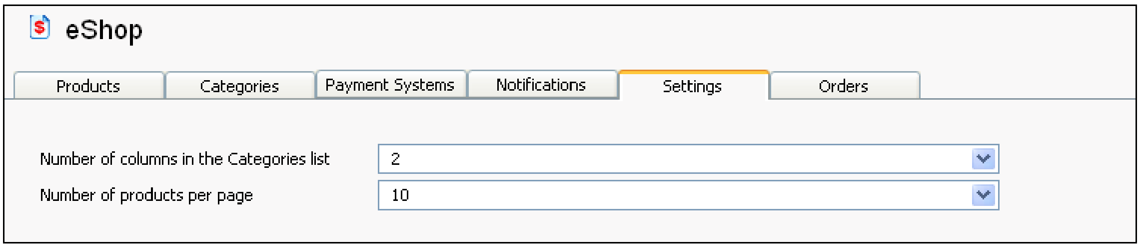


Figure 48: Configuring eShop Settings

2 Configure the following eShop settings:

- **Number of columns in the Categories List**, specify the number of columns displayed in the **Categories List**.
- **Number of products per page**, specify the maximum number of products which can be displayed per page.

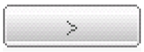
Adding Flash Intro

A flash intro is the flash-animated introduction clip launched prior to opening the first page of a site.

➢ *To add a flash intro to your site*

1 Go to the **Pages** tab.

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

3 Click  to add the **Flash Intro** page to your site.

4 Click **Next** to go to the **Edit** tab.

5 Select **Flash Intro** in the **Site Map** area.

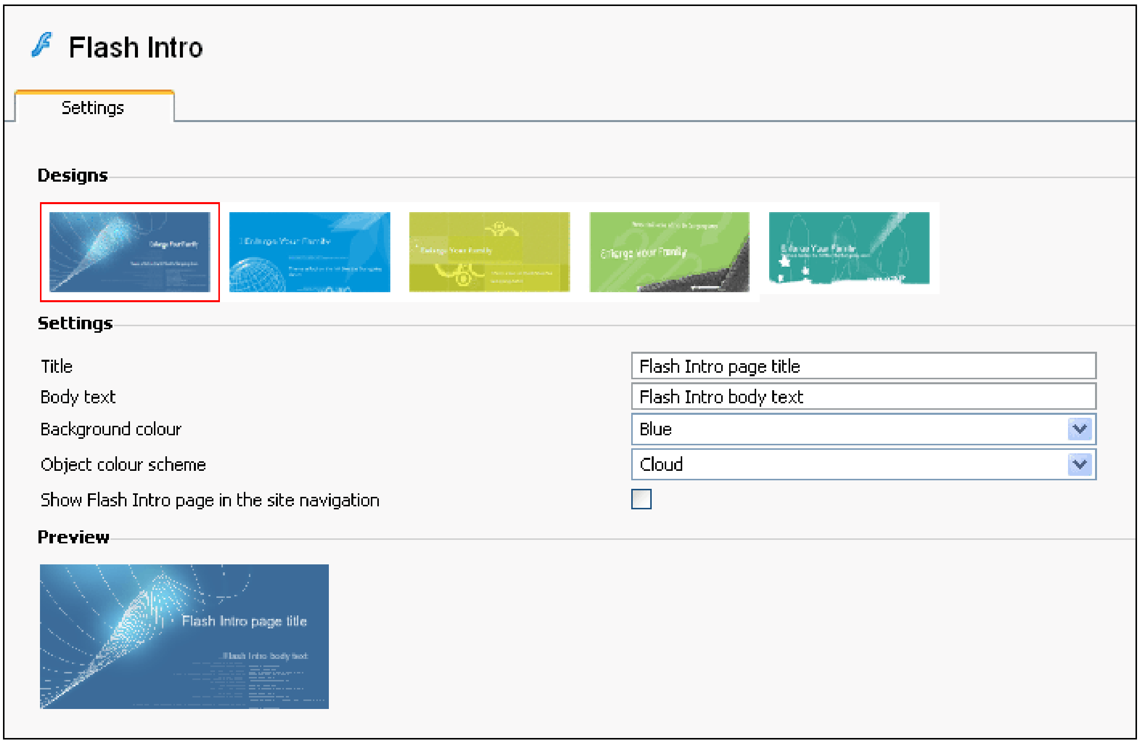


Figure 49: Adding Flash Intro

6 In the **Design** section, select the design for you flash intro.

7 In the **Settings** section, configure the following parameters:

- **Title** is the text displayed as the flash introduction title.
- **Body text** is the text displayed as the body of flash introduction clip.
- **Background colour** is the flash intro background color scheme.
- **Object colour scheme** is the Flash Intro layout color scheme.

8 Select the **Show Flash Intro page in the site navigation** check box, to include the flash intro into the main site menu.

The changes you make to the flash intro page are displayed in the **Preview** section.

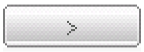
Adding Forum

To improve the quality of your services and learn the opinion of your customers and visitors on different matters, you can provide an online forum on your web page. 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** tab.

2 Select **Forum** in the **Special pages** dialog box.

3 Click  to add the **Forum** module to your site structure.

4 Click **Next.**

➢ *To set up your forum*

1 Go to the **Edit** tab.

2 Click **Forum** on the **Edit** screen.

You can do the following operations on your forum:

- Manage the forum content (see page 70)
- Manage the categories of topics in the forum (see page 75)
- Configure the forum settings (see page 77)

Managing Forum Content

Forum content is represented in the list of all the topics. You can see the following information about the topics:

- **Subject**, the subject of a topic.
- **Author**, the author of a topic.
- **Categories**, the categories, to which the topic belongs.
- **Last updated**, the date and time of the latest topic update.
- **Replies**, the number of replies on this topic.

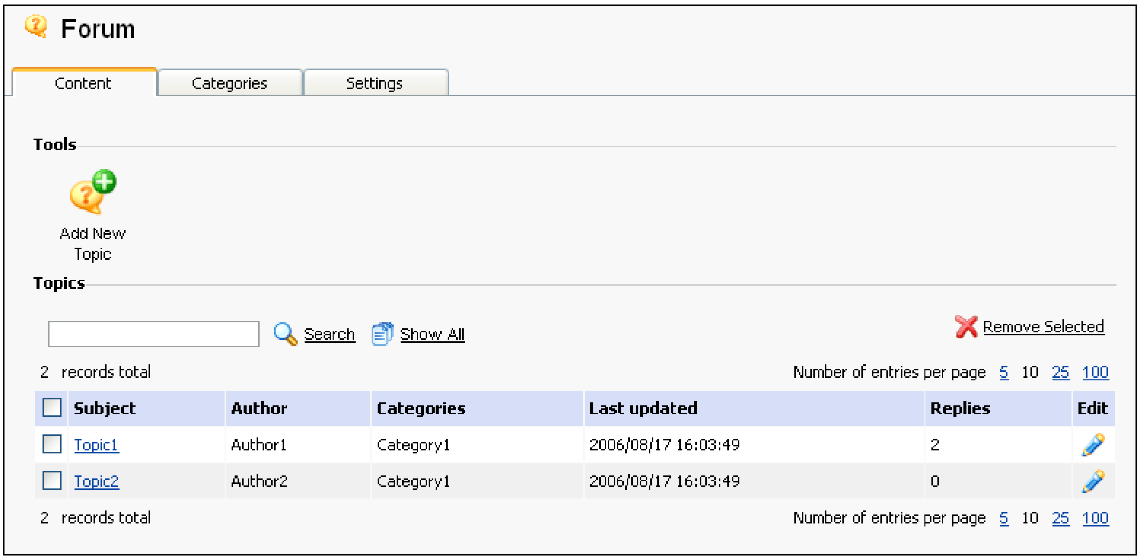


Figure 50: Managing Forum Content

You can perform the following operations on the forum content:

- Add a new topic (see page 71)
- Edit a topic (see page 72)
- Manage replies to a topic (see page 73)
- Remove a topic (see page 75)

Adding New Topic

➢ *To add a new topic*

1 On the **Content** tab, click **Add New Topic**.

Add New Topic form opens.

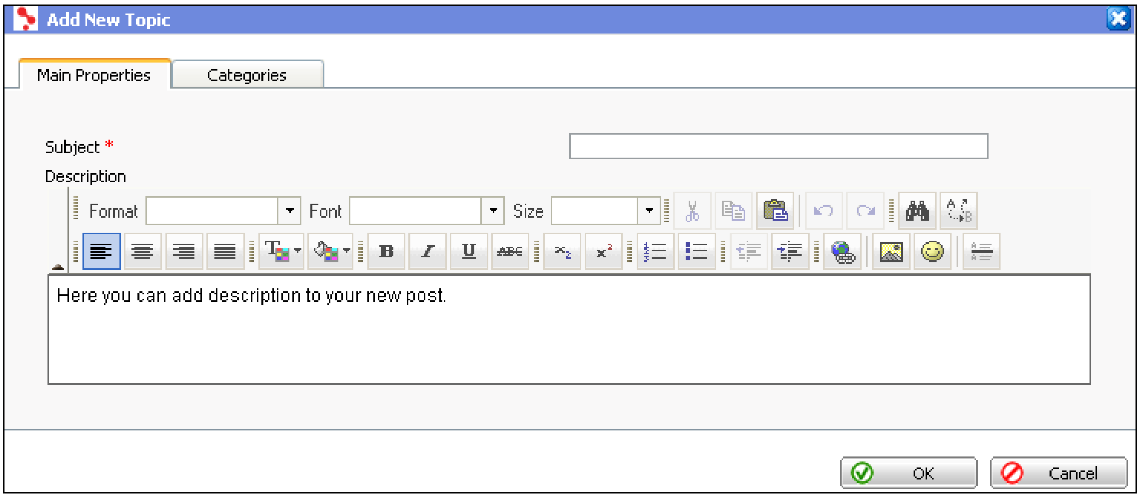


Figure 51: Adding New Topic, Configuring Main Properties

2 On the **Main Properties** tab, enter the subject of new topic in the **Subject** field.

3 Enter the first message text in the text field.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

4 Click the **Categories** tab.

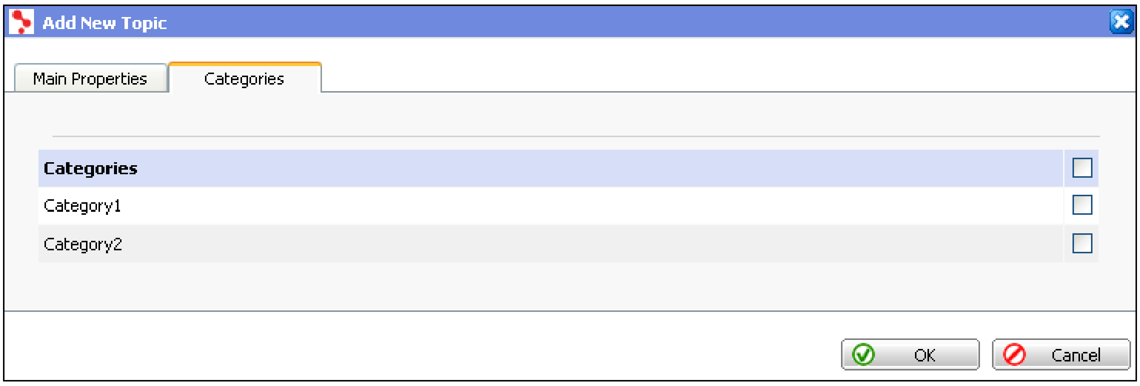


Figure 52: Adding New Topic, Assigning Topic to Category

5 Select the category, where you want the topic to belong to.

6 Click **OK**.

Editing Topic

➢ *To edit a forum topic*

1 On the **Content** tab, click the **Edit** icon against the topic you want to edit.

Edit Topic form opens.

2 On the **Main Properties** tab, edit the subject of the topic in the **Subject** field.

3 Edit the first message text in the text field.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

4 Click the **Categories** tab.

5 Select the category, where you want the topic to belong to.

6 Click **OK**.

Managing Replies to Topics

In the Forum module, users can reply to topics. You can manage the replies to the forum topics.

