Content Management System

A Reference Guide and Workbook

Content Management System

User Reference Guide and Workbook

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Content Management System Requirements

Essential Software

Mozilla Firefox ® Internet Browser (*click here to download*) v. 3.0 or higher   Show Me How

* Adobe Flash Player ® plug-in   * Java® plug-in

Operating System

Windows Operating Systems	Minimum Hardware
* Windows 2000 ®	* Pentium 500 MHz or greater
* Windows XP ®	* 128 MB RAM or greater
* Windows Server 2003 ®	* 52 MB hard drive space
* Windows Vista ®	
* Windows 7 ®	

Apple Operating Systems	Minimum Hardware
* Mac OS X ® 10.4 and later	* Macintosh ® computer with an Intel x86 or PowerPC ® G3, G4, or G5 processor
	* 256 MB RAM or greater
	* 200 MB hard drive space

The Fundamentals of Site Management

The Content Management System is not like other software you may have used. It does not need to be installed on your computer. It quickly accomplishes tasks for you with a simple interface and easy-to-use tools; tasks that in other programs can take months or years of study to do well. It goes even beyond that, automating things behind the scenes for you, automatically creating pages for your site based on information you enter into the system (saving you countless hours of busy work), and laying out content on your pages in an attractive and highly customizable way.

In this *Reference Guide*, you have the ability to learn how to fully manage your site and work with all types of content in all situations in a matter of a few hours. That is a skill set that takes most web masters years to learn, but it is possible because our interface has been designed from the ground up to be as user-friendly and intuitive as possible.

Speak the Language

As with anything new, there are several new terms you'll want to learn in order to speak the 'language' of website management. You will see those new terms in **bold text** throughout this guide, and you can also find them in the **Glossary**.

While a lot of what you will see in our system will resemble working with word processing software and other basic computer functions, some of it is unique to working with web pages. One of the most important differences between the way you work with the printed page and the way you will work with online pages is the way things are

The Fundamentals of Site Management

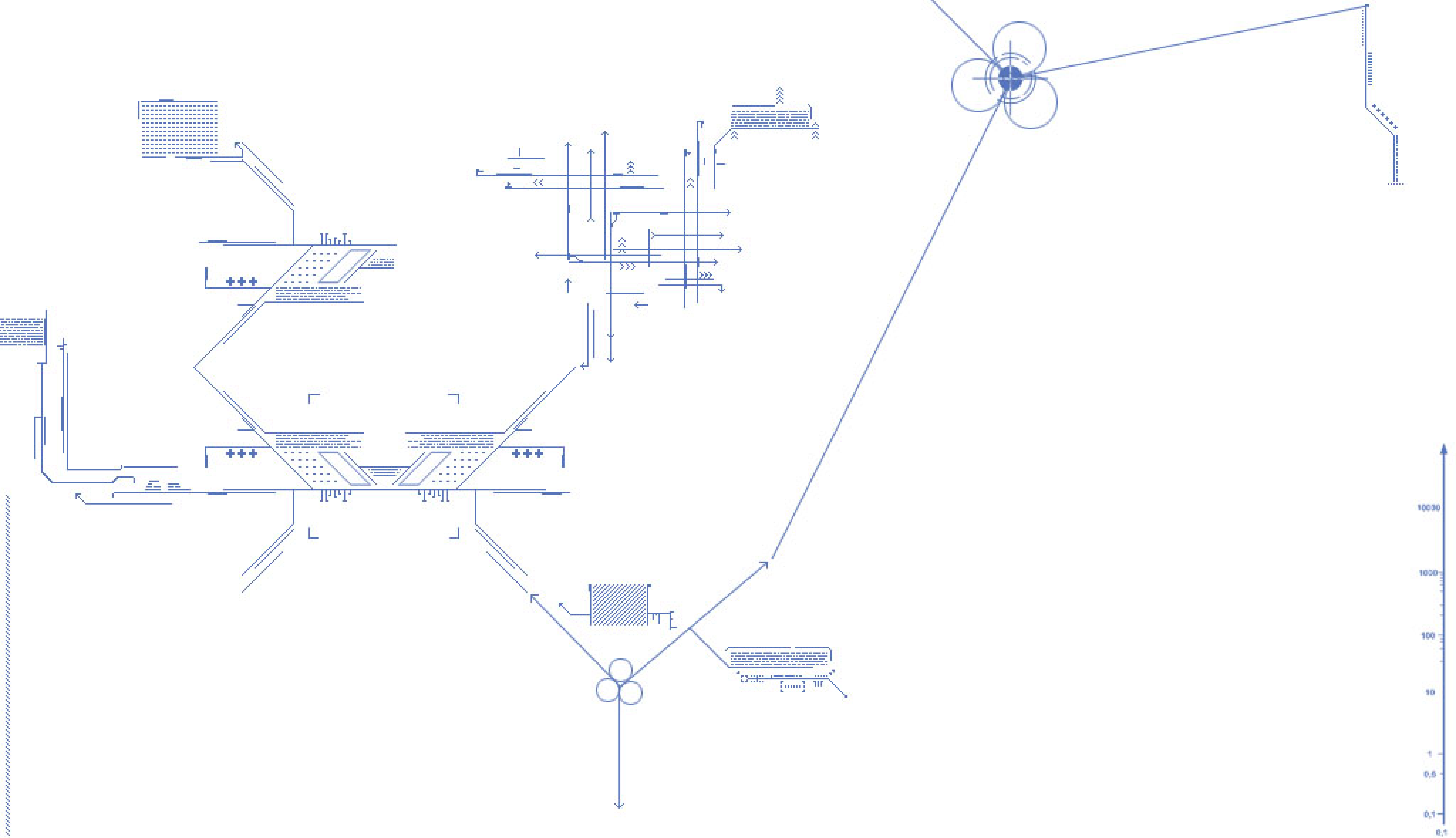
measured: instead of using centimeters or inches in working with your content you will be using **Pixels**.

You've almost certainly heard the word 'pixel,' but you may not know exactly what a pixel is. Pixel is actually a phonetic contraction for Picture Element. An individual pixel is one of the thousands of tiny dots on your screen that is constantly changing color to make up what you see on your display.

Everything that you will do on your website that requires measuring areas of your page or elements of content such as images will be measured in pixels. On many displays, there are 72 pixels in one inch, but newer displays are often smaller than that, so as a rule of thumb, 80 pixels per inch will work just fine for you. If you work in metrics, 40 pixels is roughly a centimeter.

Part One

Administration Toolbar Functions



Content Management System Introduction

The Content Management System is a set of tools that overlays your website, tools that empower you to add and edit the content of your pages, to add and edit the pages themselves, and to administrate access to your site. **It is essential that you use Firefox v.3.0 or higher when working with the CMS on your site.** While anyone utilizing a current web browser will be able to view your site, for working with its content, please use Firefox.

The Elements of the Content Management System

The major content and administrative functions are in the **Admin Toolbar**, at the top of the screen.

1. **Hide / Reveal Button:** Click on this arrow to hide the Admin Toolbar to see the top of your web page, click it again to bring the Admin Toolbar back.

2. **Navigation:** Add, remove, reorder, and manage pages for the main menu navigation area of your site. *Show Me How*

3. **Repository:** A holding place for files and pages. Upload files for visitors to download, or create pages accessible by links. *Show Me How*

4. **Manage Modules:** Add or manage content for modules such as Calendar, News, Classes, Products, Job Listings, and others that automatically create pages for you. *Show Me How*

5. **User Accounts:** Manage accounts for people who you give access to edit your site content as well as visitors who log in to view restricted access content on your site. *Show Me How*

6. **Learning Center:** View an overview video on how to use the CMS.

7. **Preview Site:** Click to go to the site Home page from anywhere within the Content Management System.

8. **Logout:** When finished working with your site content, click to log yourself out of the CMS.

9. **Page Info Edit Button:** Click to rename the current web page you are viewing or to edit SEO information.

info **Search Engine Optimization** *Watch the Video*

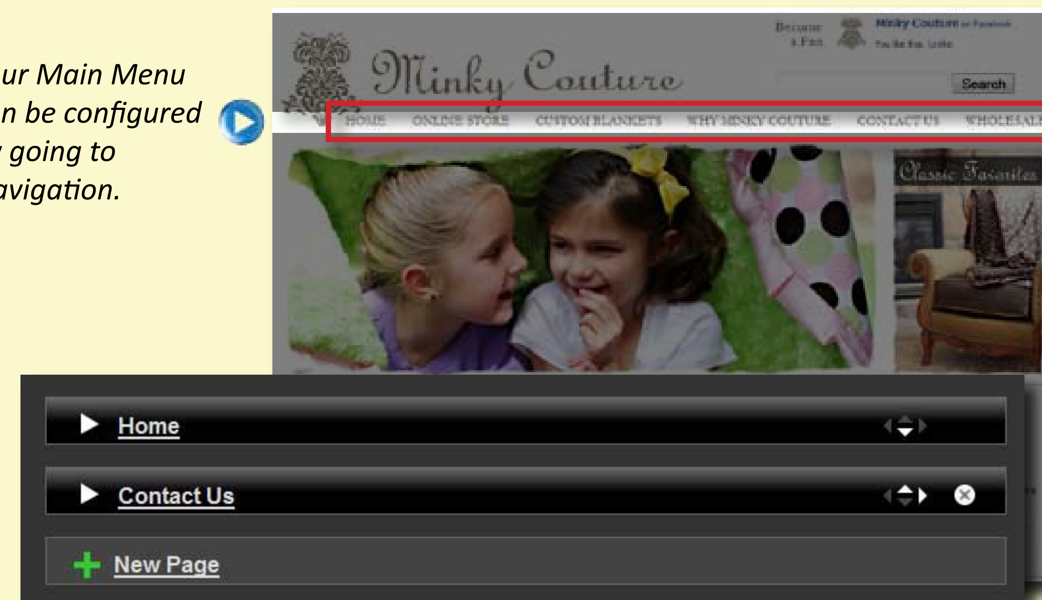
When working with the **Page Info** function (9), one of the free services we provide you is ongoing education in how to make the most of your **Search Engine Optimization (SEO)**. Please look for e-mail invitations monthly to attend our free webinars on how to set up your pages and maximize your web marketing.

Navigation

Navigation is where you can create new pages for your Main Menu as well as pages that appear in the pop-up lists when you mouse-over your Main Menu items.

To begin, in your Admin Toolbar click on Navigation. Most likely, if your site is newly built, you may have links for only Home and Contact Us. Adding new links and pages in this area is one of the easiest things to do in our Content Management System.

Your Main Menu can be configured by going to Navigation.



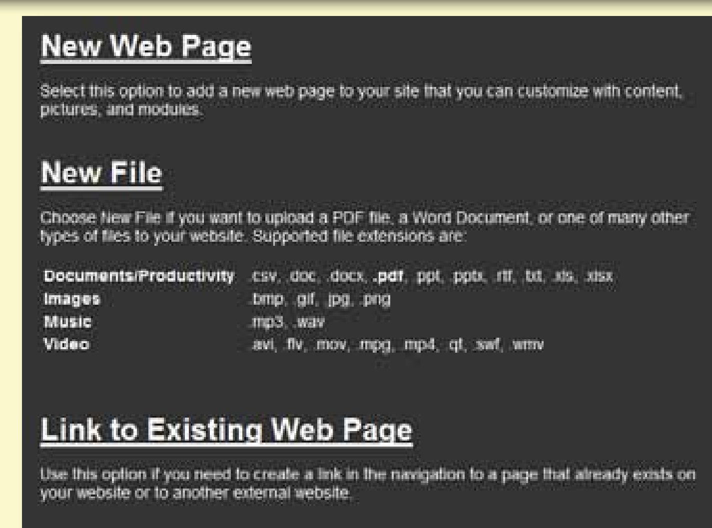
Creating Pages and Links in Navigation

1. Click on **+New Page**.
2. Choose one of the following options:

   New Web Page - This option will allow you to create a new page on your main menu; this choice is the one you'll use most often.

   New File - This option will allow you to create an item on your Main Menu that will link directly to a file that your visitors can either view or download.

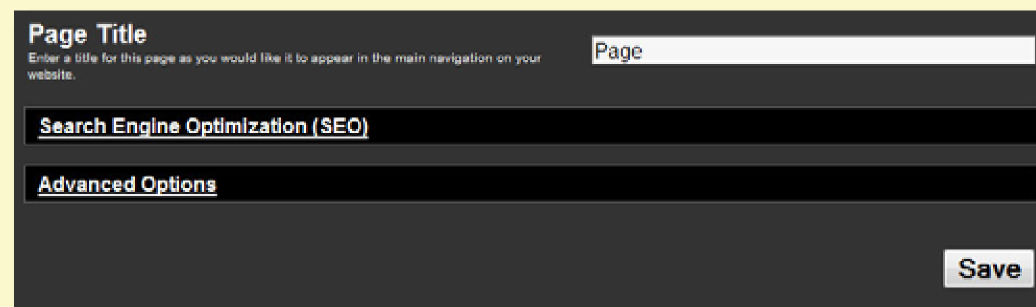
   Link to Existing Web Page - This option can either take the visitor to a page somewhere else on your site (most often this will be a page in your Repository) or to a page that is on another website.



Navigation

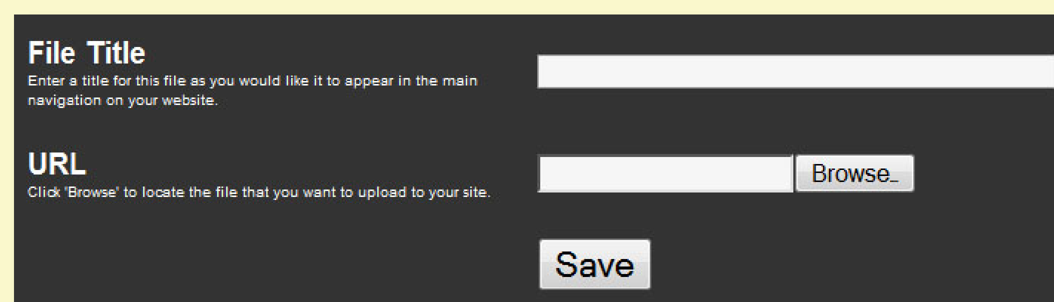
Creating a New Web Page

1. Click on **New Web Page**.
2. In the **Title** field, enter the name of the page as you want it to appear. Note: for pages you are placing on the main level of your Main Menu (e.g. Home, Contact Us, Online Store, etc.) we recommend that you limit the page Title to one or at most two words. If you are adding a page to one of the drop-lists in your Main Menu (page links that pop up in a list when you mouse-over a page on the Main Menu) those names can be longer if needed.
3. Click **Save**.



Creating a Link to a File

1. Click on **New File**. You can work with any of the formats in the list to the right.
2. In the **Title** field, enter the name of the file as you will want it to appear in the navigation.
3. Click the **Browse** button and locate on your computer the file you want to upload, and then double-click on the file.
4. Click **Save**.

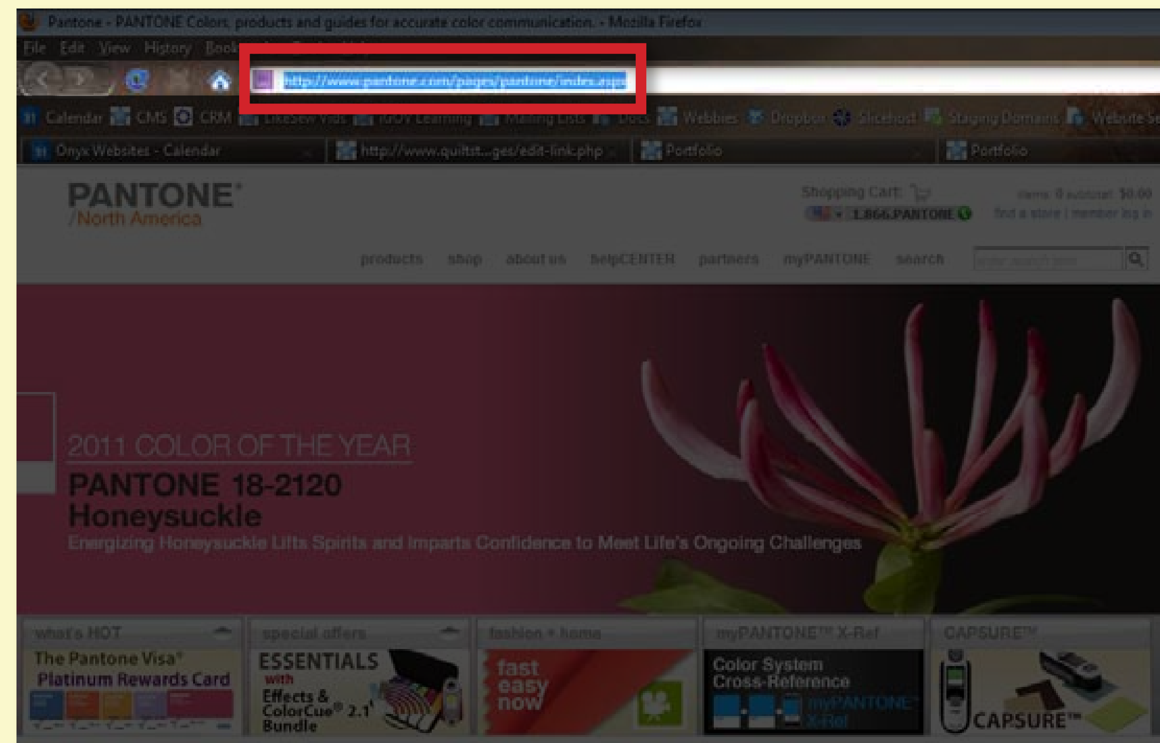


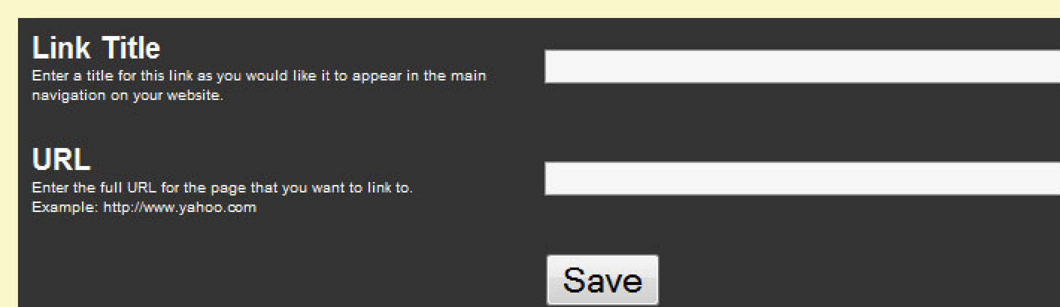
Documents/Productivity	.csv, .doc, .docx, **.pdf**, .ppt, .pptx, .rtf, .txt, .xls, .xlsx
Images	.bmp, .gif, .jpg, .png
Music	.mp3, .wav
Video	.avi, .flv, .mov, .mpg, .mp4, .qt, .swf, .wmv

Navigation

Linking to an Existing Web Page

1. In a separate web browser window or tab, go to the target web page for which you are creating a link.
2. Click once in the **Address Bar** of your browser (it should start with http://) to select the address of the page you are viewing.
3. **Copy** the address with Ctrl + C (for Windows users) or Command + C (for Mac users).
4. Go back to your website and login if necessary.
5. Click on **Navigation** in the Admin Toolbar.
6. Click on **+New Page**.
7. Click on **Link to Existing Web Page**.
8. In the **Link Title** field, enter the name of the web page link as you want it to appear in the Navigation.
9. Paste the link you copied into the URL field and click **Save**.
10. **Test** the new link by clicking on it and making sure it goes to the proper web page.

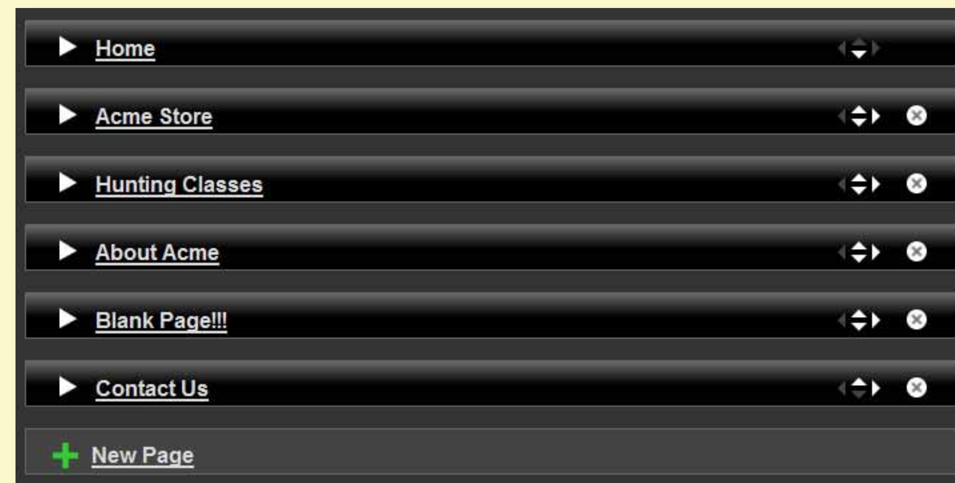




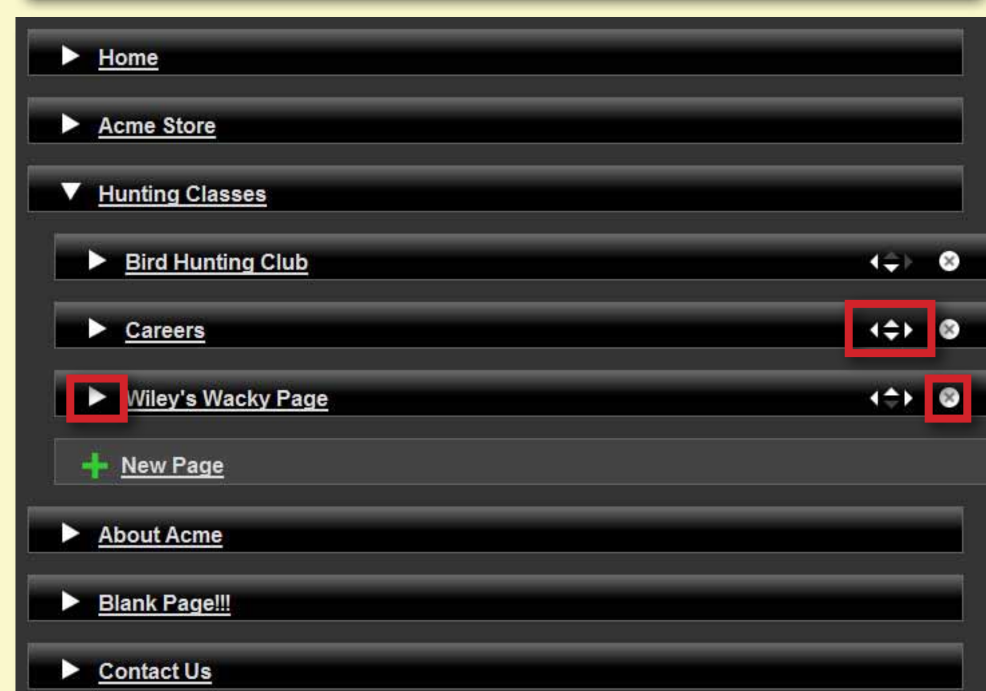
Navigation Functions

Managing Your Pages

The CMS Navigation system allows you to freely and easily move your pages around, reorder them, or move them up and down levels as needed. Each page bar has a group of four **Reordering Arrows** to the far right: the **Up** and **Down Arrows** allow you to change the order of the pages as they are listed. When doing so, *click once on an arrow and wait for the page to move before clicking again*, if needed.



Each page in your Navigation has a **Title Bar** with navigation functions. The **Left** and **Right Arrows** move pages to higher or lower levels, respectively. In the example to the right, we can see that *Bird Hunting Club* has been moved one level lower and is now one of the sub-pages under *Hunting Classes*. While there is no real limit on how many levels down your pages can go, we recommend not having more than two sub-levels or the menus are difficult and cumbersome to navigate.

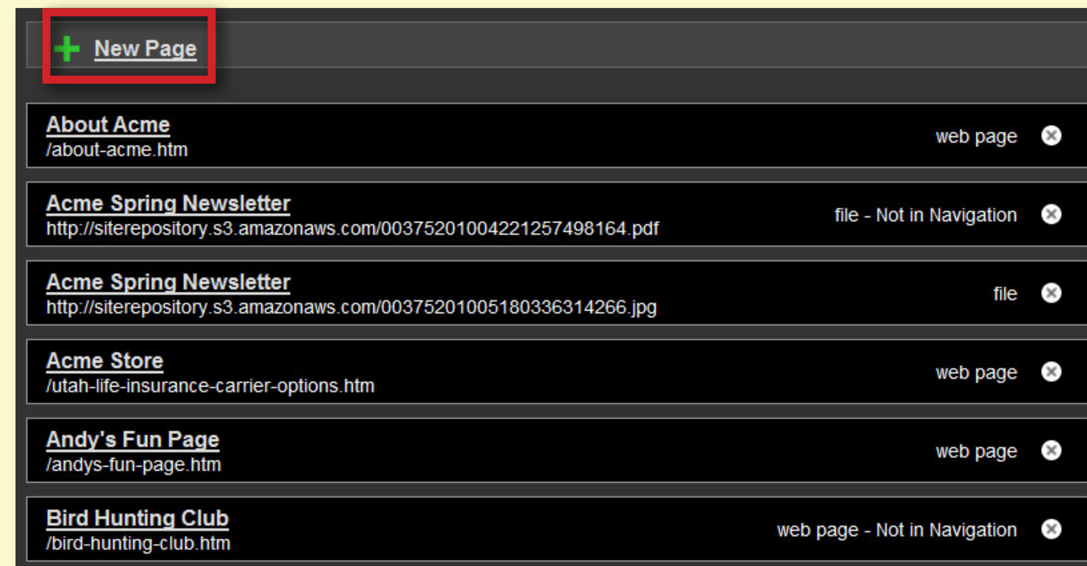


The large **Menu Arrows** to the left of each page name will show you what sub-pages are underneath the page in question if you click on them. The +New Page will follow you to whatever level you are currently viewing, so new pages will be made there. Clicking on the actual name of the page will take you to the page so you can work on its content. Lastly, the far right side of each page bar has a circular **Delete Button**. Clicking Delete will bring you a warning encouraging you to make sure you've backed up the content on the page before deleting it because doing so will result in all page content being lost.

Repository

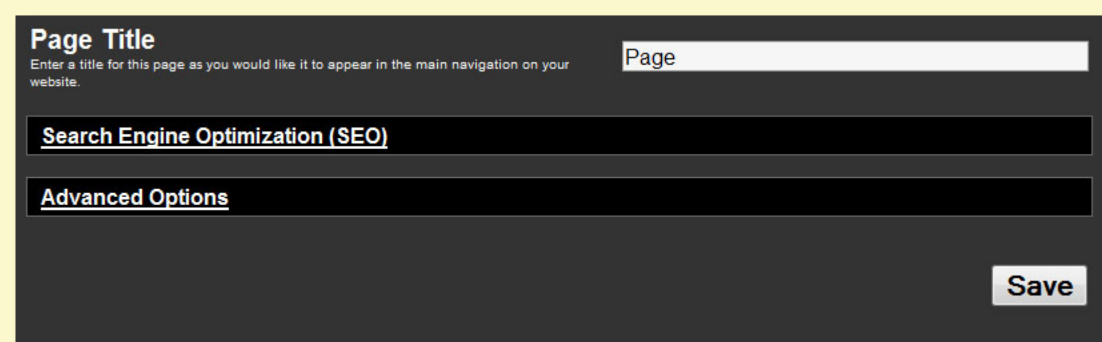
The system **Repository** is like a holding area for pages and files. In this holding area, you can create pages that do not appear in the site's main Navigation menu. You can also upload many types of files and then link to them for your visitors to download and view them.

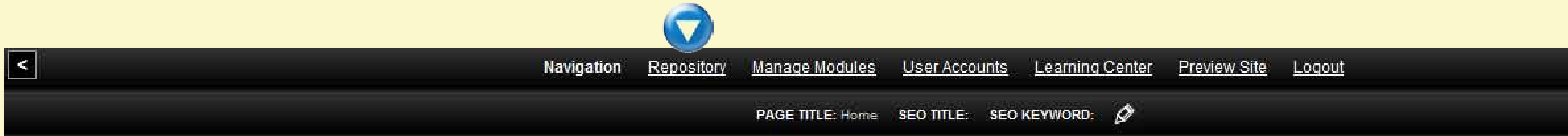
Just after this section, there is a brief tutorial to show you how to do one of the most commonly done tasks in the Repository: creating a page that you have 'under construction' so that nobody can view it until you are done with the content, and then bringing the page 'live.'



Creating a Page in Your Repository

1. Click **+New Page**.
2. Click **New Web Page**.
3. In the **Page Title** field, enter the name of the page as you would like it to appear.
4. Click **Save**.

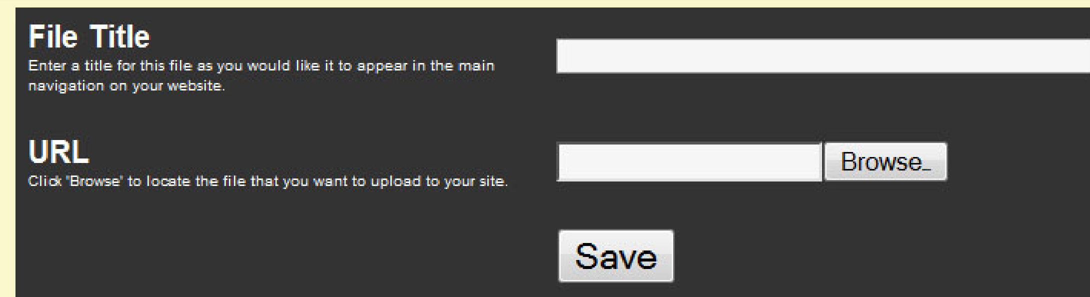


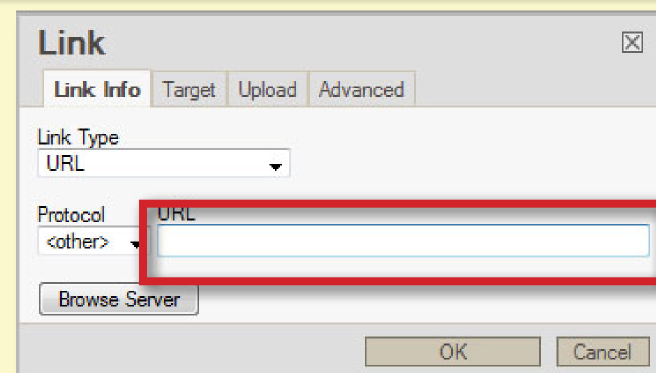


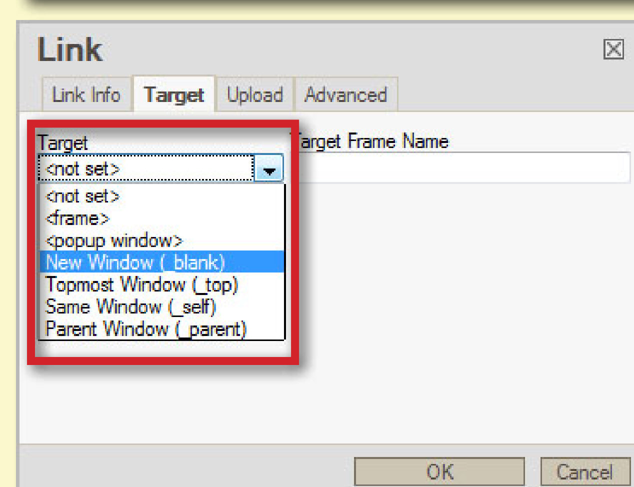
Repository

Uploading a File to Your Repository and Linking to It

1. Click **+New Page**.
2. Click **New File**.
3. In the **File Title** field, enter the name of the file.
4. Click Browse to search your computer for the file, then click **Save**.
5. Click on **Repository** in the **Admin Toolbar**.
6. Scroll down and find the file you just uploaded. With your mouse, select the web address under the file name and copy it.
7. Go to the part of your website where you are creating a link to the file and click to edit the content.
8. With your mouse, select the image or the text you are turning into the link.
9. Click on the **Insert/Edit Link** button ( ), paste the address into the URL field.
10. Click on **Target**, click the drop-list, and click on **New Window**.
11. Click **OK**, and then click **Save**.
12. **Preview Site** and test the link.



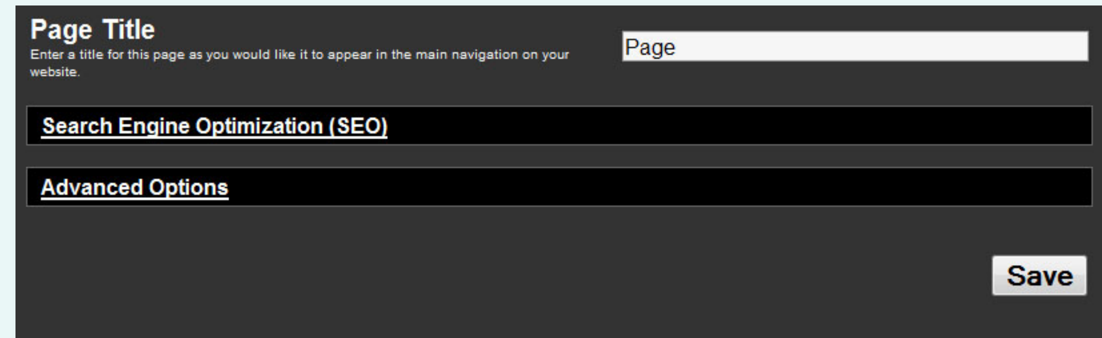




How To Set Up an 'Under Construction' Page and Bring It Live

First Step: Set Up the Page

1. Click on Repository on the Admin Toolbar
2. Click on +New Page
3. Click on New Web Page
4. Enter the name of the page in the Page Title field as you'll want it to appear on the site.
5. Take as much time as you need to work on the page's content; pages in your Repository are not viewable to your visitors until you link to them, as you will see in the next section.



When you are finished with the page content and you're ready to bring the page live to your visitors, choose one of the following:

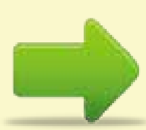
I want to have a link to the page in my main Navigation.

I want to have a text link or an image link to the new page on one of my existing web pages.

Manage Modules

Manage Modules is your online hub for entering and managing content. The modules listed under **Manage Modules** are those that allow you to input information and images and then they create web pages for you. You will find most of these modules to be intuitive and easy to use, and each is described further on in this reference manual.

The Content Entry Process - When working with any of the System Managed modules that automate the creation of pages for you (**Calendar**, **Classes**, **Products**, etc.), there is a three-step process to creating the content, as follows:



*Go to **Manage Modules** and click on the desired module.*

Enter your content.

*Go to **Preview Site**, click on the page that you want, click **Add Content**, click the **Add** button for the module.*

How To — Add Content Modules

Watch the Video

Most of your pages will have a smaller column for content on the left, and a large one on the right. Major content modules, such as **Products**, **Classes**, and the new **Gallery**, should be added in the larger area. Modules that will work well in the smaller column to the left include **News**, **Calendar**, **Newsletter Sign Up**, and **Polls**. You can add new modules wherever you see an **Add Content** link. *Click here for more information.*

User Accounts

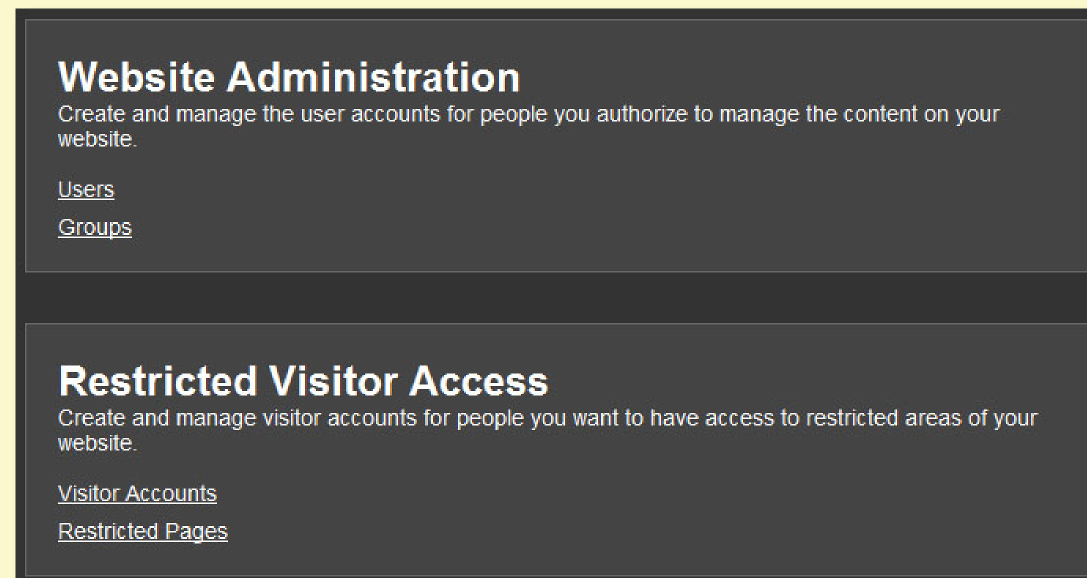
The **User Accounts** section allows you to add **Groups** and **Users** that can log into the CMS and work with site content. If you have members on your team who need access to log into the site, this is where you will go to give them an account and set up usernames and passwords.

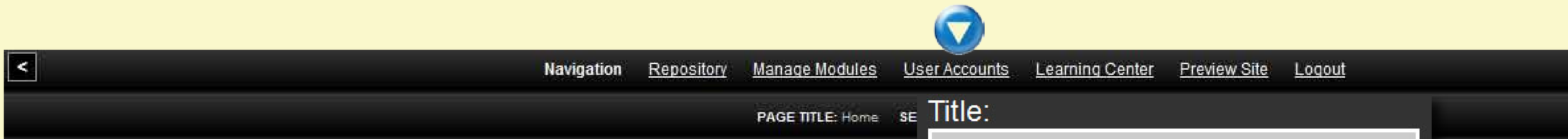
It is a good idea to set up separate user accounts for everyone who will be working on your site.

A **User Group** is a group that can be restricted to editing content for only certain sections of your website. For example, if you have an employee you want to manage products in your online store, you can set up a Group called Online Store and click checkboxes for the pages that members of that group will be able to edit.

You should set up any Groups you may need first, and then set up Users and add them to the appropriate Groups.

If you have access to the Premium module **Member Login**, you also have the ability to **Restrict** any of the pages of your website so that only visitors who have logged in can view them. In the latter part of this section, you can view a Tutorial that will walk you through how to set up your website for Visitor Login.



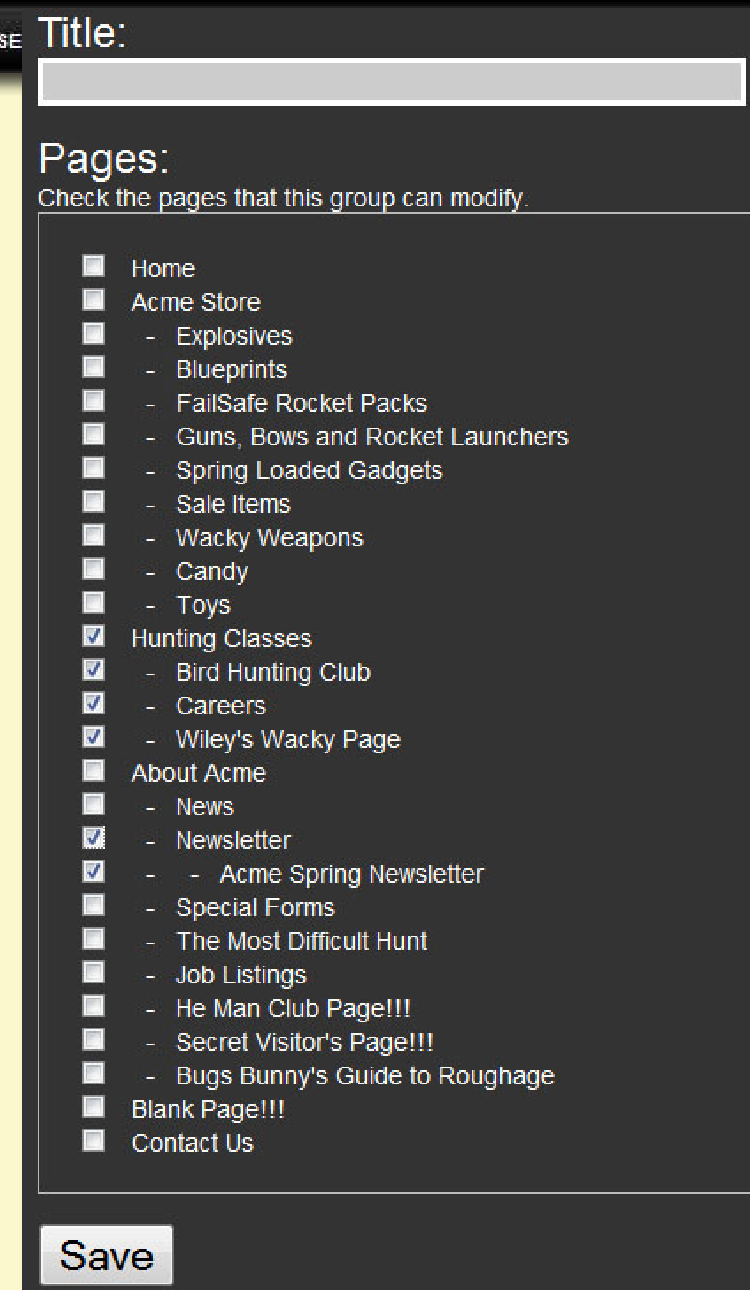


User Accounts

Setting Up User Groups

To create a new User Group, go through the following steps:

1. In the Admin Toolbar, click on User Accounts.
2. Click on Groups.
3. Click on +New Group.
4. In the Title field, enter the name of the Group you're creating.
5. Click in the checkboxes for any pages that apply to the content users will be able to edit. Clicking on a page will automatically select all pages that are underneath it.
6. When all pages that will be accessible to the new Group have been selected, click Save.



When you are finished creating all of your Groups, proceed to the next page to add your Users.

Note: Users who are not in the Administrator group will not have access to User Accounts on the Admin Toolbar.

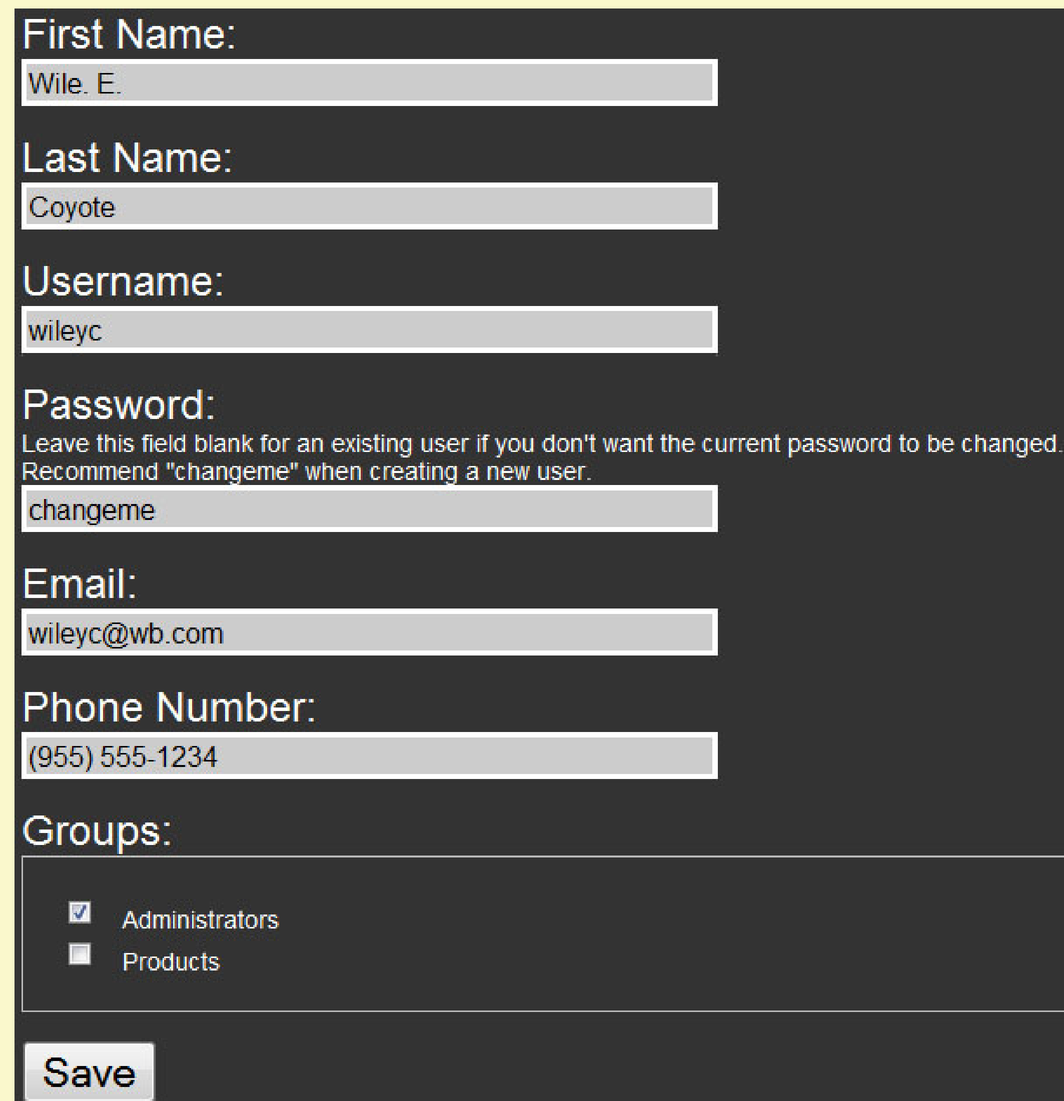
User Accounts

Setting Up New Users

To create an account for a new User, go through the following steps:

1. In the Admin Toolbar, click on **User Accounts**.
2. Click on **Users**.
3. On the page that lists all of your site Users, click **+New User**.
4. Enter complete information for all fields on the **Edit User** page.
5. For **Username**, a method that works well is to use the first name initial and the full last name (e.g. wcoyote). A method that is better for security is to use an e-mail address.
6. For **Password**, always enter changeme as the initial password. Your Users will be prompted to change it the first time they log in.
7. Be sure to check the box for the appropriate **Group** the new User will be in.
8. Click **Save** when all fields are complete (leaving any fields blank and saving will fail and you'll have to start over again).