➢ *To access the replies management functions*

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

2 Click the subject of a topic, replies to which you want to access.

The list of replies to this topic opens.

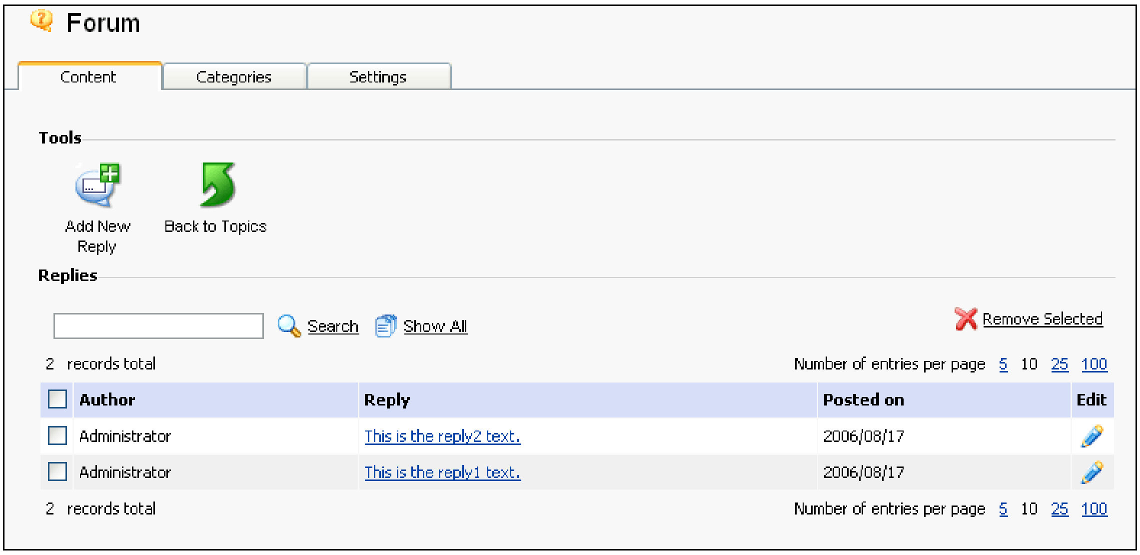


Figure 53: Managing Replies to Topics

It includes the following information on the replies:

- Author, the name of person, who posted the reply.
- Reply, the reply text.
- Posted on, the date, when the reply was posted.

You can perform the following operations on replies:

- Add a new reply (see page 74)
- Edit a reply (see page 74)
- Remove a reply (see page 74)

Adding New Reply

➢ ***To add a reply***

1 On the replies management screen, click **Add New Reply**.

The **Add New Reply** form opens.

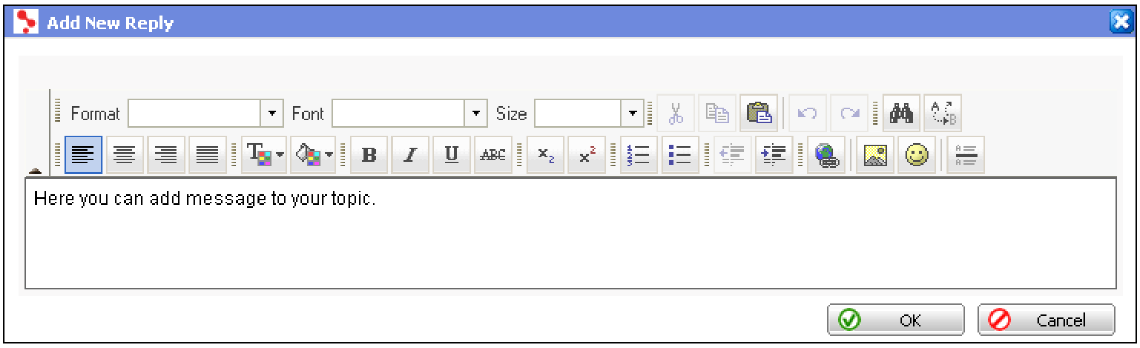


Figure 54: Adding New Reply

2 Enter the reply text.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

3 Click **OK**.

Editing Reply

➢ ***To edit a reply***

1 On the replies management screen, click the **Edit** icon against the reply you want to edit.

The **Edit Reply** form opens.

2 Edit the reply text.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

3 Click **OK**.

Removing Reply

➢ ***To remove a reply***

1 On the replies management screen, select the reply you want to remove.

2 Click **Remove Selected**.

Note: You can select and remove multiple replies at a time.

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**.

Note: You can select and remove multiple topics at a time.

Managing Forum Categories

In the **Forum** module, you can categorize topics for convenience. You can view the list of topics categories on the **Categories** tab.

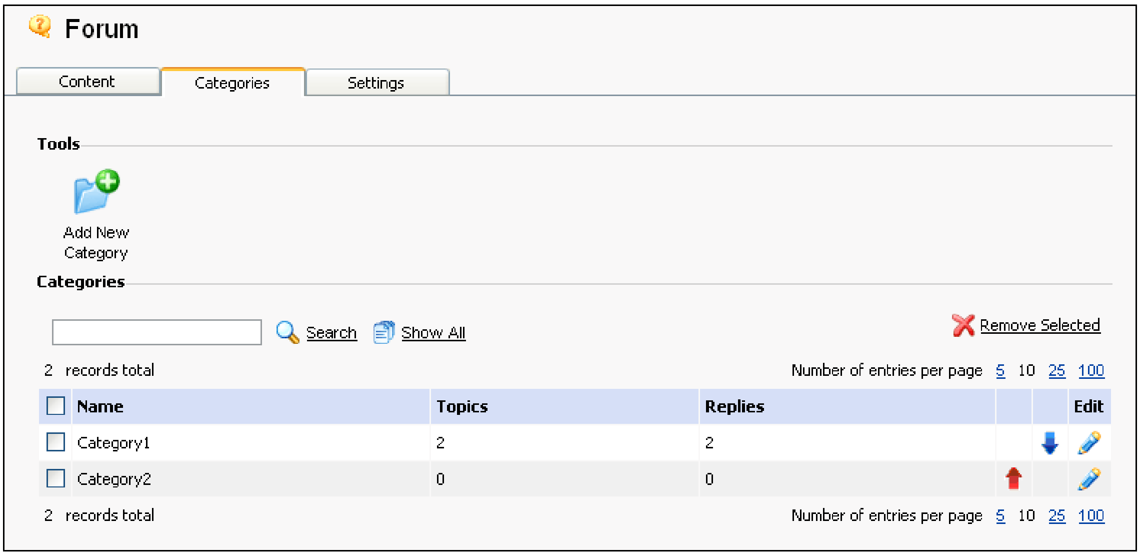


Figure 55: Managing Forum Categories

Here you can see the following information about the categories:

- **Name**, the name of a category.
- **Topics**, the number of topics in a category.
- **Replies**, the number of replies in a category.

You can perform the following operations on the categories of topics:

- Add a new category (see page 76)
- Edit a category (see page 76)
- Remove a category (see page 77)

Adding New Category

➢ *To add a new category to the forum*

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

2 Click **Add New Category**.

Add New Category form opens.

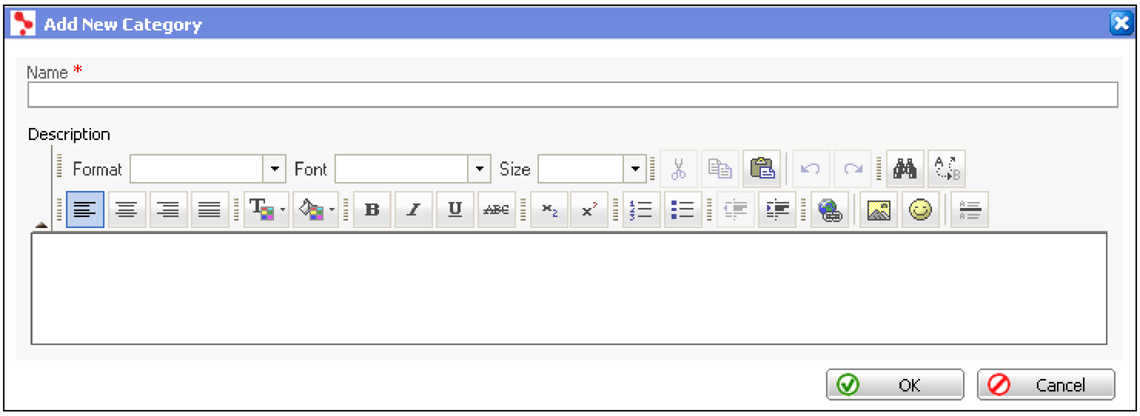


Figure 56: Adding New Category

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

4 Enter the new category description in the text field.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

5 Click **OK**.

Editing Category

➢ *To edit a category in the forum*

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

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

Edit Category form opens.

3 Edit the name of the category in the **Name** field.

4 Edit the description of the category in the text field.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

5 Click **OK**.

Removing Category

➢ *To delete a category from the forum*

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

2 Select the forum category you want to delete.

3 Click **Remove Selected**.

Note: You can select and remove multiple categories at a time.

Configuring Forum Settings

➢ *To configure forum settings*

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

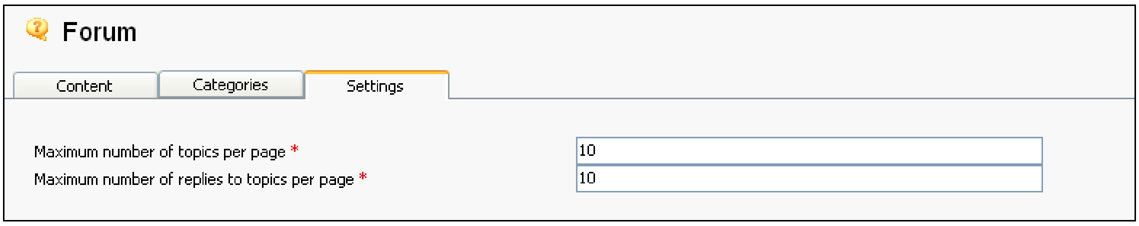


Figure 57: Configuring Forum Settings

2 On the **Settings** tab you can configure the following settings:

- Maximum number of topics per page
- Maximum number of replies per page

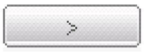
Adding Guestbook

On a guestbook page, your visitors will be able 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** tab.

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

3 Click  to add the **Guestbook** module to your site structure.

4 Click **Next**.

➢ ***To set up your guestbook***

1 Go to the **Edit** tab.

2 Click **Guestbook** on the **Edit** tab.

You can do the following operations on your guestbook:

- Manage guestbook content (see page 79)
- Configure guestbook settings (see page 82)

Configuring Guestbook Content

On the **Guestbook** screen, the following information about the **Guestbook** module is displayed:

- **Message**, the content of the guest message.
- **Author**, the author of the message.
- **Posted on**, the date when the message was posted.

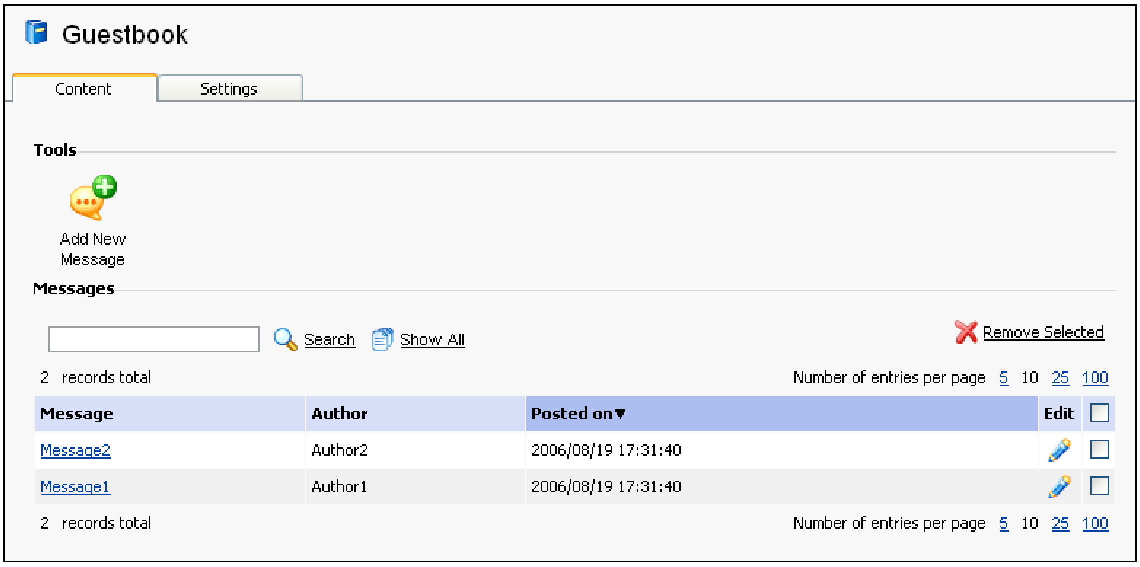


Figure 58: Managing Guestbook Content

You can perform the following operations on your guestbook:

- Add a new message (see page 80)
- Edit a message (see page 81)
- Delete a message (see page 81)

Adding New Message

➢ *To add a new message to the guestbook*

1 On the **Content** tab, click **Add New Message**.

Add New Message form opens.

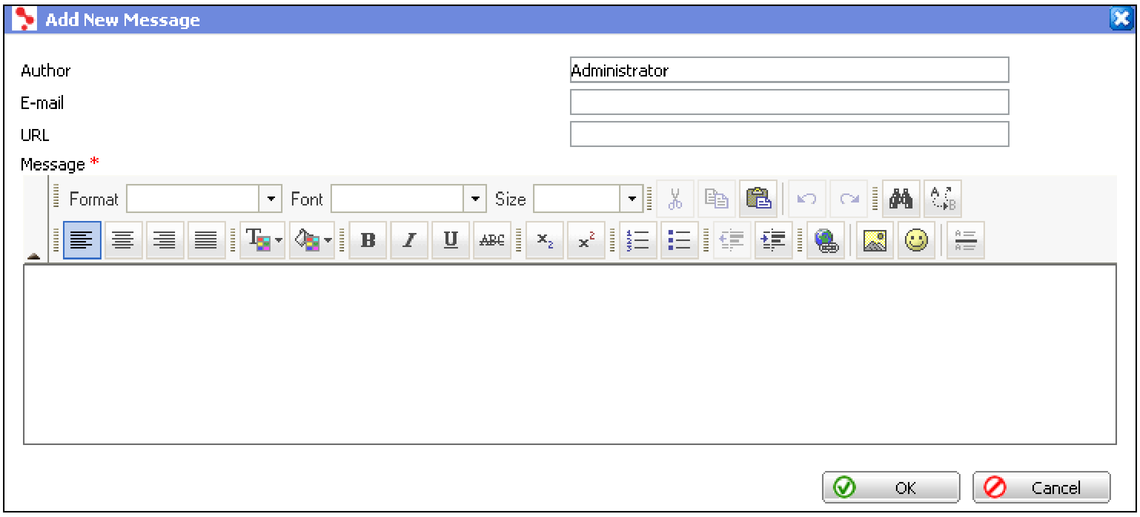


Figure 59: Adding New Message

2 Enter your name into the **Author** field.

When you add a message in the Wizard, the author's name is already specified as 'Administrator'.

3 Enter your e-mail into the **E-mail** field.

4 Enter your site URL into the **URL** field.

5 Enter the message text in the **Message** field.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

6 Click **OK**.

Editing Message

➢ *To edit a guestbook message*

1 On the **Content** tab, click the Edit icon against the message you want to edit.

Edit Message form opens.

2 Edit your name into the Author field.

3 Edit your e-mail into the E-mail field.

4 Edit your site URL into the URL field.

5 Edit the message text in the Message field.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

6 Click OK.

Removing Message

➢ *To remove a message from the guestbook*

1 On the Content tab, select the message you want to remove.

2 Click Remove Selected.

Note: You can select and remove multiple messages at a time.

Configuring Guestbook Settings

➢ *To configure the guestbook settings*

1 In the **Guestbook** module, go to the **Settings** tab.

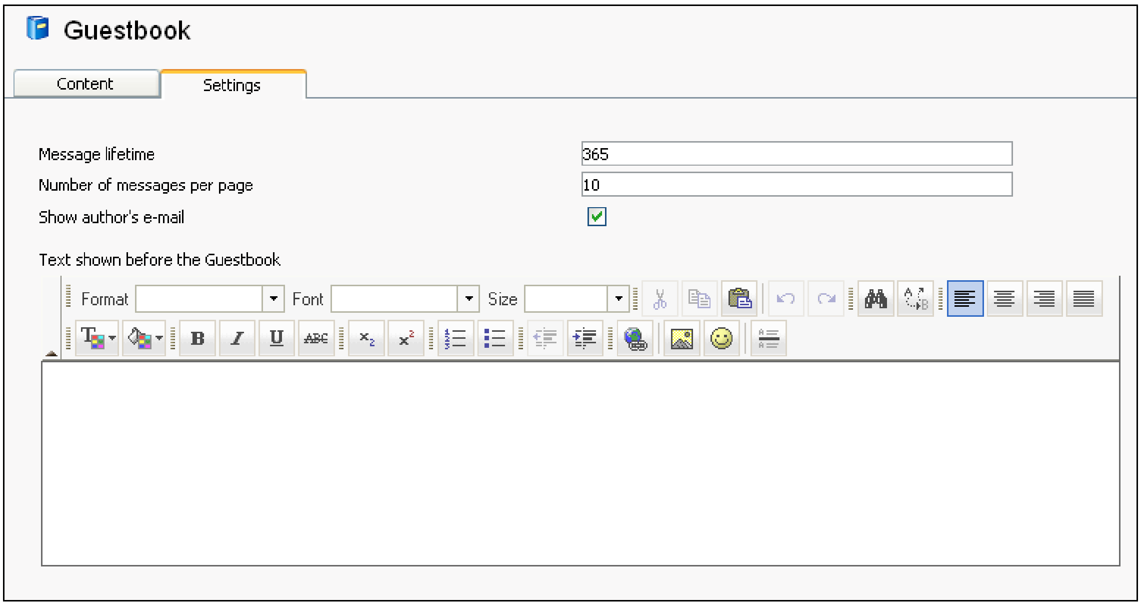


Figure 60: Configuring Guestbook Settings

2 You can configure the following settings:

- **Message lifetime**, the period in days, during which the message is stored in the guestbook.
- **Number of messages per page**, the number of messages displayed on one page.
- **Show author's e-mail**, when this check box is selected, the site visitors can see e-mail address of the message author. Otherwise, the e-mail is not shown.
- **Text shown before the Guestbook**, this text appears at the top of the guestbook on your site.

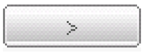
Adding Image Gallery

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

➢ *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  to add **Image Gallery** module to your site structure.

4 Click **Next**.

➢ *To set up your image gallery*

1 Go to the **Edit** step.

2 Select **Image Gallery** on the **Site Map**.

You can do the following operations on your image gallery:

- Upload and manage images (see page 83)
- Create and manage image categories (see page 89)
- Configure the image gallery settings (see page 93)

Managing Images

In the **Image Gallery** module, you can perform the following operations with images:

- Upload a new image (see page 84)
- Edit an image properties (see page 86)
- Preview an image (see page 88)
- Remove an image (see page 88)

Uploading Image

➢ *To upload a new image*

1 In the Image Gallery module, click Image Upload tab.

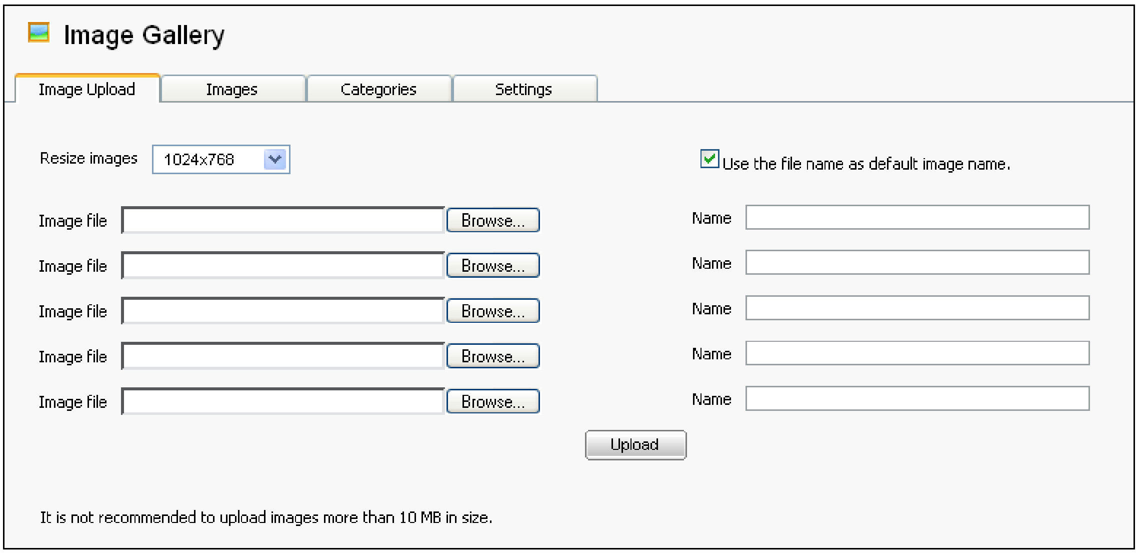


Figure 61: Uploading Images

On this tab, the following options are also available:

- Resizing an image
- Using the uploaded file name as a default title for the image or specifying a new image title

2 Select the Resize images option.

The available resize images options are:

- 1152x864
- 1024x768
- 800x600
- 640x480
- 480x360
- 360x270
- Don’t resize.

By default the 1024x768 image resize option is used.

3 If you w ant the uploaded file names to be used as default titles for the images in the gallery, select the Use file name as default image title check box.

4 Click the Browse button next to the Image file field.

5 In the Browse window, select an image file on you computer.

6 Click Open.

7 Click Upload.

8 Specify the image title in the Title field, if the Use file name as default image tile check box is not selected.

The uploaded image will appear in the images list with this title. The list of images can be viewed on the **Image Management** tab of the **Image Gallery** module.

Editing Image Properties

The list of images can be viewed on the **Image Management** tab of the **Image Gallery** module. The list of images contains the following information regarding image files contained in the image gallery:

- **Title** is the image title.
- **Dimension** is the image dimension.
- **Size (KB)** is the image size in KB.

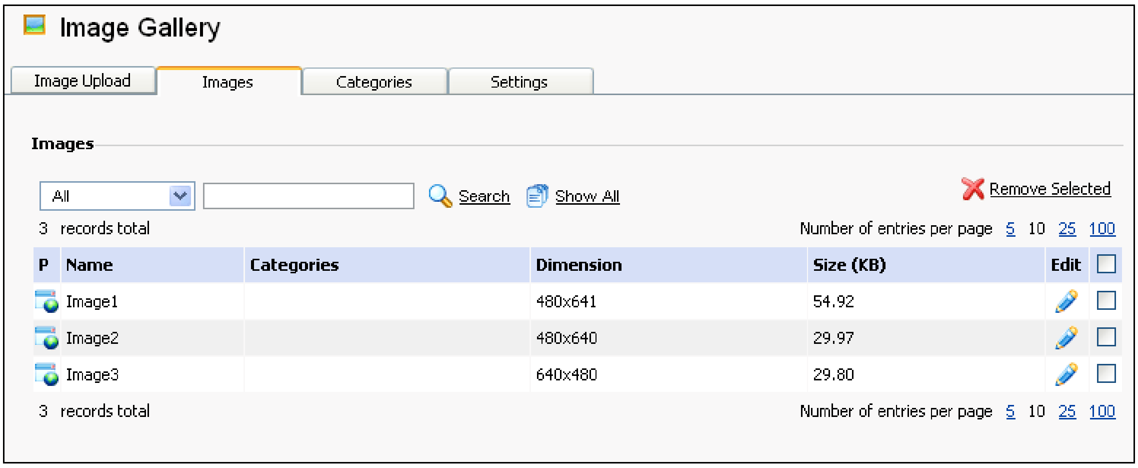


Figure 62: Editing Image Properties

➢ *To edit an image in the gallery*

1 In the **Image Gallery** module, click the **Image Management** tab.

2 Click the **Edit** icon against the image you want to edit.

The **Edit Image** window opens.