Note: the **Administrator Group** is for **System Administrators** who have access to edit the entire website and manage all User information.



How To Set Up Member Login

Note: Member Login functionality is part of the Premium Feature Package. If you don't already have the package enabled, call (877) 909-6699 for more information.

When setting up your login information for members such as Wholesale Buyers, Club Members, etc., who will have access to restricted content, there are several steps you need to complete.

1) Create text, upload an image, or create a link in Navigation that will become a link to your Member Login page and create the link (s). In this Tutorial, we will create a link to an image and to text.

2) Establish the pages on your site that will be restricted to visitors who are logged in.

3) Create Member Accounts for your site members.

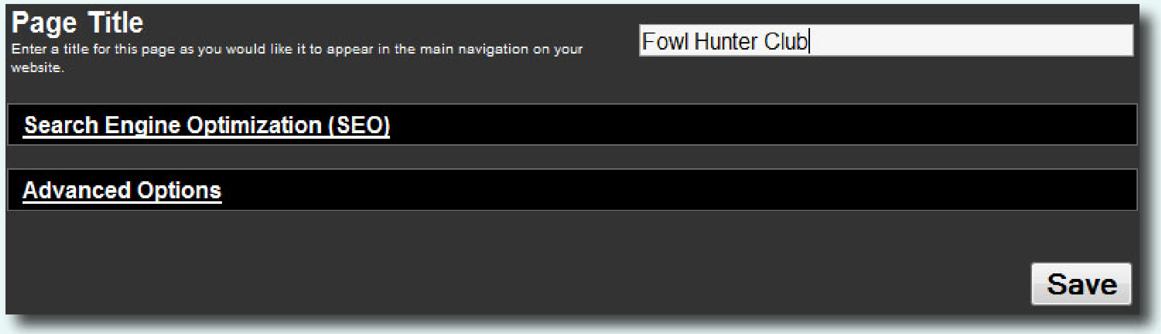
First Step: Set Up the Member Login Link

1. **In Navigation, create a new page to serve as the 'hub' for your members who can log into your website.**

   Navigation > +New Page > New Web Page - Enter the name for your 'hub' page and add appropriate content. *Need help with Navigation? Write down this page number and Click Here.*

2. **Copy the New Page Address**

   You should be viewing your new 'hub' page: In the Address Bar of your web browser, select everything that is after your .com, .info, .net, etc. Begin your selection with the / that is after the .com and go all the way to the end of the line, then copy the selection with Ctrl+C (Windows) or Command+C (Mac).



Setting Up Member Login Link, Continued

3. Go to the page on your site where you want to have your Member Login link and click on the Edit ( ) button for the module that has the image/text.

4. Click on the image or highlight the text you are turning into a Member Login link.

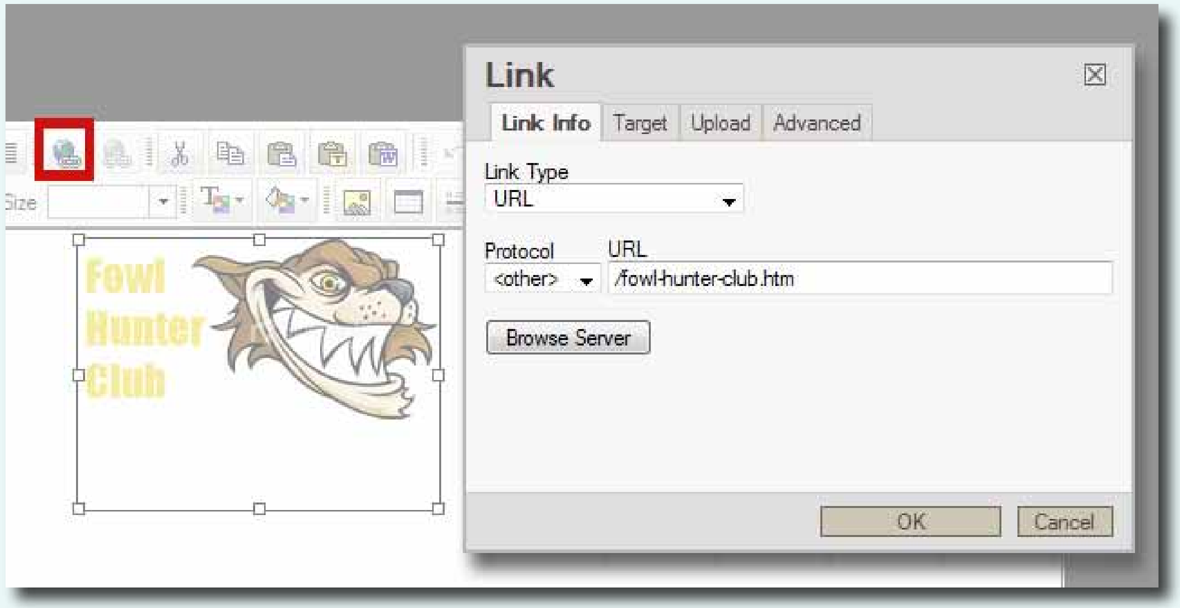
5. Click on Insert/Edit Link.

6. In the URL field, do Ctrl+V to paste the page address you copied earlier.

7. Click OK, and repeat steps 4 through 7 if you still need to link an image or text.

8. Click Save Module.

9. Test your link(s).

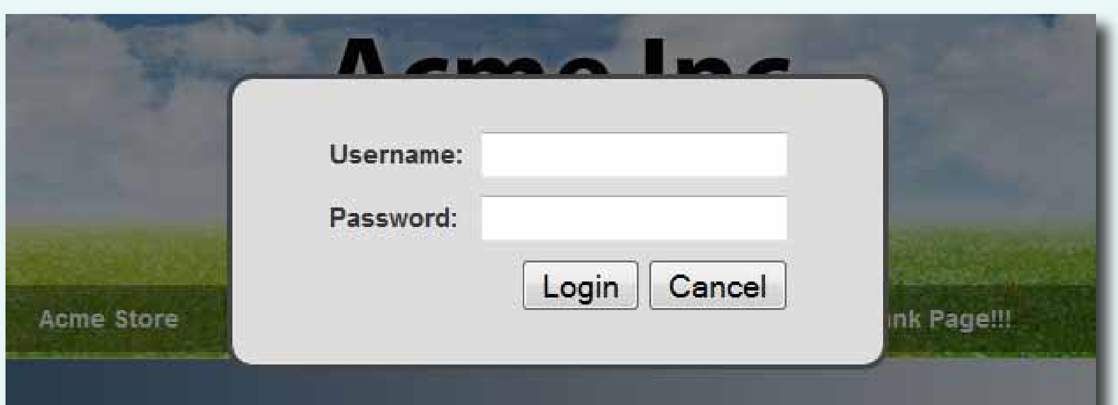


Need help with the Linking process? Write down this page number and click here.

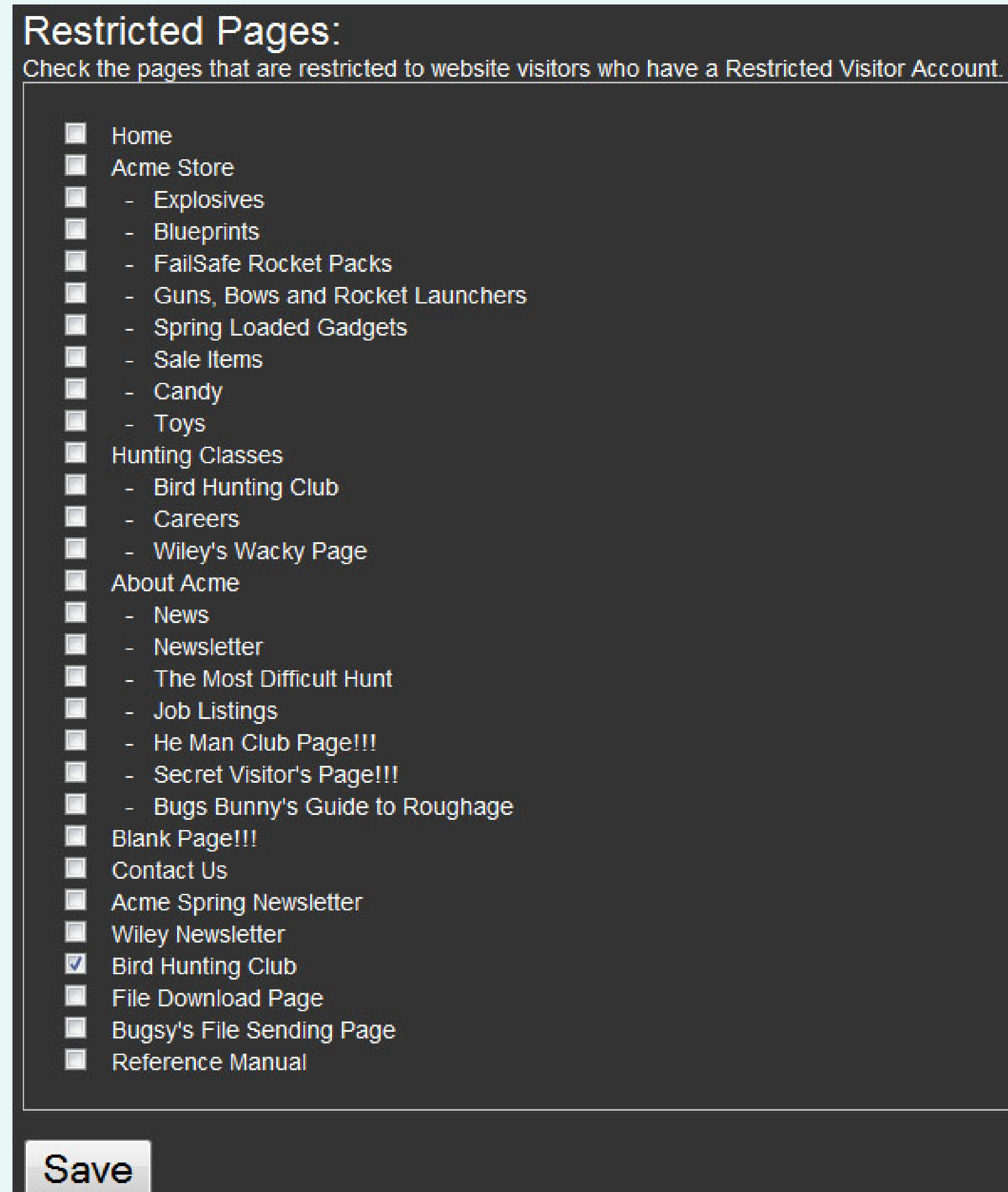
Second Step: Set Up Your Restricted Pages

If you are setting up Restricted content for wholesale buyers, our system will automatically restrict all wholesale information you have entered into the Products module. The only thing you should manually Restrict is any pages you create that will be accessible only to your members.

1. **In the Admin Toolbar, click on User Accounts.**
2. **Click on Restricted Pages.**
3. **All items in your Repository are listed. Click in the check-boxes for all pages / documents that will be Restricted to members who have logged into your site.**
4. **Click Save.**



When someone goes to a page you have restricted, they will see the page grayed out in the background and they will need to log in to proceed to the page.



Third Step: Set Up Your Member Accounts

For all of your members, you will need to set up Member Accounts that are complete with Usernames and Passwords. Make sure that when entering information into a Member Account you complete every field in the Member Account setup page.

1. **In the Admin Toolbar, click on User Accounts.**
2. **Click on Member Accounts.**
3. **All Member Accounts that have been set up for your site will be listed. Click on +New Member Account.**
4. **Enter information for the Member. Fill out each field.**

For **Username**, a method that works well is to use the first name initial and the full last name (e.g. wcoyote). A method that is better for security is to use an e-mail address.

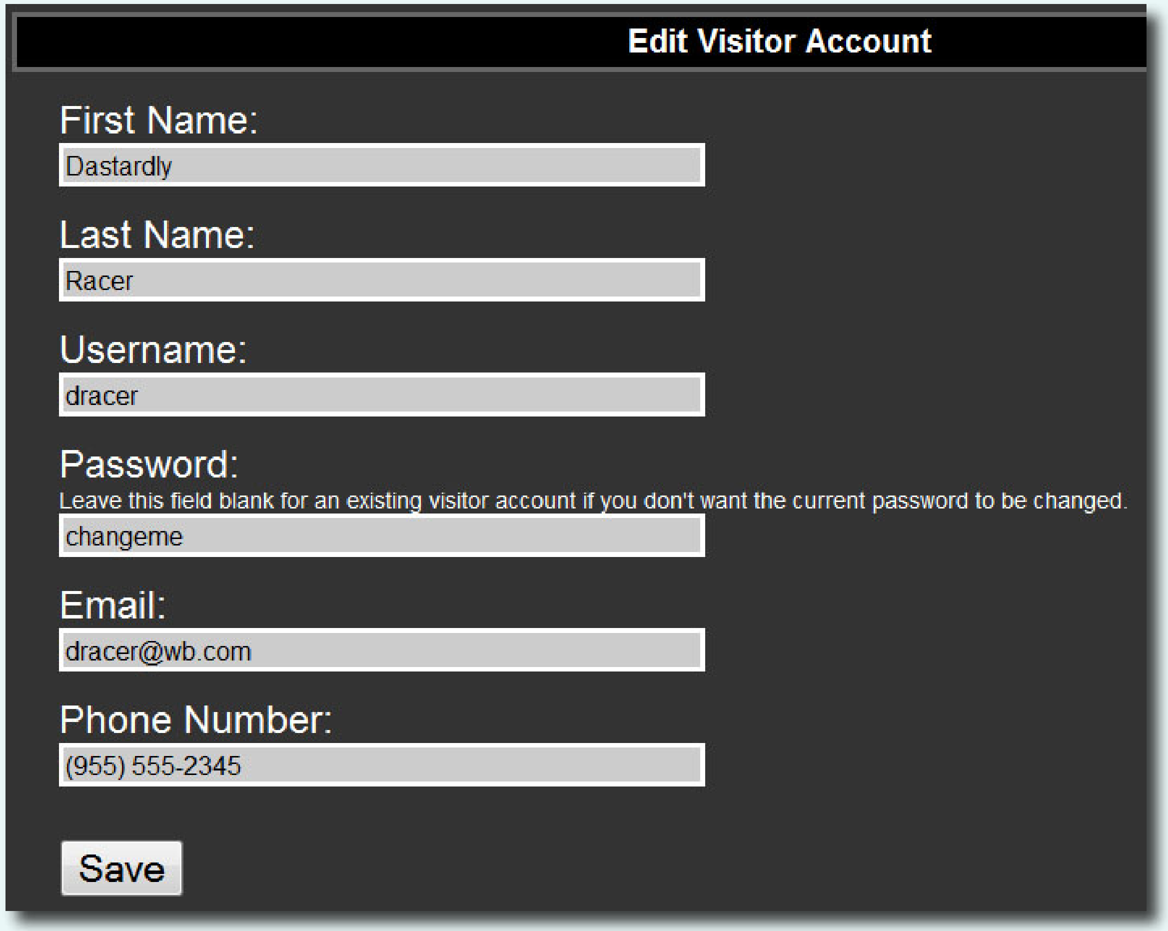
For **Password**, always enter changeme as the initial password. Your Members will be prompted to change it the first time they log in.

If you do not have either e-mail or phone information, enter something (e.g. - Don't Have Yet) so that the account will save.

5. **After you have filled out all fields, click Save.**

If you haven't already done so, you should create a **Form** for prospective Members to fill out to apply for membership.

Click here to learn how.



Part Two

Working with Modules

Content Management System Modules

The Module Toolbar - Each element of content on your webpages are known as **Modules** in the Content Management System. You can identify a Module by the little gray bar in its upper left corner. Here are the different functions of the **Module Toolbar**:

1. **Edit:** Opens the content window for the module, allowing you to insert or edit content.
2. **Fine Tuning:** Click to edit / enter the heading for the module or to adjust the margins. By default, each side of a content module is given 20 pixels of space, which is roughly 1/4-inch. Adjusting the margins will fine-tune the module's placement on the page.
3. **Up Arrow:** Clicking this button will move the module up above the module above it, if there is one. The modules will switch places vertically on the page.
4. **Down Arrow:** Clicking this button will move the module down below the module beneath it, if there is one. The modules will switch places vertically on the page.
5. **Delete:** If you click this button you will see the following message: Are you sure you want to delete this page component? If you're sure, delete the module by clicking Okay.

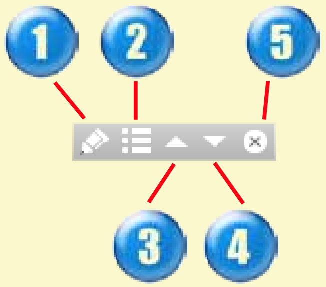
Heads Up! There is currently no Undo feature when deleting User-Managed Modules or Pages in the CMS. IF YOU DELETE A CONTENT MODULE IT WILL BE COMPLETELY GONE. If you accidentally delete something that you cannot replace or recreate, you can call Support at (877) 909-6699 and we can restore the lost content for you.

How To **Adjust Module Position**

Sometimes you will place a module on a page and it won't look right: use the **Fine Tuning** button to go back and forth, adjusting the margins until it looks good to you. By default the system will place 20 pixels of space around each side of the new module to provide it ample 'elbow room' with other modules and graphical elements nearby.

To move a module closer to something nearby, decrease the number of pixels on that side by entering a smaller number in the margin for that side; to move it farther away, increase the number by entering a larger number in the margin for that side.

The Module Toolbar



Add Content

Add Content Links

These appear in each column of content, beneath any existing modules. Click the **Add Content** link to bring up a list of available modules you can add. Clicking the **Add** button for a module will place it on the web page.

Understanding Modules

Types of Modules - There are three types of modules in the CMS: ***System-Managed***, ***User-Managed***, and ***Utility***. In the following pages you will learn about all of the Modules in the CMS. For each Module, you will see an icon that will let you know what type it is. Since care should be taken when deleting Manual Modules, that icon is red.

System-Managed: Most all of the Modules in the CMS are System-Managed. Modules such as Products, Calendar, News, and Job Listings to name a few all have the information for their content stored centrally in the system. The CMS manages all of that content, generating whatever pages are necessary, laying out images, text and links, and maintaining all of it as you update the information in the Manage Modules section of the Admin Toolbar.

When you click on Add Content to add a System-Managed module, the system places a *copy* of the module onto that location of the page. You can safely delete such copies of System-Managed Modules and you will not lose any of the content you have entered.

System-Managed Modules include the following:

Calendar	**News**
Classes	**Newsletter Archive**
FAQ	**Poll**
Form	**Products**
Job Listing	

User-Managed: Modules of this type store their information only within the Module itself on the page, so the content is not kept in a central location. The most commonly used type of User-Managed Module is the Content Module; the one you use any time you need to place text, images, links, tables, or other content onto a page. So these modules are user-created and managed.

If you delete a User-Managed Module, that content will be gone and there will be no way for you to get it back unless you call us at Support (Call (877) 909-6699).

User-Managed Modules include the following:

Content	**Video**
Slideshow	

Utility: These Modules all serve a special purpose, and don't really work with any kind of content that you have to enter. Modules such as the Search Module and the Facebook Like Button are examples of Utility Modules.

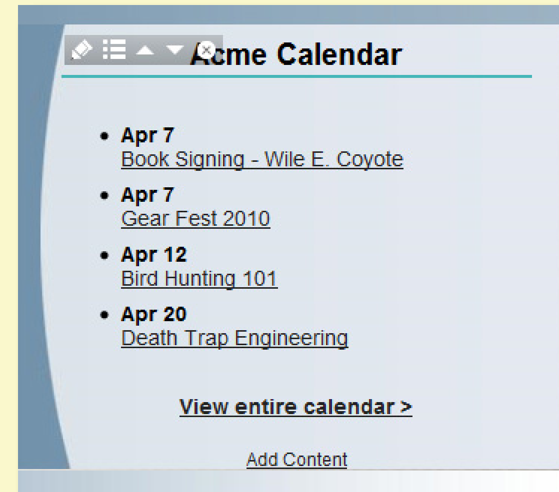
Deleting a Utility Module is always safe because you can just add another one if needed.

Utility Modules include the following:

E-mail Marketing	**Receive File**
Facebook Comments	**Search**
Facebook *Like* Button	**Transfer Large File**
Newsletter Signup Form	

The Calendar Module (System Managed)

The Calendar Module has tremendous flexibility and functionality for planning and displaying upcoming events for your visitors. Your primary way to enter information into your **Calendar** should almost always begin with Manage Modules in the Admin Toolbar, from there you can click on the word Calendar and work with your content. As an alternative, you can go to any page on which you've placed a Calendar module and click on the Edit button ( ) for that copy of the Calendar.



The First Step in setting up your Calendar is creating **Categories** for your events. For example, if you run a hardware store and you plan to put promotional events such as seasonal sales on your Calendar as well as in-store home improvement classes, you would want to create Categories for each of those types of events. As an example, you might name those Categories ***Promotions*** and ***Classes***. You can create new Categories by clicking on the **New Calendar Category** link in the Calendar section of Manage Modules. To edit a Category, click on its name in **Manage Modules > Calendar**, then click on the **Edit** link to the right of the Category name.

The Second Step in setting up your Calendar is to enter the actual **Events** into the appropriate Categories. Please see the **Tutorial**: ***How to Set Up Your Calendar*** starting on **page 30** for steps on how to enter your Events.

The Third Step in setting up your Calendar is placing a copy of the **Calendar Preview** on one of your web pages. The Calendar Preview will display the next four events coming up on your Calendar, and has a link to **View the Entire Calendar**. To place the **Calendar Preview** on a page, click **Add Content**, scroll to the **Calendar**, and click **Add**.

The Calendar Module

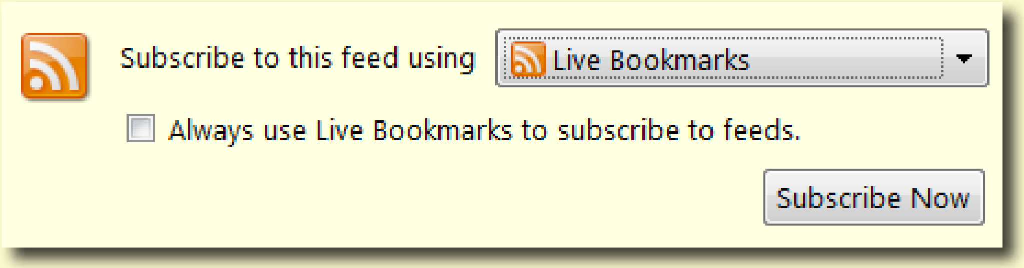
Customizing Your Calendar

If you want a copy of your Calendar to show only a certain Category of Events, or even more than one but not all of your Categories, you can control which Events each copy of your Calendar displays. To customize this, click View Entire Calendar and then scroll down below the main Calendar grid and find the Category you want to display. To set the Calendar to display a single Category only, click on **Only Show This Category**. To set the Calendar to stop displaying a Category, click on **Hide This Category**. From this screen you can also add or delete Categories and Events.

On the pages that follow, our tutorial on *How to Set Up Your Calendar* will guide you step by step through the process.

RSS Feed

The RSS Feed button allows your visitors to have changes on your Calendar appear automatically in their RSS Reader. Clicking on the RSS Feed button will allow your visitors to select the RSS reader they prefer to use (e.g. the free *Google Reader*). It is best to do this only if you have a busy Calendar that changes often.



How To Set Up Your Calendar

Part One: Set Up Categories

1. Click on *Manage Modules* on the Admin Toolbar
2. Click on *Calendar*
3. Click on *New Calendar Category*
4. In *Calendar Category Name*, enter the name of the Category as you will want it to appear, and then click on *Add Group*.
5. Repeat Steps 3 and 4 for All of Your Event Categories

> *Helpful Hints* **Category Names**
>
> **What Do I Do for Category Names?** The reason you might want to categorize Calendar Events would be so that your Calendar can be viewed according to different types of events. If you don't need this kind of organization to your Calendar, just make a single Category for all of them and title it something like My Store Events.

Part Two: Enter Events

There are two ways to enter new Events into your Calendar. You can enter single Events directly through the form provided in Manage Modules > Calendar, or you can enter a batch of Events exported from whatever calendar software you use (e.g. Outlook).

Enter Single Events

1. Click on the Name of Your First Category
2. Click on *New Event*
3. Enter Your Event's information

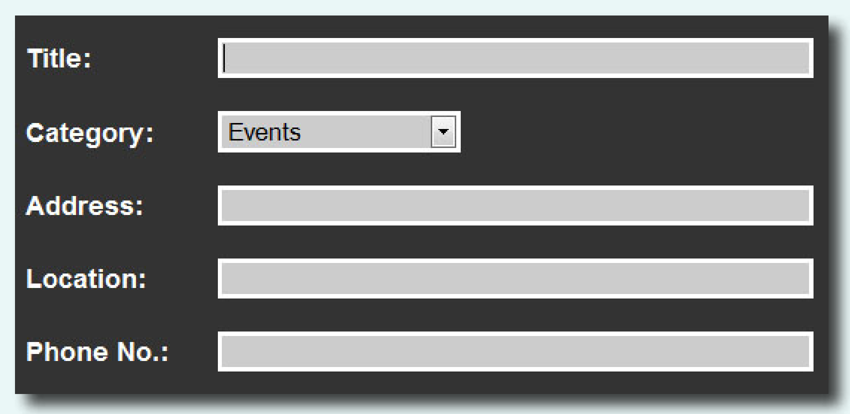
Title: Enter the Event name as you want it to appear on the Calendar.

Category: Click the drop list to choose the Category for the Event.

Address: If your visitors will need a street address, enter it here.

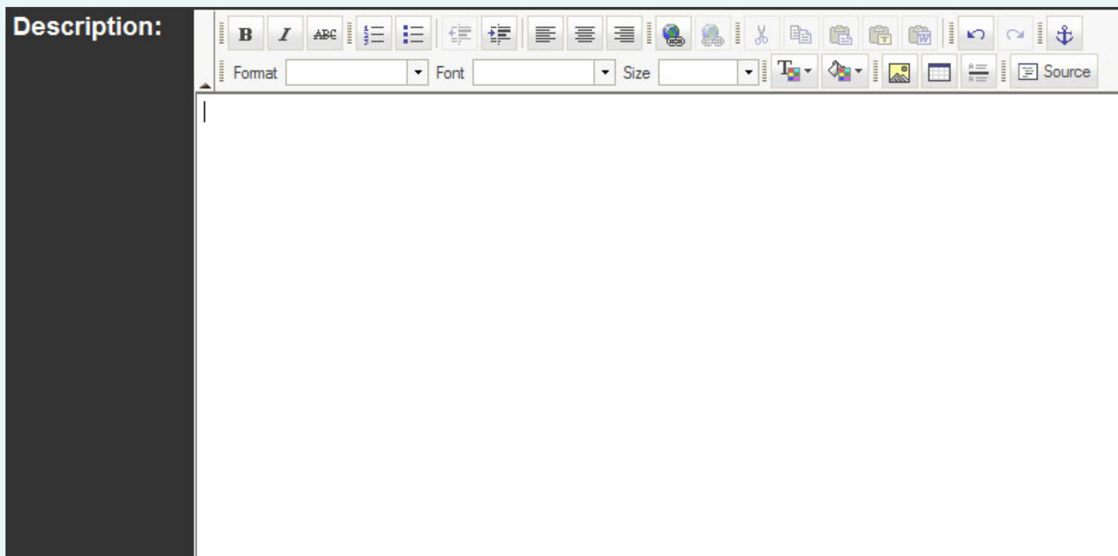
Location: If the event will be held in a location that needs description, enter the details here (e.g. the Centerville community center). **Note:** This is a required field and will appear on the web page even if you leave it blank.

Phone Number: If you wish to provide an informational contact number for the Event, list it here.

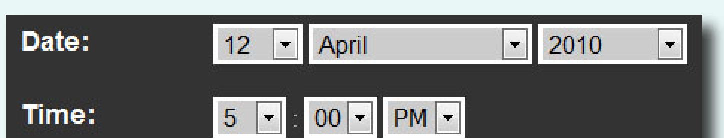


How To Set Up Your Calendar

Part Two, Continued: Enter Events



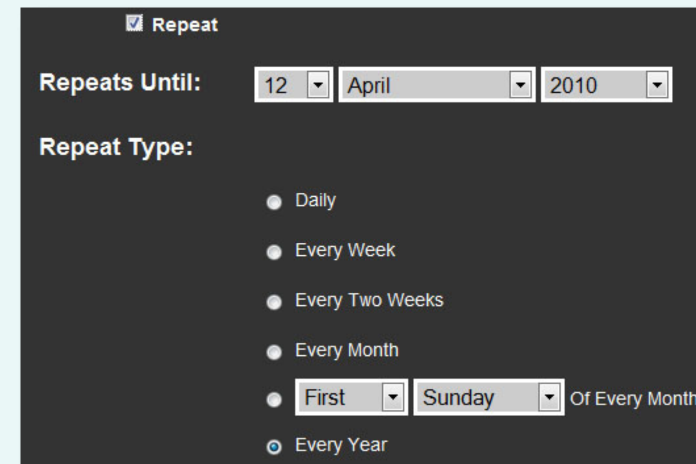
Description: Enter all pertinent details about the event. If you have any photos, you should also include them here. ***Need help using the Content Editor (pictured above)? Click Here:***



Date: Enter the beginning date of the Event. See below for how to enter information about Events that span multiple days.

Time: Enter the starting time of the Event. If you wish to list the projected ending time, include that information in the Description, above.

Repeat: Check this box if your Event will span multiple days or if it will be a recurring Event.



Repeats Until: If the Event has a specific end date, enter it here. If it is a continually recurring Event, change the date here to the latest possible (e.g. December 31, 2020)

Repeat Type: Click on the appropriate radio button for the way your Event will be repeating. ***Special Situation:*** *For example, you have an evening meeting that takes place on the second and fourth Thursday of each month. In a situation like this, you need to do a separate Event entry for each monthly meeting. So for the first one, in the Repeat Type area, you would select Second Thursday. You would create an entire new Event for the second monthly meeting, exactly copying all of the information you entered for the first one, and then for Repeat Type you would select Fourth Thursday and save the Event.*

4 Save the Event

When you have all of the Event information the way that you want it, click the **Save Event** button to save it to the system.

Be sure to allow the system whatever time it needs to complete uploading event information and data, such as image files in the Description. If you click away before this is complete, your Event will not properly save.

How To Set Up The Calendar

Part Three: Place the Calendar Preview on a Web Page

1. **Go to the page on which you want the Calendar Preview to appear (e.g. click on Preview Site to go to your Home page).**
2. **Click on the *Add Content* link for the appropriate page area.**
3. **Find Calendar in the list of Modules and click Add.**

If you wish for this copy of your Calendar to display all of your Categories and Events, you are done! If you want to customize your Calendar, continue on to step four.

4. **Click View Entire Calendar.**
5. **Customizing Your Calendar**

Naming Your Calendar: To name a copy of the Calendar, after you have clicked View Entire Calendar, click on Edit Title to change the name to whatever you like.

Showing Only One Category of Events: To show only one Category of Events, scroll down below the Calendar grid and look at the Events for the current month. Click on Only Show This Category beneath the appropriate Category name.

Hiding a Category: If there are Categories you do not wish to show on a copy of the Calendar, scroll down below the Calendar grid and look at the Events for the current month. Click on Hide This Category beneath the appropriate Category name.

6. **Alternate Calendar Information Entry**

In addition to using Manage Modules, you can enter Calendar Information from the View Entire Calendar page in the following ways:

Edit / Delete Category: In the list of Categories for the current month's Events, you can either Edit or Delete a Category. Be careful when deleting, as there is no Undo feature for deleted content (you will lose all Events in a Category you delete).

Add Category: Below the current month's Events is a link you can click to add a new Category.

Add Event: Scroll down to the appropriate Category. Click on the Add Calendar Item link to add an Event.

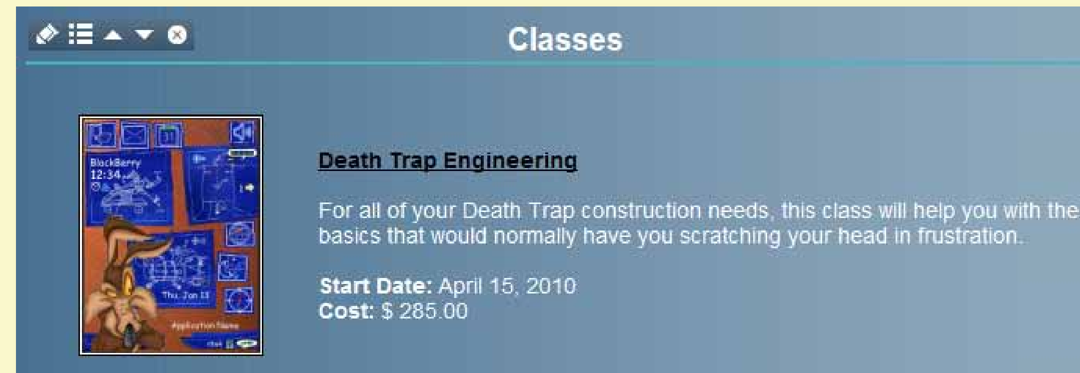
The Classes Module (System Managed)

The Classes Module allows you to easily display a full range of details about your classes for your visitors. Your primary way to enter information into your Classes should almost always begin with Manage Modules in the Admin Toolbar, from there you can click on the word Classes and work with your content. As an alternative, you can go to the page on which you've placed a Classes module and click on the Edit button ( ) for that module.

The First Step in setting up your Classes is creating **Class Entries** for each of your Classes. For example, if you run a craft store and you plan to offer a class on Scrapbooking, you would want to create a Class Entry with the name of the class, for example, ***Scrapbooking 101***. Please see the **Tutorial**: ***How to Set Up Your Classes*** starting on **page 34** for steps on how to enter your Classes.

The Second Step in setting up your Classes is placing a copy of the Classes Module on the appropriate web page. The Classes Module will display the list of upcoming classes from the current date forward in a list going down the page chronologically. Each Class can (and should) have a picture with a brief description and key information and is a link that will take viewers to a page just for that Class. The individual Class pages are created for you and managed for you automatically by the Class Module. To place the **Classes Module** on a page, click **Add Content**, scroll to **Classes**, and click **Add**.

On the following pages, our Tutorial on ***How to Set Up Your Classes*** will guide you step by step through the process.



How The Classes Module Works

When you enter information about a Class, the Module will save it in our database. After the Class expires, it will cease to display on the web page (see **Hide Class** settings on **page 35**), but it will always remain in your list of Classes in Manage Modules > Classes. So to make such a Class active again, all that is needed is to click on Manage Modules > Classes, and then find the Class name in the list and click on it. Then you can go in and update the Date for the class so that it will display once again on the web page.

Helpful Hints **Eye Candy**

Where should I put pictures? The short answer is 'everywhere you can.' Images make your pages come alive to the eyes; they communicate far more than your words can, and create feelings as well. Having ample imagery on your site is essential to having attractive pages, and is one of the cornerstones of good web marketing.

How To Set Up Your Classes

Part One: Enter Class Information

1. Click on Manage Modules > Classes.
2. Click on *New Class.*
3. Enter Your Class Information.

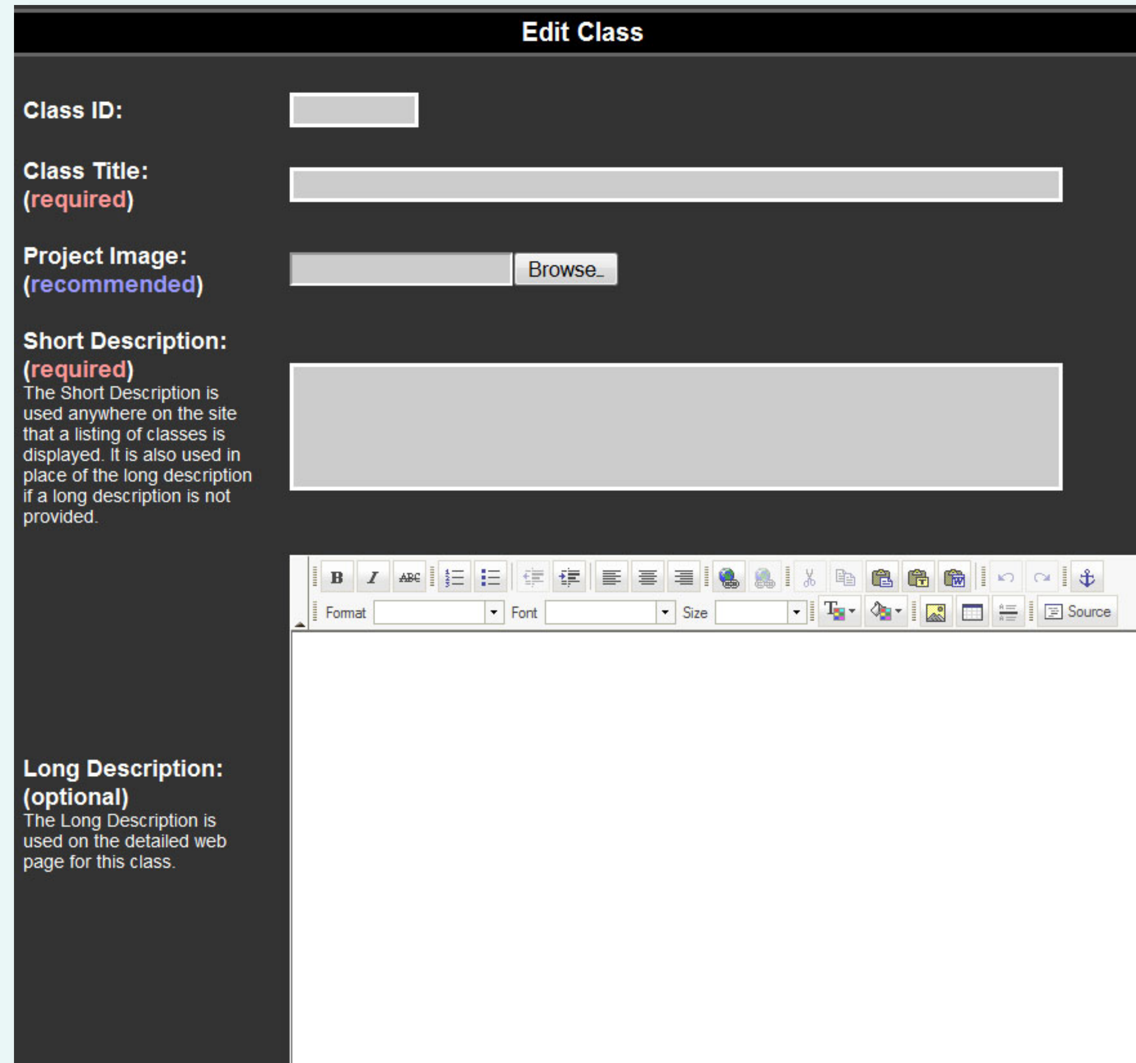
Class ID: If you want to provide precise identification for your classes, create an ID number or code and enter it here.

Class Title: Enter the name of the Class as you will want it to appear to your students.

Project Image: Browse for the image you want to use as the main image representing the class. This image will automatically be thumb-nailed for you (displayed as a small image) and visitors will be able to click to view the full size image. Project images should be between 400 pixels wide and 700 pixels wide.

Short Description: Begin with a sentence promoting the class, announcing what students will learn of value. This description will appear on the page listing all classes (**see upper image on Page 33**) along with key information on the date and cost of the class.

Long Description: When one of your website visitors clicks on a Class in the list to see more information, they will be taken to a page just for that Class, and that is where they will see the Long Description and the full details of the Class.



For the Long Description, you have the opportunity to provide additional description of the class as well as images. It is a good idea to have images not only of the final result of the class, but also of students participating in the class. ***Need training on using the Content Editor (pictured above)? Click Here:***

Part One: Enter Class Information, Continued

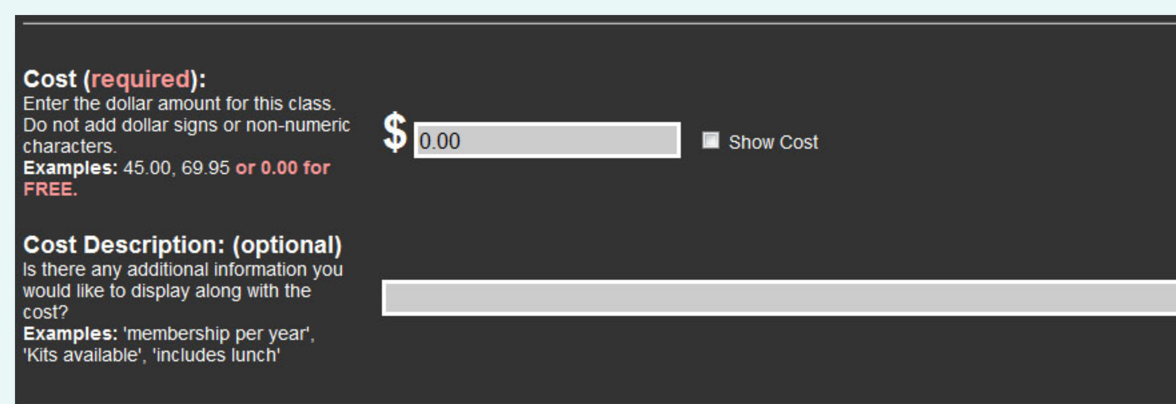
Dates & Times: If you established a Class ID for this Class, enter it in the appropriate field. Set the month, day, year, and time for the Class. If the class will have multiple sessions, click on the link that says Click here to add additional dates. If you plan to offer a new instance of the same class at a future date, click on the link that says Click here to add a new START date.

Calendar Category: If you have set up your Calendar, all of the categories in your calendar will appear in this drop list and you may select the appropriate category for the class to go into (most organizations simply call the category Classes).

Hide Class: This feature allows you to control when the Class will cease to appear on your list of upcoming classes. Enter a number here representing the number of days after the Start Date that you want the Class to cease to appear. **Example 1:** If your Class will be held once only, set the number to zero (0) so that the Class will disappear from the Class list the day after the event. **Example 2:** If your Class will be on the same day (e.g. Thursday) each week for 3 weeks, your Hide Class number should be 14 because you will have two weeks following the Start Date during which the Class will be live.

Cost: If you charge for the Class, you can enter the cost here (leave it at 0.00 if the Class is free). You can check the Show Cost checkbox if you wish to display the cost of the Class (in cases where the Class is Free, you might not wish to display it that way).

Cost Description: If there are additional costs involved in the class (e.g. materials, meals, etc.) or anything that is included in the Cost, you can describe such things here.



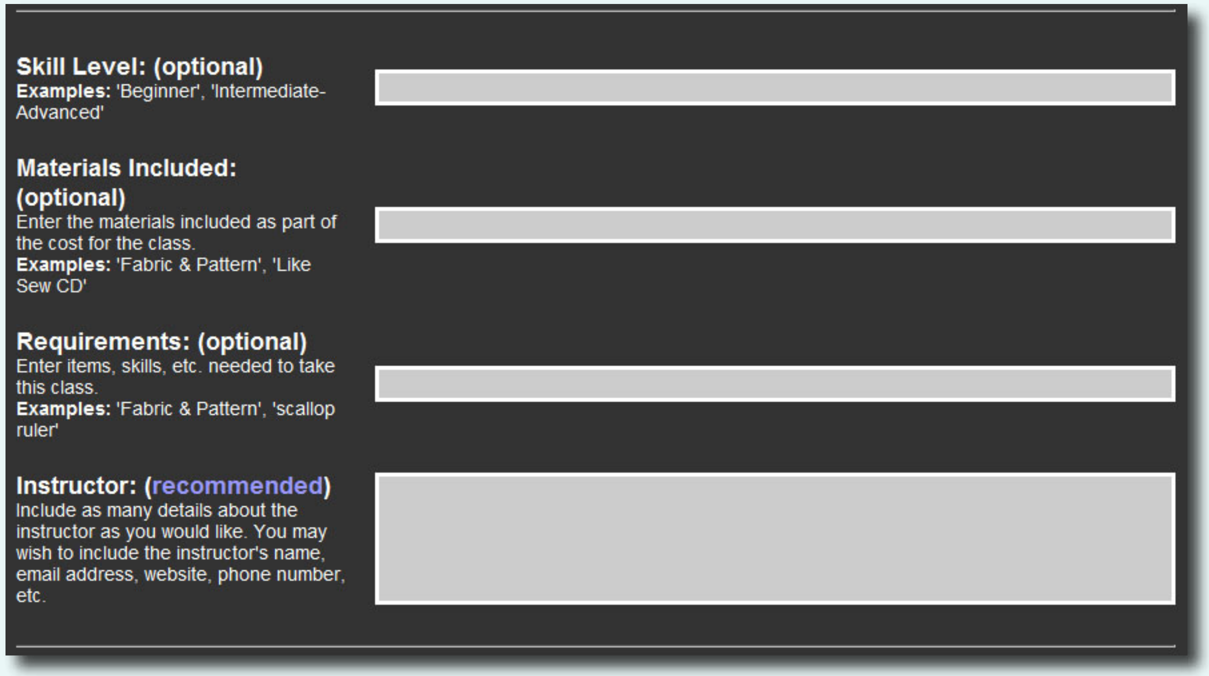
Part One: Enter Class Information, Continued

Skill Level: This space allows you to enter the appropriate experience / skill level participants will need for the Class (e.g. Beginner, Intermediate, Advanced).