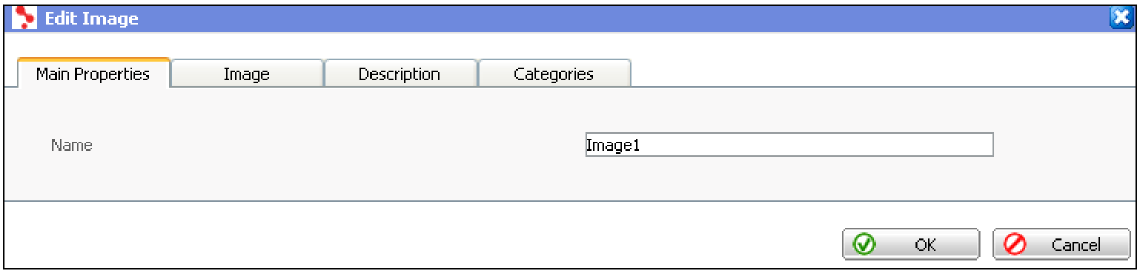


Figure 63: Editing Image Main Properties

3 On the **Main Properties** tab, in the **Title** field, edit the image title.

4 Click the **Image** tab.

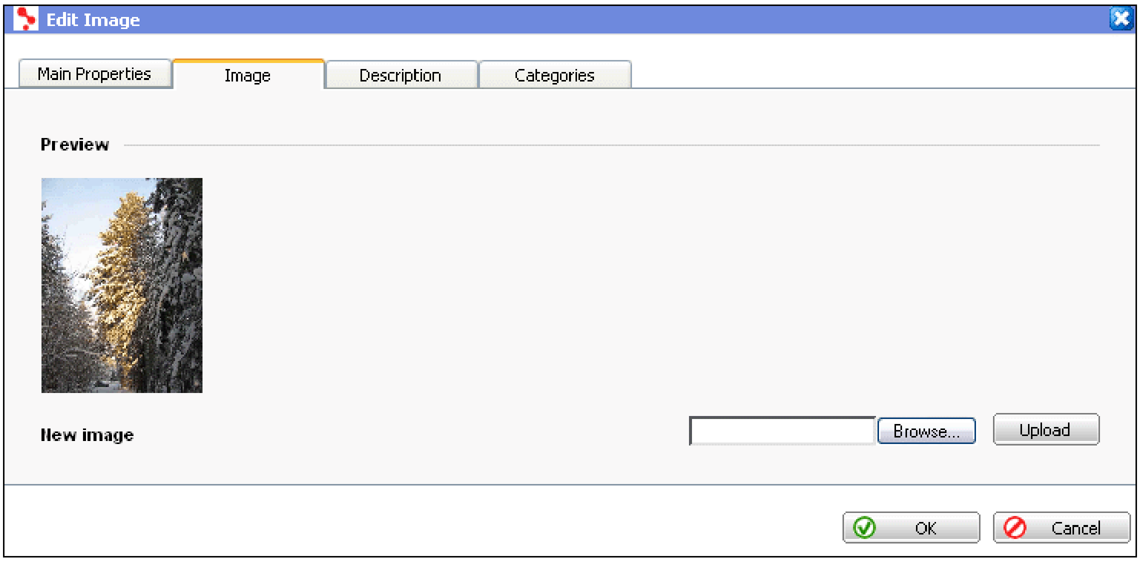


Figure 64: Uploading New Image

5 To upload a new image, click **Browse**.

6 In the **Browse** window, select an image file.

7 Click **Open**.

8 Click **Upload**.

9 Click the **Description** tab.

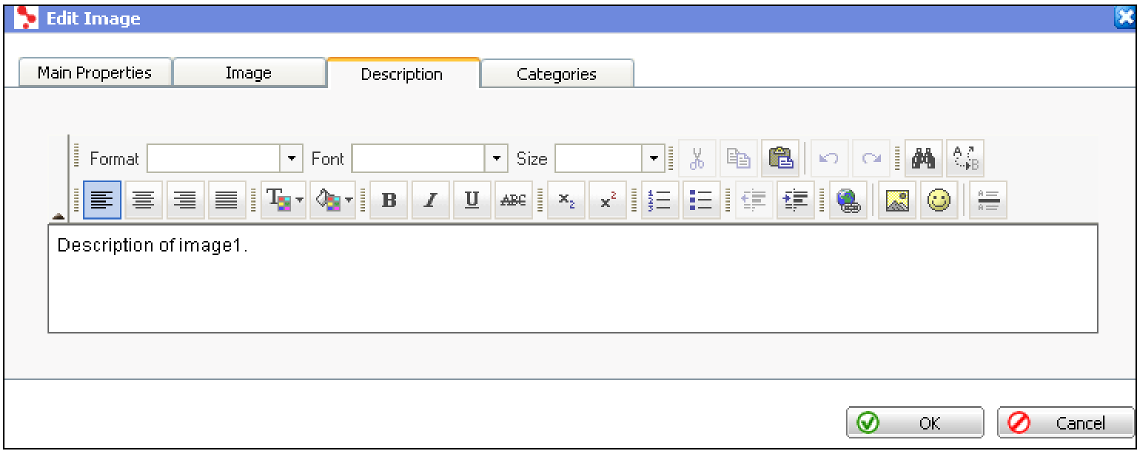


Figure 65: Providing Image Description

10 Edit the image description.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

11 Click the **Categories** tab.

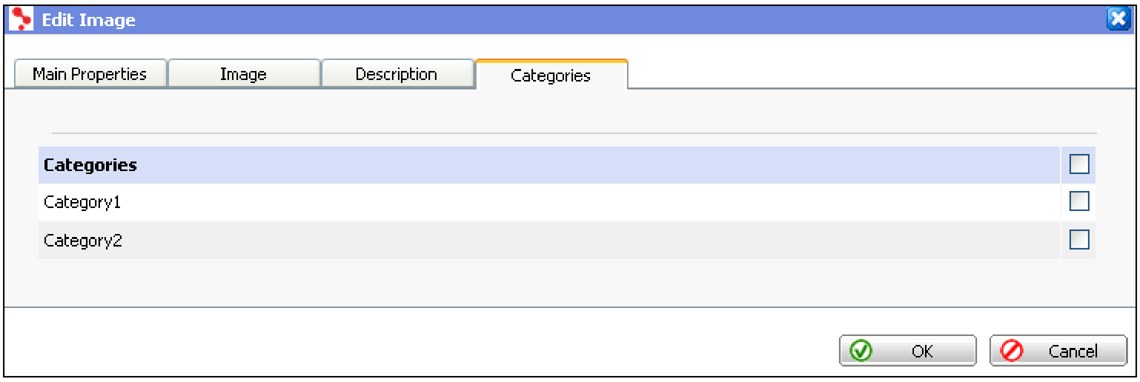


Figure 66: Assigning Image to Category

12 Select the category for the image.

13 Click OK.

Previewing Image

To preview an image

1 In the Image Gallery module, click the Image Management tab.

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

The image opens in a new window.

Removing Image

➢ *To remove an image from the image gallery*

1 In the Image Gallery module, click the Image Management tab.

2 Select the image you want to remove.

3 Click Remove Selected.

Note: You can select and remove multiple images simultaneously.

Managing Categories

In the Image Gallery module, 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.

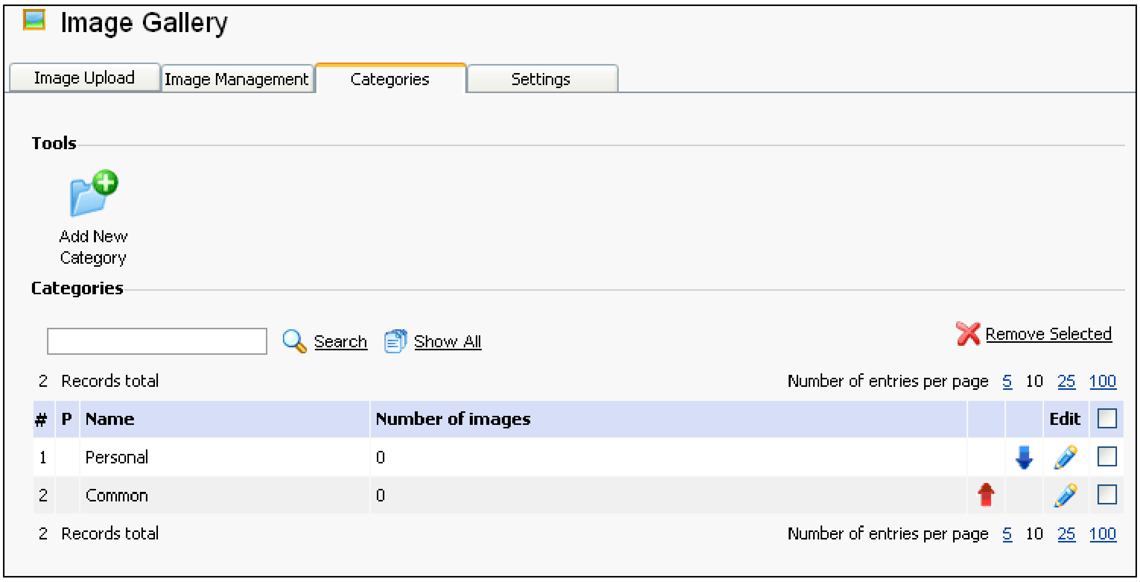


Figure 67: Managing Categories

Here you can view the following information about categories:

- Name is the category name.
- Number of Images is the number of images the category contains.

You can perform the following operations with image categories:

- Add a new category (see page 90)
- Edit a category properties (see page 91)
- Change the order of categories (see page 92)
- Remove a category (see page 92)

Adding New Category

➢ *To add a new category*

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

2 Click Add New Category.

Add New Category window opens.

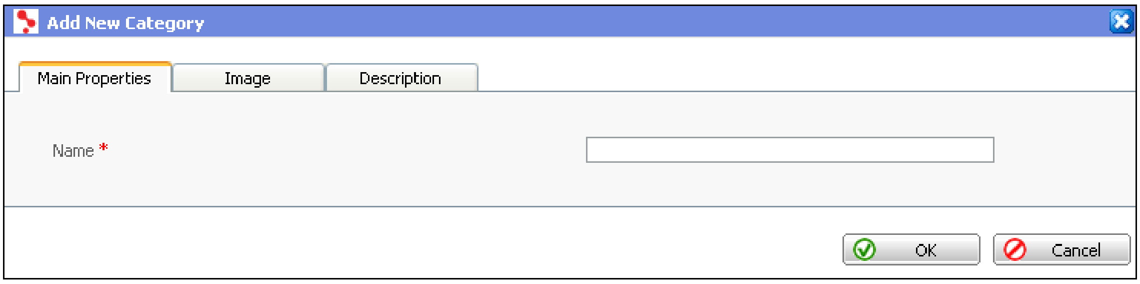


Figure 68: Adding New Category, Configuring Main Properties

3 On the Main Properties tab, enter the category name in the Name field.

4 Click the Image tab.

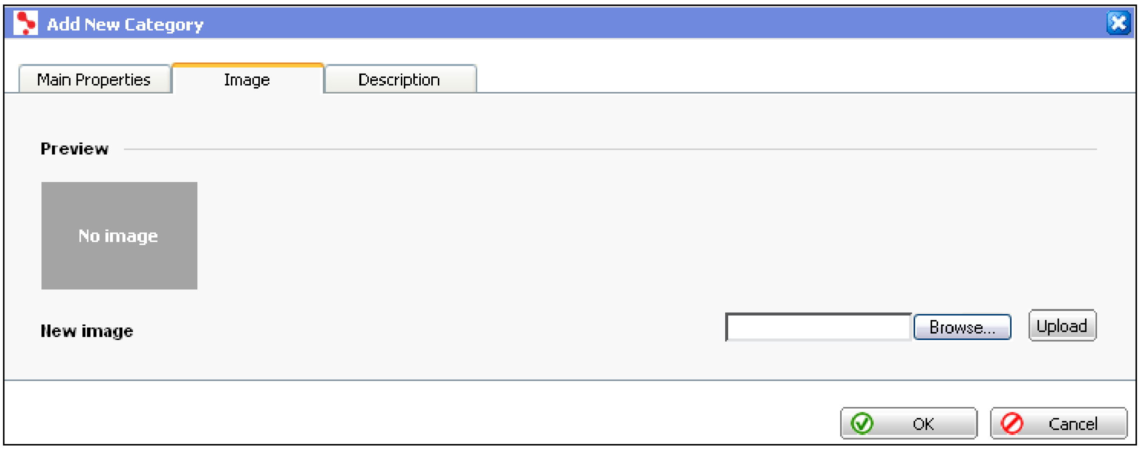


Figure 69: Adding New Category, Providing Image for Category

5 To upload an image, click Browse.

6 In the Browse window, select an image file.

7 Click Open.

8 Click Upload.

9 Click the Description tab.

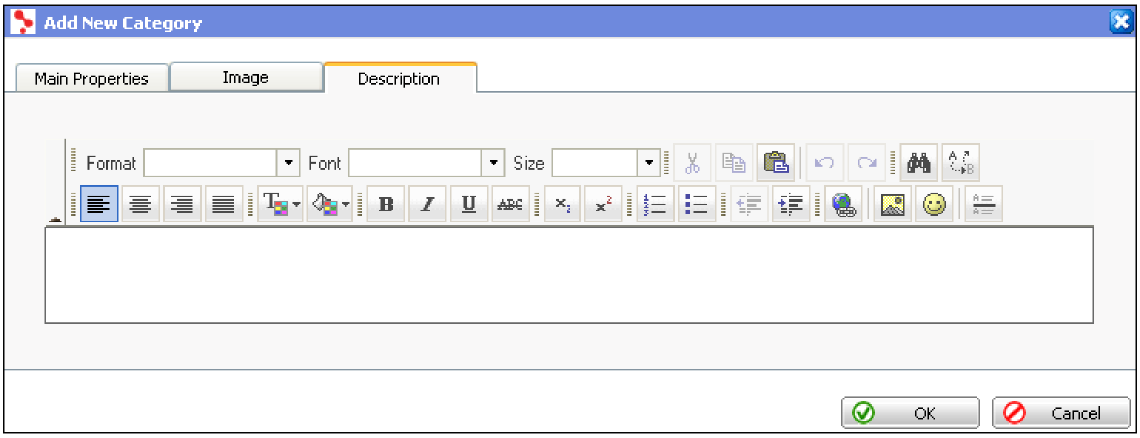


Figure 70: Adding New Category, Providing Description for Category

10 Edit the category description.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

11 Click OK.

To move a category up the list of available categories, click Move Up icon beside this category on the Categories tab.

To move a category down the list of available categories, click Move Down icon beside this category on the Categories tab.

Editing Category

➢ *To edit a category of the image gallery*

1 Click the Edit icon against the category you want to edit.

The Edit Category window opens.

1 On the Main Properties tab, edit the category name in the Name field.

2 Click the Image tab.

3 Click Browse to upload a new image file.

4 In the Browse window, select an image file.

5 Click Open.

6 Click Upload.

7 Click the Description tab.

8 Edit the category description.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

9 Click OK.

Changing Categories Order

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

If a category can be moved up the **Categories List**, there is a red upward arrow icon against the category name. If it can be moved down, there is a blue downward arrow icon against the category name.

To move a category up or down the **Category 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.

Removing Category

➢ *To remove a category from the image gallery*

1. Click the **Edit** tab.
2. On the **Edit** tab, click **Image Gallery**.
3. Select the category you want to remove.
4. Click **Remove Selected**.

Configuring Image Gallery Settings

➢ *To configure the image gallery settings*

1 Click the **Edit** tab.

2 On the **Edit** tab, click **Image Gallery**.

3 Click the **Settings** tab on the **Image Gallery** screen.

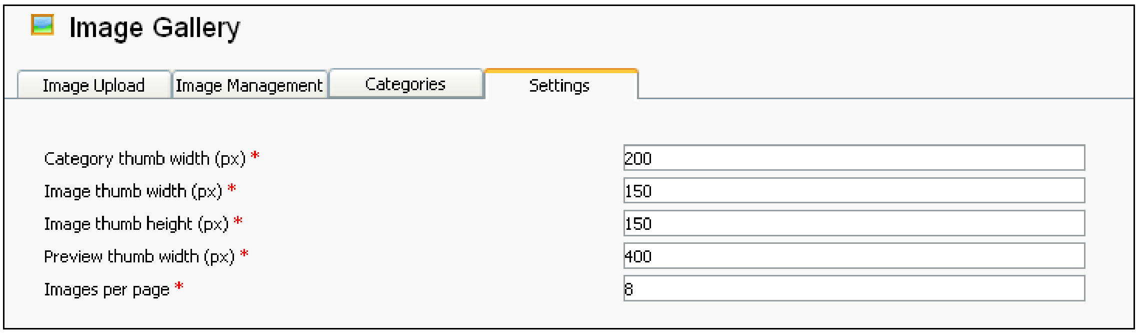


Figure 71: Configuring Image Gallery Settings

4 Configure the following settings:

- Category thumb width
- Image thumb width
- Image thumb height
- Preview thumb width
- Images per page

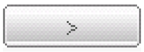
Registering Your Site Visitors

Login module allows to authenticate users and to manage their accounts. After you inserted the **Login** module into your site, you can manage your registered site users using SiteBuilder Administrator Panel.

➢ *To enable registration on your site*

1 Go to the **Pages** step.

2 Select **Login** in the **Special pages** dialog box.

3 Click  to add **Login** module to your site structure.

4 Click **Next.**

➢ *To set up registration settings*

1 Go to the **Edit** step.

2 Select **Login** on the **Site Map.**

In the **Login** module you can do the following:

- Configure common login settings (see page 95)
- Configure notifications settings (see page 96)
- Configure notifications templates (see page 97)

Configuring Common Settings

➢ *To configure common settings of the Login module*

1 On the **Edit** step, select **Login** on the **Site Map**.

The **Login** module screen opens.

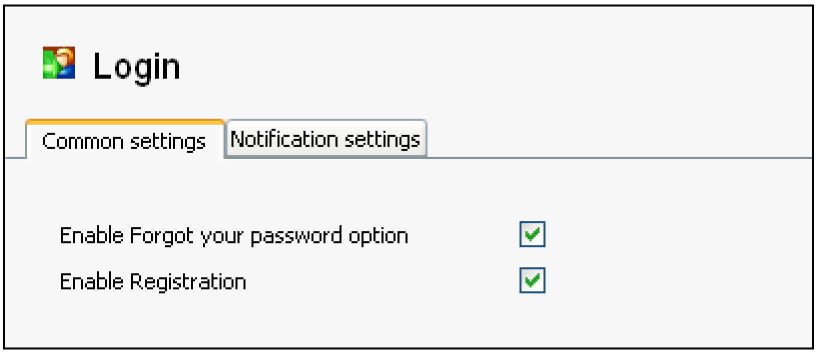


Figure 72: Configuring Common Settings

There are you two options available on the **Common Settings** tab:

- **Enable Forgot your password option**, this option allows a site user recover their forgotten password.
- **Enable Registration**, this is an option for registering users on your site.

By default these options are enabled.

2 Configure the options settings by selecting the check boxes against the corresponding options.

Configuring Notifications Settings

➢ *To configure notifications settings of the Login module*

1 In the **Login** module, select the **Notifications Settings** tab.

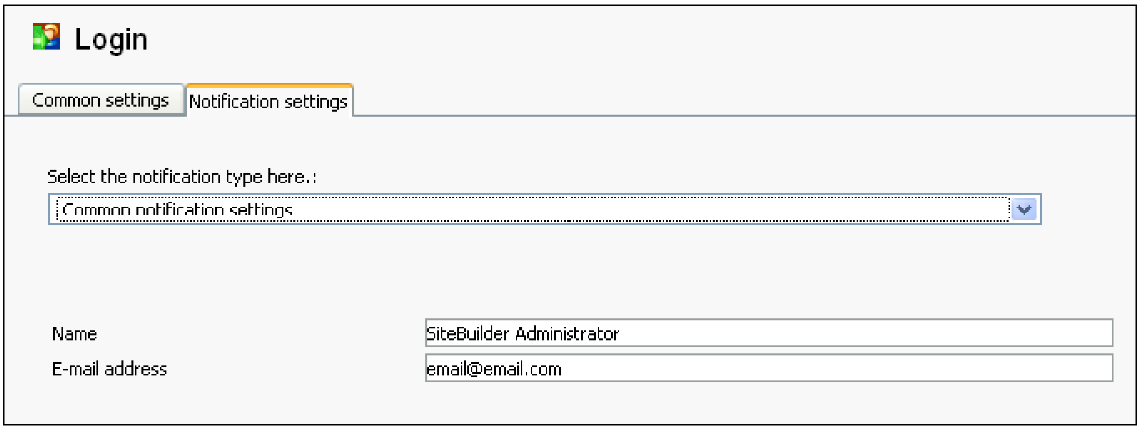


Figure 73: Configuring Notifications Settings

2 Configure the common notifications settings.

Name informs the customer from whom the notification is received.

E-mail address is the notification sender e-mail.

3 Select the notification type.

4 Configure the notification template settings.

Configuring Notification Template

➢ *To configure a notification template*

1 Select the notification type on the **Notifications Settings** tab of the **Login** module.

The available notification types are:

- **Sign up notification**, which is sent to newly registered users.
- **Forgot your password notification**, which is sent to users after they resorted to password recovery option.

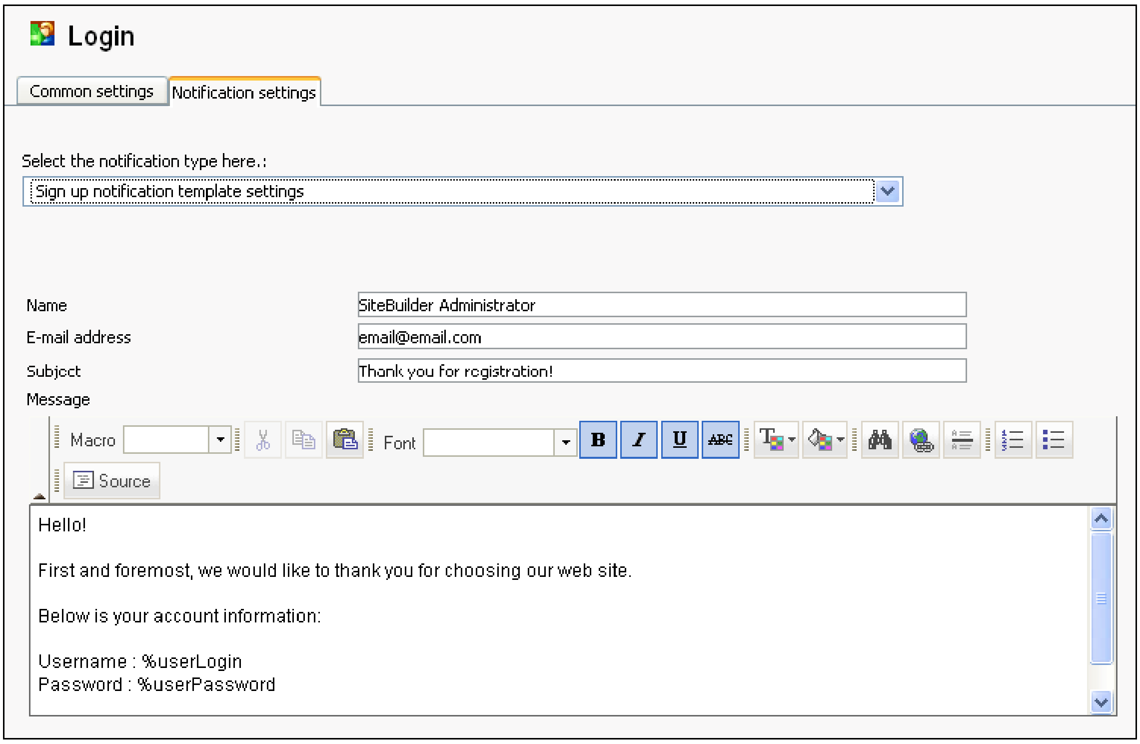


Figure 74: Configuring Sign up Notification Template Settings

2 Fill in the information in the following fields:

- **Name** is the name of person from whom the notification is received.
- **E-mail address** is the notification sender e-mail.
- **Subject** is the subject of notification e-mail received by the customer.