Materials Included: If the Class has any materials or essential items that are included, you can list them here.

Requirements: If there is anything the students will need to bring with them (e.g. a glue gun, or lunch) you can list such necessities here.

Instructor: You may enter whatever information about the Class instructor you feel is necessary. Contact information is often a good idea here.



4 Save Class

When you have all of the Class information the way that you want it, click the Save Class button to save it to the system. Your information will appear on the web page as in the example to the right. ***Be sure to allow the system whatever time it needs to complete uploading Class information and data, such as image files in the Long Description. If you click away before this is complete, your Class will not properly save.***

Part Two: Place the Classes Module on a Web Page

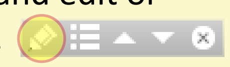
1 Go to the page for your Classes.

Clicking on Preview Site will take you to your Home page, you can then navigate to whatever page you will have for your Classes.

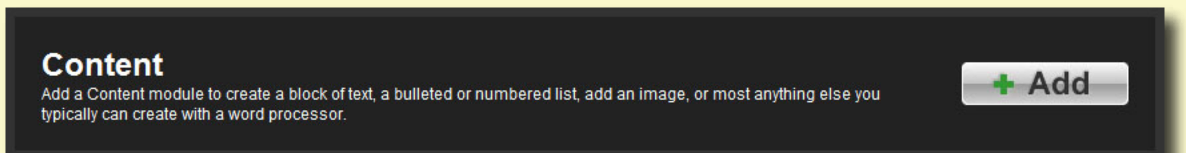
2 Click the Right-Side *Add Content* Link

3 Scroll Down to Classes, Click the Add Button

The Content Module (User Managed)

The Content Module is the one you will use the most because it is the module you use to manually place text, images, tables, links, and other special content on your web pages. Content Modules are stand-alone objects; you create them, place them on a page, and that is their sole location. So unlike most other modules, you cannot go into Manage Modules to add or edit the content of your Content Modules. So once you have created a Content Module, the only way to get in and edit or update it is to click on the Edit button of its Module Toolbar. 

To Create a Content Module, click **Add Content**, find **Content** at the top of the list, and click **Add**.



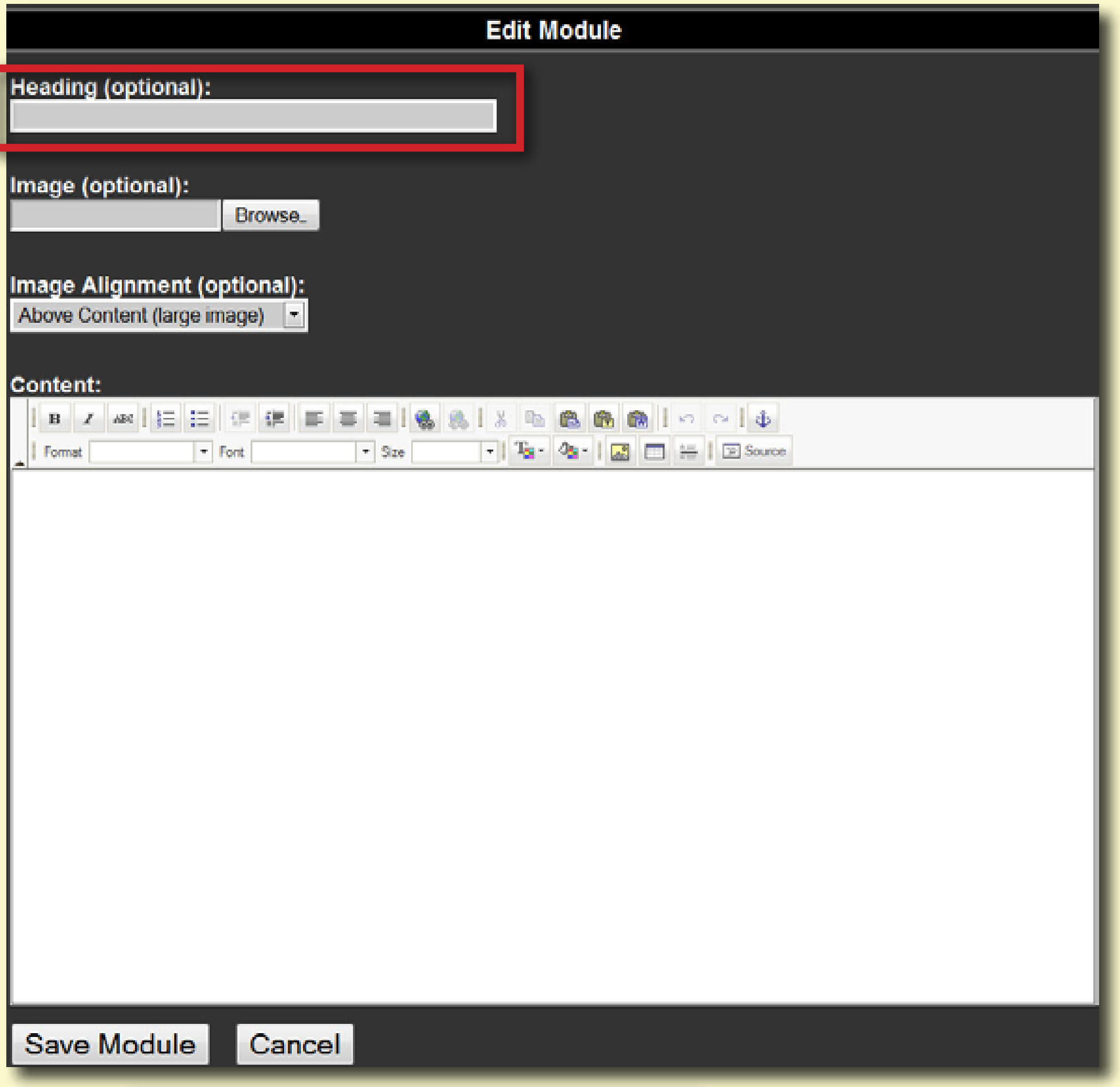
Heads Up! There is currently no Undo feature when deleting Content Modules or Pages in the CMS. If you delete a Content Module it will be completely gone. If you accidentally delete something that you cannot replace or recreate, you can call Support at (877) 909-6699 and we can restore the lost content for you, but it may take several days.

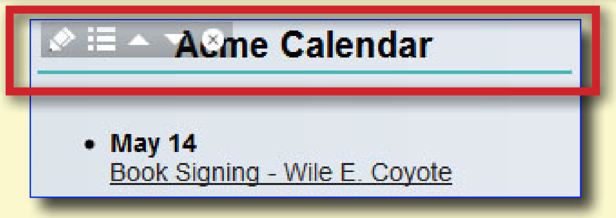
***Content Modules** allow you to place text, images, tables (see above right trio of images), links (see Feather-Touch Landmines), and other special content onto your web pages.*

The Content Module

After you have placed a Content Module on a web page, you will see the Edit Module screen. Here is how you work with the Content Module:

Heading: Headings that you enter in this field will appear on the web page in a large-size, bold typeface that will be centered and will have a colored divider bar between the headline and the rest of the content, as in the example in the lower right.





How To Plan Page Content

When you are initially considering where to place a Content Module onto a web page, you should be thinking about several things. It may be helpful to be looking at any images you plan to put in the Module, so that your mind's eye can more easily grasp the space you will need. Also think about any text you will be entering into the Module, and your ongoing needs for what will be going into the space in the future. It is always better to leave yourself extra room than to end up crowding things onto a page, so plan to place your Modules in areas that will be more than wide enough for the content you plan for the Module. Also remember that the width of your content is the only limit on you; your pages will stretch as far as they need to for your content.

The Content Module

Image: This field allows you to browse your system and quickly load an image. If you need to change the image, you can check the Delete box and Browse for a new one. **Please Note:** ***Once you bring an image in this way, you cannot set it to a specific size, you cannot position it with precision, and you cannot turn it into a link.*** We recommend that you do not use this function unless you know that the pre-set sizing (Small will be 150 pixels wide, Large will fill up the available area for the module) will work for what you want. The better way to bring images onto your pages is by using the **Insert/ Edit Image** function of the **Content Editor** (see **page 41**).

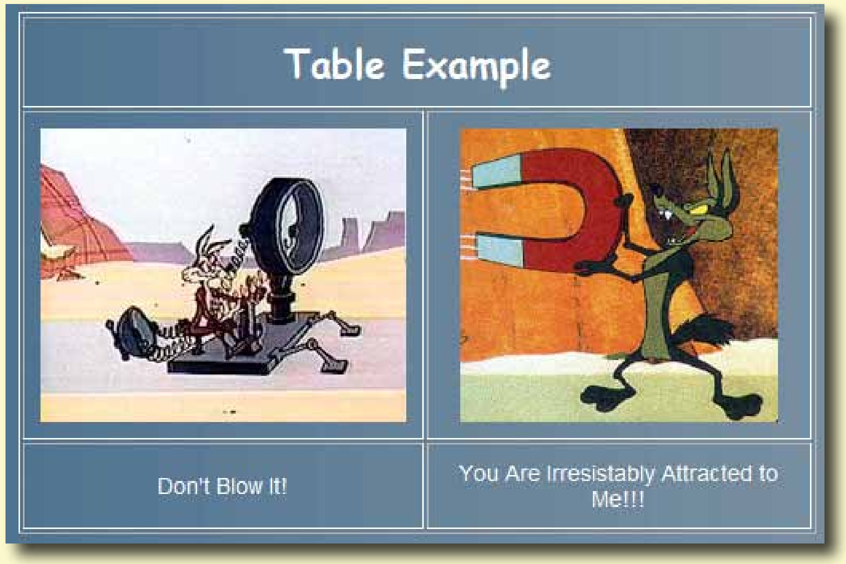
Image Alignment: If you use the Image field (above), you have some limited options on how the image will display. You can have the image Large (it will stretch to fill the available space, so if you're using an area that is larger than the image, this will make the image quality much lower) and either Above or Below the rest of the Module content. You can have the image Small (it will be about 150-pixels in its largest dimension) and either to the Right or Left of the Module content.

Content Editor: See the following pages for full details on using the Content Editor.

Save Module: When you have your content the way you want it, clicking this button will upload your changes to the site. Until you click this button, none of the changes you make will be in place, and if you navigate away from the Edit Content page before saving in this way, you will lose your changes.

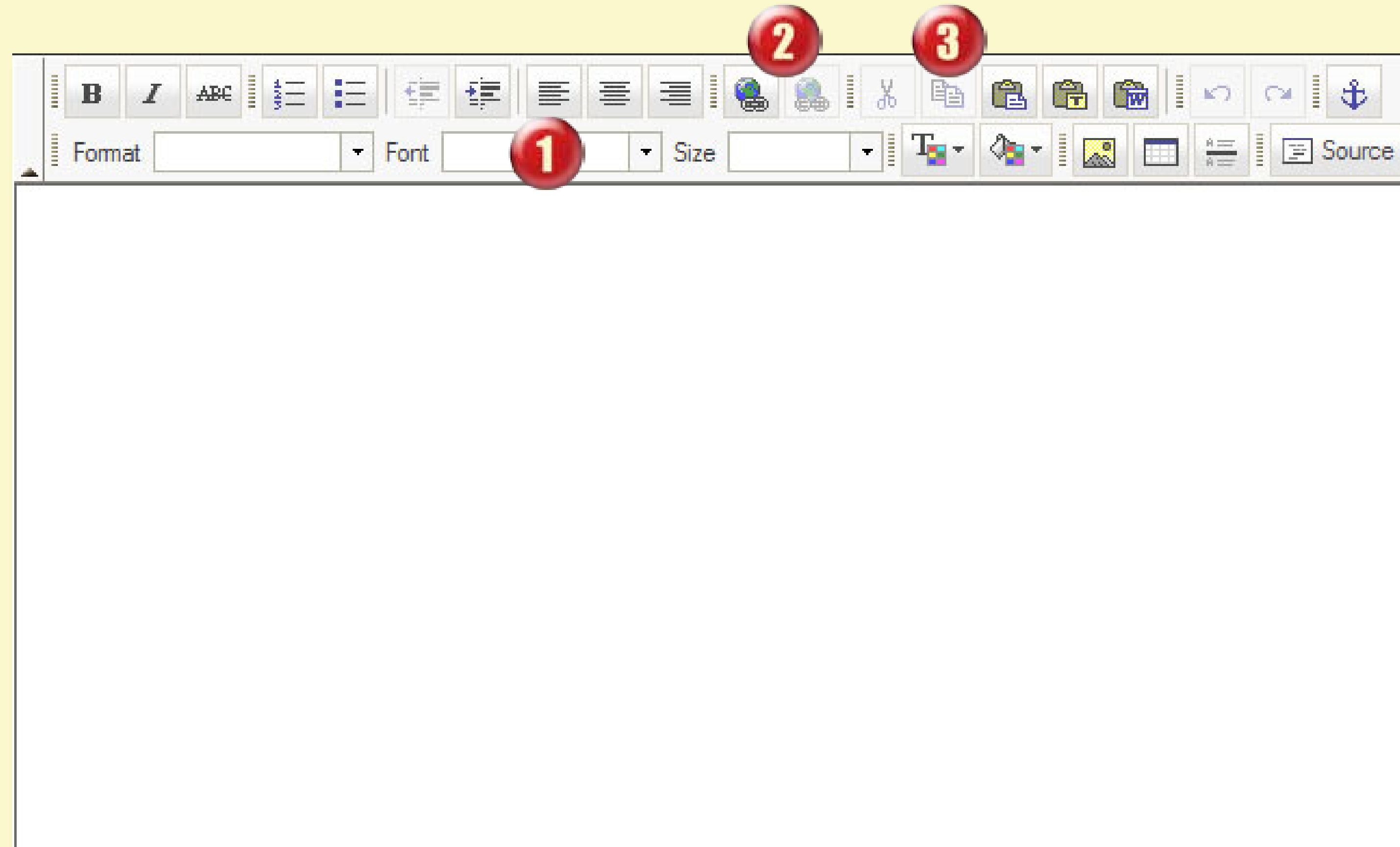
To continue learning how to use the Content Editor, proceed to the next page.

Learn how to work with Text and Images



Learn how to work with Tables

Learn how to work with Links



The Content Editor

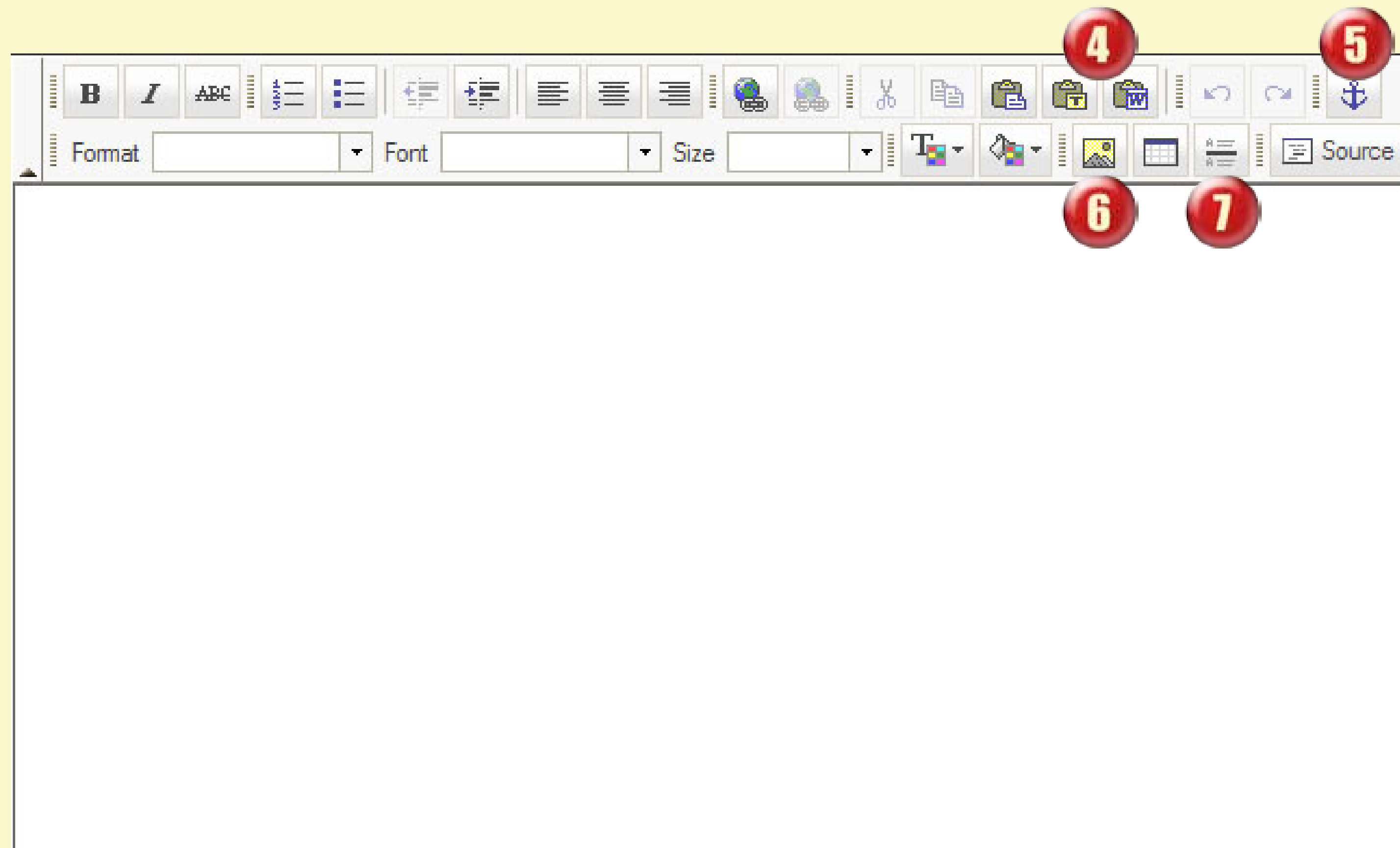
The Content Editor is the main data-input tool used in most CMS Modules and is used to enter rich content that goes beyond text, such as images and graphics, tables, links, and even html code for special plug-in elements. It looks and functions much like a word processor but has some important differences. Functions that might be new to you if you are familiar with word processors are described below.

1 **Font Functions:** The **Format** drop-box allows you to set the style for the font, changing size and things like boldness with a single click. The **Font** drop-box lets you choose between typefaces that are all web-safe (such typefaces will be on every computer that views your website). If you need to use a different typeface, you should turn such text into a graphic using Insert Image (see below). The **Size** drop-box shows you what the different sizes for typefaces look like.

2 **Insert/Edit Link & Remove Link:** Linking is one of the essential operations you will use to make your site accessible and your content active. For training in using this important function, **please view the Tutorial on *Working with Links* on Page 49.**

3 **Cut, Copy and Paste:** For cut, copy and paste functions, the buttons often do not work because for some reason those functions interfere with browser security settings. The most reliable way is to use keyboard commands. For Windows™ users, hold down **Ctrl** and **X** to cut, **Ctrl** and **C** to copy, and **Ctrl** and **V** to paste. Mac™ users should use **Command** instead of Ctrl.

The Content Editor, Continued



4 **Paste as Plain Text / Paste from Word:** When you copy something from a website that is not yours or from a program on your computer, you should use **Paste as Plain Text**. This function will clean out all html code or program content that your website does not need and will paste in only the text. You will lose formatting such as bold/italics, bullet points, and links, so you will need to reformat your content. If you are copying content from MS Word, use the **Paste from Word** function to clean out all of the markup and code that Word uses. When pasting with this function, you will keep your formatting and links.

5 **Anchors:** Anchors are convenient for long pages and serve as links that provide 'jump-points' to major sections of the page. For training in using this function, **please view the Tutorial segment on *Creating Anchor Links* on Page 56.**

6 **Insert/Edit Image:** When you need to put a graphic or a photo into a Module, the Insert Image button is the best place to start. For training in using this important function, **please view the Tutorial on *Working with Text and Images* on Page 43.**

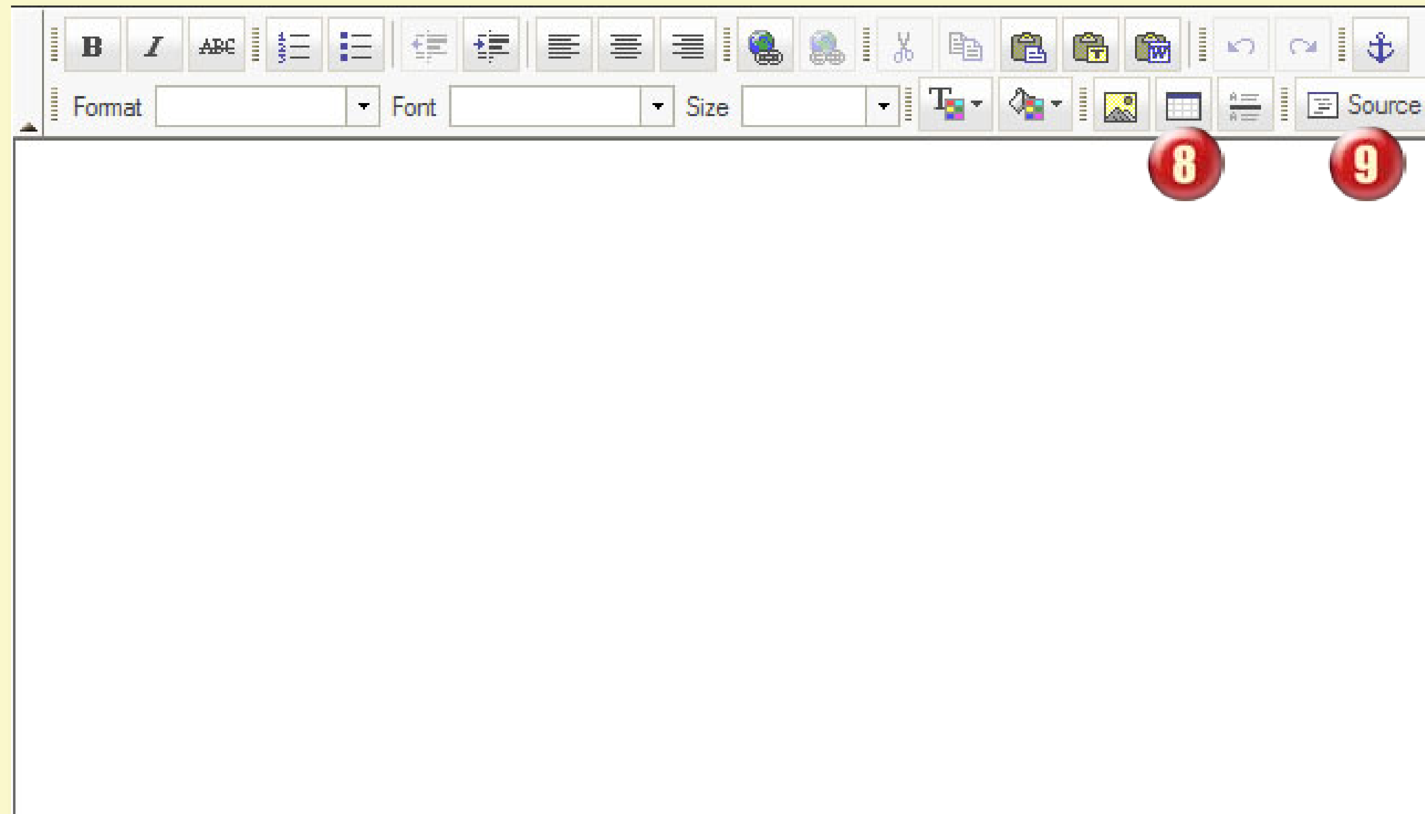
7 **Insert Horizontal Line:** Clicking on this button will insert a line that is slightly shadowed and will go all the way across the area in which you are working. These lines are excellent dividers between major sections. Once such a line is in the work area, if you need to delete it, simply click below it with your mouse and hit backspace until it disappears.

The Content Editor, Continued

8 **Insert Table:** Tables are a powerful way to attractively lay out content such as multiple images and text blocks in columns and rows. For training in using this important function, **please view the Tutorial on *Working with Tables* on Page 46.**

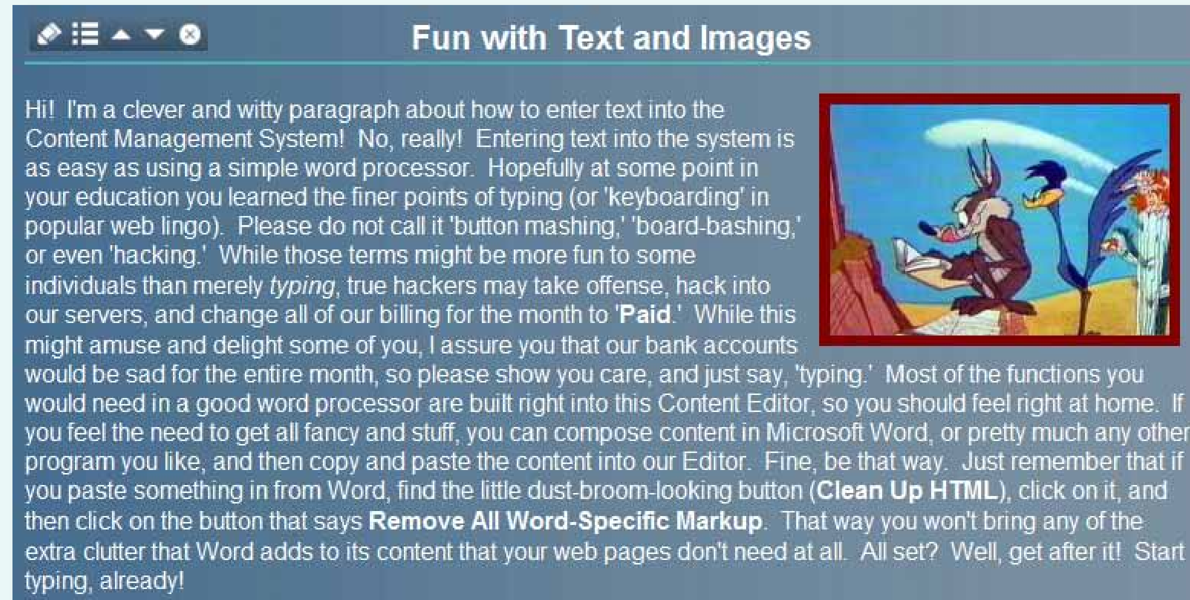
9 **Source:** Source The **Source** view allows you to work directly with the **HTML** tags for formatting content and is the view you will want to use if you have an HTML module of code to plug in. Clicking the Source button toggles between the Normal view and the HTML view.

On the following pages are three very important Tutorials: **Working with Text and Images**, **Working with Tables**, and **Working with Links**. *Learning these topics will help you with the majority of your content creation needs.*



Working with Text and Images

We are going to create a paragraph section of text that wraps around an image, as in the example to the right.



1 Create the Content Module

Find the part of the page where you want the text and image to be and click on the **Add Content** link for the appropriate column. Find the **Content** Module at the top of the list and click **Add**.

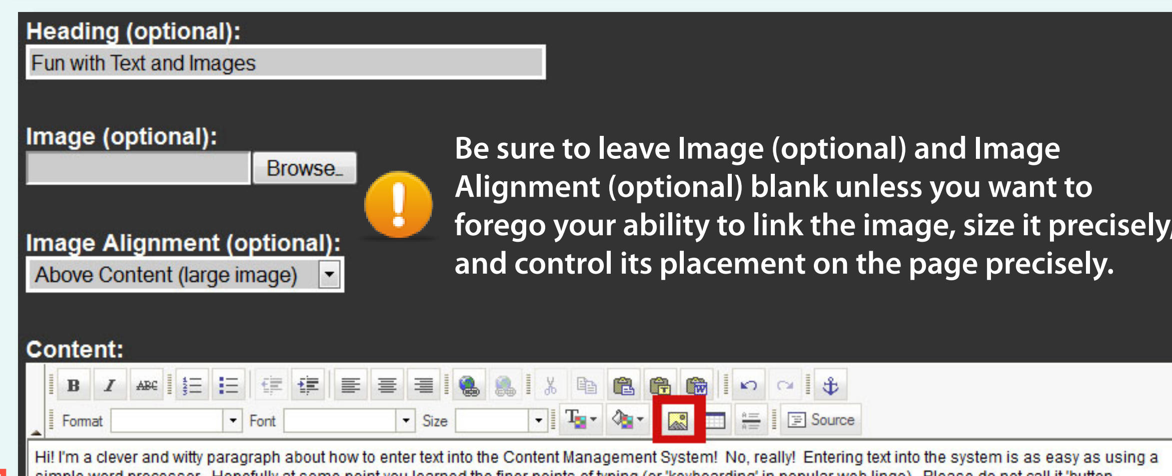
2 Enter a Heading for Your Content

If you are using an image for a heading (something you would want to do if you are using a special font instead of one of those included in the Content Editor's font list) you should leave the Heading field blank.

3 Enter Your Text Into the Content Editor

If you have composed text in another program, please use **Paste as Plain Text** or **Paste from Word**, whichever applies (*Click here to learn more*). Otherwise, compose your text passage in the Editor itself. Remember that you do not have to change the font from your default font (the font that the rest of your website uses for body text) unless you need it to look different.

> ***Heads Up!*** If you compose content in Microsoft Word and paste it into your Content Editor, you should click on the **Paste from Word** button and then you should click on the checkbox for **Remove Style Definitions**. Do your **Ctrl+V** in the window, and then click **OK**. You should do this every time you paste content from Word.



Be sure to leave Image (optional) and Image Alignment (optional) blank unless you want to forego your ability to link the image, size it precisely, and control its placement on the page precisely.

4 Insert the Image

Click on the **Insert/Edit Image** button (lower row of buttons, near the right), click on the **Upload** tab, and then **Browse** your computer for the image you want. After you select the image, click on **Send It To The Server** to finish the upload.

Working with Text and Images

Once you have successfully uploaded the image, the system will pop up a window to let you know it is complete. Click the **OK** button to go back to the Image Properties tab.

Using the Image Info Tab

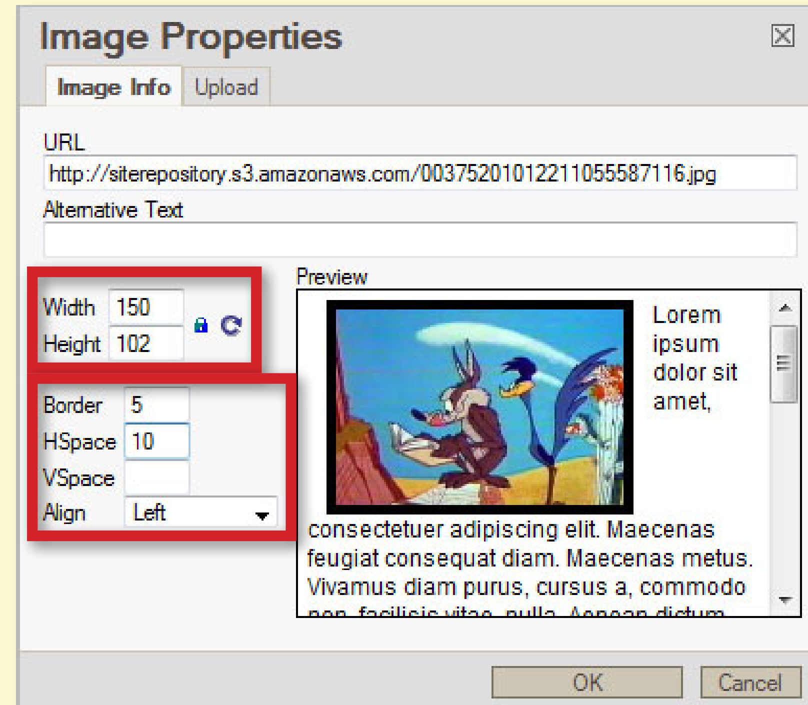
Image Preview

In the **Preview** pane, you will see the image at its actual size. For larger images, it may be difficult to indentify what you are seeing because the image is shown from its upper left corner.

Rule #1 For Images: **1,000 pixels is too big.** If the width or height is 1,000 pixels or higher, the image is too big for your website. To use the image, you need to open it in software such as *Photoshop*, *Paint Shop Pro*, or any image editing software (e.g. programs that might have come with a printer or camera you purchased). You need to resize the image and then save it at the new size. After you have done so, go through the Image upload process described on the previous page and upload the resized image. If you don't have software that can do this, ***click here to learn how to use Picnik.com***.

Changing Width and Height

You can enter new numbers in either the **Width** or **Height** fields to change the size your image will display on the web page. **Don't enlarge an image larger than its original dimensions or it will become fuzzy and pixellated.** Resizing an image this way does not change the image file size, it only changes the way it will appear on the page. To change the image file size, please follow the steps outlined above in Rule #1 for Images.



As you change Width or Height numbers, you will notice that the dimension you are not editing changes automatically to keep the image at the proper scale. If you click on the small **Lock** symbol, you can alter only a single dimension. Drastic changes done this way to a single dimension will make an image look too wide, too cramped, too short or too tall.

Adding a Border to an Image

You can enter a number into the **Border** fields to add a borderline around the image. That line's thickness in pixels will match the number you enter. By default, the border will be black. You can change the border color by clicking on the image in the Content Editor and then clicking on the **Text Color** button.

Contents Glossary

Watch the Video Launch Step-by-Step

Using the Image Info Tab, Continued

Horizontal and Vertical Space

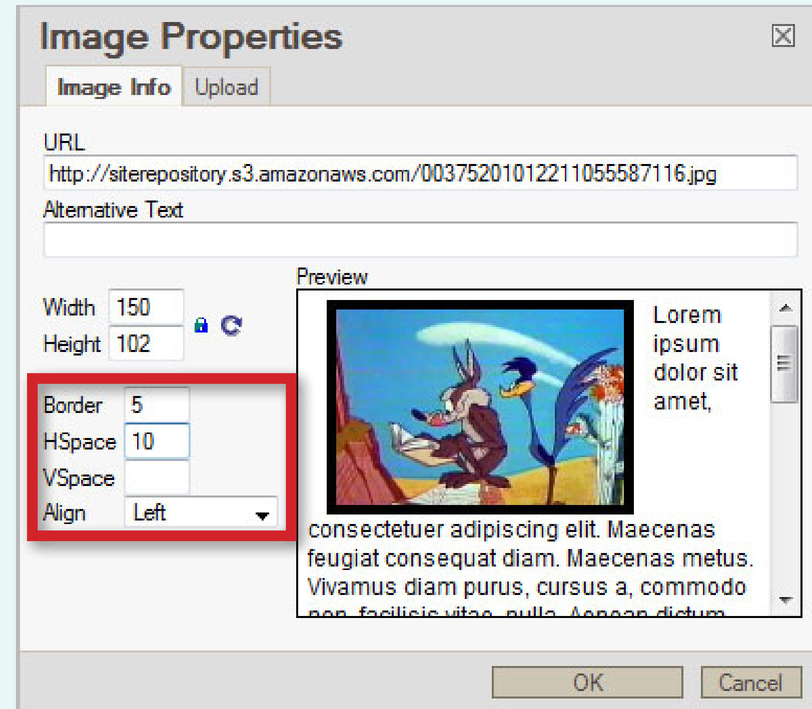
The **HSpace** and **VSpace** fields of the Image Info tab allow you to add empty ‘padding’ either to the sides or above and below the image, respectively. To add the space, enter a number in pixels for the amount of empty space you’ll need (remember the rule of thumb for pixels: 20 pixels equals 1/4-inch, or half a centimeter).

Most often, you will not need to add any vertical space because usually you are given some space beneath the image because of the way the bottom of the image lines up in the middle of a text line. Perhaps 9 times out of 10, you won’t need vertical space at all. We recommend trying out numbers in the appropriate fields and then clicking **OK** to take a look, and then coming back into **Image Properties** if necessary to adjust the space further.

Image Alignment

The **Align** drop-list will let you set how the image aligns to text. Most commonly, you will either be selecting **Left** or **Right** for this area. It is a good idea to try the other choices just to see how things line up.

Rule #2 For Images: **Jpegs are best.** If at all possible, *always* use jpeg images for your website. Jpeg images have a rich color palette (the entire spectrum of 16.7 million colors that are visible to the human eye), high visual quality, and a very small file size. That is a perfect combination for web images. Avoid .gif images if you can; older formats of .gif images (pronounced ‘jiff’) will not work in the system at all. Also avoid .bmp images altogether; they have poor visual quality and the largest file size of any image format.



5 **Set the image properties to your preferences in the Image Info tab.**

Set the **Width** of the image to something small, around 200 pixels is good. Practice working with image borders by adding a number in the **Border** field. Add **HSpace** to give the image some horizontal offset from the text, at least 10 pixels is good. **Align** the image to the **Left** of the text. For all of these options, try different numbers and settings to see what appeals to you.

6 **Click OK when finished, if everything looks good click the Save Module button to place the content on the web page.**

Working with Tables

We are going to create a table with images and text like the one pictured to the right. Please practice with images like those you will be using on your actual site.

1 Create a Content Module

Find the part of the page where you want the table to be and click on the **Add Content** link for the appropriate column. Find the **Content Module** at the top of the list and click **Add**.

2 Enter a Heading for Your Table

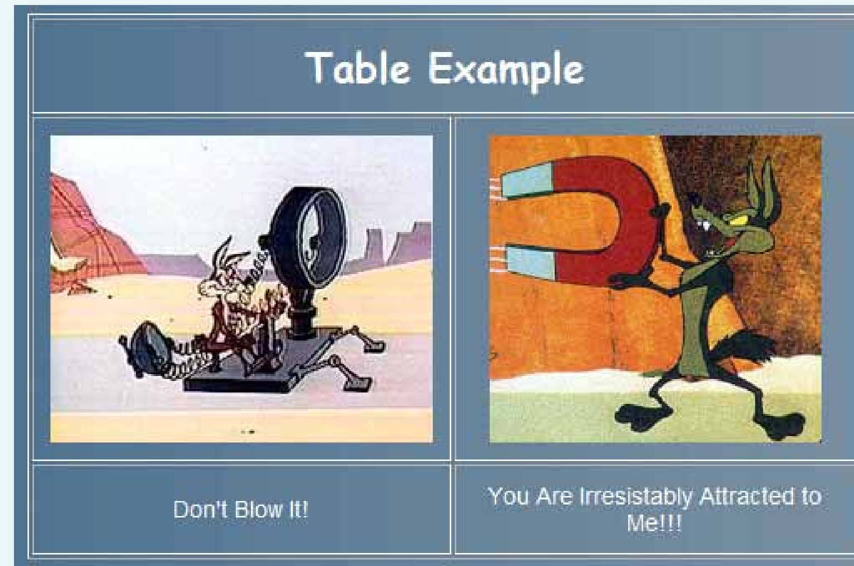
3 Create Your Table

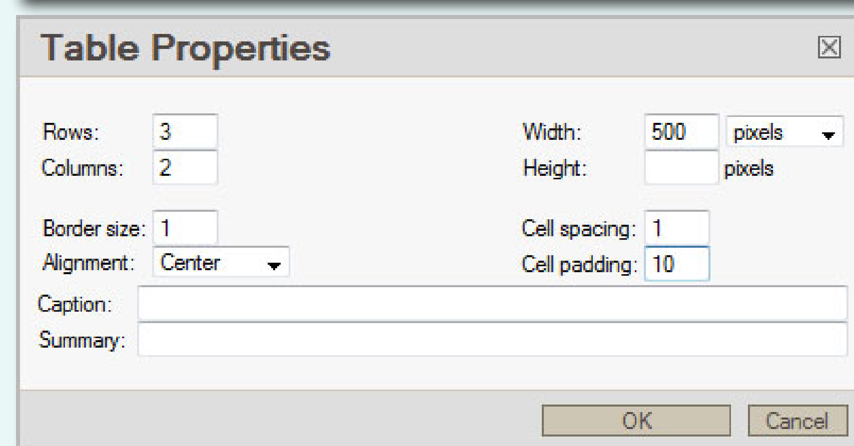
1 Click the Insert/Edit Table Button

2 Configure Your Table Properties

For this example, set **Rows** to 3 and **Columns** to 2. For **Border Size**, it is recommended to set this to 0 for most tables you create, for this example leave it at 1 so you can see what the border lines look like. Set the **Alignment** to **Center** (this is a good standard operating procedure to follow). It is good to have ample room to work with for a new Table, so you should usually set the Width to somewhere between 400 and 600 pixels wide to start. For this example, set the **Width** to 500 pixels. You do not need to set the **Height**; the Table will expand as far as you need to accommodate whatever you put into it.

Cell Spacing is the amount of space in pixels between the cells; leave this number at 1 for this example. **Cell Padding** is the





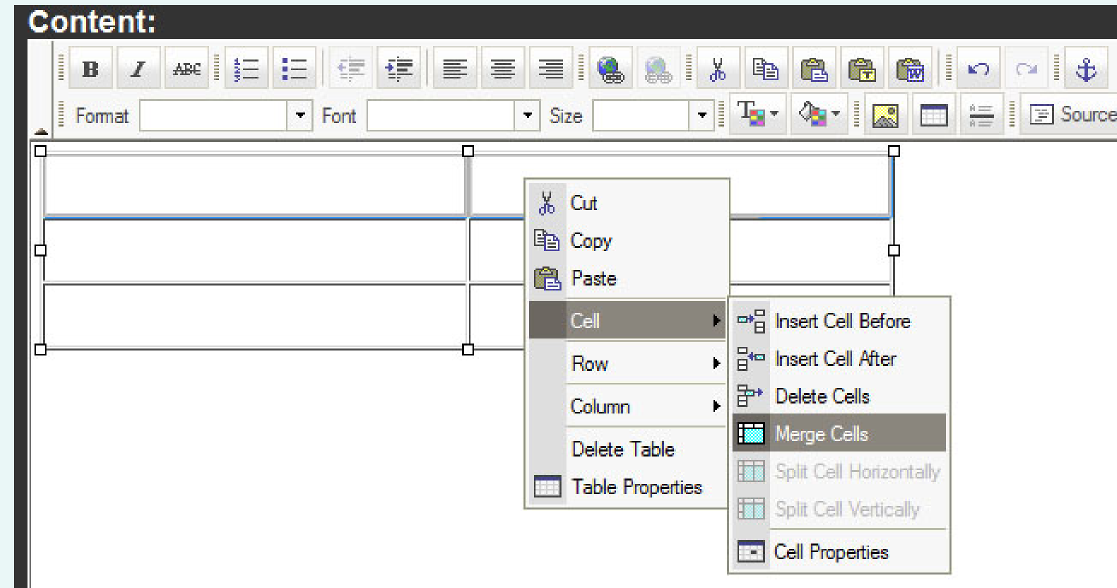
amount of blank space around what is inside the cells; for this example, set the padding to 10 pixels. If you put text into the **Caption** field, it will appear on the page just above the Table; this is usually used for descriptive text for large tables. The **Summary** field is just a note to yourself, often used in Tables that you change frequently to keep track of what you've done. Click the **OK** button when finished.

Working with Tables, Continued

3 Merge the Two Cells in the Top Row

In this example we want to join the top two cells horizontally into one cell that goes all the way across the Table so that we can put a heading in there. To do so, click and hold your mouse in the upper left cell and continue holding the button down as you drag across to the upper right cell. You will see both cells highlighted in blue.

Right-click (or Ctrl-click if you use a Mac) to bring up the pop-up context menu and scroll down to **Cell**. A flyout menu will pop up, move over to **Merge Cells** and click on it. The two cells will join.

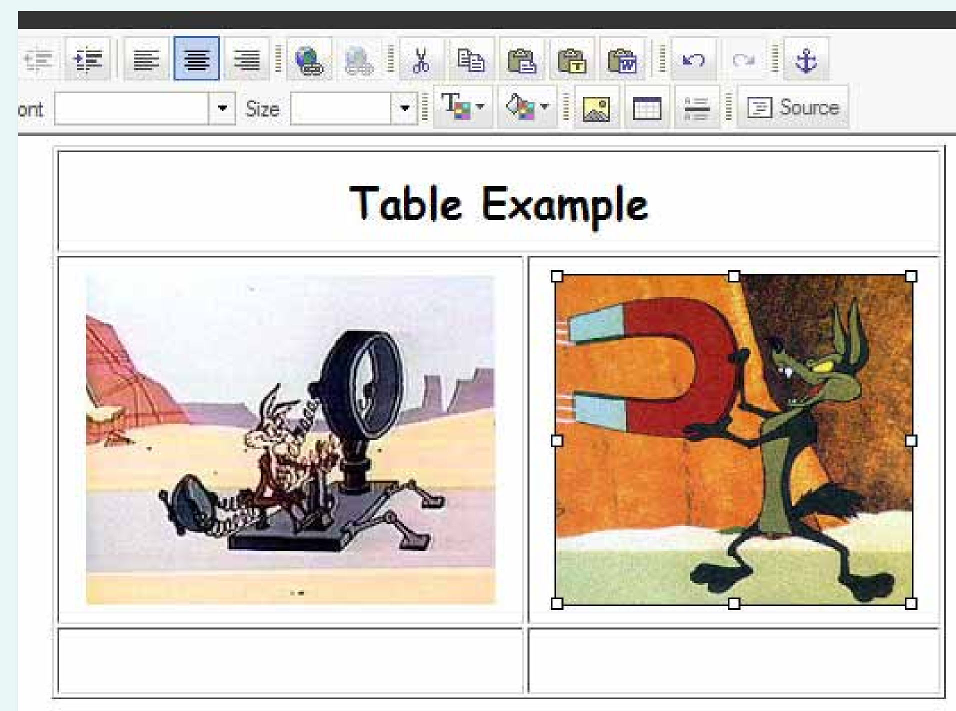


4 Enter a Text Heading in the Top Row

Click in the top row and enter text for your heading. Feel free to experiment with the **Format** drop-list for text styles, **Fonts**, **Sizes**, and **Text Color**. It is recommended that you center text using the **Center Justify** button when making a heading or title.