3 Enter the notification text in the **Message** field.

You can use the editing toolbar described in the *Working with Text* section earlier in this guide (see page 20).

Adding Maps

On your web site, you can show your company's location or any other geographical location that may be of interest to your site visitors.

To be able to add geographical maps to your site, purchase Microsoft MapPoint Web Service, using one of the following methods:

- 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 add a map to your web page*

1. Go to the Edit tab.
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 Properties on the title bar of the Area Map module.

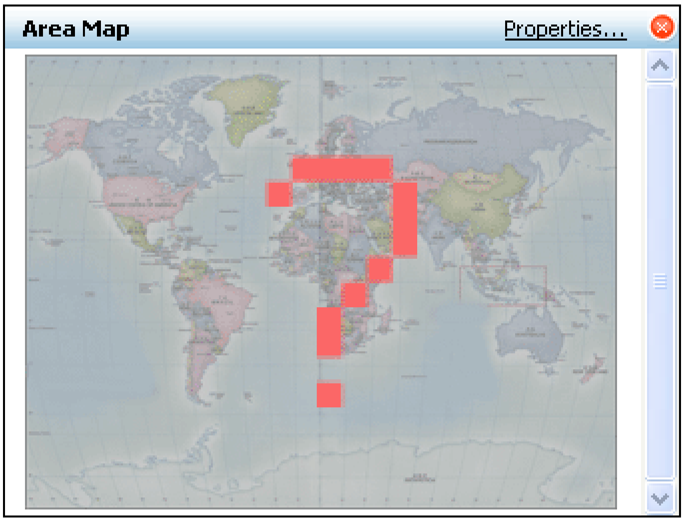


Figure 75: Area Map Module

The Area Map configuration window opens.

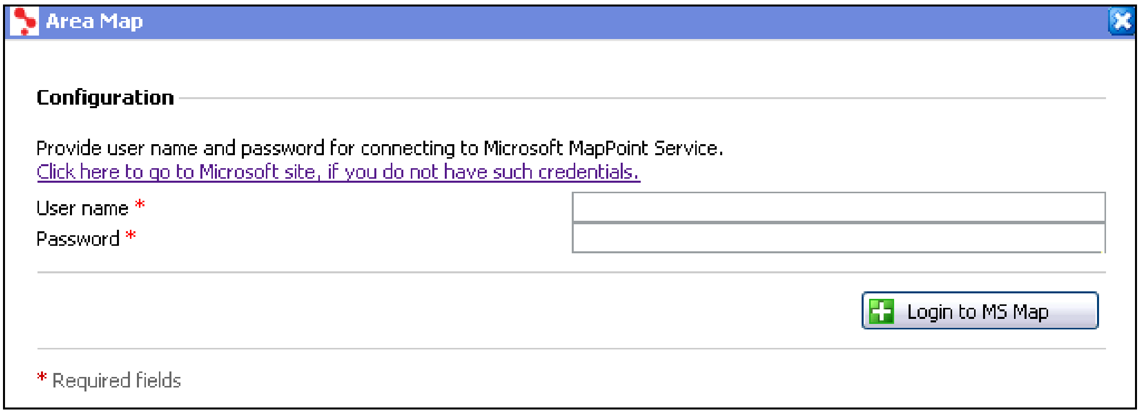


Figure 76: Logging in to MS Map

4 If you purchased Microsoft MapPoint Service,

1. Enter your Microsoft MapPoint Service credentials in the User name and Password fields.
2. Click Login to MS Map.

5 If you did not purchase Microsoft MapPoint Service, click Click here to go to Microsoft site, if you do not have such credentials.

You will be taken to the Microsoft MapPoint Service page, located on the official Microsoft site to read instructions on purchasing Microsoft MapPoint Service. After you have purchased Microsoft Map Point Service and received Microsoft MapPoint Service user name and password, log in to MS Map.

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.

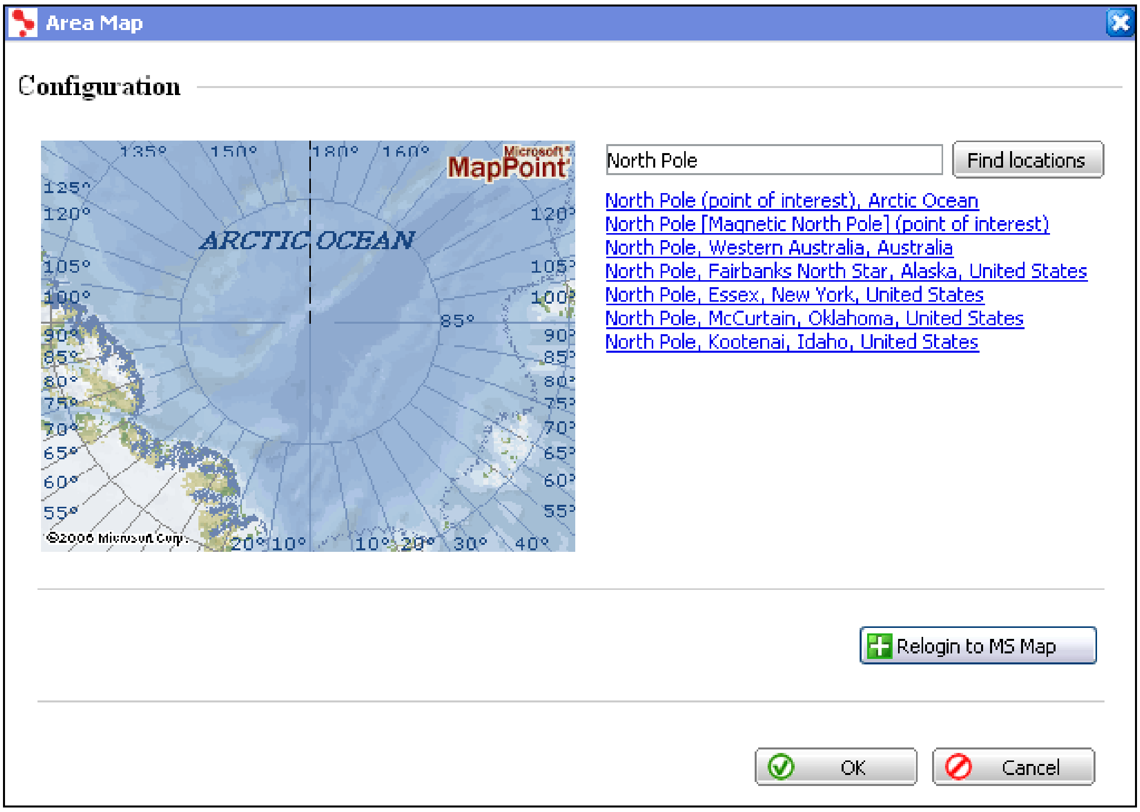


Figure 77: Configuring Map Settings

9 Click OK.

Note: If later your account at Microsoft MapPoint Service changes, click Relogin 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 are used to create registration forms and send this information to the specified e-mail address.

➢ *To add a feedback form to your web page*

1 Go to the **Edit** tab.

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

3 Click **Properties** on the title bar of the **Feedback** module.

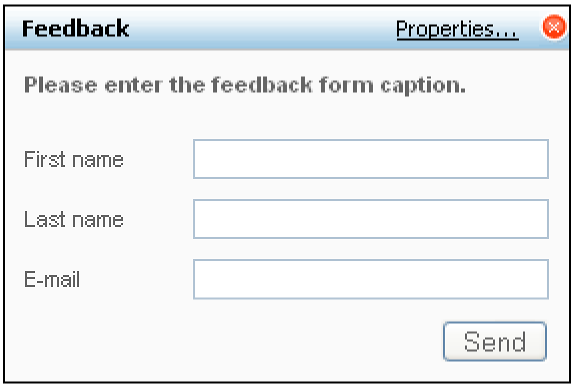


Figure 78: Feedback Module

The **Feedback** configuration window opens.

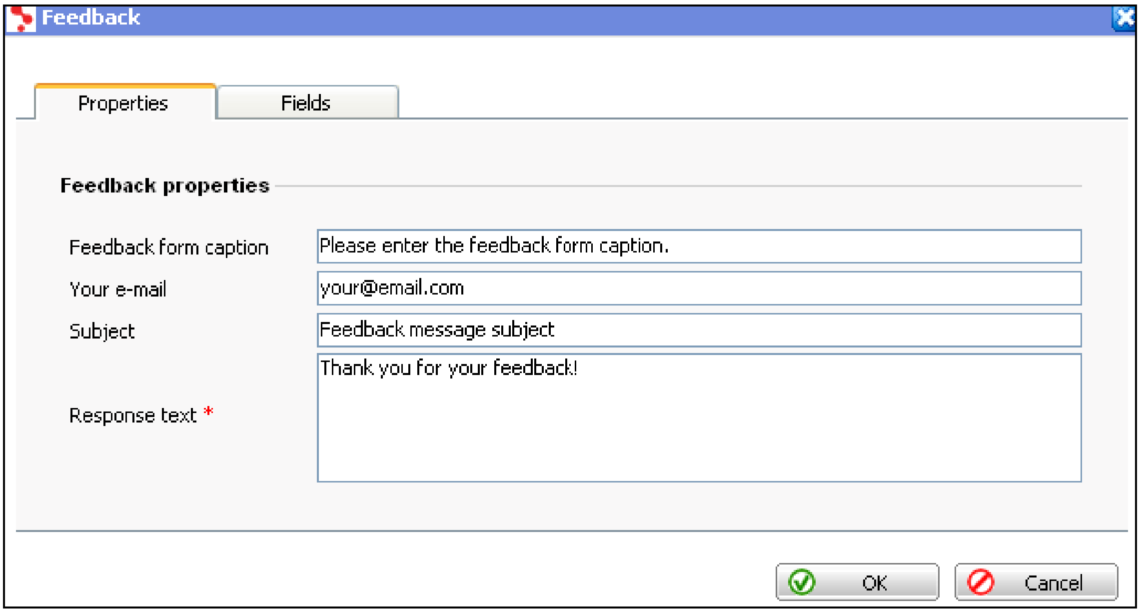


Figure 79: Adding Feedback Form, Configuring General Properties

4 On the **Properties** tab enter the following data:

- **Feedback form caption**, the title of the feedback form on your site.
- **Your e-mail**, the e-mail address, to which your site visitors' feedbacks should be sent.

- **Subject**, the subject of feedback e-mails sent by your site visitors.
- **Response text**, the text displayed to site visitors after they send the feedback.

5 Go to the **Fields** tab.

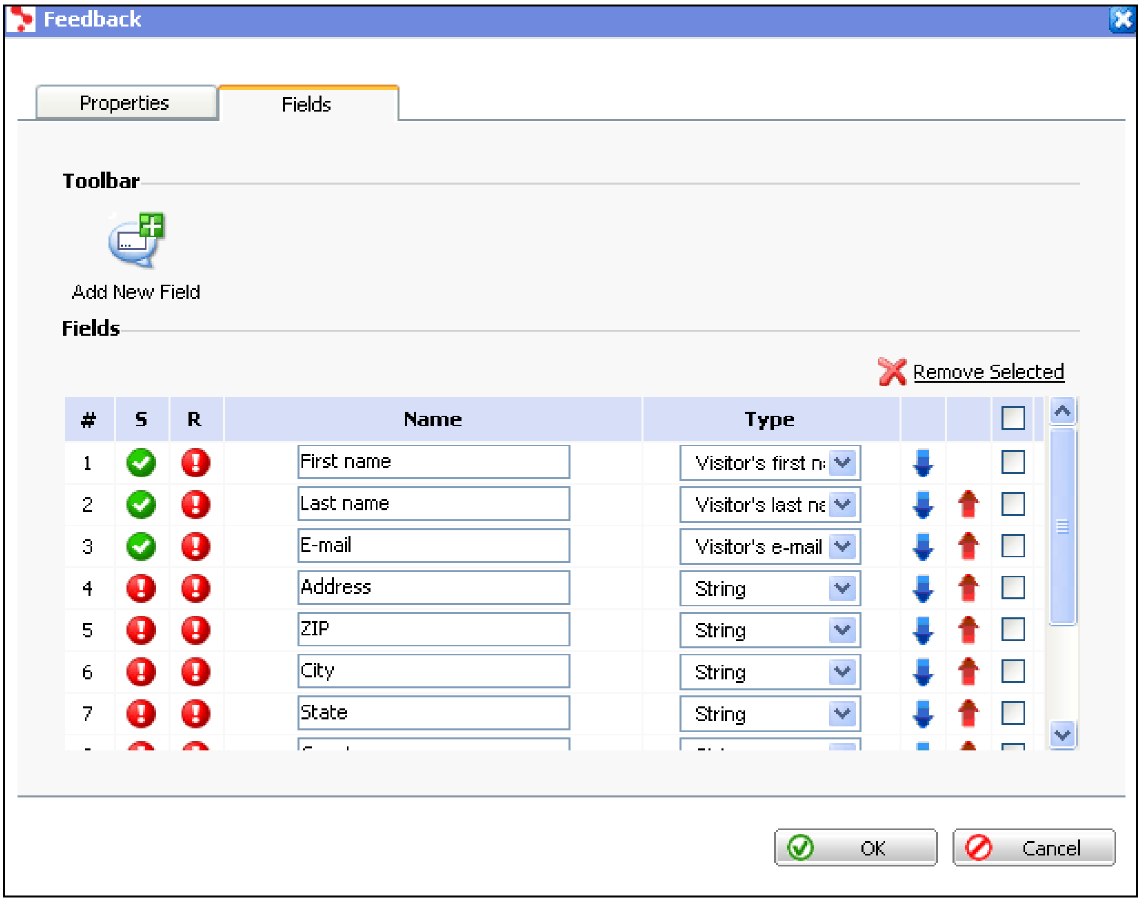


Figure 80: Adding Feedback Form, Configuring Fields

On the **Fields** tab, the following information about the feedback form fields is available:

- **S** is a status of a field. **Active** icon against a field means that this field is displayed in the feedback form. **Inactive** icon against the field means that this field is not displayed in the feedback form. At least one field must be active in the feedback form.
- **R** column shows whether the field is required for filling out or optional. If there is an **Active** icon against the field, this field is required for filling out. **Inactive** icon against the field indicates that this field is optional.
- **Name** is a field name.
- **Type** is a type of data that can be entered in the corresponding field.

6 In the **S** column, click the status icon against the fields you want to select for your feedback form.

The **Active** icon against the field means the field is included in the feedback form. The **Inactive** icon means the field is not included in the feedback form.

The fields already available for selection are:

- **First name**. By default the field type is string. This field is included in the feedback form by default.

- **Last name**. By default the field type is string. This field is included in the feedback form by default.
- **E-mail**. By default the field type is e-mail. This field is included in the feedback form by default.
- **Address**. By default the field type is string.
- **ZIP**. By default the field type is string.
- **City**. By default the field type is string.
- **State**. By default the field type is string.
- **Country**. By default the field type is string.
- **Phone**. By default the field type is phone.
- **Fax**. By default the field type is phone.
- **Contact person**. By default the field type is string.
- **Comments**. By default the field type is text.

7 To add a field, which was not predefined in the **Feedback** module, click **Add New Field**.

A new field appears at the bottom of the fields list. The default field name is `New Field`. The default field type is string.

8 In the newly added field, enter the field name instead of `New Field`.

9 Select the types of fields for your feedback form in the **Type** column.

The available fields types are:

- **String** is the type of field where you can enter a text of maximum 255 symbols without line breaks. The text can include letters of national alphabets, punctuation marks, special symbols.
- **Text** is the type of field where you can enter a text of maximum 1500 symbols. You can use line breaks in the text. The text can include letters of national alphabets, punctuation marks, special symbols. On the published site the text is displayed in the multiline mode.
- **Phone** is the type of field where you can enter an international phone number.
- **E-mail** is the type of field where you can enter an e-mail address.
- **Visitor's e-mail** is the type of field where the registered user e-mail is automatically inserted.
- **Integer** is the type of field where you can enter an integer number.
- **Double** is the type of field where you can enter a floating-point number. A comma or a point can be used as a decimal separator.
- **Visitor's first name** is the type of field where the registered user first name is automatically inserted.
- **Visitor's last name** is the type of field where the registered user last name is automatically inserted.

10 In the **R** column click the **Inactive** icon against the fields you want to set as required.

The icon changes into Active and the fields become required. By default all the fields are optional.

11 Set the order of fields in the feedback form by clicking Move Up or Move Down icons against the fields.

12 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.

Using the **RSS Reader** module integrated in SiteBuilder, you can easily add your favorite news from either well-known RSS news feeds or from your own RSS news channel to your site.

➢ *To add RSS news feeds to your web page*

1 Go to the **Edit** tab.

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 **Properties** on the title bar of the **RSS Reader** module.

Figure 81: RSS Reader Module

The **RSS Reader** configuration window opens.

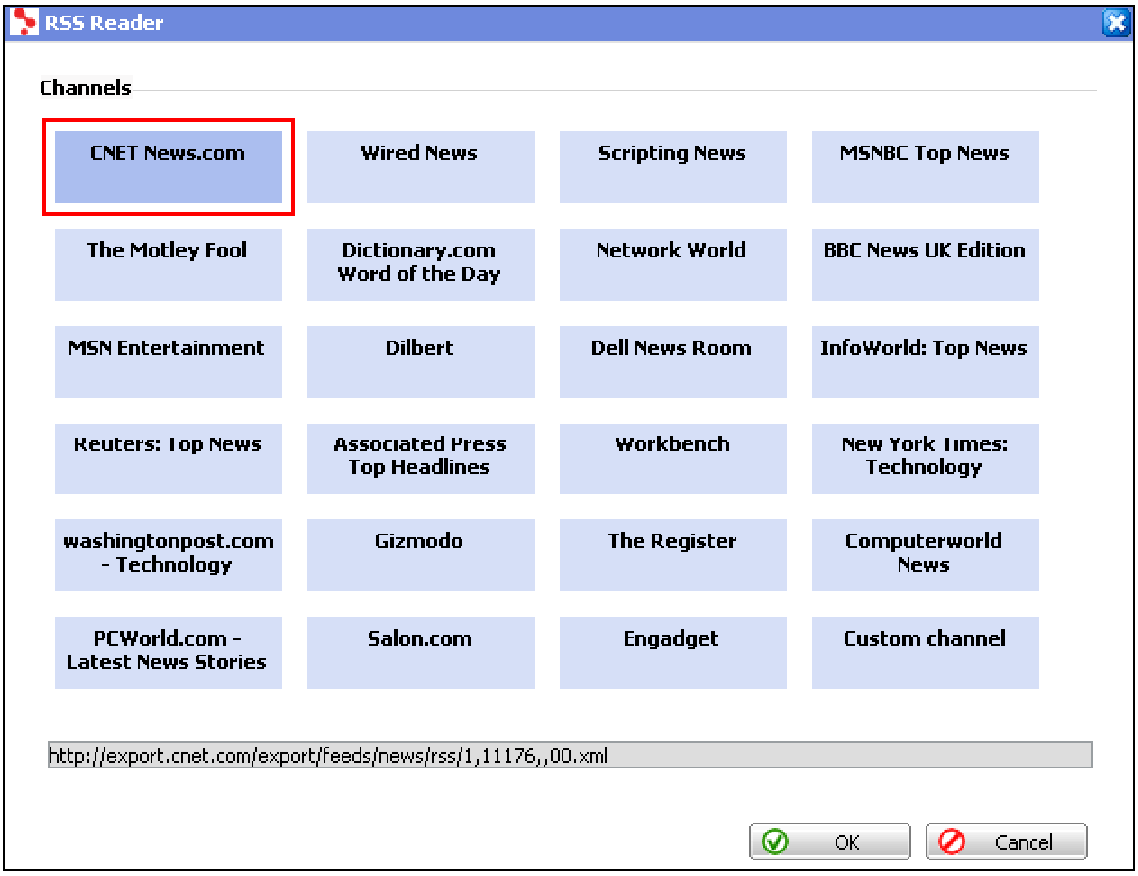


Figure 82: Adding RSS News Feeds

4 Select the channel to import the news.

You can see the URL in the field below.

5 If the Custom channel is selected, enter the channel URL in the field below.

6 Click OK.

Inserting Scripts Into Your Web Pages

Using the SiteBuilder **Script** module, you can add your own Java Script or HTML code to your web pages.

➢ *To insert a script into you web page*

1 Go to the **Edit** tab.

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

3 Click **Properties** on the title bar of the **Script** module.

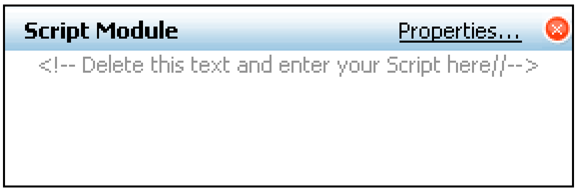


Figure 83: Script Module

The **Script** configuration window opens.

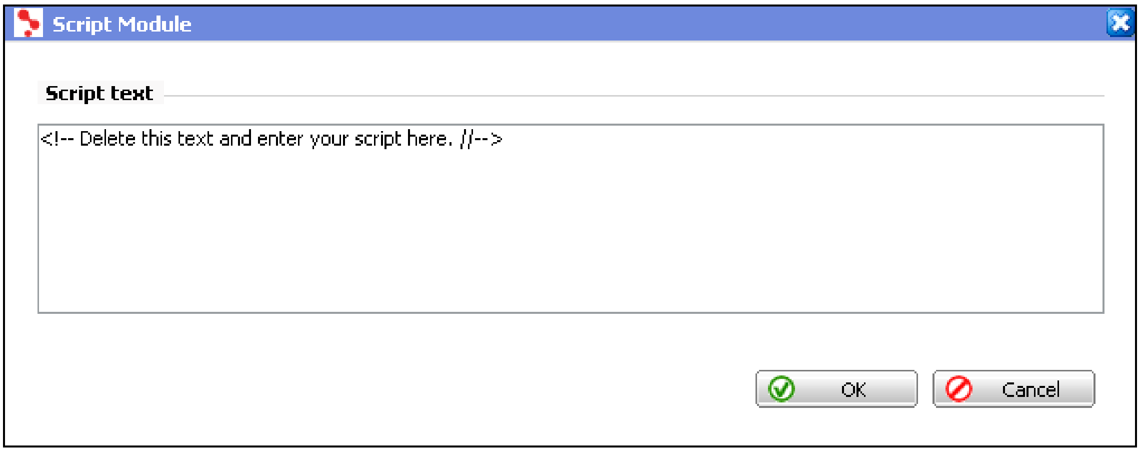


Figure 84: Configuring Script Module

4 Enter script text in the **Script text** box.

5 Click **OK**.

Conducting Polls and Online Surveys

You can conduct polls and online surveys, thus receiving valuable feedback from your customers. They can be used to collect information on the site audience, potential clients, products and services.

Using the SiteBuilder Voting module, 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 votes uniqueness, that is a visitor cannot vote for one answer several times in this poll.

➢ *To conduct an online survey on your web page*

1 Go to the Edit tab.

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

3 Click Properties on the title bar of the Voting module.

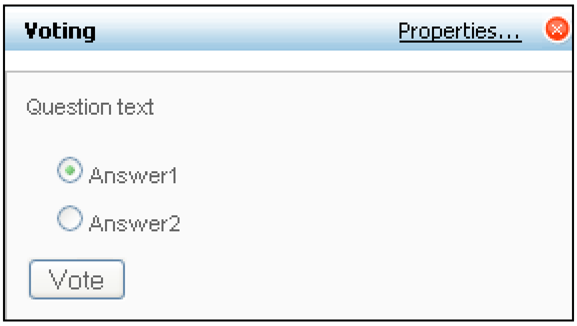


Figure 85: Voting Module

The Voting configuration window opens.