5 Upload Images into the Second Row

Beginning with the left-side cell in the second row, click inside the cell and then click the **Center Justify** button. Click on the **Insert/Edit Image** button to begin uploading your image. Click the **Upload** tab, then click the **Browse** button to search your computer for a jpeg image that is fairly small (around 200 - 250 pixels wide). To finish the upload process, click the **Send It to the Server** button. Change the **Width** of the image to 220 pixels and click the **OK** button. Repeat the process for the right-side cell of the second row. ***Click here to learn how to size images.***



Working with Tables, Continued

Don't be alarmed if you see one side of the Table shrink drastically when you add something to the other side. The Table will even itself out when you add something to the shrunken side as long as what you are adding is roughly the same size as the first image. Sometimes the shrunken column can get extremely narrow. You can still work with it, just be sure to carefully click your mouse within the border of the cell and as you enter content it will widen for you.

6 Enter Text Captions Under the Images in the Bottom Row

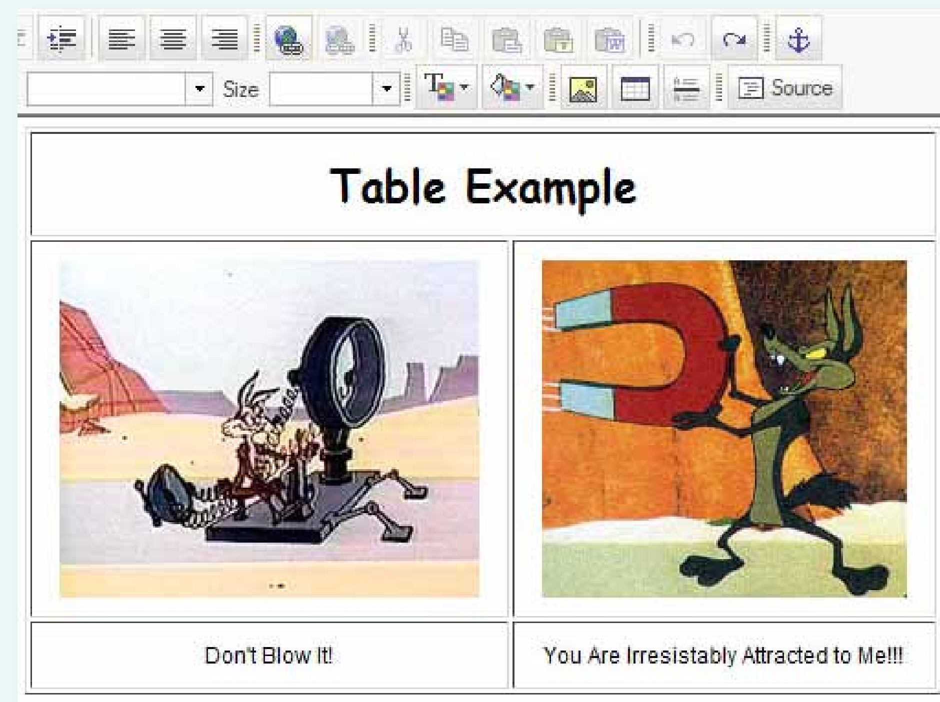
Click in the bottom left cell and then click the **Center Justify** button. It is recommended for good form to Center headings and captions and to Left Justify body text. Enter and format your caption text as you like. Repeat the process for the bottom right cell.

7 Save and Finish

If your Table looks good to you, click the **Save Module** button to load your new Table onto the web page.

4 Adjust the Table as Needed

It's a good idea with Tables like this on your website to change out the images and text at least every month or so to keep your content fresh.

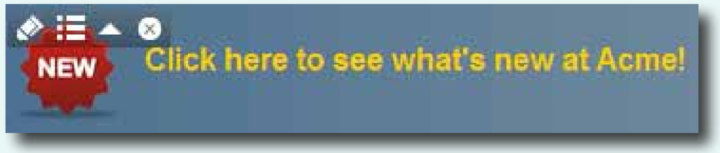


Working with Links

Links are one of the most important elements for your website: you should link abundantly on your site to make it more accessible and user-friendly for your visitors. In this Tutorial we will practice the five major types of linking: **1)** Linking to a page on your site, **2)** Linking to a page off of your site, **3)** Linking to a file, **4)** Linking in your Navigation to a page in your online store, and **5)** Working with Anchor links.

1 Create a Link to a Page on Your Website

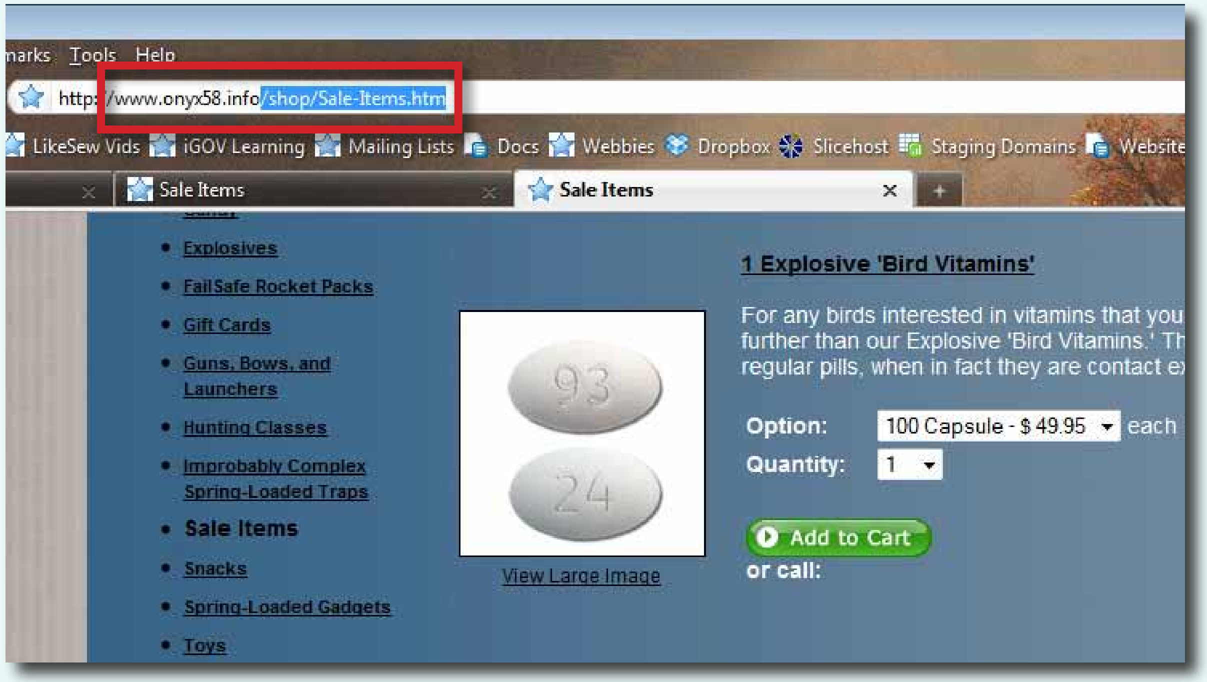
Before you can create your link, you must find or enter an image and some text that will become the link your visitors will click on to go to the target destination. In this Tutorial segment we will use a small image and a small text phrase as our links.



1 Go to the Destination Page for Your Link

2 Copy the Web Page Address for the Destination Page

Look in the **address bar** (the larger bar at the top of your browser) and where you see **http://** is where you will copy the address from. If your website is live, highlight everything in the address (you can do so with a single click) and **Copy** it (Ctrl+C for Windows, Command+C for Mac). If you are on one of the temporary staging domains (e.g. onyx58.info) you cannot copy everything or the link will not work when your site goes live. All you need to copy is everything that is after your www.onyx.info, beginning with the slash (/) and all the way to the end of the address, as in the example to the right.



Tutorial: Working With Links

Creating a Link to a Page on Your Website, Continued

3 Go to the Page for Your Link

4 Create the Link(s)

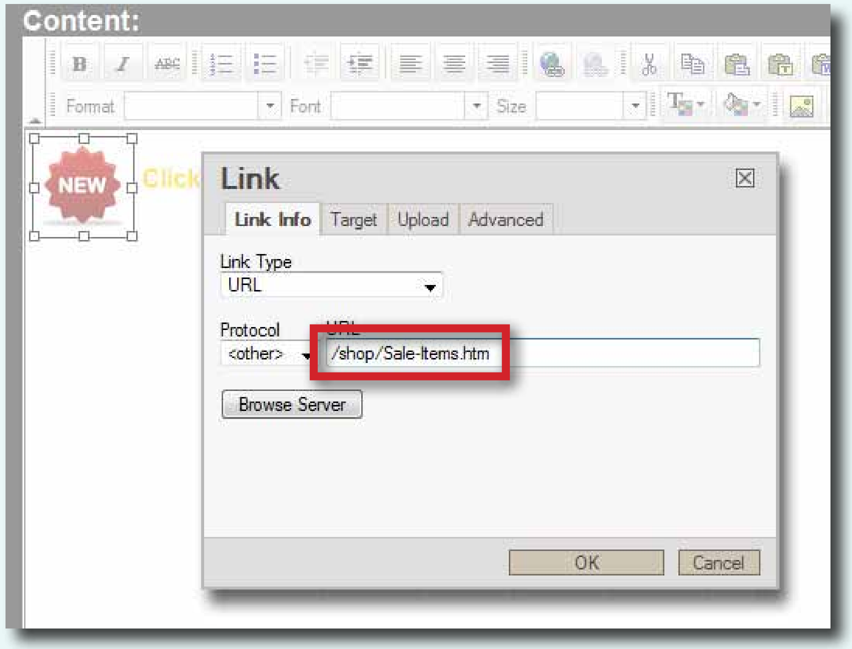
To create the Links, click on the **Edit** button ( ) for the module that contains the image and/or text that you will turn into Links. Start with the image: **1)** Click on the image to select it, **2)** Click on the **Insert/Edit Link** button, **3)** Paste the destination web page address you copied in Step 2 into the **URL** field (Ctrl+V for Windows, Command+V for Mac), **4)** Click **OK**. Repeat the process for the text, **5)** Click the **Save Module** button when finished.

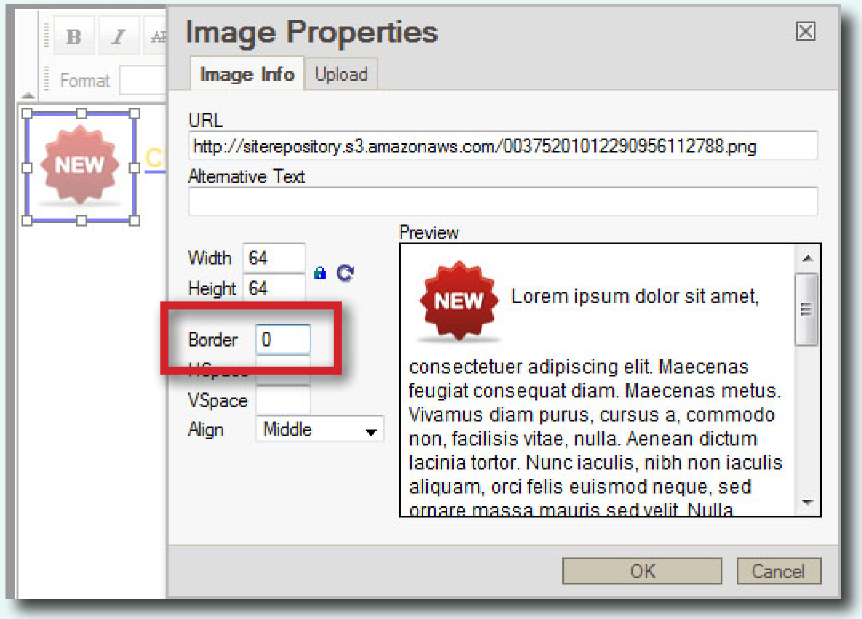
Rule for Text Links: When selecting text to create a Link, make sure that your selection does not begin or end with a space. When the Link is complete, it will be underlined and if you have a space on either end of the text the underline will be hanging off on that side and will look bad to your visitors.

5 Test the Link(s)

Click on each Link you just created and make sure they work.

Note: When you link text, you will lose special formatting, so you may need to reformat text color, size, etc. When you link an image, it will be outlined in blue. If you wish to remove the outline, 1) Click to select the image, 2) Either click on the **Insert/Edit Image** button or right-click the image to go to **Image Properties**, 3) Enter 0 in the **Border** field, 4) Click the **OK** button.





2 Create a Link to a Page Off of Your Website

Before you can create your link, you must find or enter an image and some text that will become the link your visitors will click on to go to the target destination. In this Tutorial segment we will use a small image and a small text phrase as our links.

1 Go to the Destination Page for Your Link

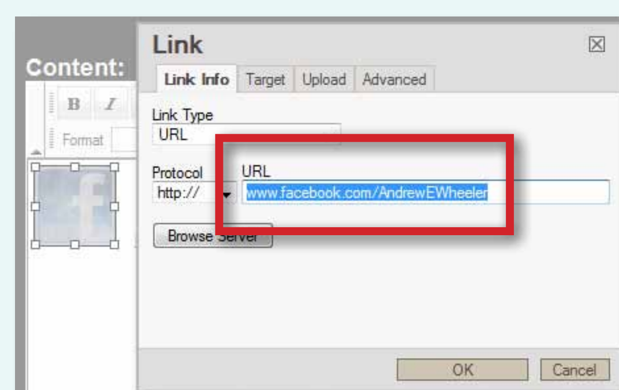
2 Copy the Web Page Address for the Destination Page

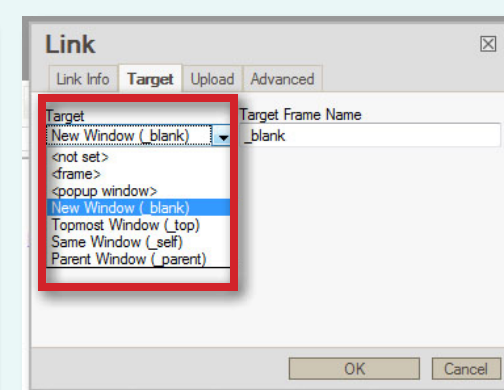
Look in the **address bar** (the larger bar at the top of your browser) and where you see http:// is where you will copy the address from. Highlight everything in the address (you can do so with a single click) and **Copy** it (Ctrl+C for Windows, Command+C for Mac), as in the example to the right.

3 Go to the Page for Your Link(s)

4 Create the Link(s)

To create the Links, click on the **Edit** button ( ) for the module that contains the image and/or text that you will turn into Links. Start with the image: **1)** Click on the image to select it, **2)** Click on the **Insert/Edit Link** button, **3) Paste** the destination address you copied into the **URL** field (Ctrl+V for Windows, Command+V for Mac), **4)** Since you are linking to a page off of your site, you will want that page to load in a new window so your visitors do not permanently leave you. Click on the **Target** tab, click the **Target Drop-List**, and select **New Window**, **5)** Click the **OK** button. Repeat the process for the text, but be sure to drag and highlight all of the text when you create your Link. **6)** Click the **Save Module** button when finished.





5 Test the Link(s)

Click on each Link you just created and make sure they work.

Create a Link to a File

Before you can create your link, you must find or enter an image and some text that will become the link your visitors will click on to go to the target destination. In this Tutorial segment we will use a short text phrase as our link.

1. **Click on Repository in the Admin Toolbar**

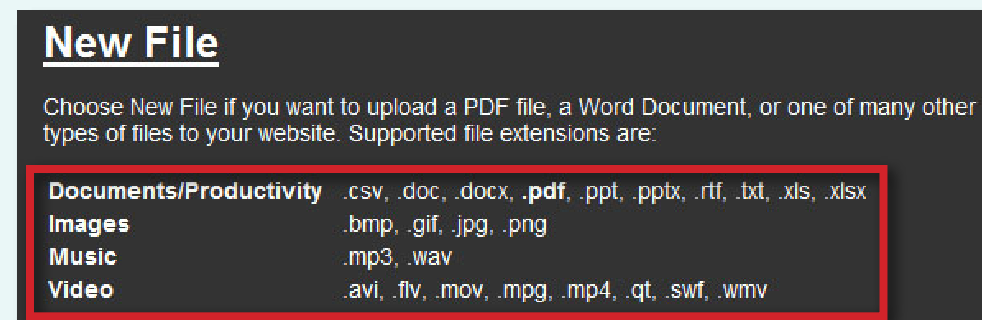
2. **Upload the File**

   Click on **+New Page > New File**, and in the **File Title** field, enter the name for the file. Click the **Browse** button and search your computer for the file. Once you've selected the file, click the **Save** button. While the file is uploading do not navigate away in your browser or you will interrupt the upload and have to start over again from the beginning.

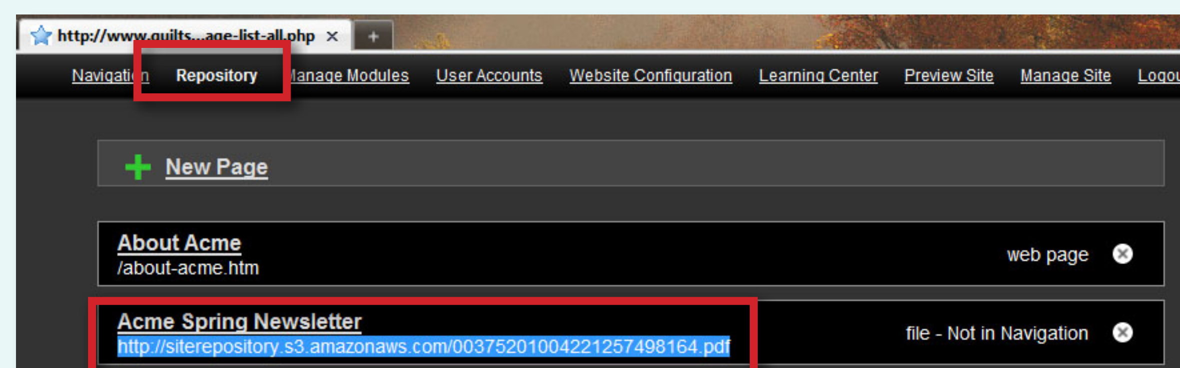
3. **Copy the Web Address for the File**

   In the Admin Toolbar, click on **Repository** and scroll down until you see the file you just uploaded. Beneath the file's title you will see a full web address. Highlight everything in the address (you can do so with a triple click) and copy it (Ctrl+C for Windows, Command+C for Mac), as in the example to the right.

4. **Go to the Page for Your Link**



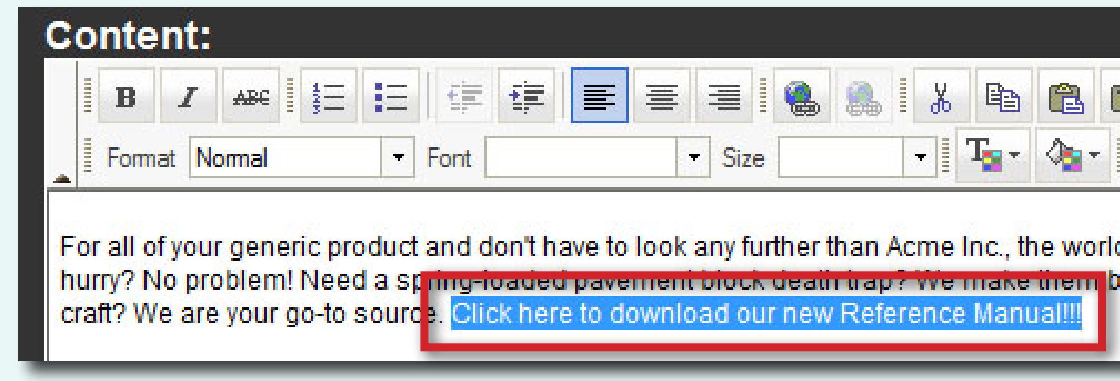
Types of files you can upload into your website Repository.

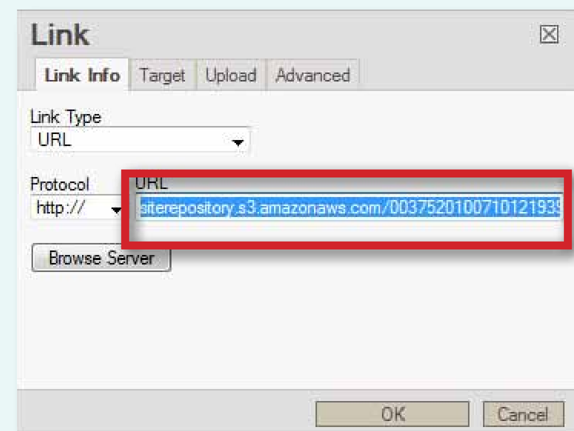


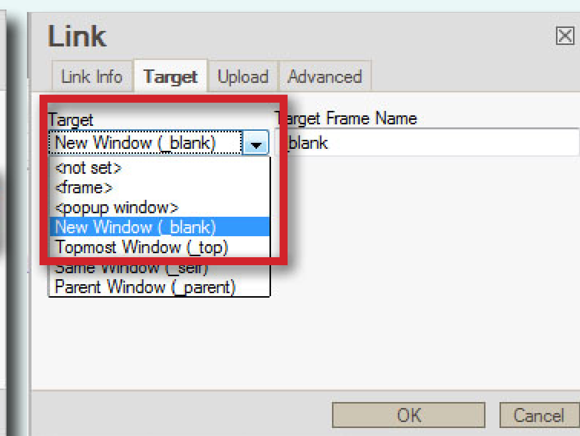
Creating a Link to a File, Continued

5 Create the Link(s)

To create the Link, click on the **Edit** button ( ) for the module that contains the text that you will turn into a Link. **1)** Highlight the text that will become the Link. Be sure to drag and highlight all of the text without any spaces to either side when you create your Link, **2)** Click on the **Insert/Edit Link** button, **3)** Paste the destination address you copied into the **URL** field (Ctrl+V for Windows, Command+V for Mac), **4)** Since you are linking to a file, you will want it to load in a new window so your visitors do not permanently leave you. Click on the **Target** tab, click the **Target Drop-List**, and select **New Window**, **5)** Click the **OK** button. **6)** Click the **Save Module** button when finished.







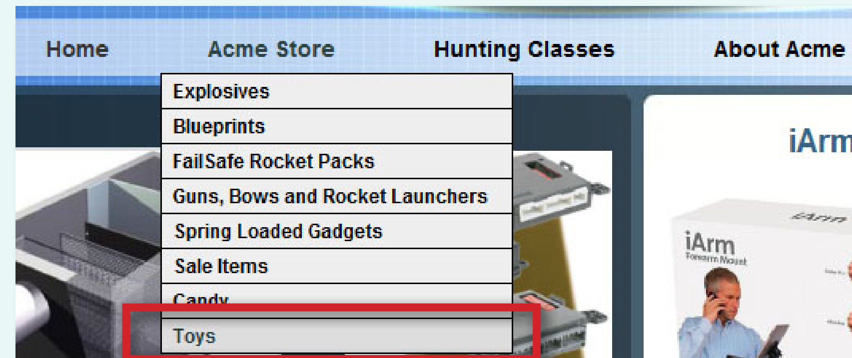
6 Test the Link(s)

Click on the Link you just created and make sure it works.

What's Up With Amazon?
You may have noticed in links to anything in your Repository that the link contains a reference to Amazon, the huge online retailer. The reason you see that is because our website system uses the same Site Repository system Amazon uses to keep its information safe. The Repository information (all information for your website) is stored in three separate geographical locations across the U.S. and the system has the highest security and the best server hardware available in order to keep things running smoothly and safely.

4 Create a Drop-List Navigation Link to a Product Category in Your Online Store

The purpose of your Navigation is to offer pathways for your visitors to get to whatever they want to see on your website, so it is a good idea to give them some shortcuts when you can. This type of linking offers your visitors the opportunity to jump straight into whatever Category of Products in your online store they'd like with a single click instead of having to click into your online store and search from there. It may seem redundant to you, but in this case redundancy is good because it offers your visitors multiple paths to their destinations.



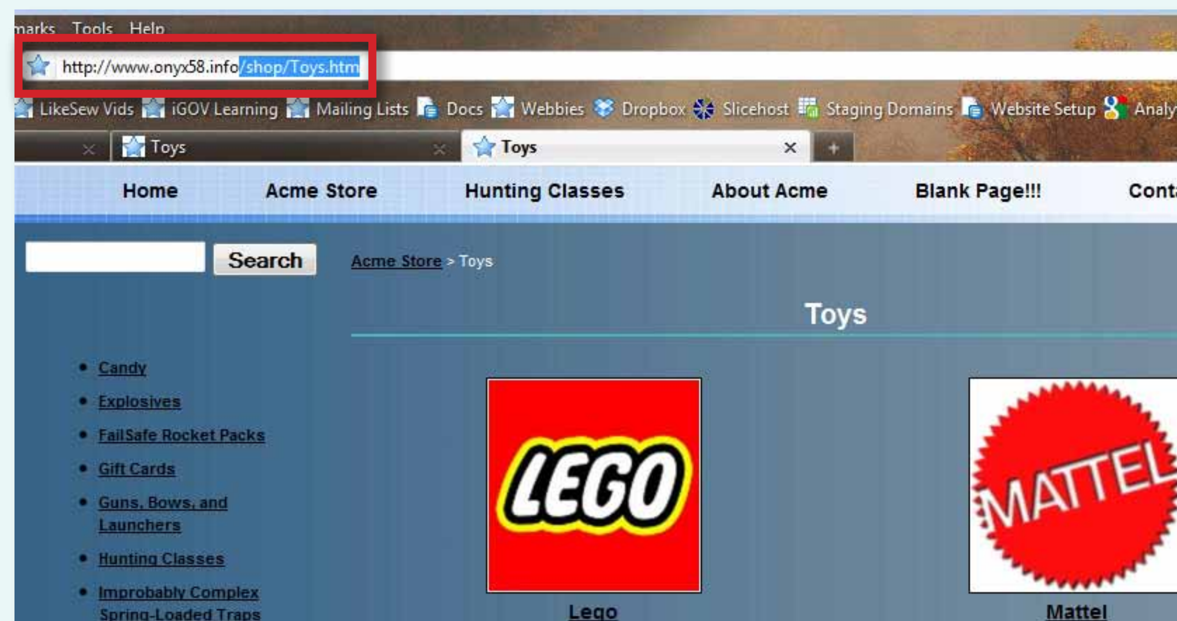
In this Tutorial segment we will create Navigation Drop-List link like this one.

1 Go to the Destination Page for Your Link

In this Tutorial segment, we will be linking to the Toys category in our online store. **1)** Click **Preview Site** (if you're not already viewing your web page previews), **2)** Click on the link in your Navigation for your Online Store, **3)** Click on either the image or the text link for the Category you are linking to. Of course, before you can link in this way, you need to have already set up Categories and Products in your Products Module. *If you haven't already done this, click here to learn how.*

2 Copy the Web Page Address for the Destination Page

Look in the **address bar** (the larger bar at the top of your browser) and where you see http:// is where you will copy the address from. If your website is live, highlight everything in the address (you can do so with a single click) and copy it (Ctrl+C for Windows, Command+C for Mac). If you are on one of the temporary staging domains (e.g. onyx58.info) you cannot copy

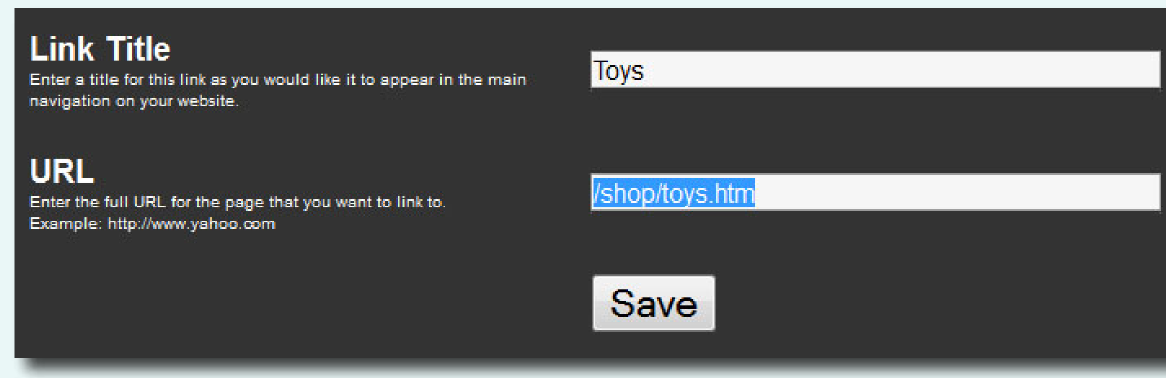


everything or the link will not work when your site goes live. All you need to copy is everything that is after your www.onyx.info, beginning with the slash (/) and all the way to the end of the address, as in the example above.

Create a Drop-List Navigation Link to a Product Category in Your Online Store, Continued

3 Create the Link in Your Navigation

To create the Link, **1)** Click on **Navigation** in your Admin Toolbar, **2)** Click on **+New Page**, **3)** Click on **Link to Existing Web Page**, **4)** In the **Link Title** field, enter the name of the Category of products you are linking to (e.g. Toys), **5)** In the **URL** field, paste the destination address you copied (Ctrl+V for Windows, Command+V for Mac), **6)** Click **Save**.



4 Test the Link

Move your mouse over your Online Store link in your main Navigation and you'll see the Category appear in the drop-list. Click on the Link you just created and make sure it works.

5 Create Anchor Links on a Long Web Page

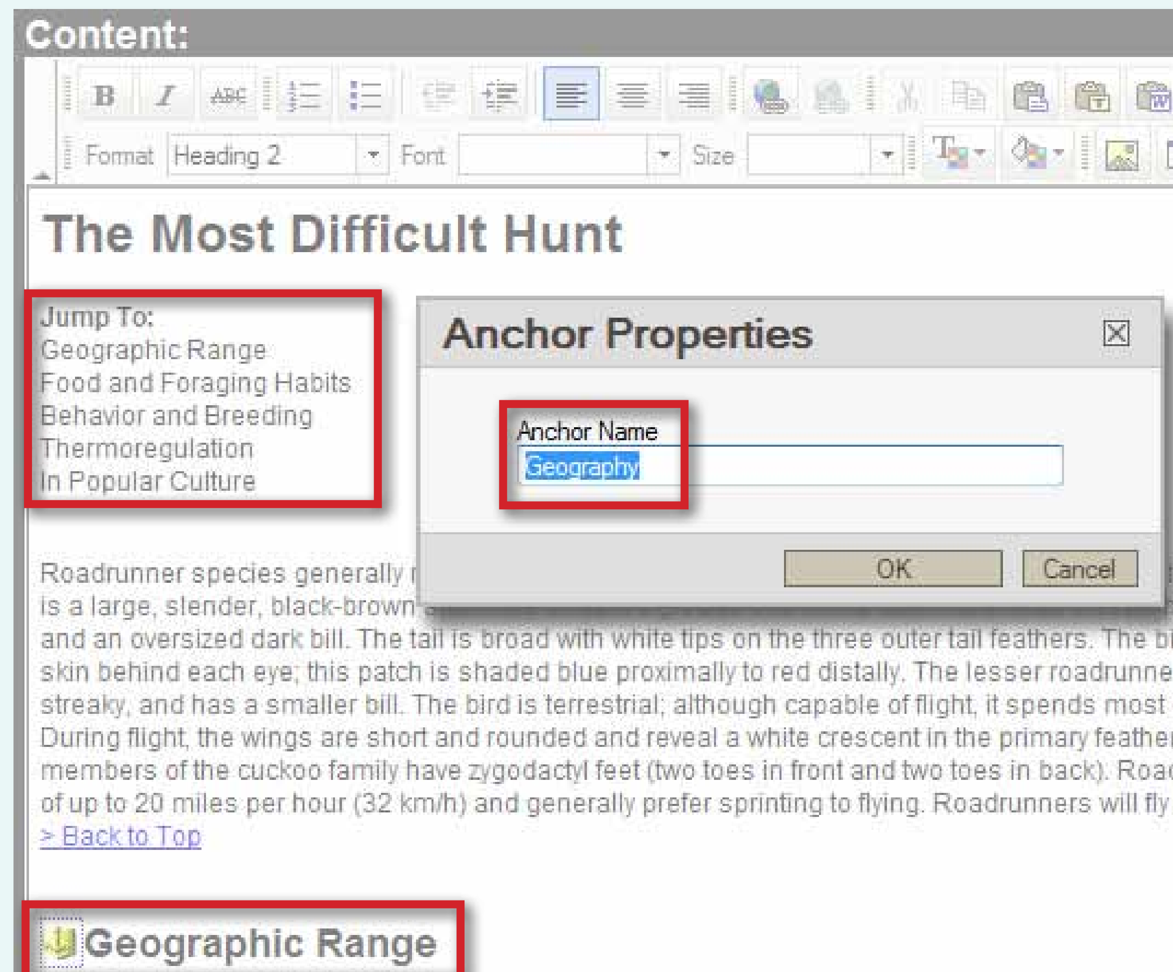
An **Anchor Link** is a special type of link that lets you jump far down a long web page (such as a blog) to the section of the page you are interested in. This is an easy form of linking that can be very useful for your visitors if you have long pages on your website. **Note:** You cannot create Anchor Links that will take a visitor to a different page. They must be created to link to part of the same page the link is on.

1 Create Your List of Links

Anchor Links can be made with images in the normal way, but in this Tutorial we will create the most common type of Anchor Links using short text phrases only. **1)** While previewing your site, click on the **Edit** button ( ) for the Content Module that contains the long content, **2)** It is best to place your Anchor Links at the top of the page; enter the **Title** for each section you wish to create Anchor Links for in a single-column list format.

2 Create Your Anchor Points

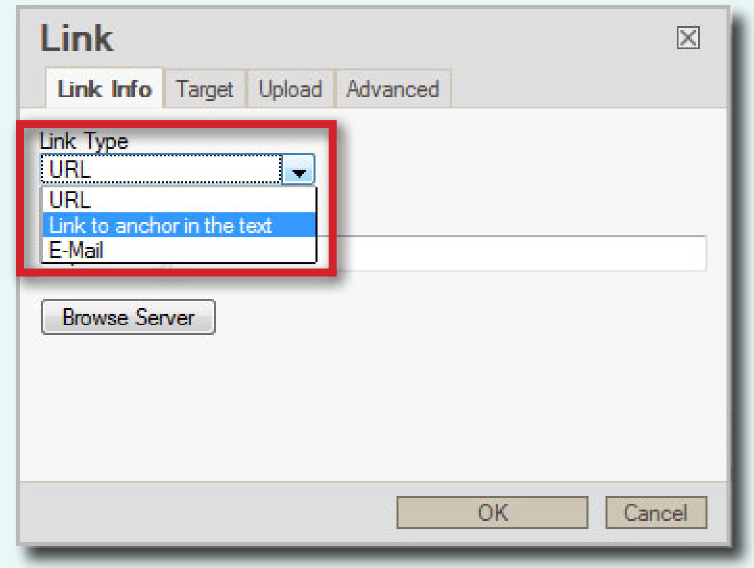
Anchor Points are markers the Content Management System uses to jump to different parts of the page. **1)** Scroll down the page to the heading for the first section in the list you created, **2)** In the Content Editor, click your mouse at the beginning of the text for the heading, your cursor will be flashing at the beginning of the line, **3)** Click on the **Insert/Edit Anchor** button, **4)** In the **Anchor Name** field, enter a simple name for the Anchor Point with no spaces (e.g. ArticleOne), **5)** Click the **OK** button. You will see a small yellow Anchor Point icon appear at the beginning of the heading text line, **6)** Repeat this process for each Title heading you are linking.



Create Anchor Links on a Long Web Page, Continued

3 Create the Links in Title List You Made

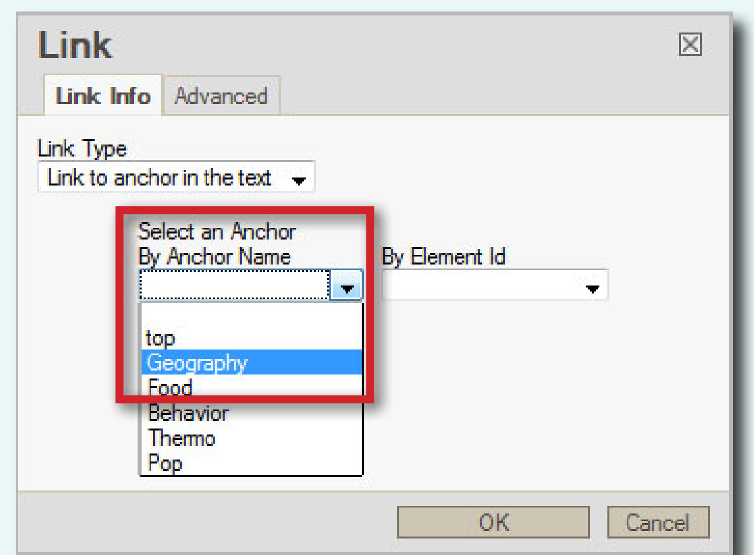
To create the Links, **1)** Scroll to the top of the content and highlight the text for the first Title in the list you created, **2)** Click the Insert/Edit Link button, **3)** Click the Link Type drop-list and select Link to Anchor in the Text, **4)** Click the drop-list for Select an Anchor By Anchor Name and you will see a list of all Anchor Points you've created, click on the one for the top item in the Title list you created, **5)** Click **OK**, **6)** Repeat the process for all Titles in your list, **7)** Click the **Save Module** button when you are finished.



4 Test the Links

Click each Anchor Link you created and make sure it jumps to the correct part of the page.

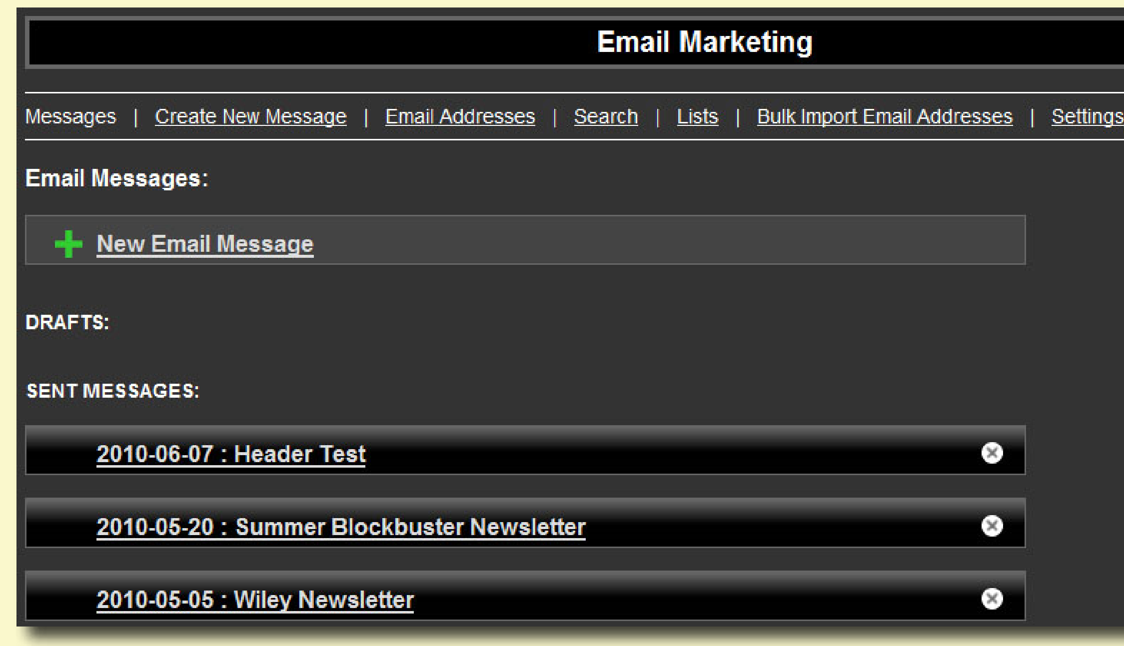
Note: It is a good idea to create an Anchor Point at the top of the page and then after each section have a link to it that says Back to Top.



The E-mail Marketing Module (Utility)

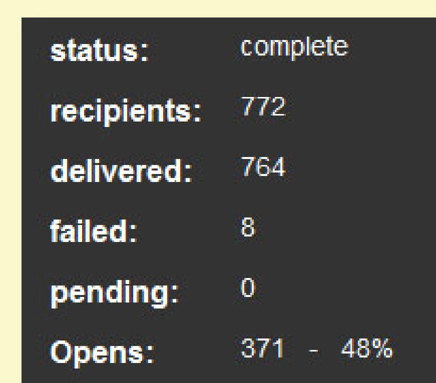
The **E-mail Marketing Module** is your hub for all of your mailing activity. Whether you're sending out your latest newsletter or getting a new online promotion to your client list, the E-mail Marketing Module is where you'll go to actually send out such messages.

To go to the E-mail Marketing Module, click on Manage Modules in the Admin Toolbar, and then click on E-mail Marketing. Once there, you will see a list of all **Messages** you have sent through the system to date, if any. They are listed chronologically and if there are any you need to remove, each entry has a **Delete** button. **Note:** As with all deletions in the system, be sure that you look at the message you are deleting to make sure you have it saved somewhere on your computer. Clicking on a message will show you the statistics for its delivery, as illustrated in the image in the lower right.



Also, if you have saved any **Drafts** for messages you plan to send out later, those will be listed as well.

You can manage your **E-Mail Addresses** by clicking on that link, you can also search for a specific address by clicking the **Search** link. The **Lists** function allows you to create and manage different e-mail lists. If you wish to add a large number of E-mail addresses, click on **Bulk Import E-mail Addresses**, paste the addresses into the window, check the box for the List you wish to add them to, and click the **Import** button. The **Settings** area allows you to specify the e-mail address, Subject, and Message content you want for the **Autoresponder E-mail** that gets sent to anyone who signs up to join your mailing list through your website. Your Settings should be configured for you when your site goes live by one of our Deployment team members.



Sending an E-mail Marketing Message

1. To create an E-mail Marketing Message, click on **Manage Modules** in the Admin Toolbar, click on **E-mail Marketing**, then click on either **New Message**, or **Create New Message**.

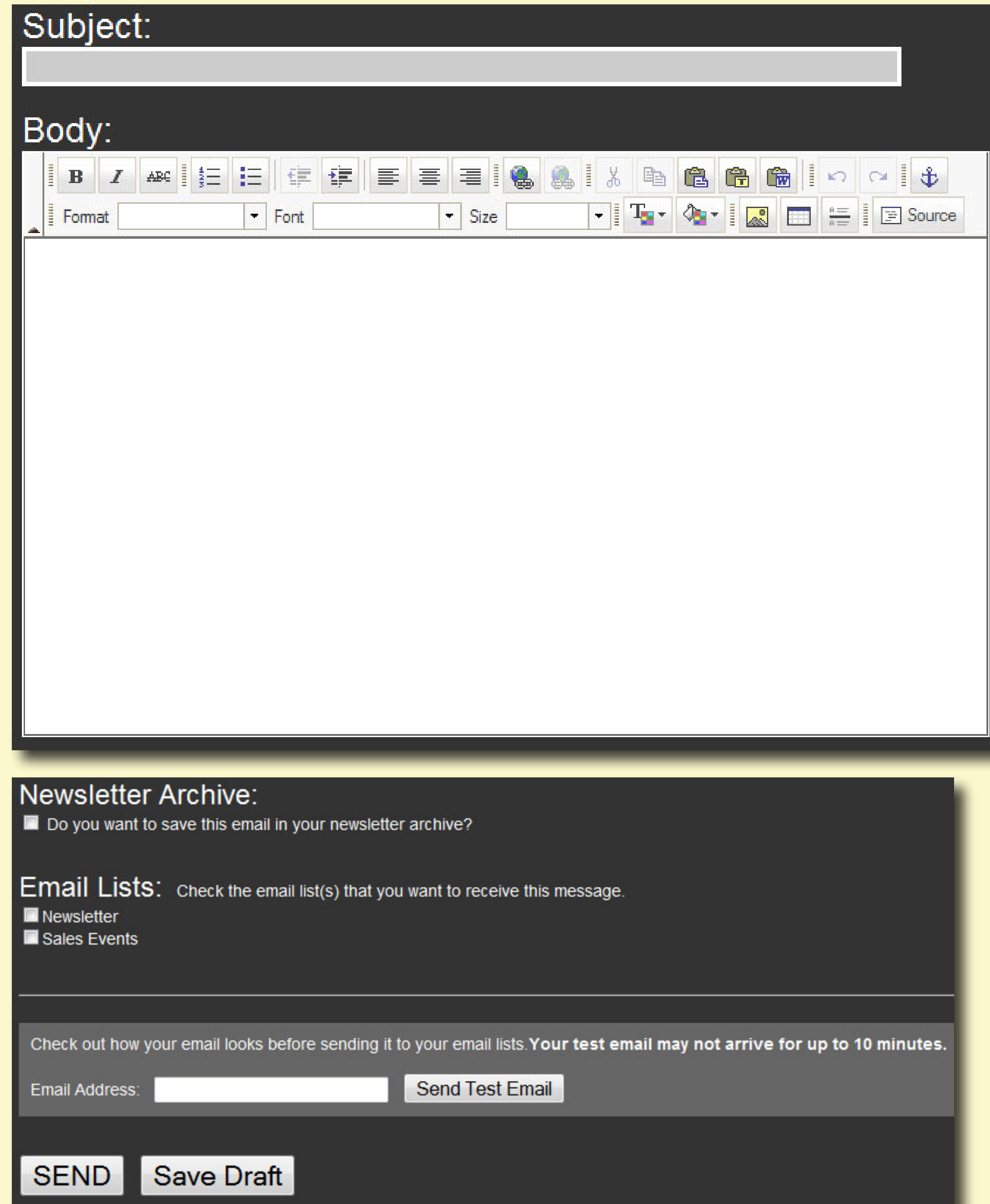
2. Enter the title of the message in the **Subject** field exactly the way you will want it to appear to your readers.

3. In the **Body** area, you have the opportunity to add rich content using our Content Editor (***click here to learn more on how to use the Content Editor***). You can add images, links, tables, anchor points (special links that let you jump down a long page to a certain point), and you can embed special content with html code, if you like. Compose your message here.

4. If you wish to add the Message to your **Newsletter Archive**, put a check in the box. Be sure to select the E-mail list(s) to send to.

5. You can enter your e-mail address and click on the **Send Test E-mail** button to see if the message will go through spam filters. Please see the Note on the next page about how to correctly format your content to avoid being blocked by spam and junk-mail filters. If your message has not come through within ten minutes, most likely you need to decrease the amount of image content and increase the amount of text content.

6. When you're ready to send the Message, click the **Send** button. If you need to work on it more before sending it, you can click **Save Draft**.

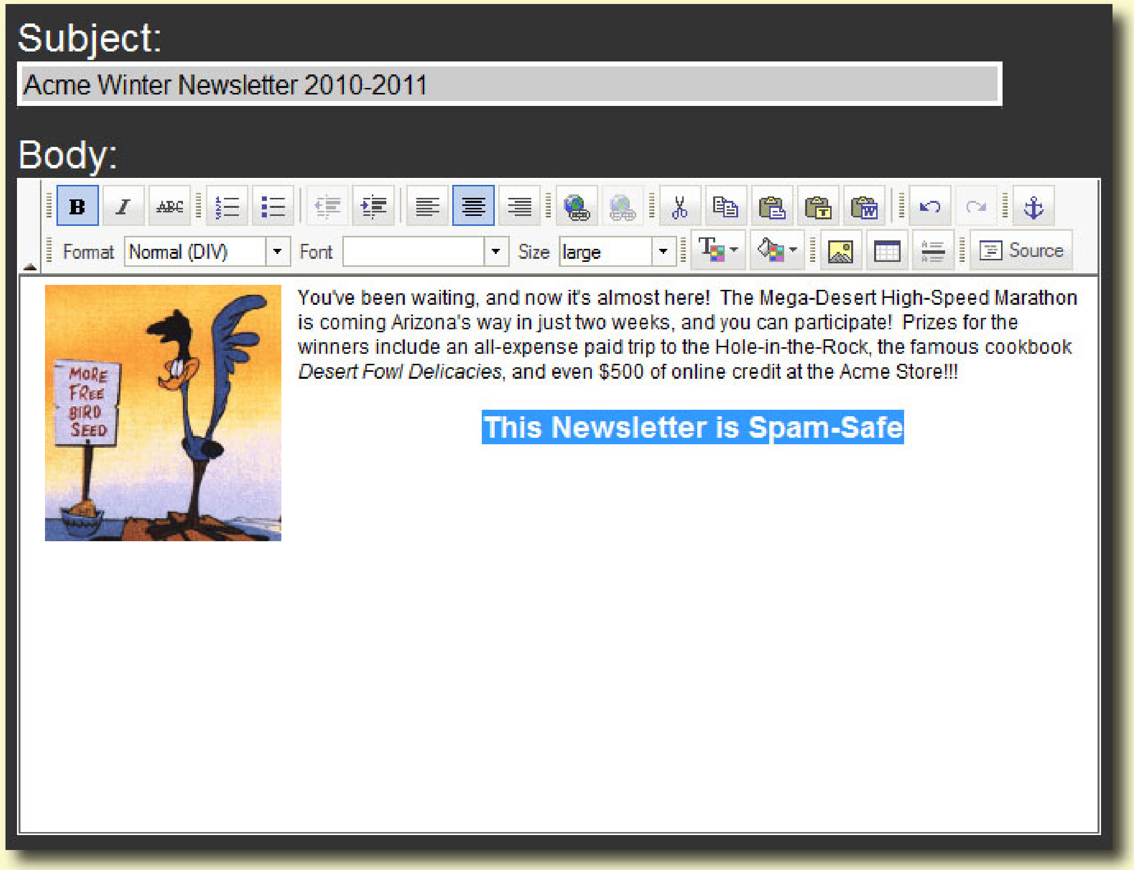


Sending an E-mail Marketing Message, Continued

After sending it out, if you wait an hour or two and then go back to **Manage Modules > E-mail Marketing** and click on the name of your mailout, you can see statistical information about how many people it was sent to, how many have opened it, and how many people have clicked on links you had in your message.

How to Format Your Message to be Spam-Safe

When composing a message to send out, it is important to understand how the spam and junk-mail filters ‘critique’ an e-mail to determine if it is safe or if it is spam. The filters look at the percentage of content that is made up of images and compare that to the percentage that is text. Text-heavy e-mails (200 words or more) will be just fine no matter how many images they have, but if your word count is below 200 words and a significant area of your message is filled with images, the spam filters will start looking at your message as spam. If your message is all text or if you just have a single small image and a paragraph of text or if you have 200 words or more in your message ***you will not need to send yourself a Test E-mail at all***. If you think your ratio of image content to text content is in question, send the test e-mail to be sure. If the message does not go through, most likely the way to fix it is to add more text.



Other elements that can flag your Messages as spam include the following: **Punctuation in Your Subject Line** (colons, semicolons, hyphens, commas, and periods should be fine; watch out for exclamation points, asterisks, etc.). **If your message contains any broken links, it will be flagged as spam, so check every link you include!**

Facebook Comments (Utility)

The **Facebook Comments Module** allows you to empower your visitors to comment to all of their Facebook friends about your content. For example: if you have a craft store and you sell a kit that you created yourself, you could add a Facebook Comments Module to the page promoting your kit. As visitors read about the kit, they will see any Comments posted by others and have the opportunity to post their own comments. A check-box is provided for any who want their comments to also appear on their Facebook profile.

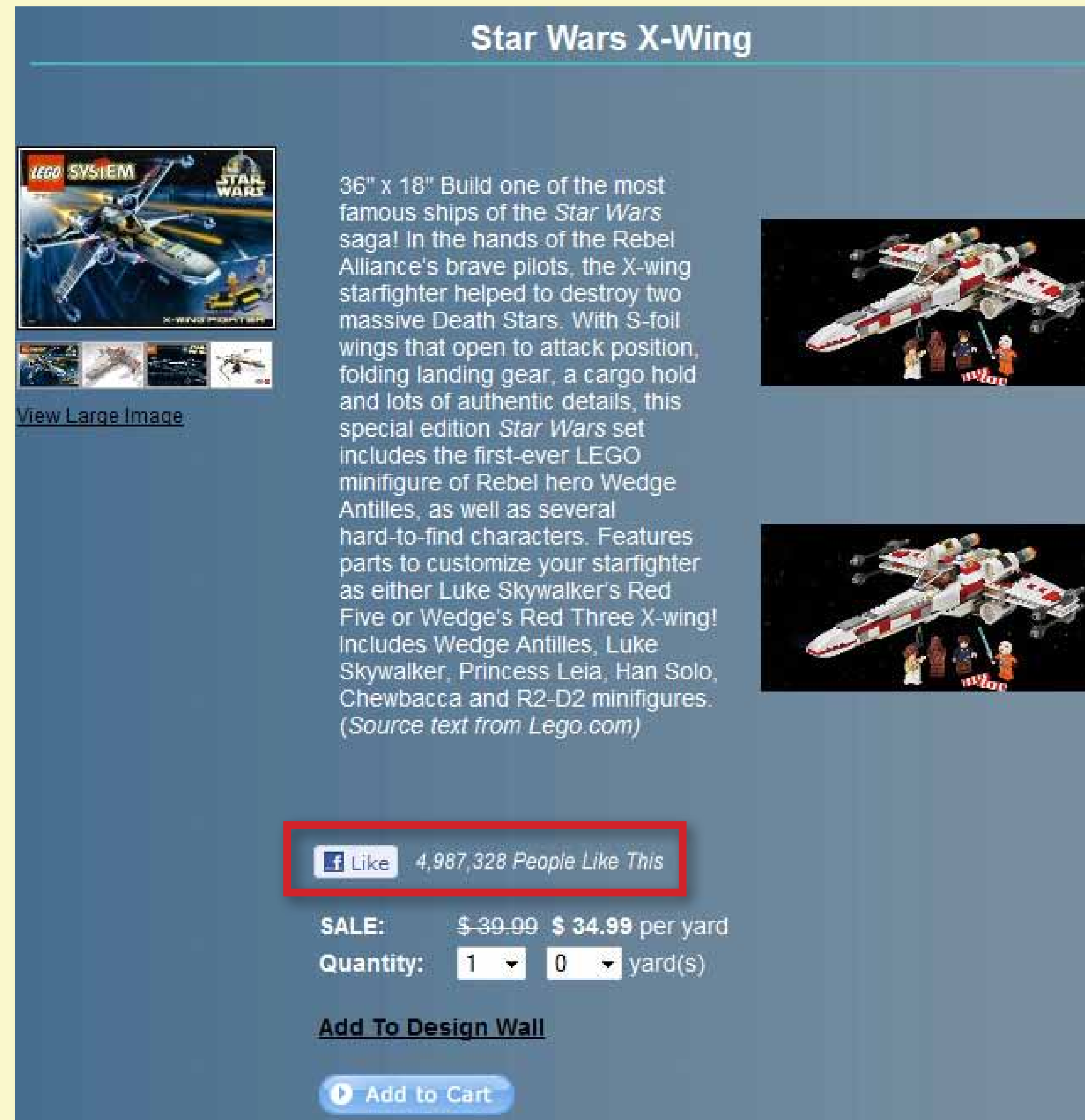
How to Add Facebook Comments to a Page

1. Find the appropriate **Add Content** link on the page you wish to place the Facebook Comments Module and click on it.
2. Scroll down to Facebook Comments and click **Add**.
3. Click on **Fine Tuning** ( ) in the Module Toolbar if the new module needs any adjustments in its position on the page.

Note: Facebook Features are part of our **Premium Package**. If you don't already have the features please call us at (877) 909-6699 to add them to your site. Also, in order for the Facebook Features to work, you must have a **Facebook Fan Page** for your business and you need to create an **App ID** to activate these powerful social networking utilities. ***Click here to learn how.***

Facebook *Like* Button (Utility)

The **Facebook *Like* Button** is an excellent means of networking your website and the products you sell. When a visitor clicks on your Like button, all of that person's Facebook friends are notified and are provided a link to click and view the page. If you have the **Premium Facebook Features** enabled for your site, all of your products already have a Facebook *Like* Button like the one to the right. You can also manually add Like Buttons to any pages on your website. You can only add only one per page (when people click, they are telling Facebook that they like the whole page, so there is no need for more than one).



How to Add a Facebook *Like* Button to a Page

1. Find the appropriate **Add Content** link on the page you wish to place the Facebook *Like* Button and click on it.
2. Scroll down to Facebook *Like* Button and click **Add**.
3. Click on **Fine Tuning** ( ) in the Module Toolbar if the new module needs any adjustments in its position on the page.

Note: Facebook Features are part of our Premium Package. If you don't already have the features please call us at (877) 909-6699 to add them to your site. Also, in order for the Facebook Features to work, you must have a **Facebook Fan Page** for your business and you need to create an **App ID** to activate these powerful social networking utilities. ***Click here to learn how.***

How To Set Up Your Facebook App

Note: This process is necessary in order for your Facebook Features (Facebook Comments and *Like* Buttons) to work on your site. You also need to create a Facebook Page for your business. These functions are part of our **Premium Features Package**.

Part One: Create Your Business Facebook Page

1. **Open your internet browser and go to FaceBook.com.**

If your browser automatically logs you into your personal Facebook account, you need to click on the Account drop-list in the upper right corner of the page and click on Log Out to begin setting up your business page.

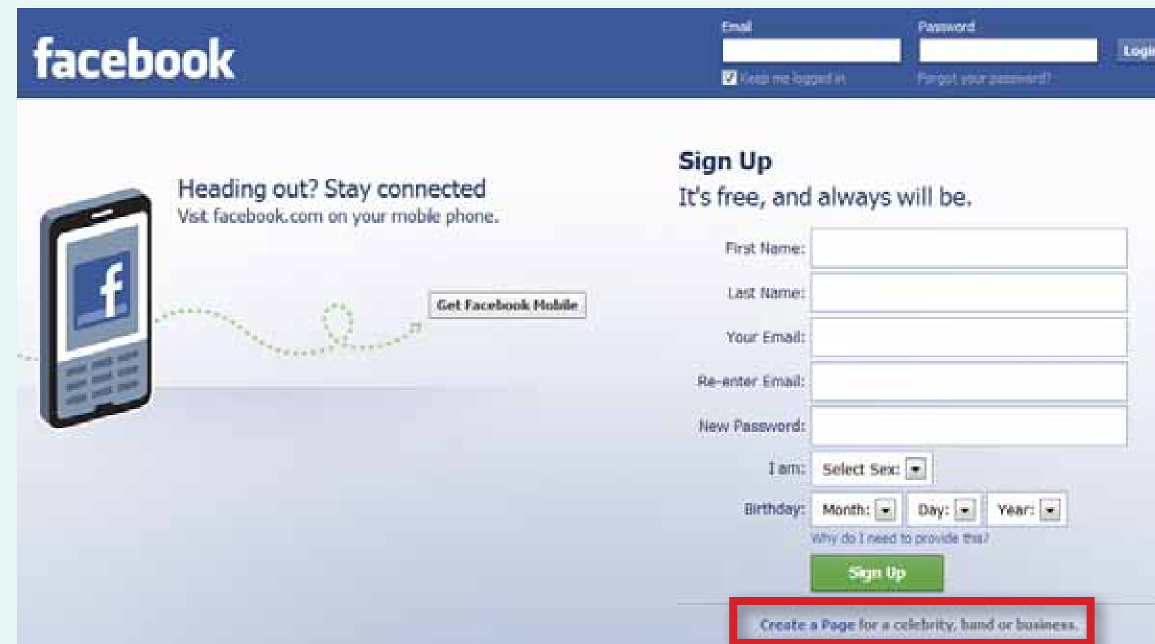
2. **In the lower left of the Facebook Sign Up page, click on the Create a Page link beneath the green Sign Up button to begin setting up your business page. *You do not need to do anything else on this page.***

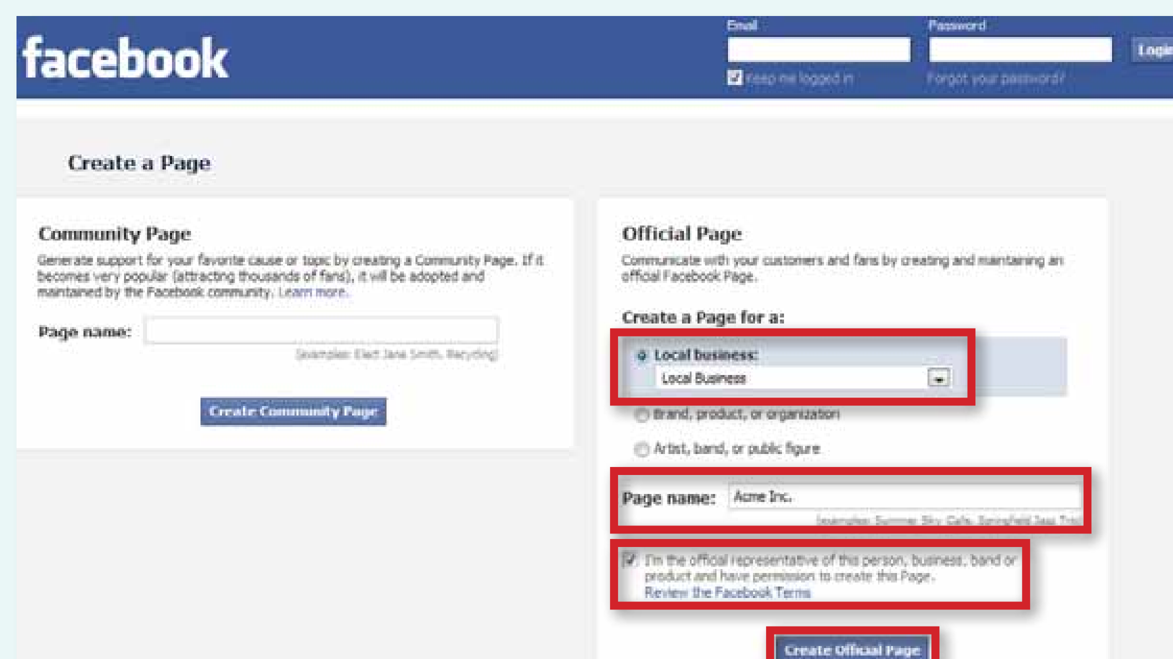
3. **On the Create a Page screen, click the radio-button for Local Business on the right side of the page.**

4. **Enter the name of your business in the Page Name Field.**

5. **Click the check-box to verify that you are an official representative of the business.**

6. **Click the Create Official Page button.**





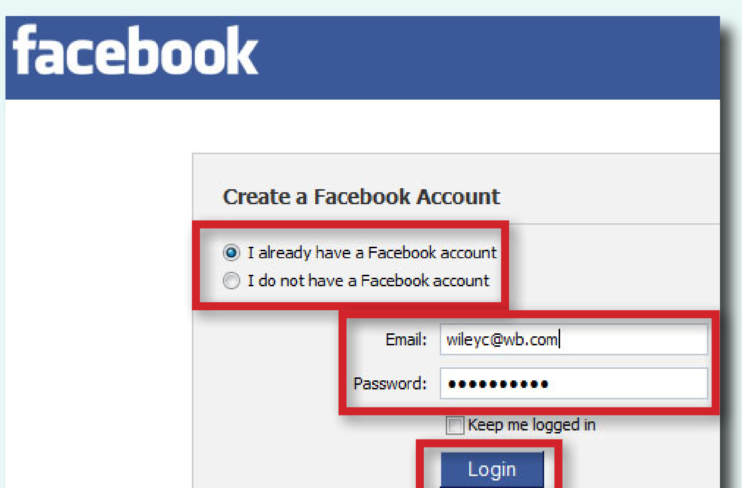
Part One: Setting Up Your Business Page, Continued

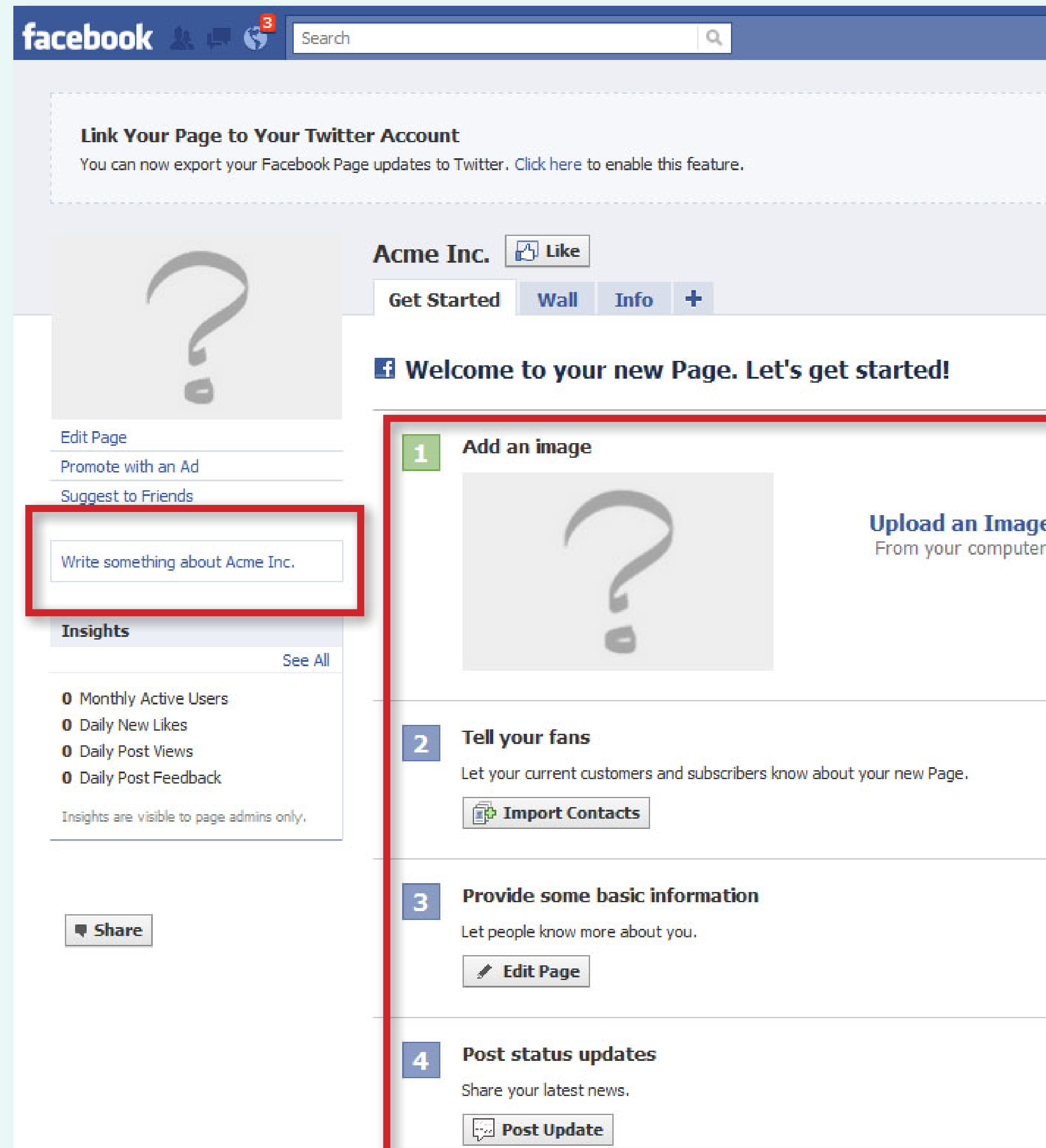
7 Log into your Facebook account and click the Login button (see below).

If you have an account, click the radio-button ‘I already have a Facebook account’ and proceed to enter your e-mail and password. If you need to set up a Facebook account, click the radio-button ‘I do not have a Facebook account’ and proceed to set up the account.

8 Enter images and information about your business to build your Facebook profile for your Business Page (see example to the right).

Follow the on-screen instructions to complete your profile. Remember that this page is how your visitors will see you on Facebook so enter complete information and use plenty of images. For your main image, we recommend using your logo.



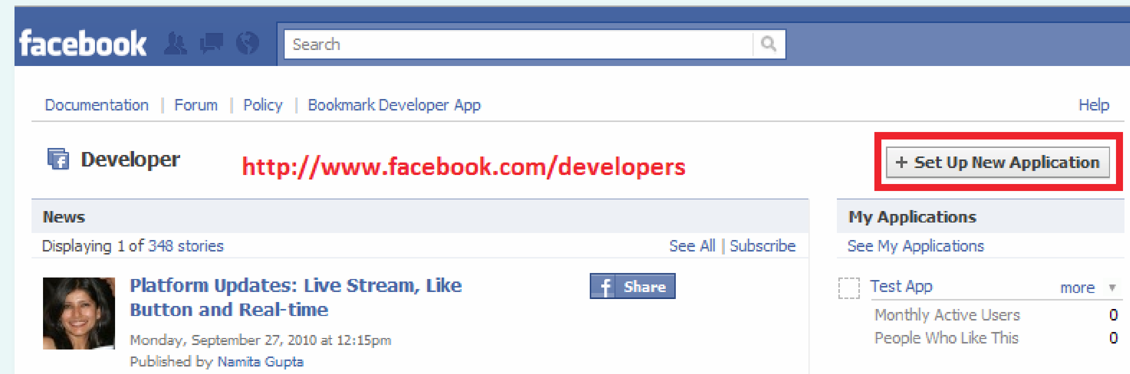


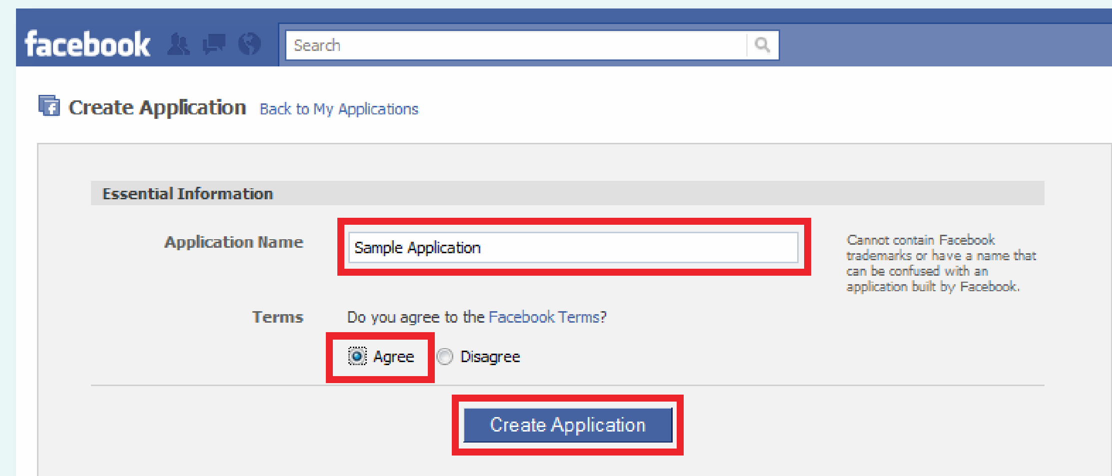
Part Two: Creating Your Facebook App

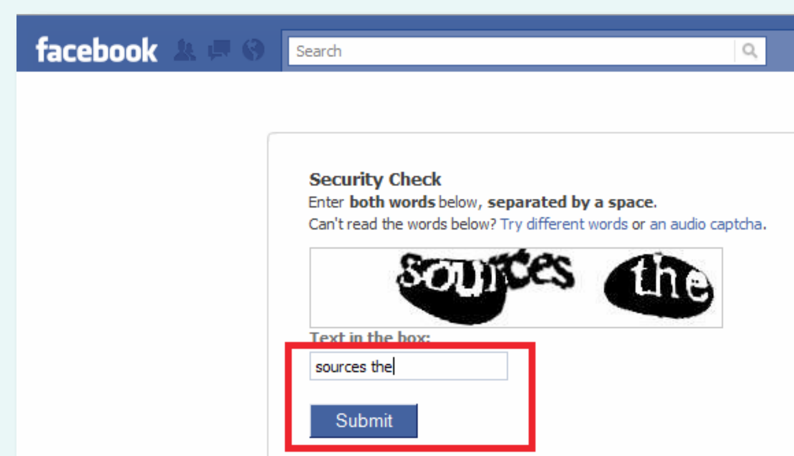
Go to this website: http://www.facebook.com/developers

You may need to log into your Facebook account to begin the process.

1. **Click on the + Set Up New Application button.**
2. **In the Application Name field, enter the name of your business.**
3. **Click on the radio-button for Agree in the Terms area.**
4. **Click on the Create Application button.**
5. **For the Security Check, enter the warped words that you see in the Text Box.**
6. **Click on the Submit button.**



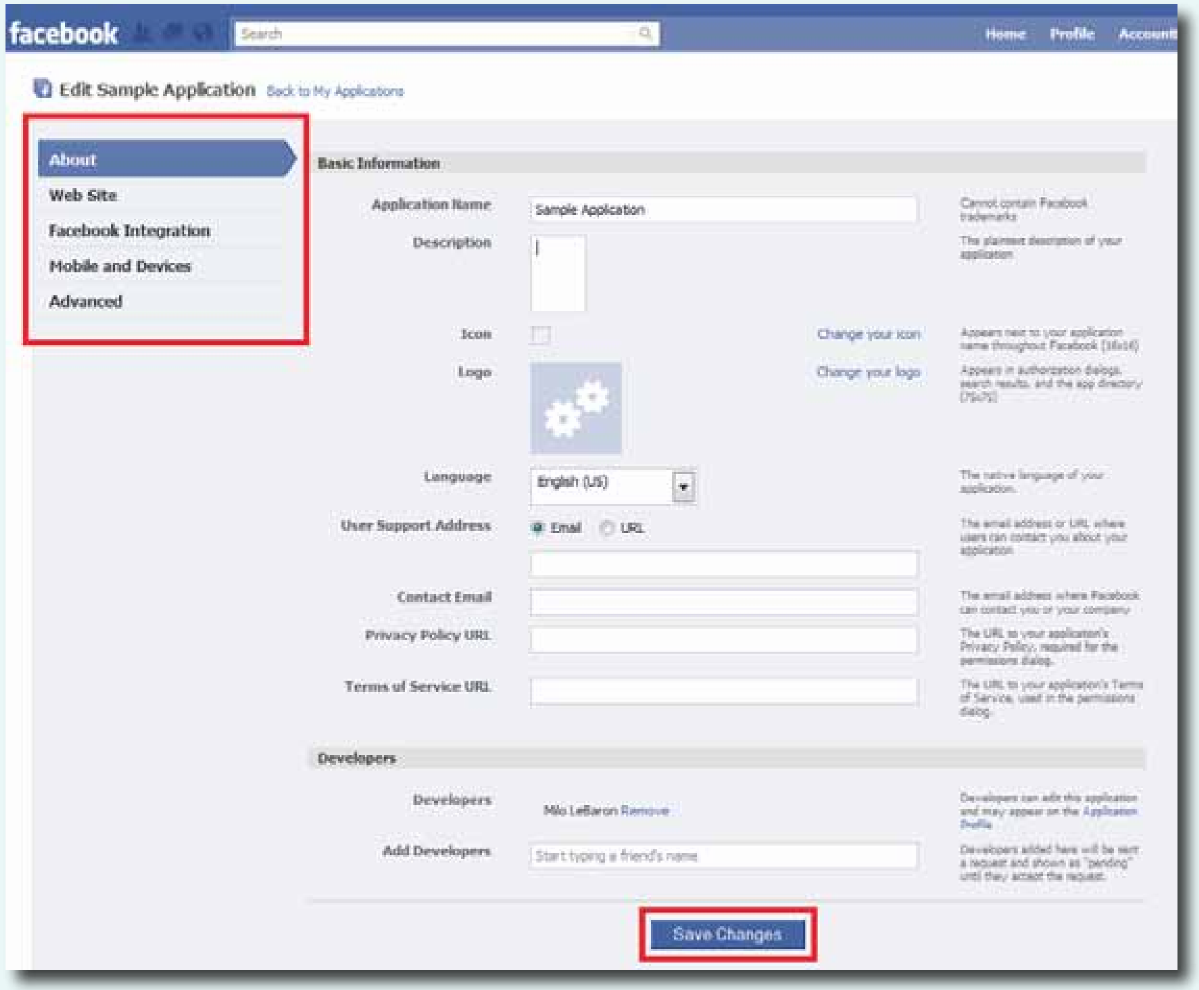




Part Two: Creating Your Facebook App, Continued

1. In the About section, it is not really necessary to fill out any information or upload your logo / icon because you are probably the only person that will ever see the information.

2. Click the Save Changes button at the bottom of the page.



Tutorial: Facebook App Setup

Part Two: Creating Your Facebook App, Continued

After you've completed the setup of your Facebook App, you will see the screen to the right.

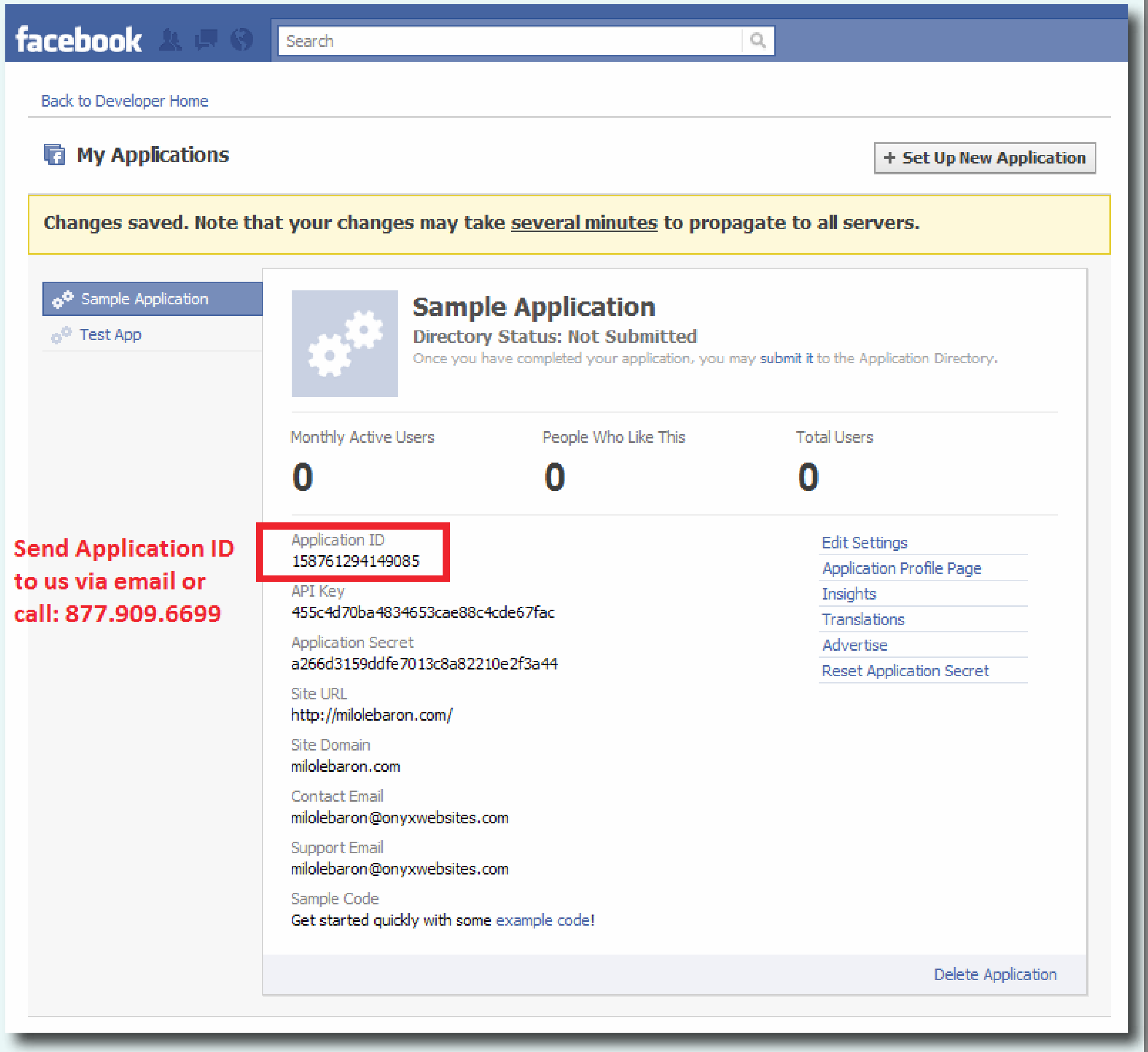
1. **Write down the Application ID given to you by Facebook (see image at right).**
2. **Copy and paste the ID into an e-mail. Address the e-mail to the appropriate e-mail address below:**

support@onyxwebsites.com

support@likesewwebsites.com

support@igovwebsites.com

3. **The Subject line of your e-mail should be: Facebook App ID.**
4. **We will activate your Facebook features and contact you with confirmation of your activation.**



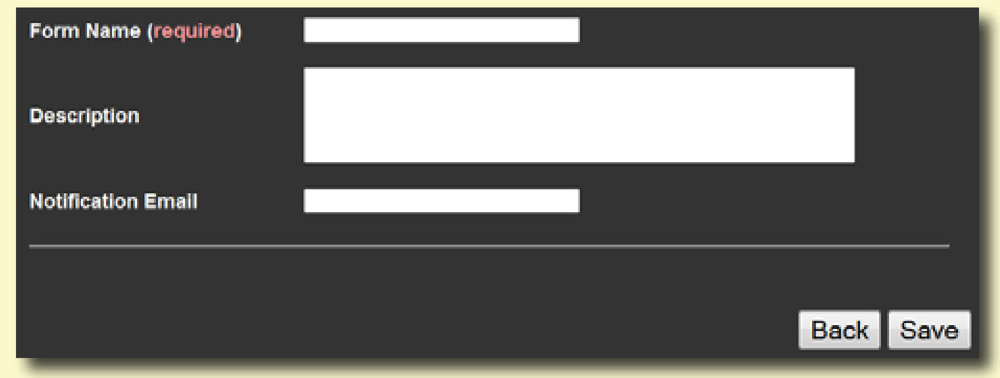
The Forms Module (System Managed)

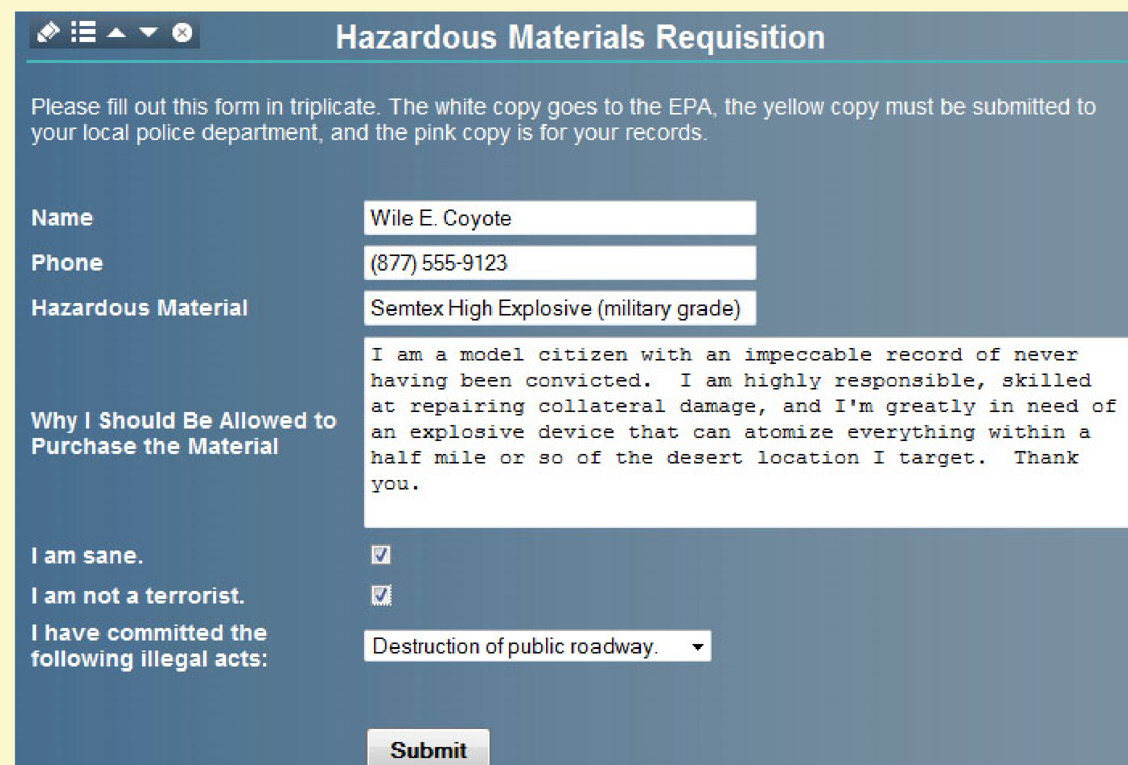
If you need to allow your site visitors to fill out on-screen forms you can use the **Forms Module** to provide that functionality. The Forms Module is extremely basic in its set up and will provide a holding place for the information entered by your visitors.

To create a new **Form**, follow the steps below. As with most of our other Modules, the process of creating this content begins with going to Manage Modules where you will create your Form, and then you place it on the appropriate page on your site. You can edit an existing form from within Manage Modules as well, or you can go to the page on which you've placed the Form and click on the Edit button ( ) for that Form to edit its content.

The First Step in setting up your Forms Module is creating a Form within the CMS.

1. To make a new Form, click on Manage Modules in the Admin Toolbar, click on Forms, then click on **New Item**.
2. Type the name of the Form in the **Form Name** field the way you will want it to appear on the web page.
3. A **Description** field is available if you want to provide any explanation or instructions for the Form.
4. If you wish for the system to send you a notification e-mail every time someone fills out your Form, enter the e-mail address you want the notifications to go to into the **Notification Email** field.
5. Click **Save** to begin creating fields for the new Form. The Form Editing window will open.





The Forms Module

6 To add a single-line field, click **Add Text Box** (e.g. Name to the right). Type in the name for the field in **Enter Label**, and then click **Save**.

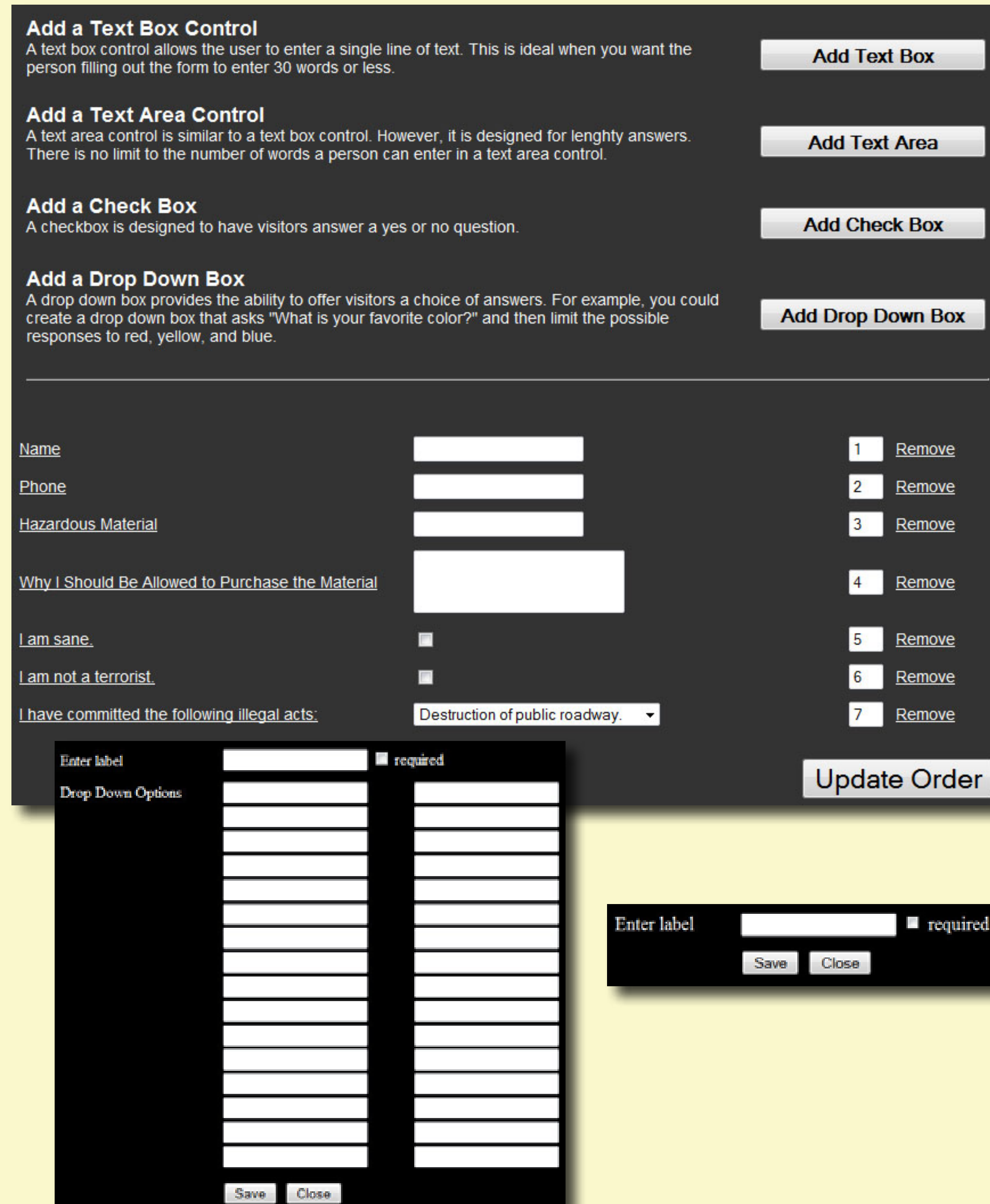
7 To add a multi-line field, click **Add Text Area** (e.g. Street Address to the right). Type in the name for the field in **Enter Label**, and then click **Save**.

8 To add a **Check Box** (an excellent way to provide the ability for people to affirm a required condition, for example, [checkbox] I have mailed a voided check), click **Add Check Box**. Enter the name for the field in **Enter Label**, and then click **Save**.

9 To add a **Drop Down Box** (a great way to list optional answers for a question, for example, Experience Level: Beginner, Intermediate, Advanced), click **Add Drop Down Box**. Enter the name for the field in **Enter Label**, and then add each of the items you want on the list of options. Click **Save** when finished.

10 You can re-order the fields by changing the numbers in the lines for the appropriate fields. To save your changes to the field order, click **Update Order**.

You can delete a field by clicking its **Remove** link. To edit a Form, click on its name in **Manage Modules > Forms**, then click on the **Edit** link to the right of the Form name. You can view information entered into the Form by clicking **View Form Submissions**. When you are done entering your fields for the Form, there is no need to save it in any way; our system saves your Forms every step of the way.