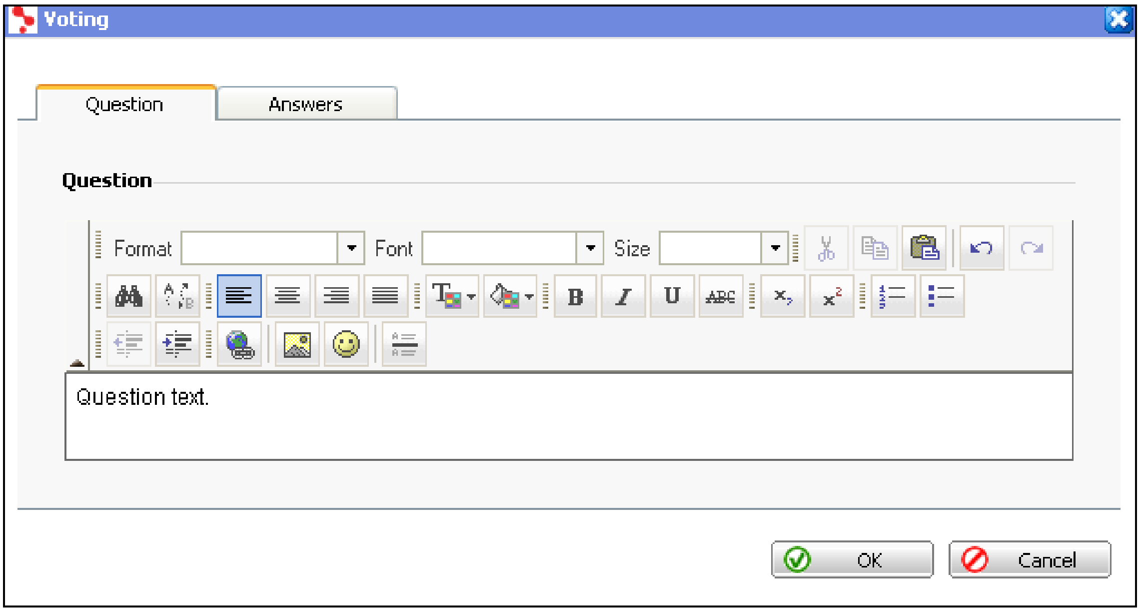


Figure 86: Conducting Polls and Online Surveys, Providing Question

4 On the **Question** tab, provide a question of your survey in the **Question text** field.

5 Go to the **Answers** tab.

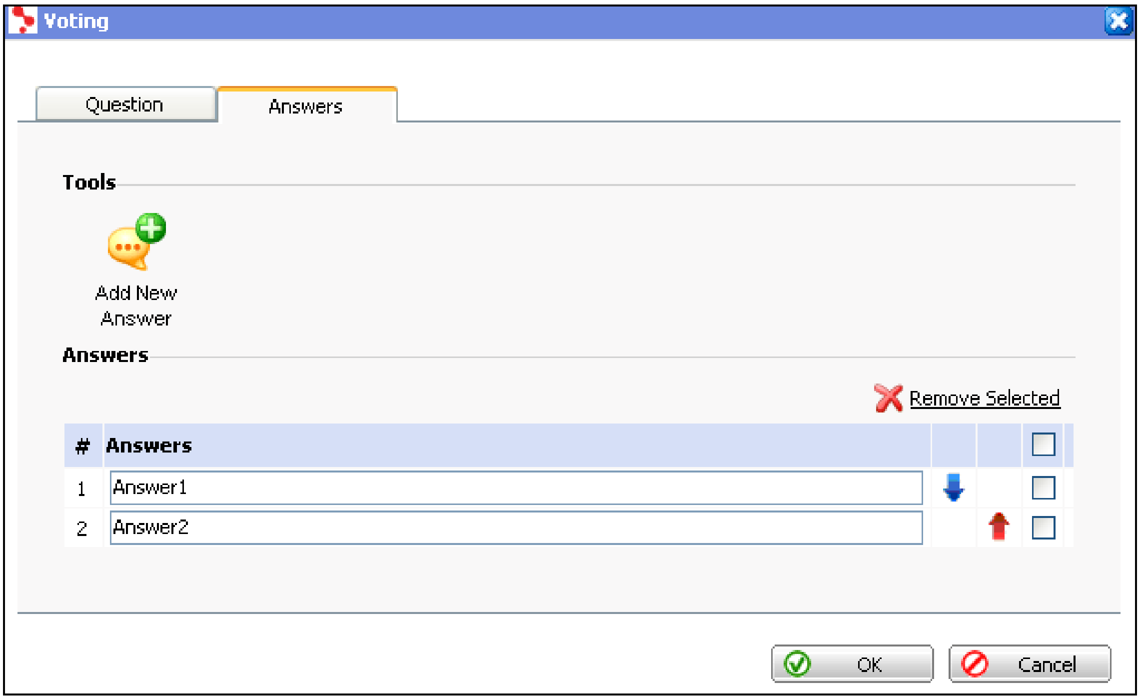


Figure 87: Conducting Polls and Online Surveys, Providing Answers

On the **Answers** tab, you can manage the answers to the question specified on the **Question** tab.

Note: there should be at least two answers. The maximum number of answers is unlimited.

6 Configure the answers.

- You can edit existing answers text in the **Answers** text field.
- You can add an answer by clicking **Add New Answer** and entering the text in the newly appeared field.

  A new answer field appears.
- You can change the order, in which the answers are displayed, using  and  icons.
- You can delete an answer by selecting it and clicking **Remove Selected**.

7 Click **OK**.

Publishing Web Site

To publish a web site means to copy the web page files to a special directory on a web server.

➢ *To publish a web site*

1 Go to the **Publish** step.

Here you can preview your site.

2 Click **Publish**.

The **Publish** window opens.

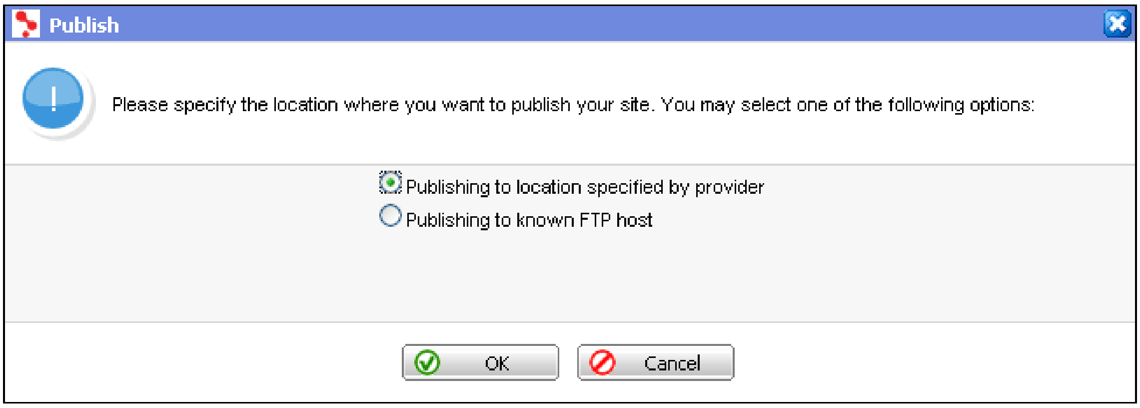


Figure 88: Publishing Web Site

3 Specify the location where you want to publish your site.

You may select one of the following options:

- Publishing to location specified by provider
- Publishing to known FTP host

4 For **Publishing to known FTP host** option host specify the following site publishing parameters:

- In the **Host** field, enter the host, where the site must be published.
- In the **Web site URL** field, enter the address, where the site is available after publication.
- In the **Working directory** field, specify the path on the server the files of the site must be published to.
- Select the **Authentication type**.

  You can select to **Specify account** or to **Use Anonymous account**.
- If you select to specify account, enter the following information:

  User name into the **User name** field

  Password into the **Password** field

  Password confirmation into **Confirm password** field

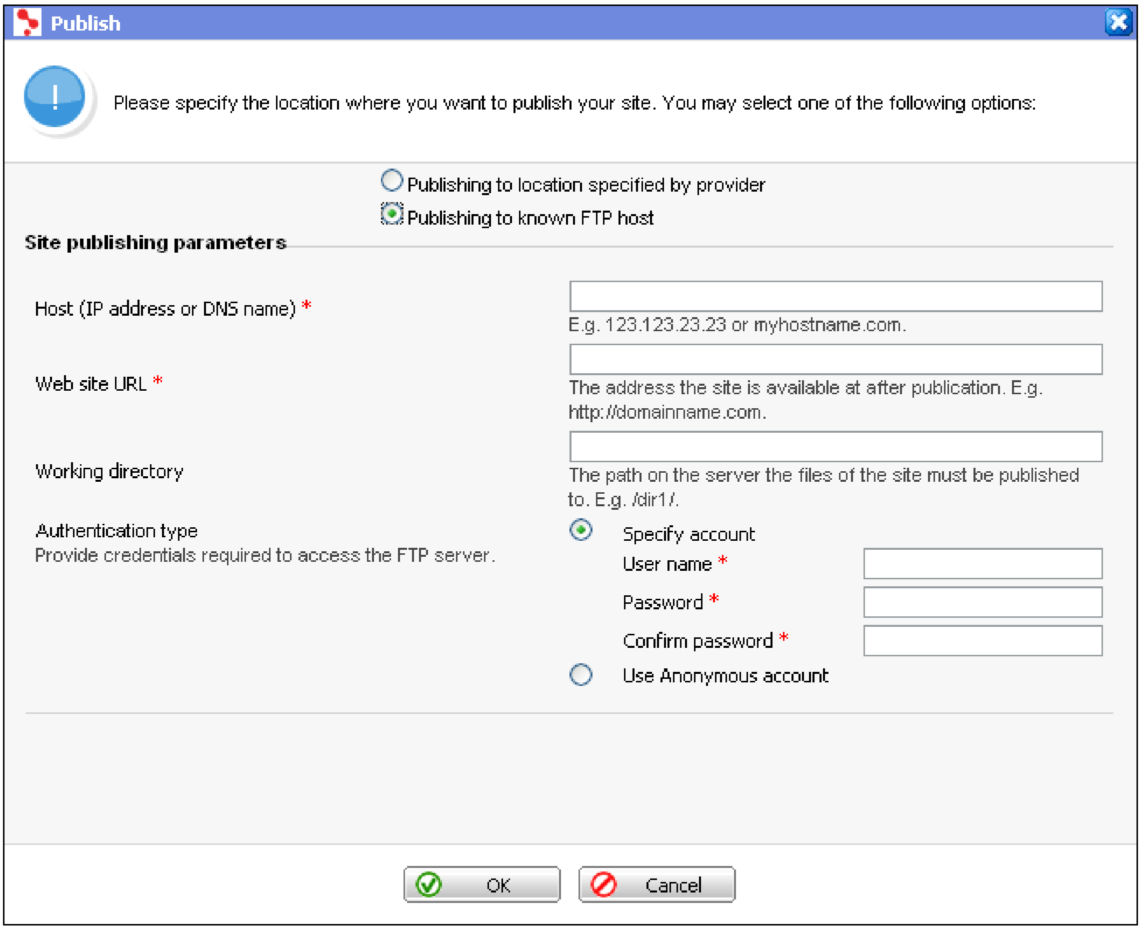


Figure 89: Publishing Web Site to Known FTP Host

5 Click OK.

CHAPTER 4

After Publishing

SiteBuilder provides you with an opportunity not only to create and publish your site but also to manage and maintain it through the SiteBuilder Administrator Panel as a site owner.

A site owner can perform the following site management operations through the Administrator Panel:

- Edit and publish the site.
- Appropriate a temporary site created before registering in SiteBuilder.
- Set up and view the site statistics.
- Manage orders placed in the online store on the site.
- Manage the site users, if access to the site is restricted.
- Submit the site to search engines.

For more details about the management operations on the published site, refer to the *Maintaining Published Sites* section of *SWsoft SiteBuilder 3.0.0 for Unix/Linux Administrator's Guide*.