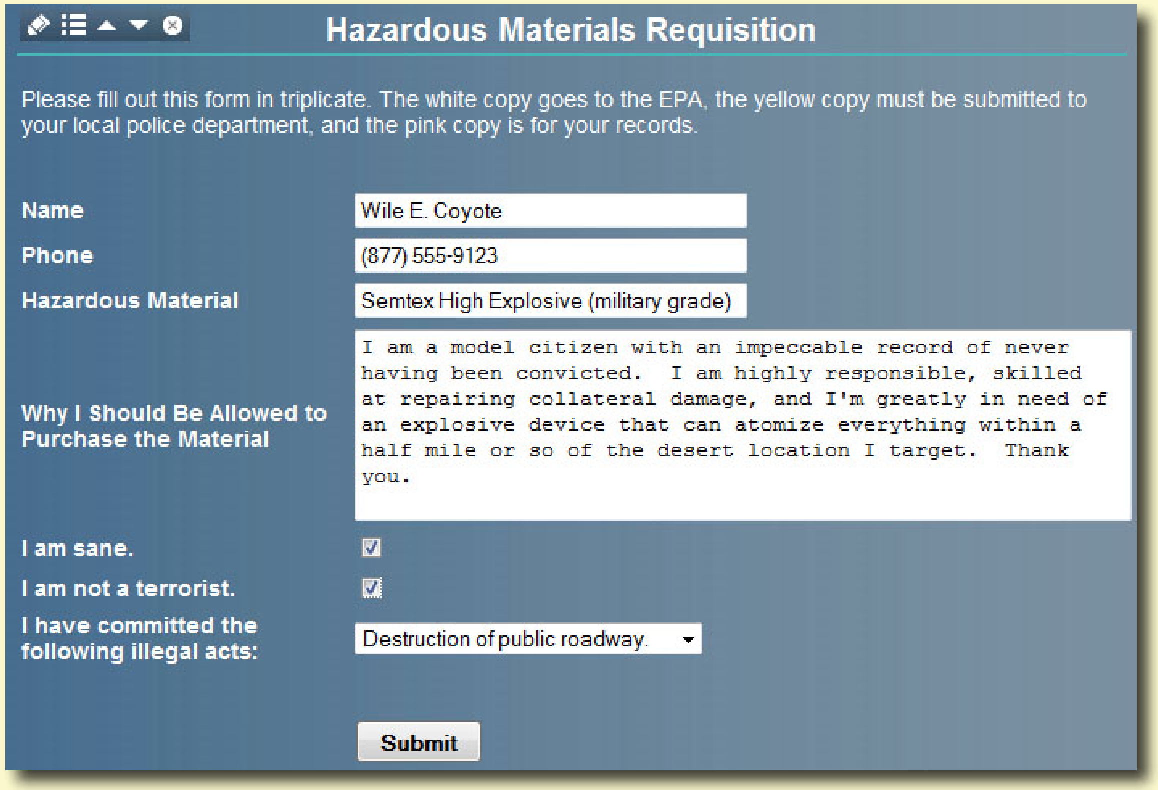
The Forms Module

The Second Step in setting up your Forms Module is placing the new Form on the appropriate web page.

1. Click on **Preview Site** in your **Admin Toolbar** to go to your Home page. From there, go to the page on your site where you will want the new Form to appear.

2. Click on the appropriate **Add Content** link, scroll down to **Form** and click **Add**. You will be taken to the **Add Forms** window.

3. You will see a drop-list of all available Forms you've created, scroll down to the one you want, click on the Form name, and then click **Add**.



Your Forms will look a little cramped in the left side columns of your web pages if your field labels are longer than one or two words. The forms will still work just fine, but they won't have much room to display. For most Forms, you will want to place them in the larger column on the right side of the page.

Your visitors can now go to the page, fill out the Form, and click the **Submit** button to send you the information. You will be notified by e-mail every time this happens, and such e-mail messages will contain the information submitted. To check your Form submissions manually and to see the entire list of responses, click **Manage Modules** in the Admin Toolbar, click **Forms**, click on the name of the Form, and then click on **View Form Submissions**.

The FAQ Module (System Managed)

If you have questions about your products or services that come up on a regular basis adding an **FAQ** (Frequently Asked Questions) resource on your website is a good way to get those questions answered for your customers. The FAQ Module is simple to set up and will display those questions and your answers on a single page.

Your primary way to enter information into your FAQ should almost always begin with Manage Modules in the Admin Toolbar, from there you can click on FAQ and work with your content. As an alternative, you can go to the page on which you've placed the FAQ Module and click on the Edit button ( ) for that Module.

The First Step in setting up your FAQ is creating **Categories** for your questions. For example, if you provide repair services you might want to create a Category for Common Repair Questions. Make a Category for each major area of questions you will have.

1. To make a new Category, click on Manage Modules in the Admin Toolbar, click on FAQ, then click on **New Category**.
2. Type the name of your Category and then click **Save**. Your Categories will appear in an alphebetized list.
3. If you wish to change the order of your categories, in the FAQ Categories window (**Manage Modules > FAQ**) you can use the up and down arrows on the Category title bars to change the order.

Heads Up! There is currently no Undo feature when deleting FAQ Categories in the CMS. If you delete a Category and its FAQ items it will be completely gone. If you accidentally delete something that you cannot replace or recreate, you can call Support at (877) 909-6699 and we can restore the lost content for you, but it may take several days.

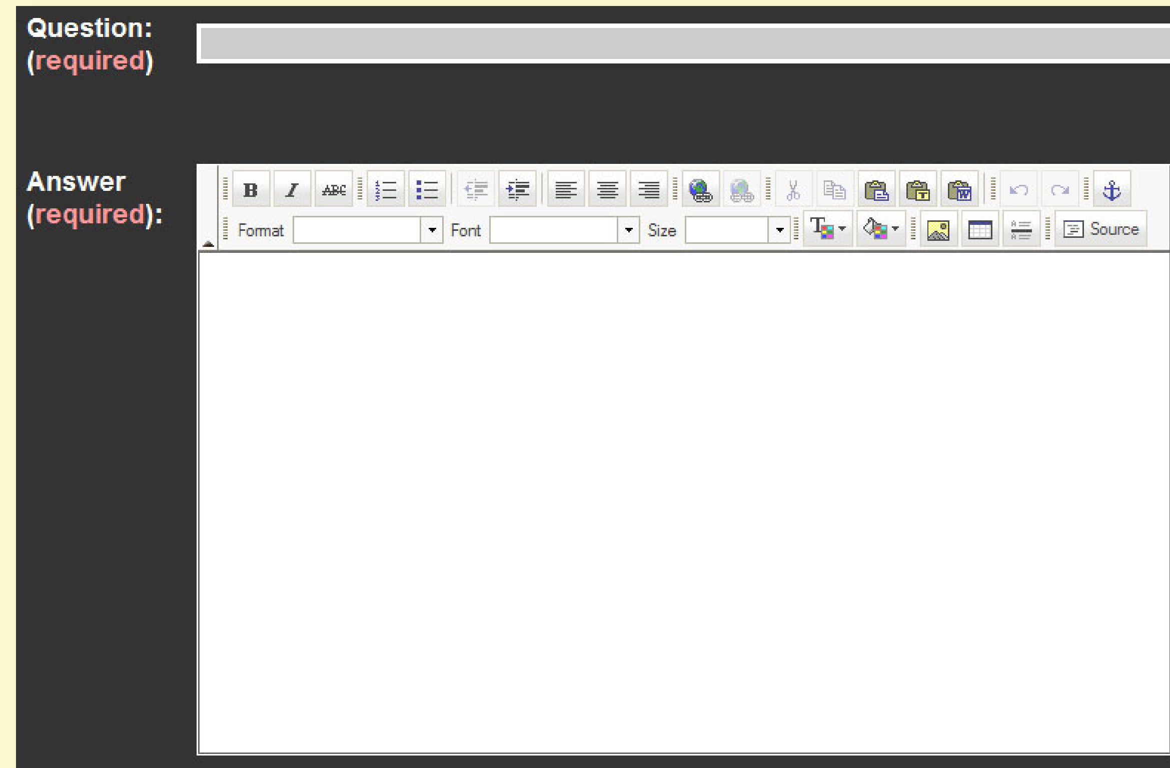
To edit a Category, click on its name in the FAQ Categories window, then click on the **Edit** link to the right of the Category name. To delete a Category, click on the Delete button. The following warning will appear; **Are you sure you want to delete this category?** Click OK to delete the category and all FAQ information within the Category. Click Cancel if you do not wish to delete the category.

The FAQ Module, Continued

The Second Step in setting up your FAQ is entering your Q&A info.

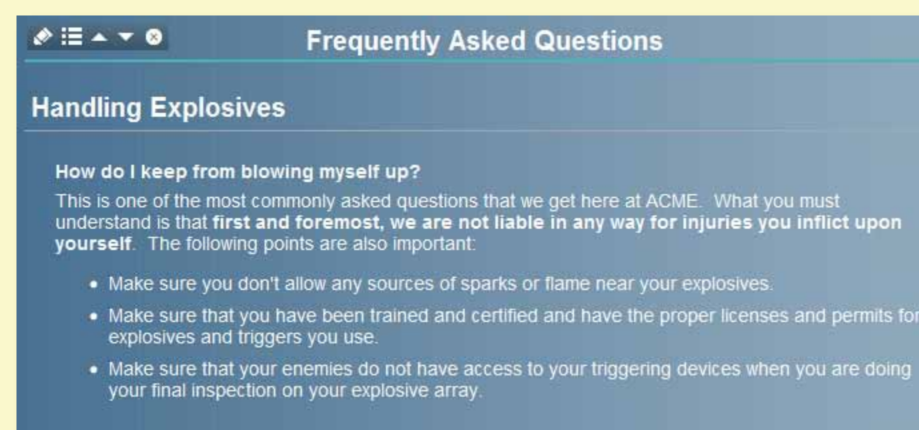
1. To do this, go to **Manage Modules > FAQ**, and then click on the Category for which you wish to enter Q & A info.
2. Click **New Item**. The FAQ window will appear.
3. Enter the **Question** the way you will want it to appear on the web page. Word the question as if you are the customer asking it (e.g. Do you repair vacuum cleaner motors?).
4. In the **Answer** area, enter a complete answer with full details the way you will want it to appear on the page, when done click **Save**.

To edit an FAQ entry, click on Manage Modules > FAQ and click on the appropriate Category, and then click on the FAQ entry name.
Need help with using the Content Editor? Click Here:



The Third Step in setting up your FAQ is placing a copy of the FAQ Module on the appropriate web page. The FAQ Module will display the list of Categories alphabetically, with the questions under each Category also listed alphabetically.

1. To place the **FAQ Module** on a page, go to the page you want the Module to appear by clicking its name on the main menu (or in Navigation on the Admin Toolbar).
2. In the widest column of content available (usually on the right side) click **Add Content.**
3. In the Add Module screen, scroll to **FAQ**, and click **Add**.



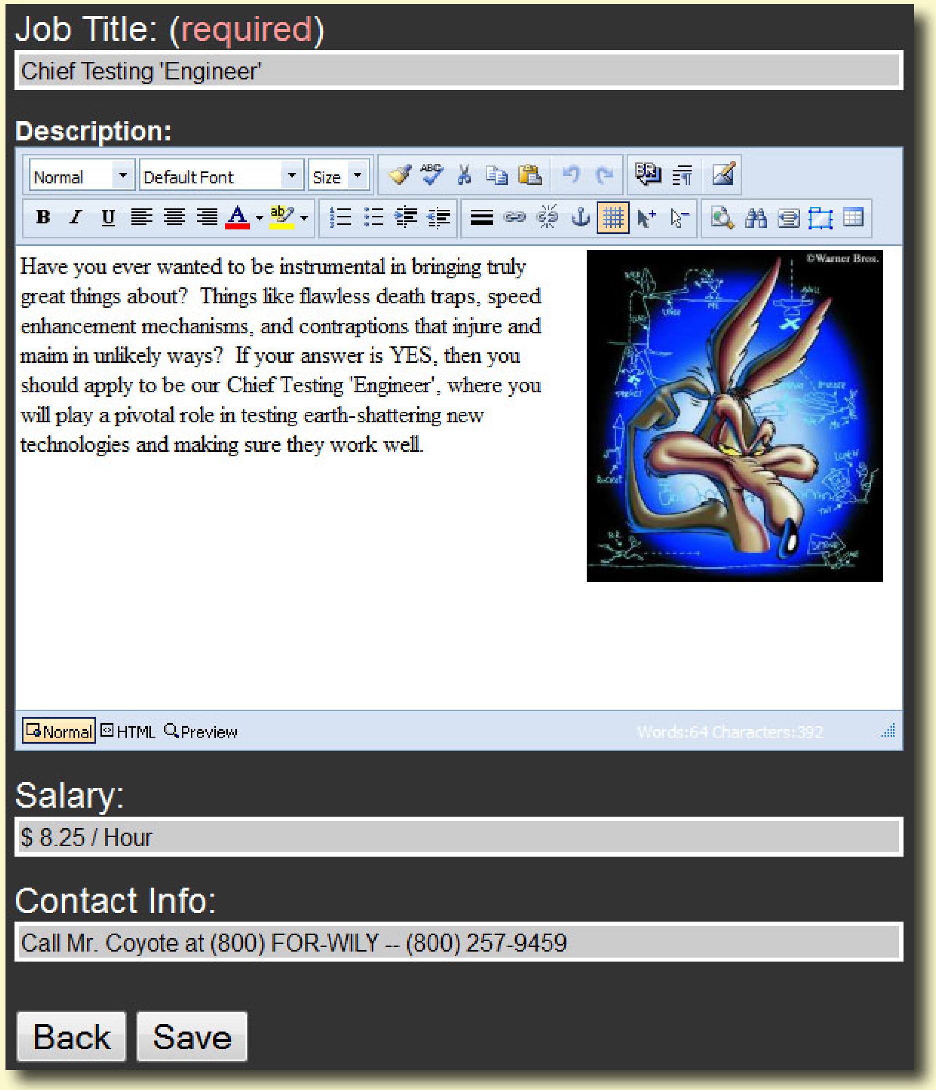
The Job Listing Module (System Managed)

If you have positions open within your organization you can use the **Job Listing Module** to invite job applicants online. The Job Listing Module is simple to set up and is an excellent way to take advantage of your presence on the web.

To create a new **Job Listing**, follow the steps below. As with most of our other Modules, the process of creating this content begins with going to Manage Modules where you will create your Job Listing(s), and then you place them on the appropriate page on your site. You can edit an existing Job Listing from within Manage Modules as well, or you can go to the page on which you've placed the Job Listing and click on the Edit button ( ) for the Module.

The First Step in setting up your Job Listing is creating your first Job Listing within the CMS.

1. To list a new Job, click on **Manage Modules** in the Admin Toolbar, click on **Job Listing**, then click on **New Item**.
2. Type the name of the Job in the **Job Title** field the way you will want it to appear on the web page.
3. The **Description** field lets you provide information and details about the Job. We encourage you to use images if available.
4. You may enter compensation information in the Salary field in whatever format applies to the position.
5. Enter contact information for the individual who will be hiring for the position (e.g. name, e-mail address, phone number).



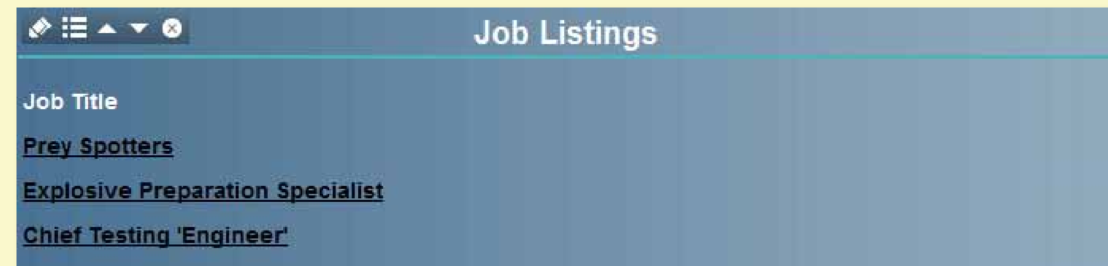
6. Click **Save** to complete the Job Listing.

The Job Listings Module

The Second Step in setting up your Job Listing is placing the Job Listings Module on a web page.

1. If you have not already done so, create the appropriate page (e.g. Careers, or Join Our Team) in your Navigation. **For help in how to create pages for your site, click here:**
2. Go to the the page you want to put your Job Listings on, either by clicking on the page name in your main Navigation menu, or going to Navigation and clicking on the page name.
3. Click the **Add Content** link on the right side of the page (it should have the most available width; if it does not, click on the Add Content link that has the largest area).
4. In the list of available Modules, scroll down until you see **Job Listing** and click the **Add** button for that Module.
5. If you wish to customize the Heading "Job Listings," click on the **Fine Tuning** button ( ) and in the **Heading** (optional) field enter the new Heading as you would like it to appear (e.g. Acme Careers).

You will see an alphabetized list of available Jobs (see upper right). Clicking on a Job Title will take the visitor to a page with full details on the position (see example to the right for Chief Testing 'Engineer').

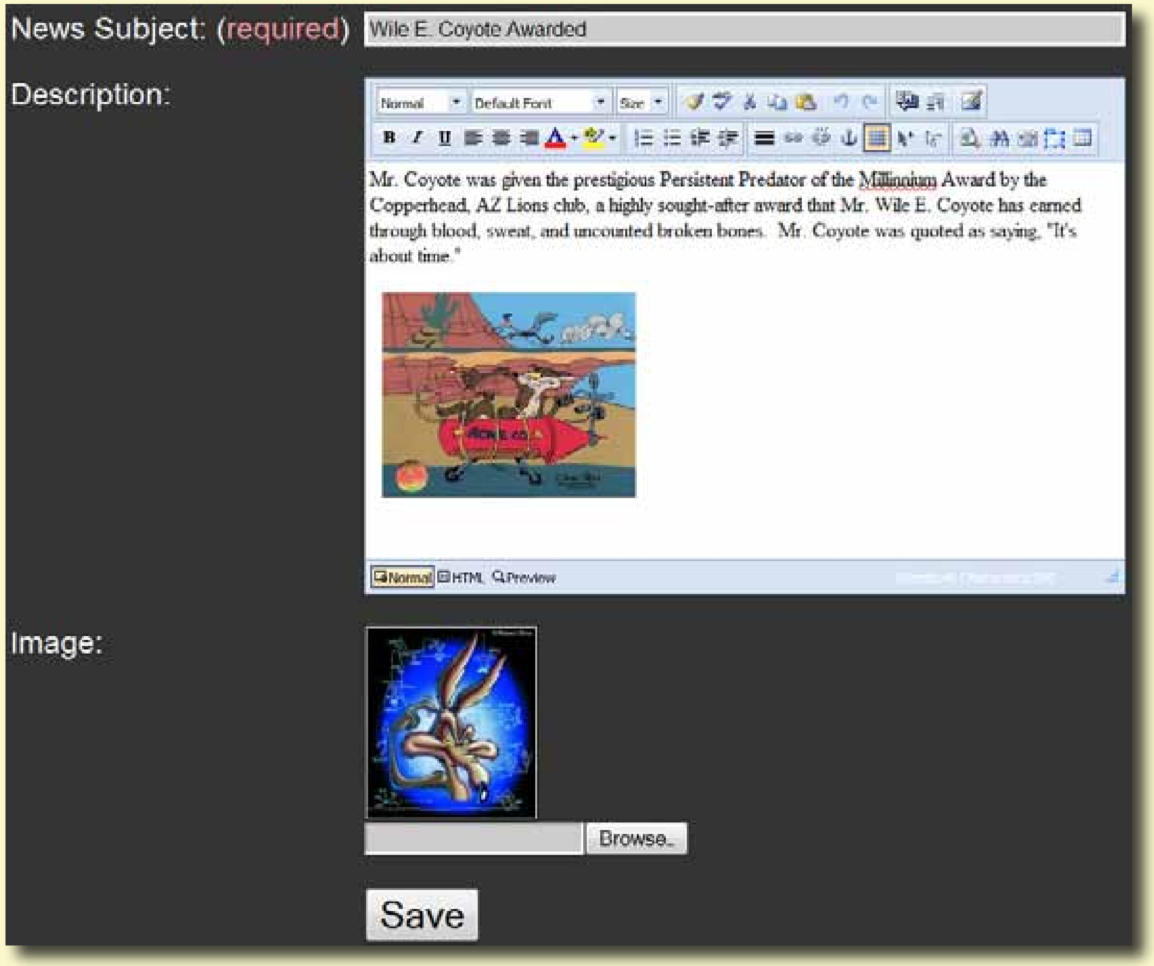


The News Module (System Managed)

Having presence on the internet provides you the opportunity to actively promote the special things you do that are noteworthy. One way to take advantage of this opportunity is with the **News Module**. The News Module is easy to set up and maintain and is an excellent tool for promotions.

To create a **News Item**, follow the steps below. As with most of our other Modules, the process of creating this content begins with going to Manage Modules where you will create your News Item(s), and then you place the Module on the appropriate page on your site. You can edit an existing News Item from within Manage Modules as well, or you can go to the page on which you've placed the Module and click on its Edit button ( ).

The First Step in setting up your News is creating your first News Item within the CMS.



1. To create a News Item, click on **Manage Modules** in the Admin Toolbar, click on **News**, then click on **New Item**.
2. Type the name of the News Item in the **News Subject** field the way you will want it to appear on the web page.
3. The **Description** field is where you enter the News story itself and all pertinent details. We encourage you to provide additional images here if available. **Note:** We recommend that when inserting additional images this way, in the **Image Info** tab, for Image **Alignment**, select **Left**. This might look best because the default Image (see below) will appear to the right of the body of the News Item (for an example, see the image bottom right on the next page).
4. For the main image for the story, in the **Image** field, browse your computer and select the appropriate image file.
5. Click **Save** to complete the News Item.

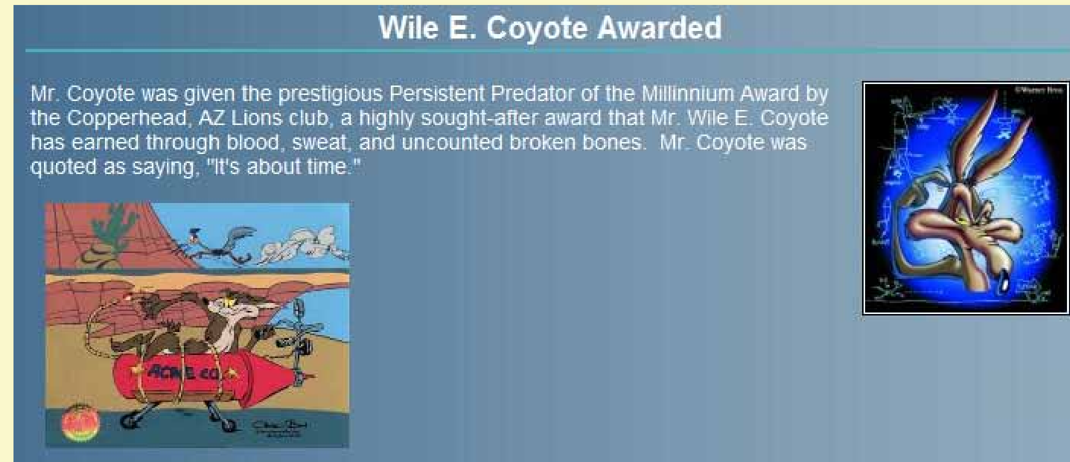
The News Module

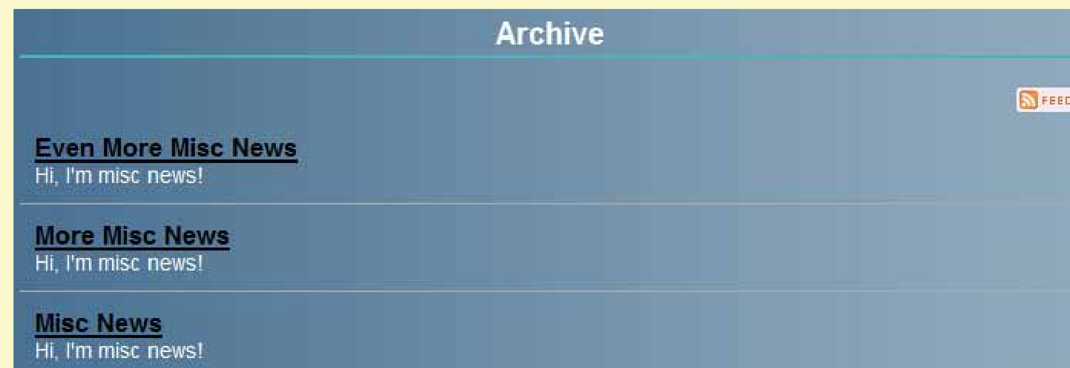
The Second Step in setting up your News is placing the Module on the appropriate page.

1. If you have not already done so, create the appropriate page (e.g. News, or About Us) in your Navigation. **For help in how to create pages for your site, click here:**
2. Go to the the page you want to put your News on, either by clicking on the page name in your main Navigation menu, or going to Navigation and clicking on the page name.
3. Click the **Add Content** link on the page area you want the News to appear. You will be placing a News Preview of the four most recent News Items on the page, which will fit in any of your columns of content.
4. In the list of available Modules, scroll down until you see **News** and click the **Add** button for that Module.
5. If you wish to customize the Heading "News," click on the **Fine Tuning** button ( ) and in the Heading (optional) field, enter the new Heading as you would like it to appear (e.g. Acme News).

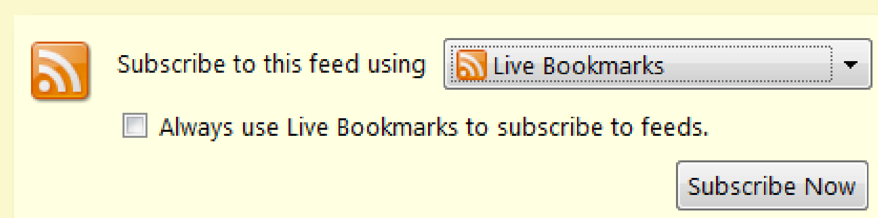
You will see a chronological list of News Items (see middle right) with the most recent at the top. Clicking on a News Item Title will take the visitor to a page with full details on the News Item (see example to the right for Wile E. Coyote Awarded).

Clicking on News Archive will take the visitor to a page with brief summaries for all news stories, also listed in chronological order.





The **RSS Feed button** allows your visitors to have changes in your News appear automatically in their RSS Reader. Clicking on the RSS Feed button will allow your visitors to select the RSS reader they prefer to use (e.g. the free Google Reader).



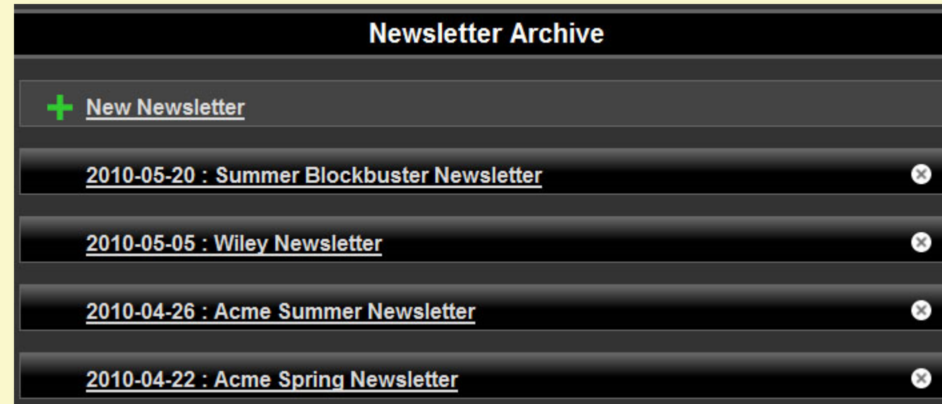
The Newsletter Archive (System Managed)

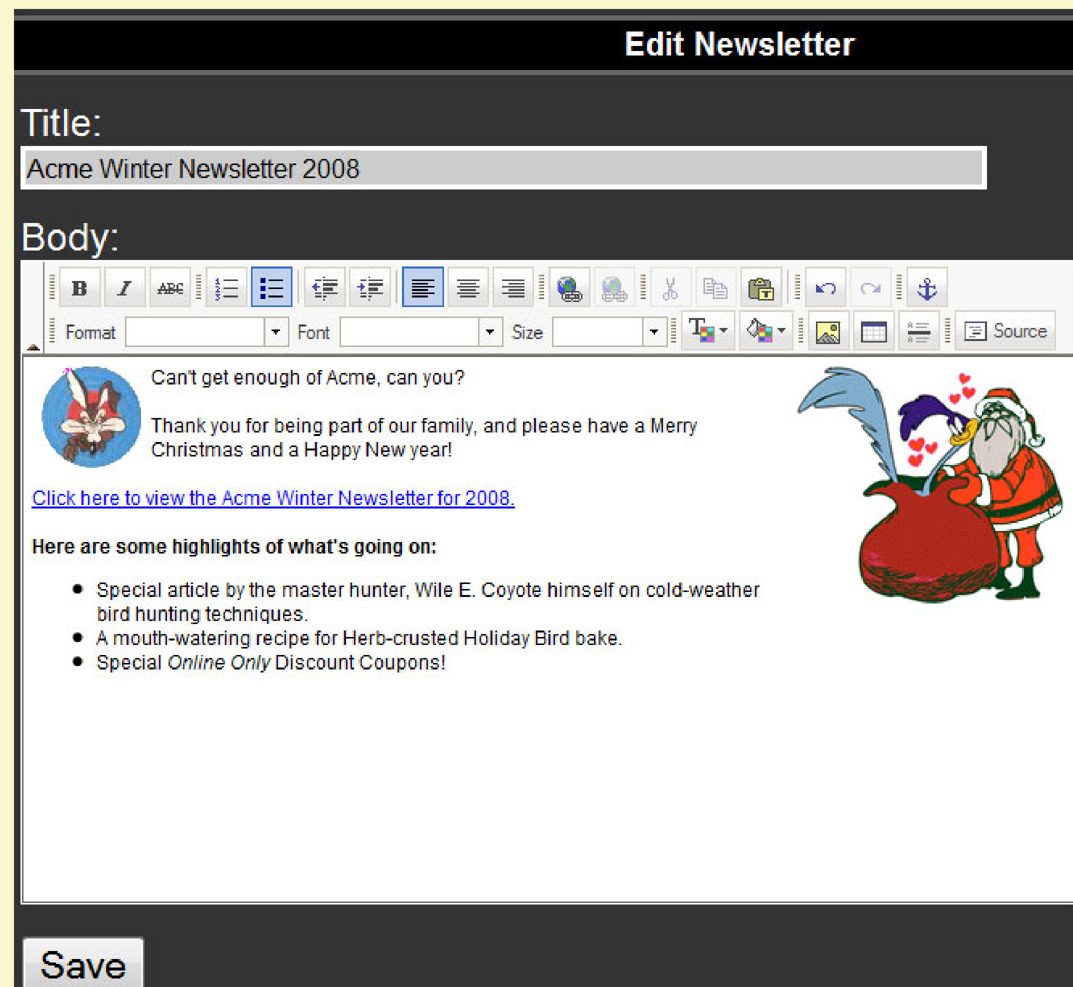
The Newsletter Archive is a holding place for newsletters you have sent out that you want to make available to visitors who might have missed the mailout. The E-mail Marketing module is where you actually go to send out newsletters and other promotional mailings. In the E-mail Marketing module you can automatically have anything you send out added to your Newsletter Archive. ***Click here to learn how.***

If you have past Newsletters that you would like to manually add to your Newsletter Archive, the section below will help you do so.

To manually add an item to your Archive, follow the steps below:

1. In the **Admin Toolbar**, click on **Manage Modules**.
2. Scroll down the list and click on **Newsletter Archive**.
3. You will see a list of all Newsletters currently in your Archive. You can click a newsletter name to edit its content. You can also delete an entry with the delete button on the far right of the title bar. To manually enter a newsletter, click on **+ New Newsletter**.
4. In the **Title** field, enter the name and original mailing date of your newsletter.
5. In the **Body** area, enter the content of the newsletter including images and links. If your newsletter was a PDF (Adobe Acrobat), make sure you link to it here. ***Click here to learn how.***
6. Click the **Save** button.





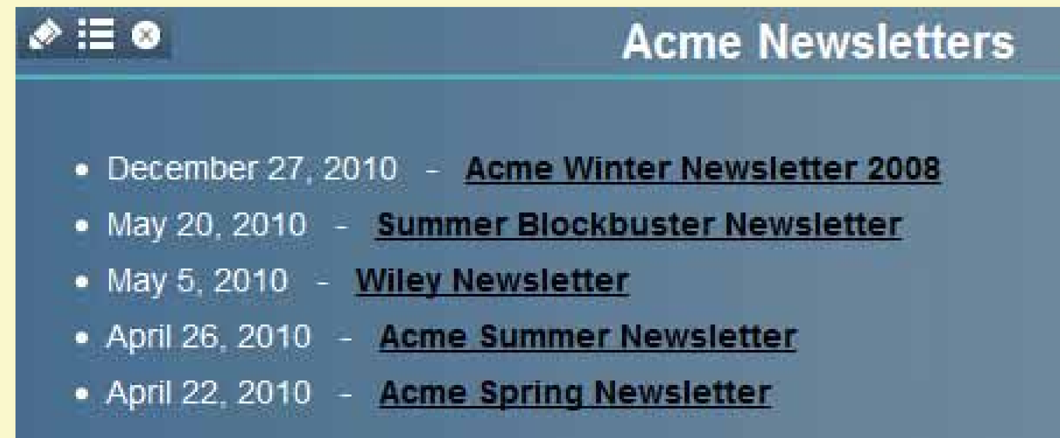
The Newsletter Archive

To add your Newsletter Archive module to a page on your site, follow the steps below:

1. Go to the page where you want to add your **Newsletter Archive** and click the **Add Content** link in the appropriate area of the page. **Note:** most websites in our system have the right side of the page as the largest column of content. We recommend that you add your Newsletter Archive to the largest content area.

2. The Newsletter Archive will appear in that area. To view any of the items in your Archive, click on the link for its name.

When viewing items in your Archive, links remain active and the content will appear as it was when it was originally mailed out and/or added to your Newsletter Archive.



The Newsletter Signup Form (Utility)

The **Newsletter Signup Form** is an automated form you can place anywhere on your site. Anyone submitting information through the form will be automatically added to your mailing list and an *autoresponder* (an automated reply e-mail) will be sent to the individual. ***Click here to learn how to edit your autoresponder.***

Note: This form is for use only if you are using our built-in mass mailing system through the E-mail Marketing module. If you are using your own service (such as iContact or Constant Contact), contact Support at (877) 909-6699 and we will help you put a signup form for your service onto your site. You will need your login information for your mass-mailing service.

1. **The First Step** in setting up your **Newsletter Signup Form** is to find the area of the page you want to add the form to and click the **Add Content** link.
2. Scroll down the list of Modules and click the **Add** button for **Newsletter Signup Form**.
3. In the **Explanatory Text** field, you can enter information on any special offers available for people who join your mailing list.
4. If you wish to capture name information, click the checkbox for **Prompt for First and Last Name**.
5. Click the checkbox under **Lists** for the mailing list you want names and/or e-mail addresses added to for this signup form.
6. Click the **Save** button.

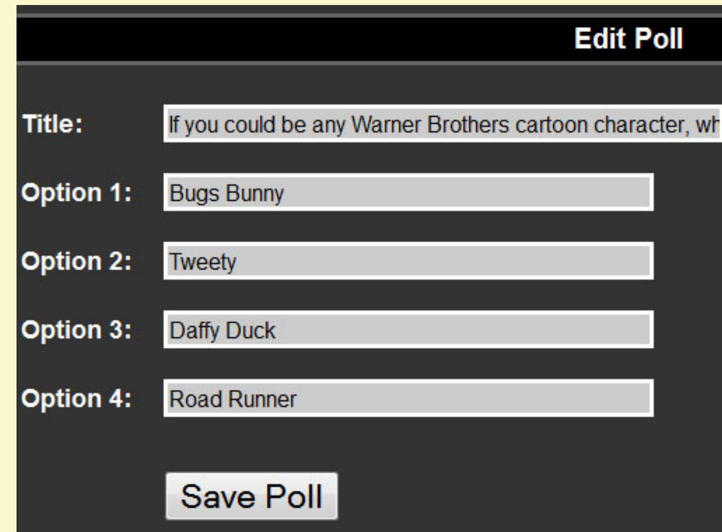
Polls (System Managed)

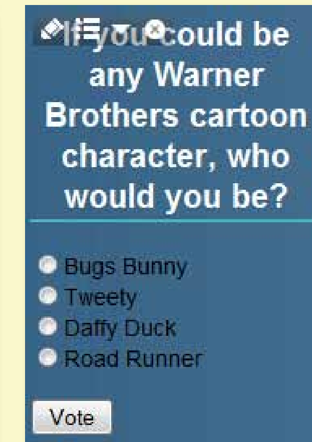
Adding a **Poll** to your website is a wonderful way to either gather useful information from your visitors, add a fun element to your site, or both. Polls offer your visitors a multiple choice question and then display all of the results from other visitors so they can see how their answer measured up.

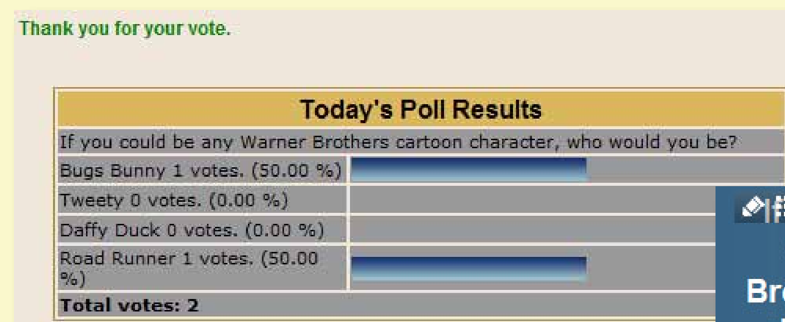
To add a Poll to your site, follow the steps below:

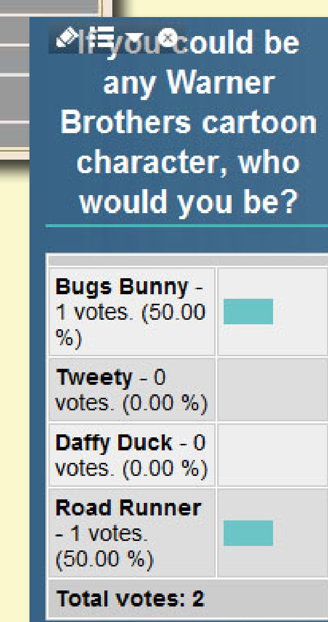
1. After logging into the CMS, go to the page on your website where you want to add the Poll.
2. In the area of the page where you want to place the Poll, click on the **Add Content** link below whatever content is already there. It is recommended to place the Poll module into a smaller column (usually the left-side column).
3. Scroll down the list of available modules and click the **Add** button for the Poll module.
4. Enter the question for your Poll in the **Title** field.
5. Enter four possible answers in each of the **Option** fields.
6. Click the **Save Poll** button.

Visitors will be able to make their choice, click on the **Vote** button and go to a page that thanks them for voting and that displays the results to date. Every time they return to the page they will see updated results on any Poll they have voted on (see image to the far lower right).









The Products Module (System Managed)

The **Products Module** is one of the most powerful and time-saving features of the Content Management System. It allows you to enter information and upload images and then the module does all the work for you. It creates pages, lays out all of the content, sets up the necessary links, and manages all future changes for you as well. Our Products Module also manages the system **Shopping Cart**, which links seamlessly with your PayPal or Authorize.net account.

To begin working with your products, follow the steps below. As with most of our other Modules, the process of creating this content begins with going to **Manage Modules**, where you will create your **Categories** first, followed by your **Products**, and lastly you place the Module on the appropriate page of your site. You can edit an existing Category or Product from within Manage Modules as well, or you can go to the page on which you've placed the Module and click on its Edit button ( ).

There are two major processes to complete in entering your product information into the Products Module. The first is to create all of your Categories and Sub-Categories. It is recommended to get out pencil and paper and write down your categories and the sub-categories that go under them, as many levels down as you need to go. To help you, ***click here to download our Category Worksheet***.

Once you've figured out how you will organize your categories, you need to create them in the system complete with images. It is a good idea, if you have a physical store location, to take pictures of the different sections of your store and use those for Category images. If you do not have a physical location, laying out groups of products within the category and photographing them is a good alternative.

Step One: Setting Up Your Categories

To create a Category, click on **Manage Modules** in the Admin Toolbar, click on **Products**, and then click on **New Category**.

1. Enter the name of the Category in the **Category Name** field the way you will want it to appear on the web page.
2. For the main image for the Category, in the **Image** field, **Browse** your computer and select the appropriate image file. Jpeg images are best. **Note:** once you select the image, you will not see a thumbnail of it as in the example above until after you have saved the Category. It is recommended that you use a small image (150 - 250 pixels wide) for your Category images since they will never be displayed larger than that on your site. **It is highly recommended that you have an image for each of your Categories.** Any that you leave empty will have a large blank space on the web page where the image should be.

Products - Categories

Step One: Setting Up Your Categories

3. The **Description** field is where you may enter a short marketing message, usually about the quality or size of your selection in the Category. If you decide to write a description, please do so for all of your Categories and Subcategories.

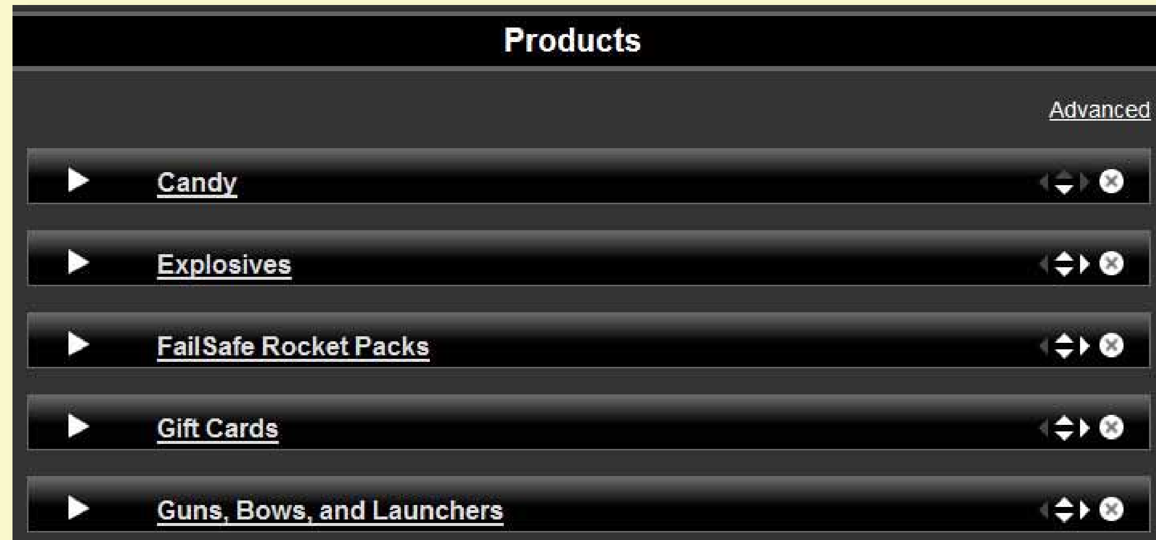
4. Click **Save** to complete the Category.

After creating your first Category you should add all Sub-Categories that need to go underneath it. **You can also look at the top of the Category area where it says Home and (Category Name), there is an Edit link you can click on any time you need to change information about the Category.** We recommend strongly that you finish entering all of your Categories before you begin entering Products.

If you ever wish to change the order or the heirarchy of your Categories and Sub-Categories, you may do so from Manage Modules > Products (this is known as the **Products Home Page**; when working within the Products Module the Home link is always to the left of the Category tree in which you are working).

Moving your Categories around in their heirarchy or order is exactly the same as moving pages around in the **Navigation** section of the **Admin Toolbar**.

To change the order of the Categories, click once on either the Up arrow or the Down arrow (for the appropriate direction) on the right side of the Category's title bar. Make sure to click just once, wait for it to move, and then if needed you can click again in the same manner until the Category is in the proper place.



To move Categories or Sub-Categories to different heirarchy levels, in the same group of arrows on the right, use the right-pointing arrow to move the Category into a Sub-Category level of whatever Category is above it on the list. To move a Sub-Category to a higher level in the heirarchy, click on the small arrow that points to the left.

Products that you might have underneath Categories and Sub-Categories that you move in this way will stay under their original Category or Sub-Category.

Clicking on the larger arrow to the left of the Category name will expand and show you what Sub-Categories, if any, are underneath it. It will also move the New Category link so that any Categories you create at that point will be Sub-Categories under the one you just expanded.

Products - Entering Products

Step Two: Entering Product Information

After you've created all of your Categories and Sub-Categories, you can begin entering **Products**. The main reason it is important to wait until this point is because some of your Products may logically belong to several different Categories. For example, a hot-selling Craft Kit that you offer may be in a special sale, so you would want it to be under a Category such as Kits as well as a Category for Sale Items. Work through the following steps to enter your Products:

1. Go to **Manage Modules > Products >** and then click on the proper Categories and Sub-Categories until you get to a Category that the Product will be in.
2. Click **New Product**.
3. Enter the Product's information into the following fields: **Note:** Required fields will be open and will not have (Optional) after the name. Optional fields are marked as such and must be clicked on in order to enter their information. **If you save a Product without filling out all required fields, your Product will not save and all information will be lost**.

SKU / Product ID: (Optional) It is recommended to use manufacturer SKU numbers for your products. Some visitors will use such numbers in your **Search Module** to go directly to a product they are shopping for, so even if you use a custom numbering system, having the manufacturer SKU in this field is a good idea. Some of our clients enter the manufacturer SKU and then their own internal ID for their products so they can find products both ways. This field can contain numbers, letters, hyphens, spaces, and underscores (no other special characters).

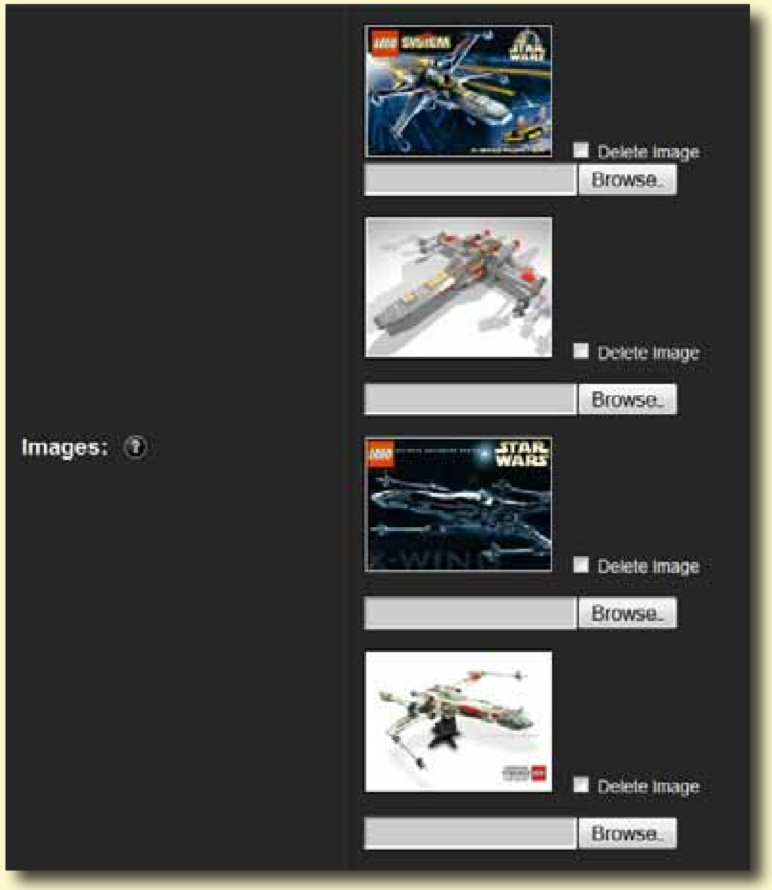
Product Title: (Required) Enter the name as listed by the manufacturer for the Product.

Product Category: (Required) You will notice that the Category the Product is in is already highlighted on this list. If you want the Product to appear under multiple Categories, you may add it to as many as you like. If you look through your Category list, you will see every Category and Sub-Category you have entered. In the example above, you can also see the heirarchy of the Categories, for example **Toys > Lego > Star Wars**. To add the Product to more Categories, hold down your Ctrl key and click on Category names. If you highlight the wrong one by accident, continue holding down Ctrl and click the Category name again and it will no longer be highlighted. When you are done entering all the information for the Product, when you save it, it will be entered the same way under each Category you have selected.

Products - Entering Products

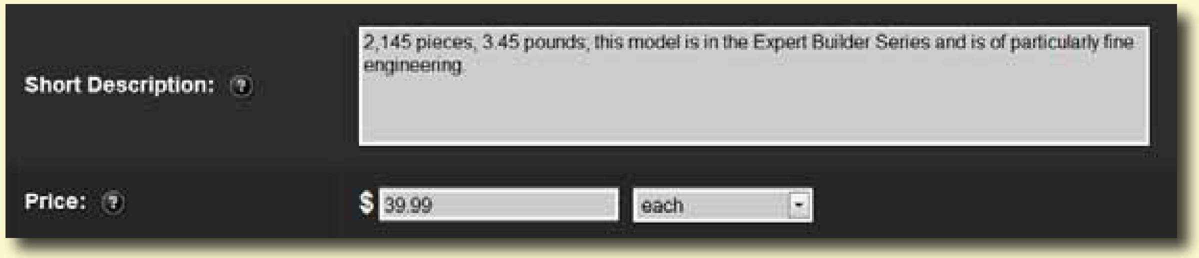
Entering Product Information, Continued

Images: (Required) You can select up to four **Primary Images** for your product. These four will have the ability to be viewed at a larger size, so **it is very important that the size of the images is at least 500 - 600 pixels wide**. If you use smaller images, the system will stretch them to 500 pixels wide for the product preview at the larger size and the image will look bad. To add new primary images, simply **click Browse and search for a .jpg or .png image** and then double click on it to load it into the field. To change an image, click the **Delete Image** checkbox and then Browse for a new image.



The topmost of the four Image fields is for the main Product image, and will be displayed on the Category page where all other products under the same Category are listed. It will be displayed in a thumbnail size (150 pixels wide) and will have a link to View Larger Image. It will also appear on the page for the Product itself, and beneath it will be four micro-thumbnails to click and view the other images.

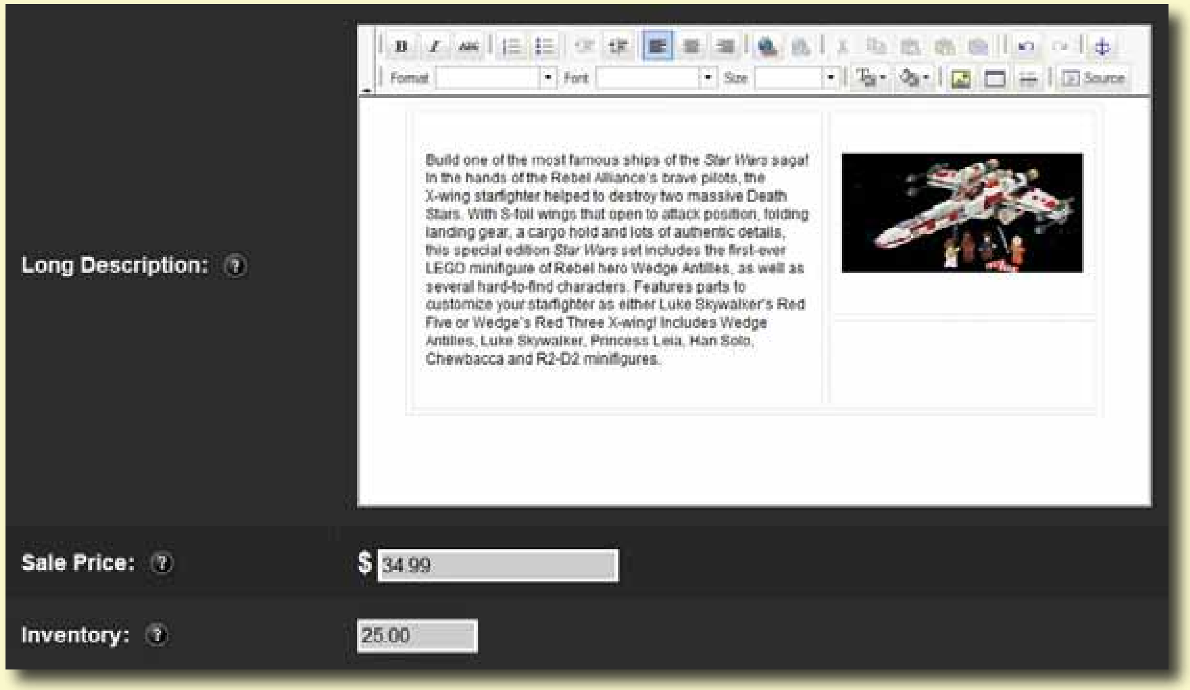
Short Description: (Required) The **Short Description** should contain only key details about the product, selling points, and perhaps a short marketing blurb. Your space is limited for this description and if you write too much it will be cut short (truncated). The Short Description will be shown on the Category page where all the Products in the Category are displayed. It will also be shown in place of the Long Description if you leave that area blank.



Price: (Required) Enter the regular selling price for the Product into this field. You do not need to enter a dollar sign; the system will take care of that for you. There is a field further down that will allow you to enter a Sale Price for the item. If the Product is sold by the unit, leave the drop-box where it defaults to Each. If the Product is sold by the yard, click the drop-box arrow and select Per Yard. You can leave the Price field blank if you don't want to sell the product.

Entering Product Information, Continued

Long Description: (Optional) The **Long Description** allows you to work with our Content Editor (***Click here to learn more about working with the Content Editor***), which empowers you to add rich content to your Product pages. You can add **Secondary Images** (see example to the right), links, tables, and other types of content. If you wish to add secondary product images, it is recommended that you create a table and position the image(s) on the right side (as in the example). The reason it should be on the right is because your Primary Image(s) will display on the left side of the page, so balancing them will look best. The Long Description will appear on the page that is exclusively for the Product.



Your Long Description should contain a full marketing message about the product, with as many details as would be interesting to the client. Feel free to go to manufacturer sites and copy-and-paste their long descriptions of the Product. They will have no problem with you using such content, since you are selling their products, but even so it is a good idea to give credit for the text with a brief note, such as: (*Source text from Lego.com*)

Sale Price: (Optional) The **Sale Price** field is one that allows you to discount your products. When you enter a price here, do not enter a dollar sign. Visitors to your online shopping pages will see the regular Price crossed out and the Sale Price will be highlighted.

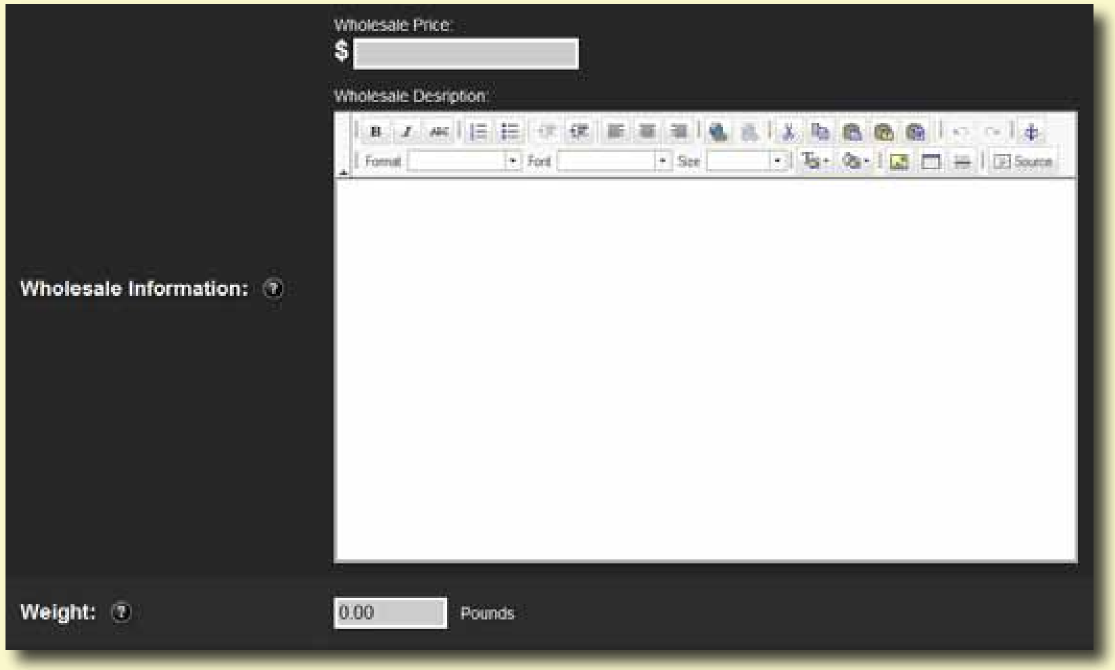
Inventory: (Optional) The **Inventory** field is an excellent way to track the stock you have of Products. Enter the number of items you have. When customers are ordering, they will not have the option of ordering more than you actually have in stock. For Products that you sell by the yard, you can enter your Inventory amounts down to the quarter-yard. Enter such numbers as decimal values. ***For Example:*** *If you have 22 and 3/4 yards of Red Licorice Rope in stock, enter the value of 22.75 for the inventory.* As customers order products, your Inventory will be reduced accordingly. When your Inventory reaches 0, *Out of Stock* will display on your shopping page in red text.

Help When You Need It

Throughout the CMS, and particularly in the Products Module, you will see the help icon from time to time. If you don't know or can't remember what to do in such an area, hover your mouse over the Help icon and it will pop-up a short bit of advice on what you need to do.

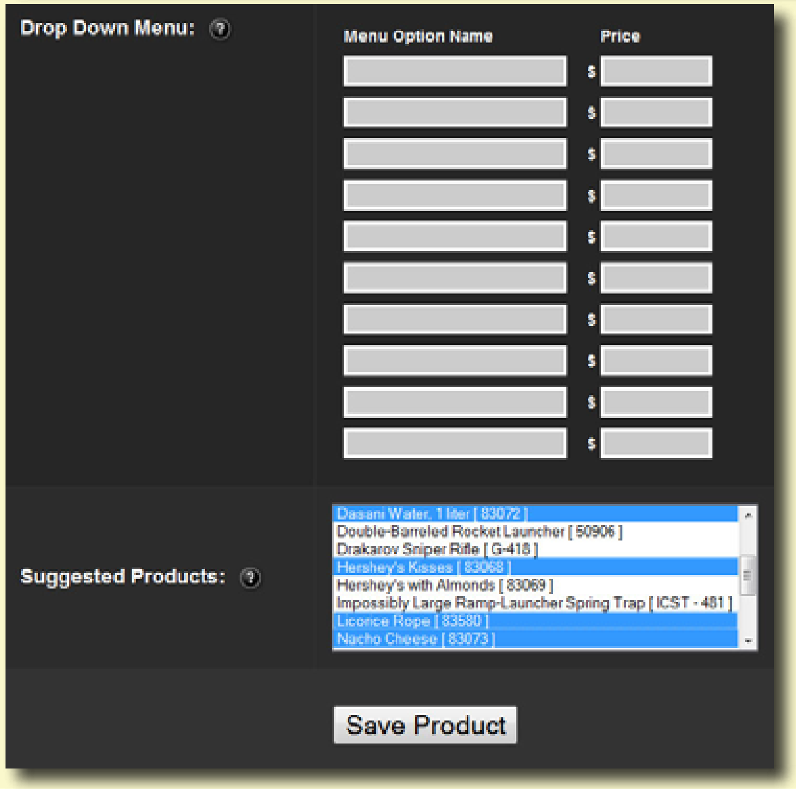
Entering Product Information, Continued

Wholesale Information: (Optional) If you have set up member logins for some of your customers, they can view wholesale information on your product pages that your regular visitors cannot. (***Click here to learn how to set up a Member Login.***) You can enter the price for the item in the **Wholesale Price** field, and you have a Content Editor for the **Wholesale Description** that allows you to enter rich content such as secondary images, links and tables.



Weight: (Optional) The **Weight** field is only necessary if you calculate your shipping charges based on the weight of the Product. If that is how you do your shipping, you need to enter weights for every one of your products. If you do your shipping charges by another method, such as flat rate, the Weight field is optional. Enter your weight amounts as decimal values.

Drop Down Menu: (Optional) You have the ability to list multiple variations of the same item with the Drop Down Menu. You can have up to ten items in the list, along with the different prices. **Please note that using this area will replace whatever you have in Price and Sale Price above.** So if the price you listed in the main Price field above was for the primary 'version' of the Product, make sure that original price and the item option name are in the top fields, respectively. An example of when to use the Drop Down Menu would be selling a T-shirt in multiple sizes at different prices. **Note: The Drop Down Menu does not work with Inventory and Sale Price information.**



4 Click on **Save Product** (don't worry, we haven't forgotten about Suggested Products, please keep reading).

Entering Product Information, Continued

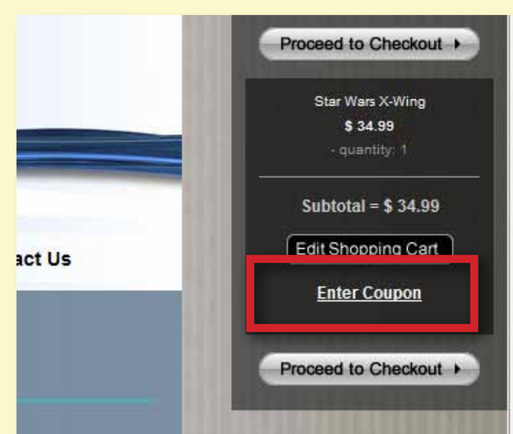
5. After completing the entry of all of your Products, as a follow-up step you should go through and begin entering **Suggested Products**. Your Suggested Products will appear in two columns on the page for the Product you are working with, so it is good to select an even number, we recommend 2 or 4. Choose products that are accessories to the Product you're working with or that are complementary to it in a logical way. Select them by holding down Ctrl and clicking on them in the list.

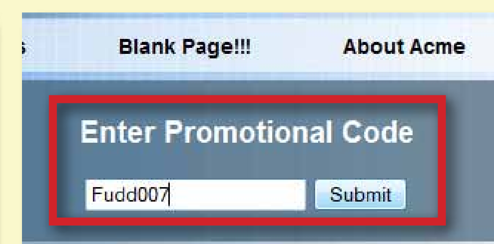
6. If you have not already added your Products module to your shopping page, click on **Preview Site** and go to the page for your online store. On the right, click **Add Content > Products > Add**.

Online Coupons

The Products Module gives you the ability to create electronic **Coupons** that you can distribute to customers to give them discounts. This can be a powerful tool in driving sales by increasing customer awareness of your store. You have probably seen or even used electronic coupons on other online shopping sites; they usually involve entering some kind of code into a Coupon Code field when you are checking out for your order.

Our system works exactly the same way. When you go to **Manage Modules > Products**, look at the bottom of the page and you'll see Coupons. The Coupon function allows you to name your Coupon, create a code for it, and establish the type of discount you will give your customers.



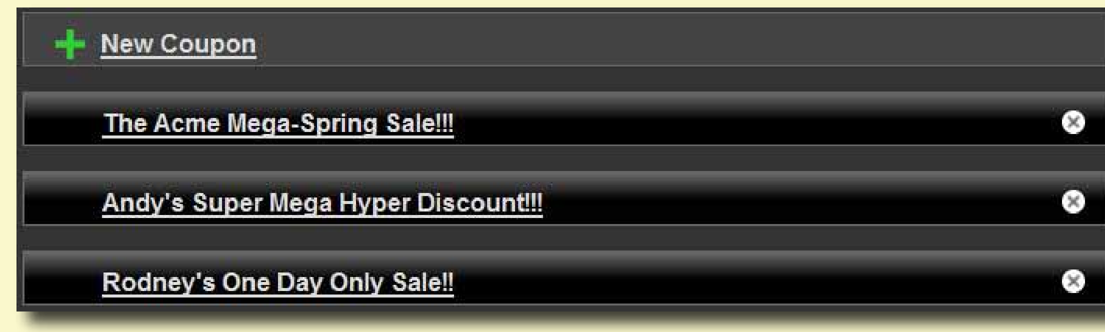


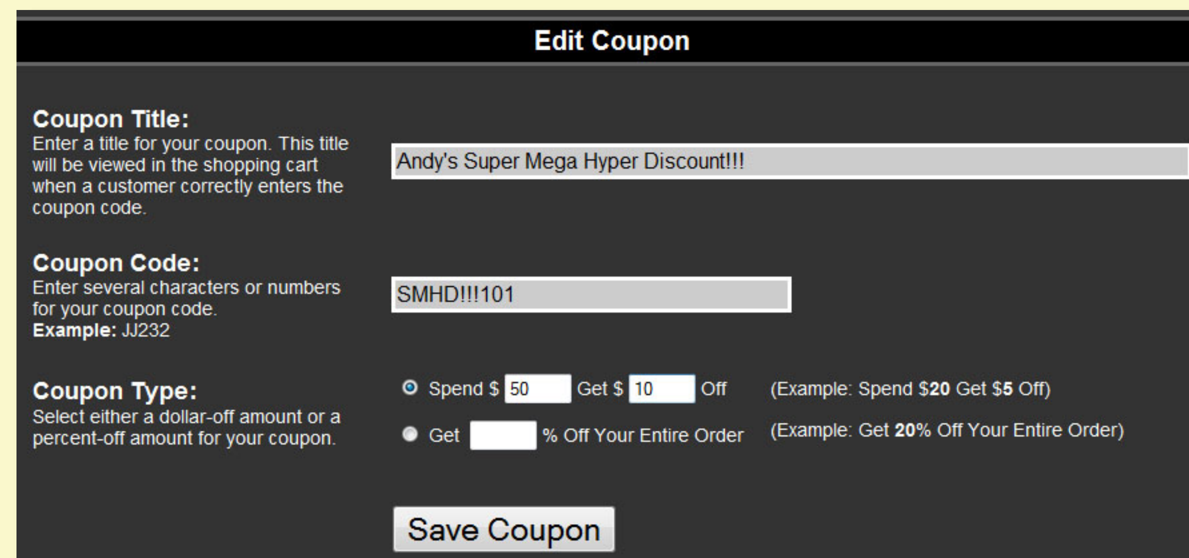
Your Shopping Cart provides customers an Enter Coupon link. When they click the link, they can enter a Coupon Code to get a discount on their purchase.

Products - Coupons

How To Set Up Coupons

1. Go to **Manage Modules** and click on **Products**.
2. Scroll down near the bottom of the page and click **New Coupon**.
3. In the **Coupon Title** field, enter the name of your Coupon as you'd like it to appear to your customers.
4. In the **Coupon Code** field, enter whatever code you feel is appropriate for your Coupon. We recommend using an alpha-numeric code that will include a mix of letters and numbers. It is good to capitalize one or more letters and to use a code that is 6 to 8 characters long.
5. In the **Coupon Type** section, choose which type of discount you want to give your customers. If you want to offer a set dollar amount discount, click the radio button for the top choice. In the **Spend** field, enter the minimum amount the customer must spend to get the discount, and in the '**Get $___ Off**' field, enter the amount of the discount (e.g. Spend $20 and get $5 off). If you wish to give them a percentage amount off of their entire order, click the lower radio button and enter that percentage as a number in the '**% Off Your Entire Order**' field.
6. Click **Save Coupon**.





Remember that any Coupons you create will remain in effect until you delete them, so when you are ready for your promotion to end, go back into the Coupon section of Products and click on the delete button ⊗ to delete the Coupon. You can also organize any Coupons you've created by using the up and down arrows on the right side of the Coupon title bars. Clicking on a Coupon's name will allow you to edit any of the information for the Coupon.

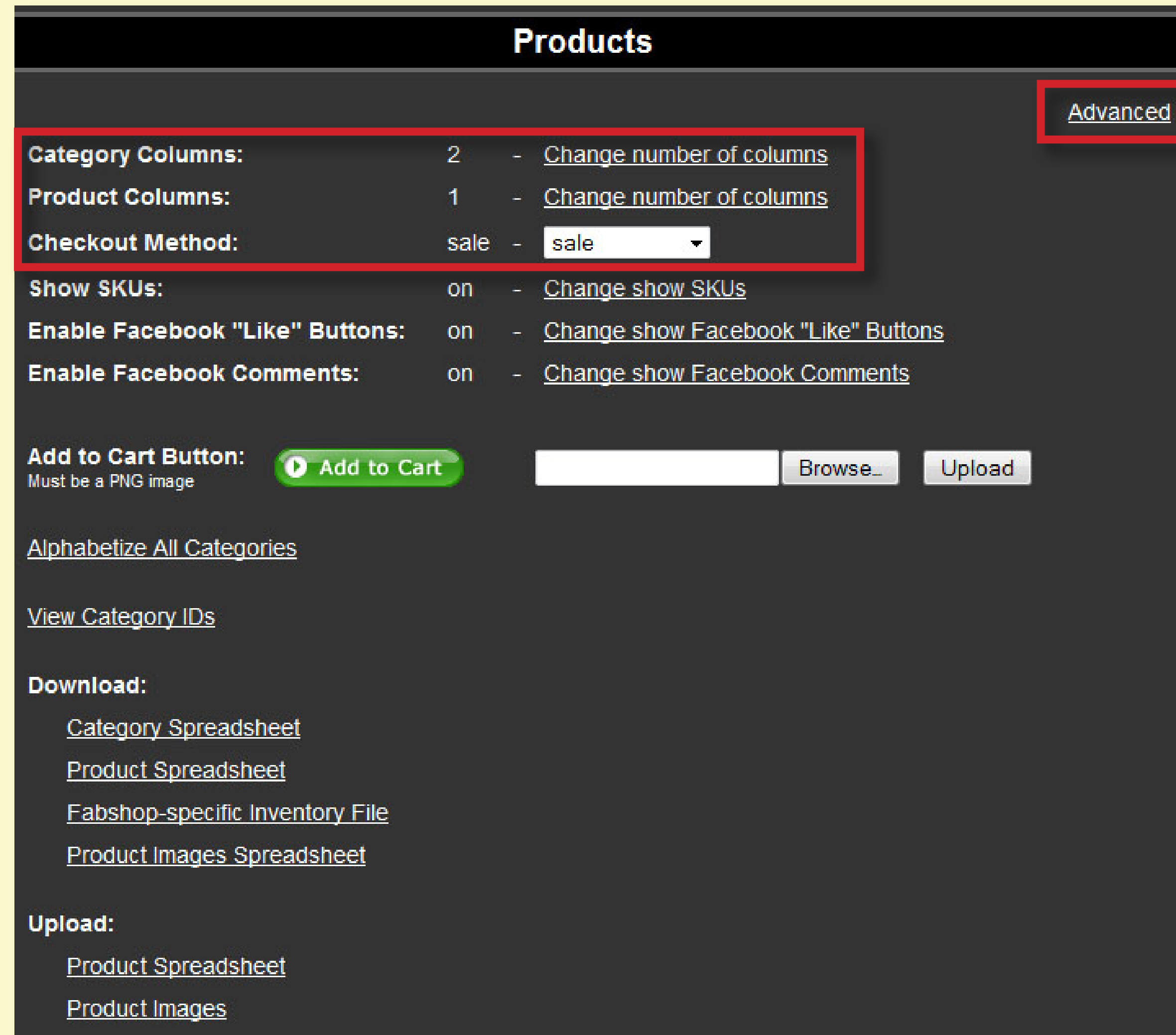
Advanced Functions

The **Advanced** section of the Products module gives you options in several areas and also gives you the ability to work with spreadsheets and bulk image uploads for your products (if you have the Premium functionality for Spreadsheets enabled in your service package).

In your Admin Toolbar, go to **Manage Modules > Products** and look in the upper right corner for the Advanced link to view your Advanced options. **Note:** depending on your site setup and service package, you may not see all of the options to the right.

Category Columns: By default, your product Categories will display in two columns running down the page. You can change this to any number from 1 to 4 by clicking the **Change Number of Columns** link. Note that **most websites do not have the page width to display more than two or three columns of Categories**. Also, the length of your Category names and descriptions can force your columns to display wider on the page. If your columns are too wide and you increase the number of columns, the rightmost column can run off the page. If you change this number, be sure to click **Preview Site** and go to your online store page to see how the columns display after the change and adjust further as needed.

Product Columns: Your Products will initially display in a single column running down the page. If you wish them to display in multiple columns, you can click on the second **Change Number of Columns** link and set the number to anything from 1 to 4. Note that **the change will apply to ALL of your products**. Also note that **if you change the number of product columns to a number higher than 1, your Products will no longer have room to display their Short Descriptions.**



Checkout Method: There are two checkout methods. The default is **Sale**, where your customers will have their cards charged immediately at point of sale. The second method is **Authorization**, which authorizes the funds but does not charge the card until you review the order in PayPal and make any adjustments necessary to the final amount due to shipping or inventory concerns. The customer does not see a final amount until you finalize the order in PayPal.

Advanced Functions, Continued

Show SKUs: If you wish for your SKU / Product ID numbers to display on your online store pages with the items, set this field to the On option. Product ID and SKU numbers will display on all orders you receive whether this option is On or Off.

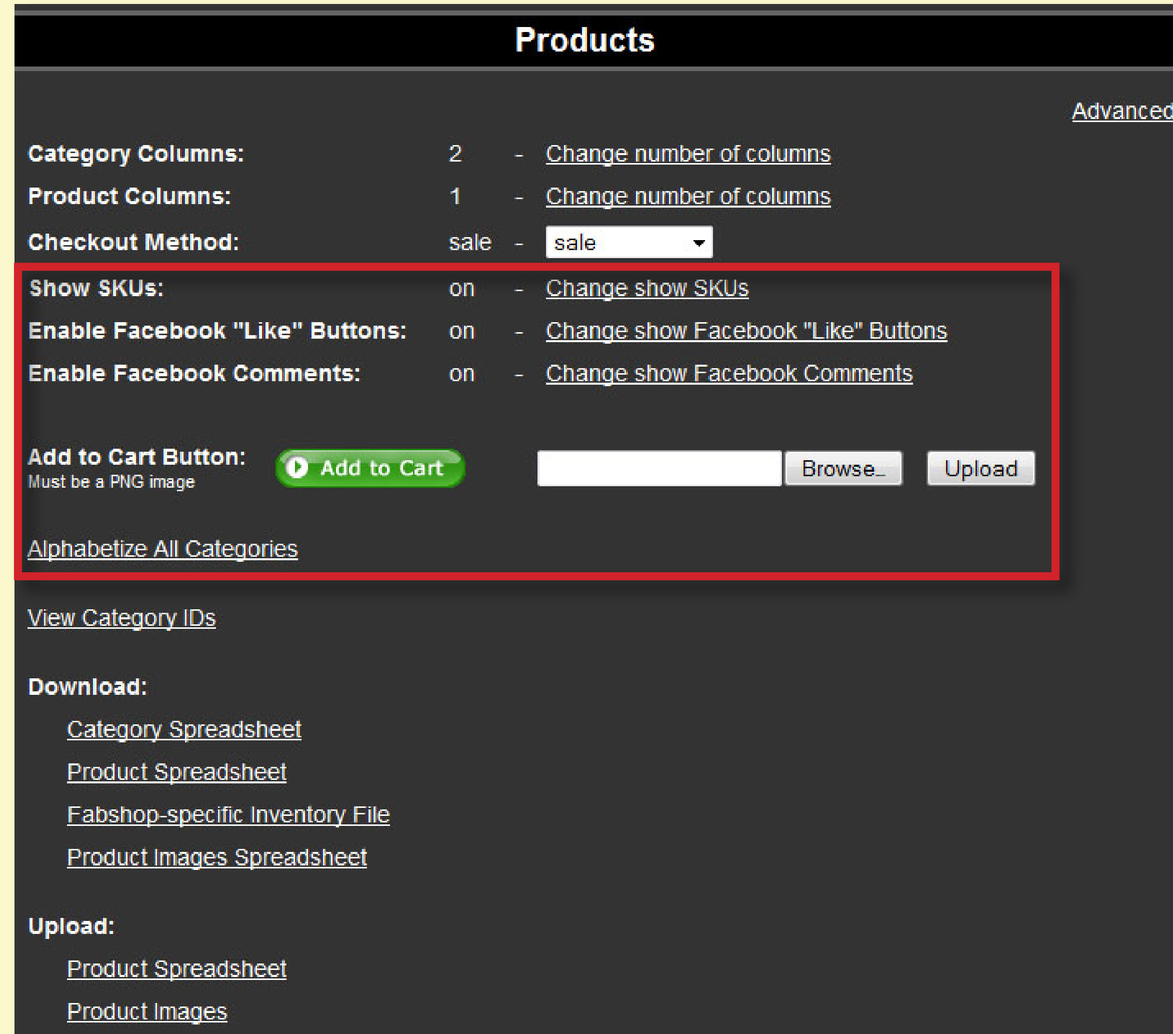
Enable Facebook "Like" Buttons: 

If you have the **Premium Facebook Features** enabled in your service package, the Like buttons for Facebook will automatically display on the pages for individual products throughout your online store. If you do not wish them to display, change this option to Off. **Note**: we highly recommend leaving this feature active as a means of marketing your products and website for free through Facebook.

Enable Facebook Comments: If you have the Facebook Features enabled in your service package, you can offer your visitors the

ability to post Comments on the individual pages for your products. Any comments listed will appear in a chronological list at the bottom of the page and your visitors have the option of also having their comment appear on their own Facebook profile.

Add to Cart Button: By default all of your products will be given the green Add to Cart button pictured to the right once your PayPal account is made active with your shopping cart system (if your account is not yet active, please create a Business Standard PayPal account at PayPal.com and contact our support either by e-mail or by calling (877) 909-6699 and tell us the e-mail address associated with your PayPal account). A free **Button Pack** is available above.



If you wish to change the default Add to Cart button, you can do so by clicking on the **Browse** button and searching your computer for a .png image to use as your new button. Once you've found it, click the **Upload** button and your change will be made system-wide.

Alphabetize All Categories: Clicking on this option will automatically alphebetize all Categories you have set up in your Products module.

Advanced Functions, Continued

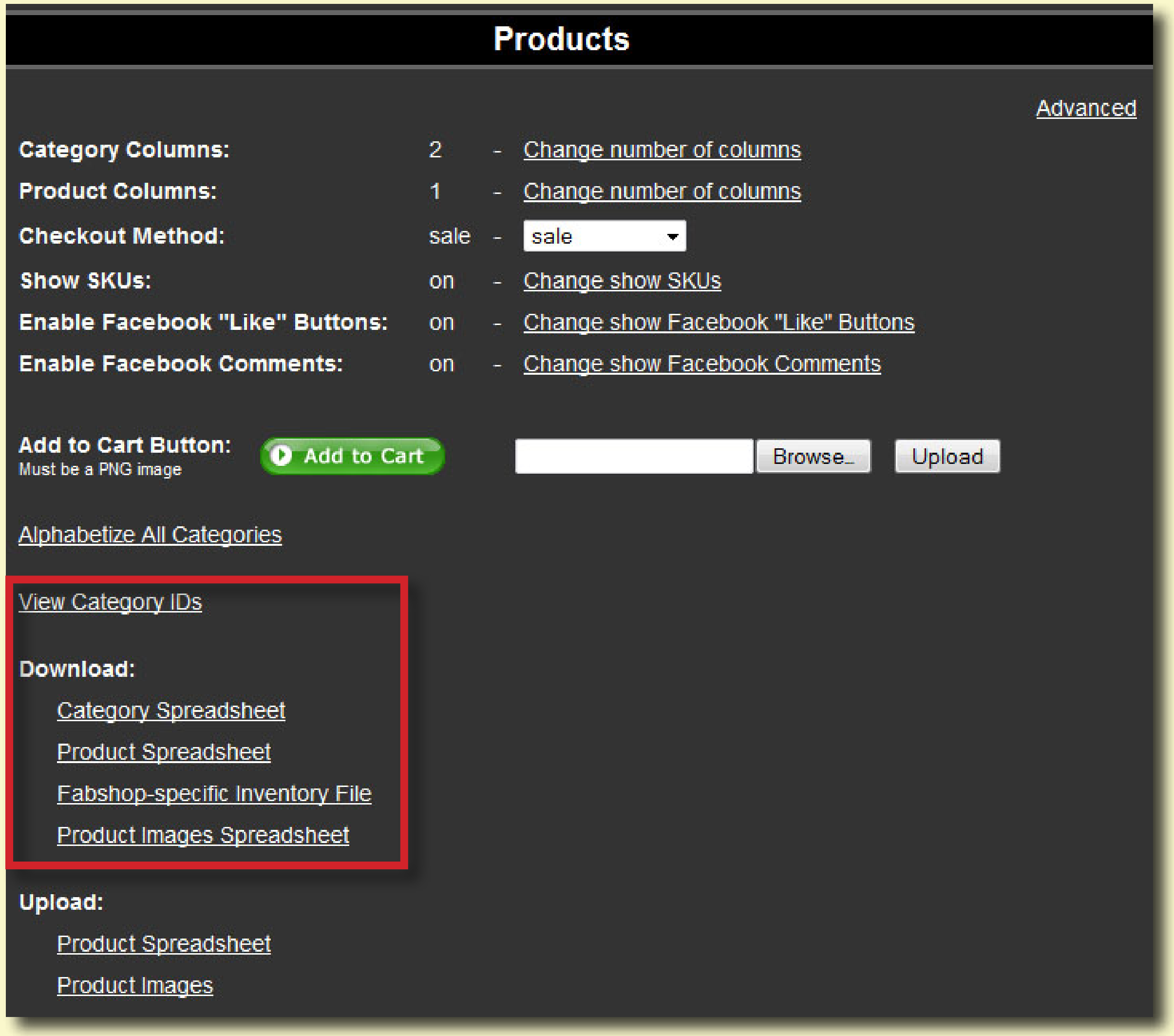
View Category ID's: As you create Categories in the Products module, the system automatically assigns each a unique number. To view a list of all of your Categories and their corresponding numbers, click on this link. This function is mainly used when working with Product Spreadsheets.

Download

Category Spreadsheet: To download a spreadsheet file listing all of your current Categories and their corresponding Category ID numbers, click this link. This function is used mainly when working with Product Spreadsheets.

Product Spreadsheet: This is a useful function to save a 'backup' of your current Product module setup. It is also useful if you plan to begin creating a Product Spreadsheet to upload into the system. If you wish to do so, first create all of your Categories in the normal way ***(Click here to learn how)*** and enter a single product to serve as an example. After entering your sample product, download the Product Spreadsheet by clicking on the link for it and use that as a template for entering your other products into the spreadsheet. Entering your Products via spreadsheet is typically much faster than entering them individually through the Product module interface in **Manage Modules > Products**.

Fabshop-Specific Inventory File: If you are integrating your inventory with the Fabshop search engine you can click on this link to download an Inventory file that you can send to Fabshop. Make sure that you have all of your Categories and Products entered into the system before doing so.



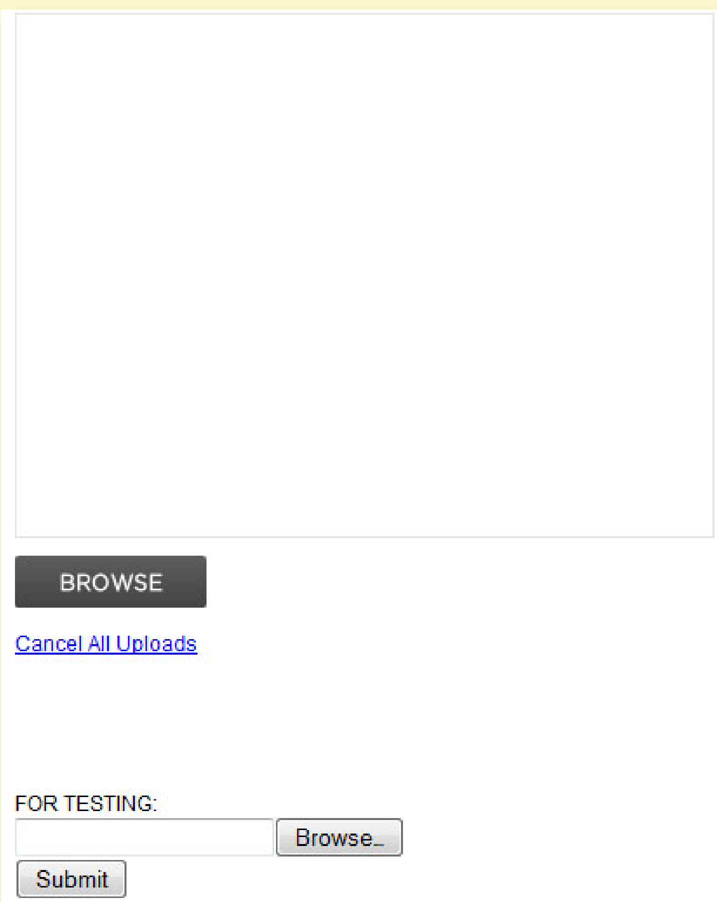
Product Images Spreadsheet: Clicking on this allows you to download a spreadsheet detailing all product images you have uploaded for your products. You will see the name and the web address the system has given each image.

Advanced Functions, Continued

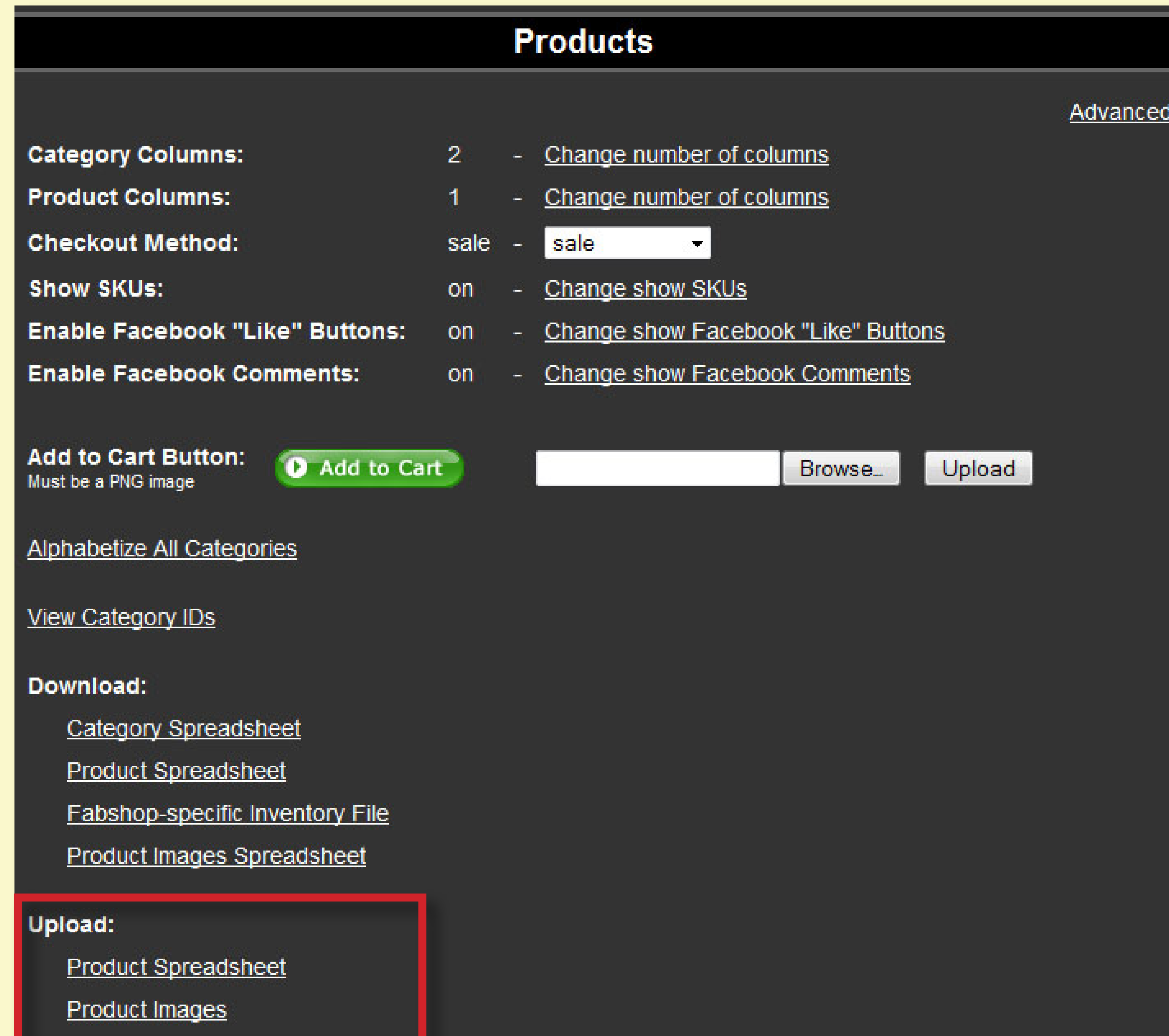
Upload

Note: this section is enabled only if you have the **Premium Product Spreadsheet** functions.

Product Spreadsheet: To upload a Product Spreadsheet, click on this link. If you do not already have it, you need to download the **Spreadsheet Packet** (click on the link above) which contains sample spreadsheets and instructions on how to format your spreadsheet.



Product Images: Clicking on this link will take you to a page that will let you bulk upload your Product Images. Click on the upper **Browse** button and go to the folder with your product images. Hold down your Shift button and select all of the images you wish to upload, click the Open button once they are all highlighted. **Note: your product image files must have the same names as their corresponding product ID's in the Product Spreadsheet.** There is also a **Browse** function that will let you test your product image upload. Simply click the lower Browse button, search your computer for a single test image, and then click the **Submit** button to upload it.

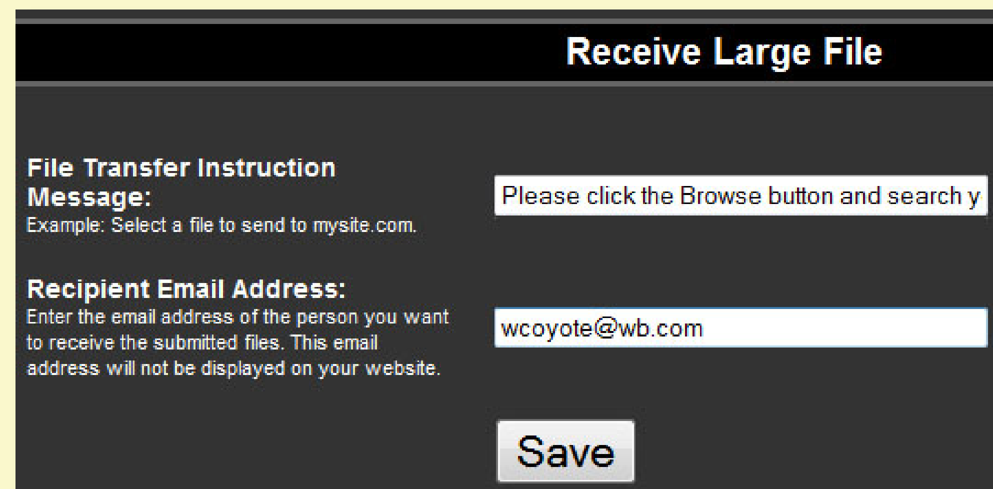


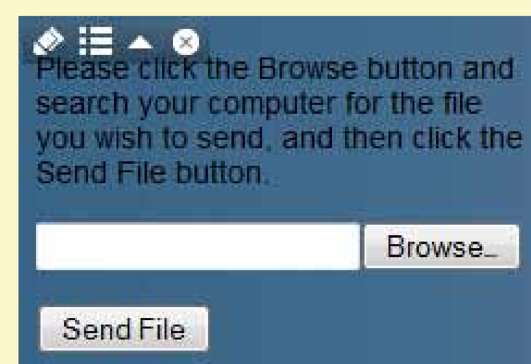
Receive File (Utility)

The **Receive File** module allows you to create a place on your website where **a visitor can send you any file up to 100 megabytes in size**. It is recommended that you create a page in your Repository that will not be available to the general public for this utility. That will prevent you from receiving any files you don't want. ***To learn how to create pages in your Repository, click here.***

1. **The First Step** in setting up your **Receive File** module is to go to the page where you want to place the module.
2. Find the area of the page where you want the module to appear, anywhere will be fine, and click the **Add Content** link beneath whatever content is already there, if any.
3. Scroll down the list of available modules to **Receive File** and click the **Add** button.
4. The **File Transfer Instruction Message** field is for writing instructions to your visitor on what they need to do to send you the file. A message like this covers what they need to know: **Please click the Browse button and search your computer for the file you wish to send, and then click the Send File button.**
5. In the **Recipient Email Address** field, enter the e-mail address you want the download link for files to go to.
6. Click the **Save** button.

You will be notified by e-mail every time someone sends you a file through the Receive File module. Simply click on the link in the e-mail message to download the file.

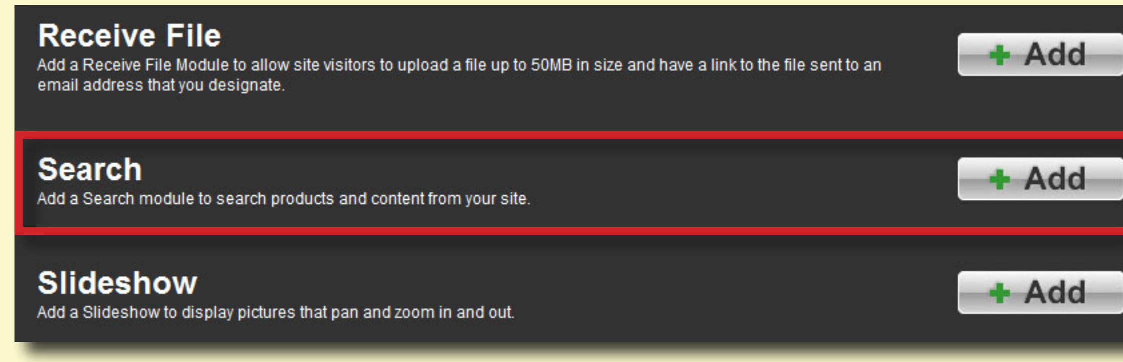




The Search Module

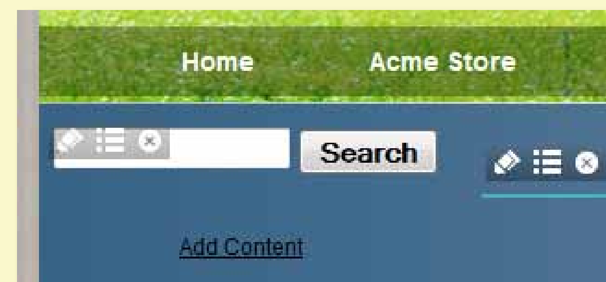
Search (Utility)

The **Search Module** is a useful feature that provides your visitors the ability to enter keywords and search through your entire site's content. The Search Module takes the visitor to a Results page that will first display any products you have that fit the search, followed by general text matches. It is recommended that you make the Search Module available on each of your pages by setting it as a **Global Module**. ***See the Fine Tuning segment below.***

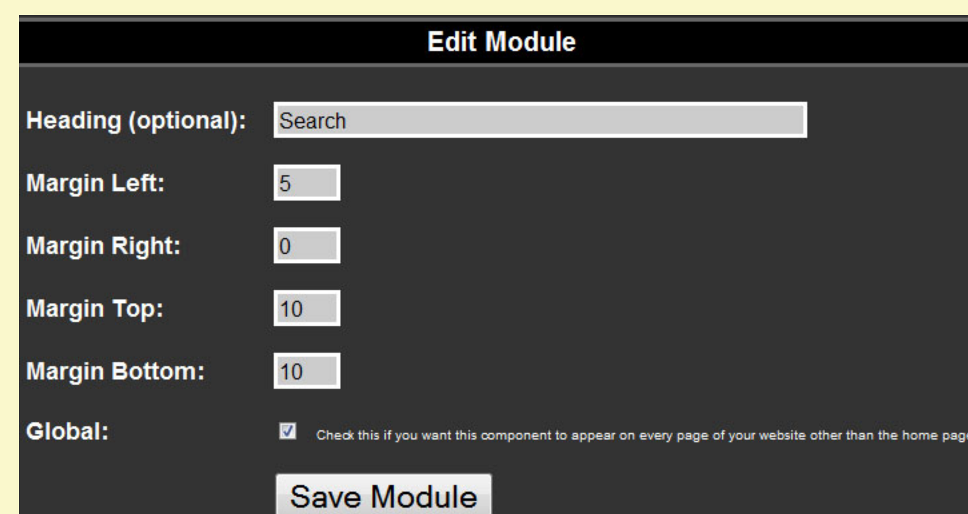


To add a Search Module to your site, follow the steps below:

1. **The First Step** in setting up your **Search** module is to go to the page where you want to place the module.
2. Find the area of the page you want your Search module to be and click the appropriate **Add Content** link.
3. Scroll down the list of available modules until you find Search and click the **Add** button.
4. If your Search module is in a narrow area, you should do some **Fine Tuning** to widen it out as much as possible.



Fine Tuning Your Search Module: Click on the **Fine Tuning** button in the Module Toolbar to start ( ). Most likely, you will be reducing the **Margins** to either side. If your Search module is on the far left or right of the page, it is best to leave at least 5 pixels in the Margin on that side. The other side can be safely brought to 0 to maximize the width available to your Search module. Adjust the top and bottom Margins to your preference and click the Save Module button. Checking the **Global** box will place the Search module on every page on your site except for your Home page.



Slideshow (User-Managed)

The **Slideshow Module** is an excellent way to add color, motion, and visual impact to a page. You can load up to a dozen different images into a Slideshow and the module will cycle through them automatically, displaying each for 3 seconds (moving slideshow).

To add a Slideshow Module to your site, follow the steps below:

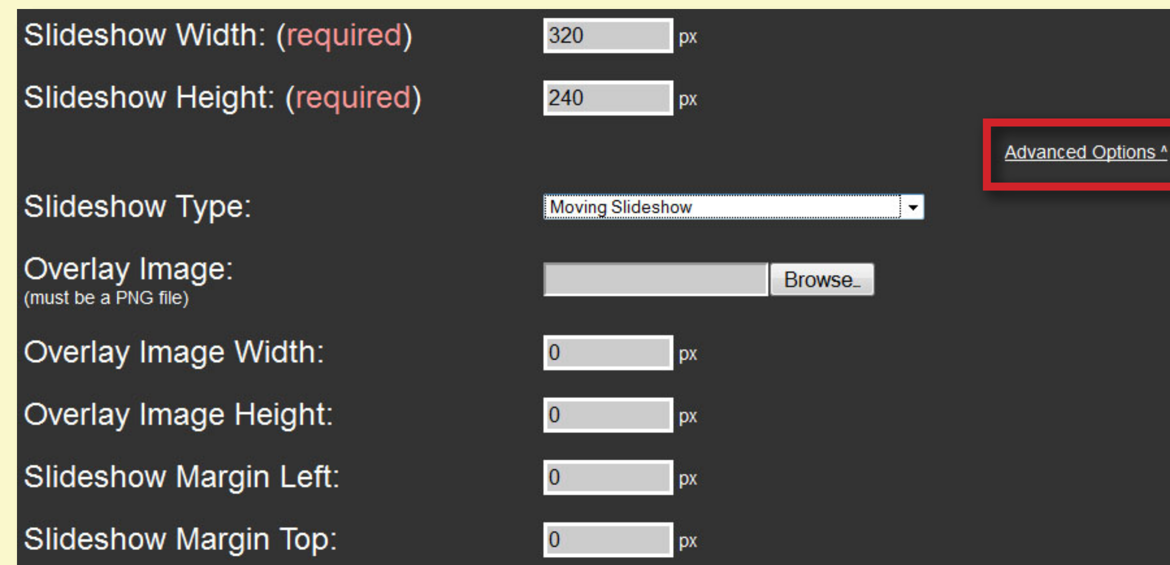
1. **The First Step** in setting up your **Slideshow** module is to go to the page where you want to place the module.
2. Find the area of the page you want your Slideshow module to be and click the appropriate **Add Content** link.
3. Scroll down the list of available modules until you find Slideshow and click the **Add** button.
4. Enter numbers in pixels for **Width** and **Height** (typical measurements might be: large - 640 x 480, medium - 320 x 240, small - 160 x 120).
5. For your Slideshow Images, click the appropriate **Browse** button and search your computer for an image.
6. When finished loading images, click the **Save** button.

It is strongly recommended that you use Jpeg images and that you size them to roughly 20% larger than the dimensions of your slideshow (#4 above) and save them at the new size before uploading them. This larger size will prevent your images from pixellating and distorting as the Slideshow Module zooms and pans them. ***To learn how to properly size your images click here.***

Note: Uploading can take a minute or so. Do not navigate away in your browser window before the process is finished or you will foul the upload and have to begin again.

Slideshow, Advanced Options

The **Slideshow Module** has several options you can configure. To view the Advanced Options, click on the Edit Button in the Slideshow's Module Toolbar ( ). You will see the link for Advanced Options to the right.



Slideshow Type: There are nine different types of Slideshow to choose from. By default, the Slideshow is set to be a Moving Slideshow, a type that subtly pans and zooms your images to add a discrete amount of motion to the page. Each Slideshow type is useful, interesting, and visually appealing. **Click the links below to see examples of each type of slideshow:**

Moving Slideshow - Fully Automated

Photo Flow Slideshow - Automated / User Clickable

Art Gallery Slideshow - Thumbnails on Left - User Clickable

Art Gallery Slideshow - Thumbnails on Right - User Clickable

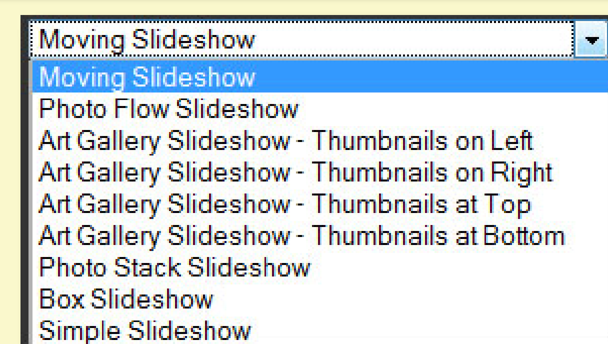
Art Gallery Slideshow - Thumbnails on Top - User Clickable

Art Gallery Slideshow - Thumbnails on Bottom - User Clickable

Photo Stack Slideshow - User Clickable

Box Slideshow - Automated / User Clickable

Simple Slideshow - Fully Automated



Overlay Image: ***This function is for advanced graphics users only.*** If you would like an overlay on your slideshow and you cannot create the graphic yourself, call Support at (877) 909-6699 for assistance.

To place an Overlay image on your Slideshow, click the **Browse** button and **search your computer for a .png image with transparency**. Enter the **Width** and **Height** of the image in the appropriate fields. For the Margins, subtract the Slideshow Width from the Overlay Image Width and divide by 2. Repeat for Height. This will center your Overlay over the Slideshow. Overlay images must have transparency and must be in the Adobe .png (ping) format.

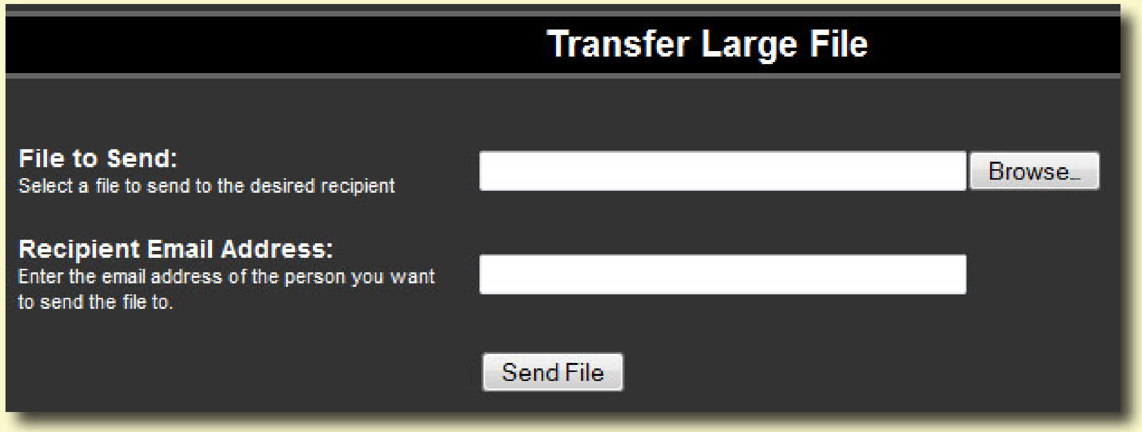
Transfer Large File (Utility)

This useful module allows you to send large files to others through your website. Unlike other modules, **Transfer Large File** does not need to be placed on a page; it is simply a tool for sending a large file to someone.

To transfer a file to someone, follow the steps below:

1. **The First Step** in transferring a file is to click on **Manage Modules** in the **Admin Toolbar**.
2. Click on **Transfer Large File**.
3. In the **File to Send** field, click on the **Browse** button and search your computer for any file up to 100 megabytes in size.
4. In the **Recipient Email Address** field, enter the e-mail address you want the file link to be sent to.
5. Click the **Send File** button to complete the process.

The recipient will get an e-mail a few minutes later that will contain a link the individual can click on to download the file directly. This is a useful function to use any time you need to send someone a file that is larger than regular e-mail can handle (typically anything larger than 10 megabytes).



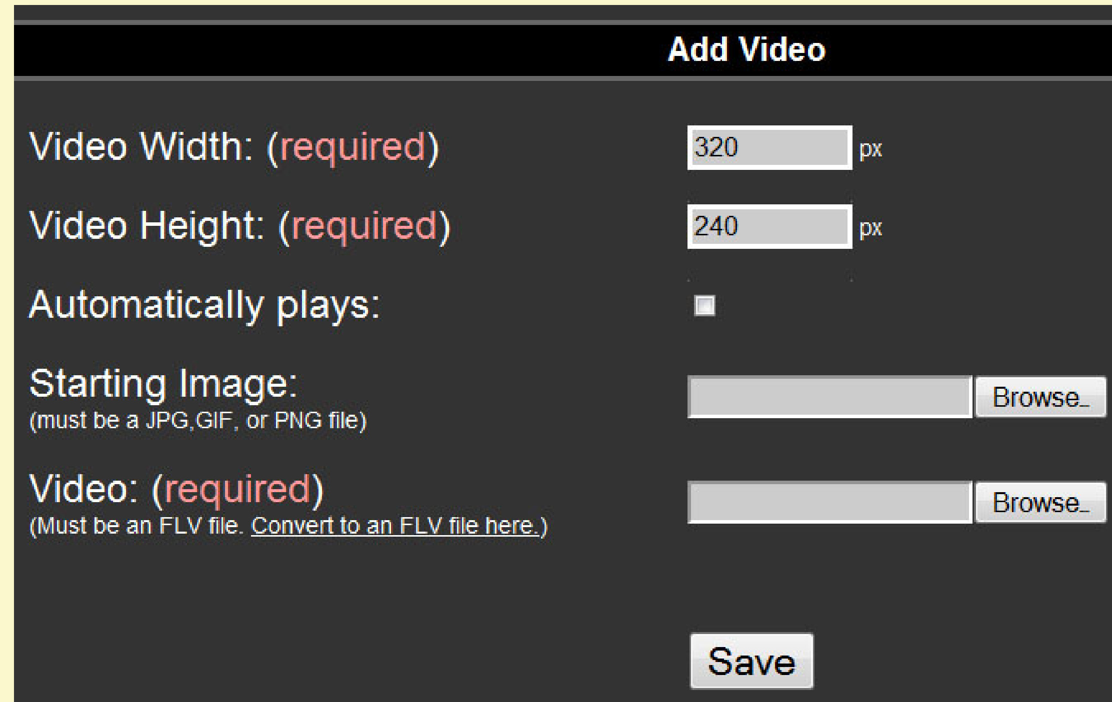
Video (User-Managed)

The **Video Module** allows you to upload videos that will play directly from one of your website pages. Having a video on your website is very good for your search engine results, so if possible, we recommend that you add one or more to your site. Video files you upload to the Video Module must be less than 100 megabytes in size and must be in the Flash Video (.flv) format.

If you need to convert a video file into the .flv format, **click here to go to Zamzar.com.**

To add a Video Module to your site, follow the steps below:

1. **The First Step** in setting up your Video module is to go to the page where you want to place the module.
2. Find the area of the page you want your Video module to be and click the appropriate **Add Content** link.
3. Scroll down the list of available modules until you find Video and click the **Add** button.
4. Enter numbers in pixels for **Width** and **Height** (typical measurements might be: large - 640 x 480, medium - 320 x 240, small - 160 x 120).
5. If you wish for the video to begin playing as soon as the web page loads, check the **Automatically Plays** checkbox. *We recommend that you allow your visitors to manually start videos on your site*; experience has shown us that videos that begin playing automatically will frustrate a majority of people.



6. If you have a specific image file that you would like to serve as the ‘cover’ for the video, you can upload it into the **Starting Image** area by clicking the **Browse** button. Visitors click on the starting image to open the video viewer, and can then start the video playing.
7. In the **Video** field, click the **Browse** button to search your computer for the .flv file.
8. When finished loading the video, click the **Save** button.

Note: Uploading can take a few minutes. Do not navigate away in your browser window before the process is finished or you will foul the upload and have to begin again.

Part Three

Reference / Appendices

Glossary

This glossary provides explanations of terms used throughout the Content Management System as well as page number references for pages in this Reference Guide that pertain to the term in question where you can find step-by-step 'How-To' information.

Add Content Links p.26 - These are links you will see when viewing web pages of your site and they will always be at the bottom of each column of Modules on the page. Clicking on an Add Content link will display a list of all Modules you can add to a page. From there you click on a Module's Add button to either place it on the page or to begin its initial setup, depending on the Module.

Add to Cart Button p.90 - By default all of your products will be given the green Add to Cart button once your PayPal account is made active with your shopping cart system. In the Advanced area of the Products Module under Manage Modules in the Admin Toolbar you can change the button to something else if you like.

Adding a Border to an Image p.44 - See *Border*

Address Bar p.12 - The largest of the information 'bars' at the top of your browser; the Address bar is where the browser displays the address (or URL) of the web page you are currently viewing. If you know the proper web address for a page you want to visit, enter it into the Address Bar instead of entering it into the Search bar.

Admin Toolbar p.9 - The large black bar at the top of the CMS screen; it contains the major functions of the CMS.

Admin Toolbar Hide/Reveal Button p.9 - An arrow in the upper left of the Admin Toolbar that allows you to click to either hide the toolbar or bring it back again.

Administrator p.20 - An individual who in the User Accounts section of the Admin Toolbar has been placed in the Administrator Group and has access to work with all of the content on the website and also to manage system Users.

Administrator Group p.20 - A User Group in the User Accounts section of the Admin Toolbar. All Users in this Group have access to the entire website and can manage Users.

Adobe Flash Player Plugin p.5

Advanced Functions, Products p.89 - See *Products, Advanced Functions*.

Anchor Point p.57 - Anchor Points are markers the CMS uses for Anchor Links to jump to on long web pages such as blogs so that visitors can click to jump to whatever section they are interested in. When you are editing a Content Module that has Anchor Points you will see them as small yellow anchor icons.

Anchors p.41 (Tutorial Segment: Creating Anchor Links) p.56 - Anchors are a special type of link that is used on long web pages such as blogs. Anchor links take the visitor far down the page to a specific section, so they are on-page links.

Authorize.net - One of the premier secure online transaction processing companies. Authorize.net allows you to integrate with almost all merchant gateway systems (provided through your bank), allowing you to use the came transaction processing you utilize in your store. Please call Support at (877) 909-6699 if you would like more information on working with Authorize.net.

Autoresponder E-mail Message p.58 (Setup in E-mail Marketing Module) - This is the automated message that is sent to anyone who signs up to join your mailing list through the Mailing List Signup Form. You can configure the e-mail address the Autoresponder is sent from, the subject and message of the e-mail by going to Manage Modules > E-mail Marketing > Settings.

Backup - There is no need to back up most of the content on your website because it is stored centrally in Manage Modules. If you plan to delete a Content Module, a Slideshow, or a Video Module from your website, make sure that you have saved the content in the module elsewhere first because when it is deleted you will not be able to restore it. The CMS automatically backs up all of the content on your website periodically throughout the day, so if you have accidentally deleted something you cannot replace you can call Support at (877) 909-6699 and we can restore the lost content for you within a couple days.

Border (Adding a Border to an Image) p.44, (Removing a Border from an Image) p.50 - You can add an image border of whatever pixel thickness you like in the Image Info tab of the Image Properties window by entering a number into the Border field. By default, the border will be a black line. You can change the border color by using the Text Color function. To remove a border from an image, such as the blue line that appears around images when you turn them into links, enter 0 into the Border field on the Image Info tab of the Image Properties window.

Bulk Import E-mail Addresses p.58 - A function in the E-mail Marketing Module that allows you to paste in any number of e-mail addresses to add to your mailing list. Go to Manage Modules > E-mail Marketing > Bulk Import E-mail Addresses.

Business Facebook Page p.63 - In order for the Premium Facebook Features to work on your site, you must first have a Facebook page for your business and then you need to set up a Facebook App.

Calendar Category pp.28, 30 - Categories in your Calendar Module should center around major types of Events. For example, if you offer classes, you would logically have a Classes Category in your Calendar. You might also have a Store Events Category for things like special sales, trade shows, and holiday hours.

Calendar Module p.28 (Tutorial) p.30 - A System Managed Module that allows you to organize different events into Categories. The Calendar Module, when placed on a web page, will display a preview of the next four events coming up as long as they fall within the current month or the following month and provides a link to View the Entire Calendar that will display a full calendar grid for the current month with links to all events in that month. The Tutorial How to Set Up Your Calendar instructs on how to organize categories, enter event information, and customize the Calendar Module if you only want it to display certain categories.

Category (Calendar) pp.28, 30, (Classes, Linking to Calendar Category) p.35, (FAQ) p.71, (Products) p.81, 83 - Categories in the CMS are used in several different areas and are ways of organizing a great deal of information in manageable sections under the same topic. In some areas, for example Product Categories, you may need extensive use of Categories and Sub-Categories if you have hundreds of products or more in your online store. Please see the respective description page in this Guide for the type of Category you need to work with.

Category Spreadsheet p.91 - If you have Premium Spreadsheet functions enabled in your service package you can go to Manage Modules > Products > Advanced and in the Downloads section you can download a spreadsheet that lists all of your Categories for your Products and the number the system has assigned to each.

Category Worksheet p.81 - A convenient tool to help you organize your Categories and Sub-Categories for your Products Module.

Changing an Image Border Color p.44 - See *Border*

Classes Module p.33 (Tutorial) p.34 - A System Managed Module that allows you to enter detailed information about your Classes. The module displays classes that are coming up and will automatically hide them from your web page for classes after the class is finished.

CMS Reference Guide and Workbook p.6

Content Editor p.40 - The Content Editor is a system component that you will see in many of the different Modules in the CMS. The Editor is like a simple word processor and allows you to add text, images, tables, links, and other rich content to your modules.

Content Entry Process p.17 - A process that involves System-Managed Modules that are in the Manage Modules section of the Admin Toolbar. The process begins when you go to Manage Modules and select the module you want to work with, then you enter the content into simple fields for things like text and images, and finally to view the web page where you want the content to appear and you Add Module to place it on the page.

Content Management System (CMS) p.6 - The Content Management System is a set of tools that overlays your website, tools that empower you to add and edit the content of your pages, to add and edit the pages themselves, and to administrate access to your site.

Content Module p.37 - The Content Module is a User Managed Module that is your most versatile tool for placing content onto a web page. Any time you need to put text, images, tables, links, or other rich content manually onto a page the Content Module is the one you will use. Because content for each Content Module is stored directly on the page in the Module itself, if you delete a Content Module that information will be gone and you won't be able to get it back from your side of the Content Management System. So be careful when deleting Content Modules and make sure you have backed up the information first. If you accidentally delete a Content Module and need to get it restored, you can call Support at (877) 909-6699 and we can restore it for you within a couple of days.

Copy p.40 - The standard button for Copy may not work because of browser security settings, so always use the keyboard shortcut for this as well as for Cut and Paste. The shortcut is Ctrl+C (Windows) or Command+C (Mac).

Coupon, Online p.87 - The Products Module gives you the ability to create Coupons that have codes you can distribute to your customers so they can get a discount for their online purchase.

Create an Online Form p.68 - See *Forms Module*

Cut p.40 - The standard button for Cut may not work because of browser security settings, so always use the keyboard shortcut for this as well as for Copy and Paste. The shortcut is Ctrl+X (Windows) or Command+X (Mac).

Data Entry - See *Content Entry Process*

Delete Button - In the Content Management System, Delete Buttons are always a white circle with a gray X inside. When deleting pages, you should be sure to look at the page content first and back up any content in User-Managed Modules (see list below). When deleting a User-Managed Module from a page, you should also make sure that you have backed up its content elsewhere before deleting it. The CMS will always warn you before you delete a page or a module. User-Managed Modules include the following: Content, Slideshow, and Video.

Design Wall - This functionality is part of the **Premium Features Package**. An add-on to the Online Store that allows visitors to visually compare items side by side on a 'white-board'; an excellent feature for matching colors or design styles for products.

Download p.91 - Under Manage Modules > Products > Advanced (depending on your service package) you have the ability to download a Category Spreadsheet, a Product Spreadsheet, a FabShop Specific Inventory File, and a Product Images Spreadsheet. Most of these options require that you have the **Premium Spreadsheet** functionality enabled in your service package.

Drafts of E-mail Messages pp.58, 59 - In Manage Modules > E-mail Marketing you can create a message and save it as a Draft if you need some time to finish it up before sending it out. Such messages will appear in the Drafts section on the main page of E-mail Marketing under Manage Modules.

E-mail Marketing Module p.58 - The E-mail Marketing Module is a Utility Module and is your hub for all of your mailing activity. Whether you're sending out your latest newsletter or getting a new online promotion to your client list, the E-mail Marketing Module is where you'll go to actually send out such messages.

Entering Information / Data - See *Content Entry Process*

Event Category pp.28, 30 - See *Calendar Category*

FabShop-Specific Inventory File p.91 - If you are a member of the FabShop Search family and if you have the **Premium Spreadsheet** functionality enabled in your service package, you can go to Manage Modules > Products > Advanced and in the Downloads section you can download a data file of your current inventory that you can send to FabShop.

Facebook App p.65 - This functionality is part of the **Premium Features Package**. In order to activate Facebook Features on your website, you must create a *Business Facebook Page (p.63)* and a Facebook App. After creating your Facebook App you will be given an *App ID Number (p.67)*, which you need to send to Support so that we can activate your Facebook Features.

Facebook Comments Module p.61 - This module is a Utility Module. This functionality is part of the Premium Features Package. The Facebook Comments Module allows you to empower your visitors to comment to viewers of your web page and even to all of their Facebook friends about your content. For example: if you have a craft store and you sell a kit that you created yourself, you could add a Facebook Comments Module to the page promoting your kit. As visitors read about the kit, they will see any Comments posted by others and have the opportunity to post their own comments. A check-box is provided for any who want their comments to also appear on their Facebook profile.

Facebook Features- This functionality is part of the **Premium Features Package**. These include the Facebook Comments and Facebook Like Button modules and represent an amazing way to network and market your business for free.

Facebook Like Button Module p.62 - This module is a Utility Module. This functionality is part of the **Premium Features Package**. The Facebook Like Button is an excellent means of networking your website and the products you sell. When a visitor clicks on your Like button, all of that person's Facebook friends are notified and are provided a link to click and view the page.

Facebook Page for Your Business p.63 - See *Business Facebook Page*

FAQ Module p.71 - A System Managed module that is very useful in keeping your visitors informed about common issues. If you have questions about your products or services that come up on a regular basis an FAQ (Frequently Asked Questions) resource on your website is a good way to get those questions answered for your customers. The FAQ Module is simple to set up and will display those questions and your answers to them on a single page.

Fine Tuning p.26 - A function of the Module Toolbar that allows you to adjust a Module's position in its area on the page so that it looks good in relation to other Modules and graphical elements. You can also edit or add a Heading for the Module with this function.

Flash, Adobe - If you want to incorporate an Adobe Flash module of some kind into your website, most likely that will require some custom programming on our part so please call (877) 909-6699 and select the Sales option to discuss your needs.

Flash Player Plugin for Mozilla Firefox p.5 - See *Adobe Flash Player Plugin*.

Form Submission Information p.69 - See *View Form Submissions*

Forms Module p.68 - The Forms Module is a System Managed module. If you need to allow your site visitors to fill out on-screen forms, you can use the Forms Module to provide that functionality. The Forms Module is extremely basic in its set up and will provide a holding place for the information entered by your visitors. You can set up your Forms to automatically e-mail you whenever someone fills one out.

Frequently Asked Questions Module p.71 - See *FAQ Module*

Groups p.19 - See *User Groups*

HTML - A code system that governs the content layout of web pages. The CMS was designed so that you never have to learn or use any HTML to manage your website content. If you need to enter HTML code into one of your Modules, you can do so using the Source button in a Content Editor for the Module (usually in a Description, Long Description, or Content section for the Module content).

Image Properties Window p.43 - Whenever you click the Insert/Edit Image button in the Content Editor the Image Properties window will open. In the Image Info tab you can adjust image properties such as Width and Height in pixels, how the image Aligns to text, the horizontal space (HSpace) or vertical space (VSpace) around the image, and you can add a Border around the image of whatever thickness in pixels you prefer. The Upload tab allows you to upload an image from your computer into whatever module you are working in. If you Right-Click (Windows) or Ctrl+Click (Mac) on an image that is already in the Content Editor you can select Image Properties from the pop-up menu as an alternate way of opening the Image Properties window.

Information Entry p.17 - See *Content Entry Process*

Java Plugin p.5

Job Listing Module p.73 - Need to hire some help? The Job Listing Module can help you use your website to find the right person for the job. This is a System Managed module that allows you to post information about whatever position(s) you have available as well as contact information.

Learning Center p.9 - A link on the Admin Toolbar that allows you to view an overview video of how to use the CMS.

Link in a Drop-List on Your Navigation to a Category in Your Online Store p.54 - You can create links so that when a visitor to your site moves their mouse over your Online Store in your main Navigation menu they see drop-list links that will take them to Categories in your Online Store.

Link to a File p.15 (Repository) p.52 (Tutorial: Linking to a File) - The CMS Repository allows you to host computer files on your website that your visitors can download as needed. In the process of linking to such a file, you first upload it into the Repository and then create a link your visitors can click on to download the file.

Link to a Page Off Your Website p.51 - You can create links to any page on the internet. Links can be made in text or in an image.

Link to a Page on Your Website p.49 - You can create a Link to any page on your website. Links can be made in text or in an image.

Link to an Existing Web Page p.12 (Navigation) p.54 (Tutorial: Create a Drop-List Navigation Link to a Product Category in Your Online Store) - A function in your Navigation in the Admin Toolbar when creating a New Page link that allows you to link directly in your main Navigation menu to any page on the internet, on or off your site.

Logout p.9 - A link on the Admin Toolbar that logs you out of the Content Management System when finished with your work.

Mailing an E-mail Marketing Message / Newsletter p.59 - See *Sending an E-mail Marketing Message / Newsletter*

Main Menu p.10 - A common reference to your main Navigation.

Make an Online Form p.68 - See *Forms Module*

Manage Modules p.17 - The heart of the content for your website: Manage Modules is an area you can use to do data entry for System Managed Modules (Calendar, Classes, FAQ, Forms, Job Listings, News, Newsletter Archive, Polls and Products) and is also where you can find some Utility Modules (E-mail Marketing and Transfer Large File).

Member p.21 - You can create Member Accounts for visitors to your site who will have access to pages and content that is only visible with a Username and Password in the User Accounts area of the Admin Toolbar.

Member Account p.24 - You can set up Member Accounts for any site members you wish to add so that they can login and view pages and content that is not available to the general public.

Member Login p.21 - This functionality is part of the Premium Feature Package. You can set up special parts of your website that require a Member to login in order to view the page in the User Accounts section of the Admin Toolbar.

Member Login Link p.21 - A link for Members to click on that takes them to a login screen where they enter their Username and Password to access pages not available to the general public.

Module Toolbar p.26 - The primary tool set for working with your modules on the web pages. Using the Module Toolbar you can Edit a module's content, Fine Tune its position on the page, swap its position with another module Up or Down if it is in a stack with other modules, or Delete the module.

Mozilla Firefox p.5

Navigation p.10 - Functions accessible from the Navigation link in the Admin Toolbar allow you to add, remove, reorder and manage pages and links to files that are in the main menu of your website.

New File p.11 (Navigation) p.15 (Repository) - A function that allows you to upload a file that will be hosted by your website. In Navigation, this function will place a link to the file on your main Navigation menu. In Repository, the uploaded file will appear in the Repository listing and will be given a unique web address you can link to elsewhere on your site.

New User Group p.19 - You can add new User Groups that restrict Users to have access to only those areas of the website approved by a System Administrator in the User Accounts area of the Admin Toolbar.

New Users p.20 - You can add new Users who have access to edit the content on your website in the User Accounts area of the Admin Toolbar.

New Web Page p.11 (Navigation) p.14 (Repository) - A function that allows you to create a new web page on your site. In Navigation, a New Web Page will appear in your main Navigation menu. In Repository, a New Web Page will appear only in the Repository listing, and will be labeled Web Page - Not in Navigation.

New Window p. 15, (Linking to a Page Off Your Website) p.51, (Linking to a File) p.52 - An option in the Linking Properties Target Tab to create a New Window for a link so that the visitor does not permanently leave the website to view off-site pages or download files.

News Module p.75 - This is a System Managed module that allows you promote yourself with any newsworthy events or accomplishments your visitors would be interested to know.

Newsletter Archive Module p.77 - The Newsletter Archive is a System Managed Module that serves as a holding place for newsletters you have sent out that you want to make available to visitors who might have missed the mailout. The E-mail Marketing module is where you actually go to send out newsletters and other promotional mailings. In the E-mail Marketing module you can automatically have anything you send out added to your Newsletter Archive.

Newsletter Signup Form p.79 - This is a Utility Module that is an automated form you can place anywhere on your site. Anyone submitting information through the form will be automatically added to your mailing list and an autoresponder (an automated reply e-mail) will be sent to the individual.

Online Store p.81 - See *Products Module*

Page Info Edit Button p.9 - A pencil icon in the lower part of the Admin Toolbar that is visible when you are viewing a page on your website you can directly edit. Clicking the the Page Info Edit button allows you to rename the current web page, enter Search Engine Optimization information for the page, or enter metatags for the page.

Password p.20 - You can manage Passwords for all of your Users and Members in the User Accounts area of the Admin Toolbar.

Paste p.40 - The standard button for Paste may not work because of browser security settings, so always use the keyboard shortcut for this as well as for Cut and Copy. The shortcut is Ctrl+V (Windows) or Command+V (Mac).

PayPal - One of the premier secure online transaction processing companies. PayPal is easy to use and integrates flawlessly with our Shopping Cart system. To make your PayPal account active on your website, you need to create a Business PayPal account (we recommend the free Business Standard account) and call Support at (877) 909-6699 and let us know the e-mail address affiliated with your PayPal account.

Pixel p.7 - A contraction of Picture - Element: the dots on your computer screen are pixels, and are typically 72 pixels to the inch.

Polls Module p.80 - This is a System Managed module you can use to gather information from your visitors. Adding a Poll to your website is a wonderful way to either gather useful information from your visitors, add a fun element to your site, or both. Polls offer your visitors a multiple-choice question and then display all of the results from other visitors so they can see how their answer measured up.

Premium Feature Package - For those who are interested in expanded functionality, we offer premium features in the following areas: *Spreadsheet Functions* - Unlimited uploads as needed directly from your Products module in Manage Modules as well as access to several different kinds of spreadsheets. *Member Login* - The ability for wholesale, club, or site members to login to your website and view content that is not available to the general public. *Design Wall* - An add-on to the Online Store that allows visitors to visually compare items side by side on a 'white-board'; an excellent feature for matching colors or design styles for products. *Facebook Features* - These include the Facebook Comments and Facebook Like Button modules and represent an amazing way to network and market your business for free. *Project Gallery* (Coming Soon) - A module that allows visitors to share images and comments in a community setting. More Premium Features will be added in the coming months.

Preview Site p.9 - A link on the Admin Toolbar that takes you to the Home page of your site from anywhere in the Content Management System.

Primary Product Images p.84 - Our Products Module allows you to enter up to four Primary Images for each Product. These images will automatically be displayed at thumbnail size (150 pixels wide) on the appropriate pages and can also be clicked on to View Larger Image. The ideal size for Primary Product Images is between 500 pixels and 600 pixels wide, and as always, Jpeg images are best (some of the older GIF image formats will not work at all in the Products Module). On the web page, the first Primary Image listed for the Product will be displayed on the page where the Product is listed out with all other Products in the same Category or Sub-Category. On the page that the system creates just for the Product, all of the Primary Product Images will be displayed as micro-thumbnail images so visitors can view all of the Primary Images (*see example on p.84*).

Product Category p.81 - See *Category*

Product Images pp.84 - 85 - See *Primary Product Images* and *Secondary Product Images*

Product Images Spreadsheet p.91 - If you have Premium Spreadsheet functions enabled in your service package you can go to Manage Modules > Products > Advanced and in the Downloads section you can download a spreadsheet that lists all of your Images for your Products and the web address the system has assigned to each.

Product Spreadsheet p.91 - You can go to Manage Modules > Products > Advanced and in the Downloads section you can download a copy of your Products Spreadsheet. This spreadsheet will have all Products you've entered into the system and can serve as a periodic backup of that information. If you have the Premium Spreadsheet functionality enabled in your service package you can also upload Product Spreadsheets to add large groups of products in the same area of the Advanced page for the Products module.

Products Home Page p.82 - The main page for working with the major functions of the Products Module, such as adding and editing Categories and Products, working with Coupons, and managing Advanced functions of the Products such as working with spreadsheets, changing the number of columns that display for categories and products, etc (see Advanced Product Functions). Click on Manage Modules > Products to go to the Products Home Page.

Products Module p.81 - This is a System Managed module that lets you organize and store all of your Categories and Products. The Products Module is one of the most powerful time-saving features of the Content Management System. It allows you to enter information and upload images and then the module does all the work for you. It creates pages, lays out all of the content, sets up the necessary links, and manages all future changes for you as well. Our Products Module also manages the system Shopping Cart, which links seamlessly with your PayPal account.

Products, Advanced Functions p.89 - The Advanced section of the Products module allows you to set options in several areas and also gives you the ability to work with spreadsheets and bulk image uploads for your products (if you have the Premium functionality for Spreadsheets enabled in your service package). In your Admin Toolbar, go to Manage Modules > Products and look in the upper right corner for the Advanced link to view your Advanced options.

Receive File Module p.93 - This useful Utility module allows you to create a place on your website where a visitor can send you any file up to 100 megabytes in size.

Removing a Border from an Image p.50 - See *Border*

Repository p.14 - A holding place for files and pages that are not accessible from your main Navigation menu unless you link to them; go to the Repository from the Repository link in the Admin Toolbar.

Restricted Pages p.23 - You can create pages and then set them up to be Restricted so that visitors who are members of your site and can login to view the content are the only ones who have access to the pages. You can manage your Restricted Pages from the User Accounts area of the Admin Toolbar.

RSS Feed (Calendar) p.29 (News) p.76 - A function that automatically notifies you of changes every time they happen. RSS Feeds are something you subscribe to in a 'reader' application such as the one provided in Microsoft Outlook or free ones such as Google Reader. Most users won't get much benefit from an RSS Feed unless it changes frequently.

Rule #1 for Images p.44 - ***1,000 Pixels Is Too Big***: If you are working with an image that is 1,000 pixels or more in either its width or height, that image is too big for use on your website. You should load the image into software such as Photoshop or Picnik.com, reduce its size to 700 pixels wide or less, and save the image at the new size.

Rule #2 for Images p.45 - ***JPEGs Are Best***: Use jpeg images if possible, they have the best quality and color for their file size of any format of images. Avoid formats such as .bmp and .gif images, which will either be too large or may not even work at all in the CMS.

Rule for Text Links p.50 - ***No Spaces Before or After Your Text Link***: When creating a text link, make sure that as you highlight the text you do not have a space at the beginning or end of the text. If you do, when the link is complete the text will become underlined and the extra space will cause the underline to hang off on that side.

Rule of Thumb for Pixels p.7 - ***20 Pixels to the Quarter-Inch (or Half-Centimeter)***: A good guideline to follow is 20 pixels to the quarter-inch, or in the metric system, 20 pixels to the half-centimeter. This rule of thumb is not perfectly accurate but will help you work with pixels even so.

Save an E-mail Message / Newsletter to Send Later pp.58, 59 - See *Drafts of E-mail Messages*

Search Engine Optimization p.9 - SEO is a process through which you maximize the search results for the pages on your website so they are coming up as high on the search lists as possible. We offer free monthly training webinars on this essential part of deploying your site and we also offer additional services to help you with your SEO if you like. Please call for more information (877) 909-6699.

Search Module p.94 - The Search Module is a Utility module and is a useful feature to provide for your visitors, giving them the ability to enter keywords and search through your entire site's content. The Search Module takes the visitor to a Results page that will first display any products you have that fit the search followed by general text matches.

Secondary Images - Any Module that offers you a Content Editor (usually in a Description or Long Description area) gives you the ability to add Secondary Images to your content. Such modules have an Image field that lets you browse for the primary image for that module entry. Secondary Images should usually be aligned to the left (except in the News Module, where they should be aligned to the right) so they will balance on the page with the primary image. It is recommended to keep Secondary Images small; somewhere between 150 and 250 pixels wide is best.

Send Large File p.97 - See *Transfer Large File Module*

Sending an E-mail Marketing Message / Newsletter p.59 - In Manage Modules > E-mail Marketing you can compose and send messages, promotional offers, and newsletters to your mailing list(s).

Shop Online p.81 - See *Products Module*

Shopping Cart p.81 - Also see *Products Module*. Your Shopping Cart is a completely automated function of your website Content Management System. Whenever a visitor to your site clicks on an Add to Cart button for one of your products, the Shopping Cart window will automatically load to the upper right of the screen. The Shopping Cart window is slightly transparent and will keep track of all items the visitor adds to the cart as they go continue to go through the site. At any time, the visitor can click to Edit their shopping cart to remove items or adjust quantities. When the visitor is ready, they can also click the Coupon button if they have a Coupon Code to enter (see *Coupons*). When they are finished shopping, the visitor can click the Proceed to Checkout button to finalize their order, at which point they are taken via secure connection to a page to enter their credit card and billing information.

Shortcuts - There are many keyboard shortcuts you can use that will save you a great deal of time overall as you work on your website. Here is a brief list: **Cut**, Ctrl+X (Win) Command+X (Mac); **Copy**, Ctrl+C (Win) Command+C (Mac); **Paste**, Ctrl+V (Win) Command+V (Mac); **Undo**, Ctrl+Z (Win) Command+Z (Mac); **New Browser Window**, Ctrl+N; **New Browser Tab**, Ctrl+T; Find, Ctrl+F; **Full Screen** (Hide Browser), F11.

Slideshow Module p.95 - The Slideshow Module is a User-Managed module and is an excellent way to add color, motion, and visual impact to a page. You can load up to a dozen different images into a Slideshow and the module will cycle through them automatically, displaying each for 3 seconds (moving slideshow).

Spam-Safe E-mail Messages p.60 - To make a message or newsletter that is spam-safe, it helps to have a good deal of text. If you have over 200 words in your message, most likely your message will be safe no matter how many images you include. If you have less than 200 words, make sure your text content at least matches the amount of space taken up by your image content. Avoid punctuation in your Subject line such as exclamation points, asterisks, etc. Also, test every link you include in your message; if any are broken your message will automatically be junked.

Spreadsheet Upload p.92 - Part of the Premium Feature Package. Unlimited uploads as needed directly from your Products module in Manage Modules.

Store, Online p.81 - See *Products Module*

Sub-Category p.81 - See *Category (Products)*

System Managed Module p.27 - System Managed Modules store all of the information you enter centrally within the system in the Manage Modules section of the Admin Toolbar. Since this information is centrally stored, when you place a System Managed Module on a page you are only placing a copy of that information, and that copy can be safely deleted if necessary. System Managed Modules include the following: Calendar, Classes, FAQ, Form, Job Lisiting, News, Newsletter Archive, Poll, Products, and Search.

Table p.46 - A Table is a very useful tool for laying out content in an attractive manner. If you have multiple images you need to line up in a row across part of a web page and you need to give each image a caption, a Table is the only precise way to make sure that everything lines up properly and is evenly spaced.

Target Tab p.15 (Repository - Linking to a File), p.51 (Tutorial: Create a Link to a Page Off Your Website), p.52 (Tutorial: Create a Link to a File) - The Target Tab is one of the major functions of the Link Properties window and is primarily used to either create a New Window for the link to open in or a Popup Window.

Thumbnail Image - A small image, often used as a graphical link. Thumbnails are typically 150 pixels wide.

Title Bar p.13 - Title Bars are seen throughout the CMS and often allow you to reorder items, view them, or delete them.

Transfer Large File Module p.97 - This useful Utility module allows you to send large files to others through your website. Unlike other modules, Transfer Large File does not need to be placed on a page; it is simply a tool for sending a large file to someone. You can send files up to 100mb in size and of any file type.

Tutorial: Create a Link to a File p.52

Tutorial: Create a Link to a Page Off of Your Website p.51

Tutorial: Create a Link to a Page On Your Website p.49

Tutorial: Create a Navigation Drop-List Link to a Category in Your Online Store p.54

Tutorial: Create Anchor Links on a Long Web Page p.56

Tutorial: How to Set Up an 'Under Construction' Page and Bring It Live p.16

Tutorial: How to Set Up Member Login p.21

Tutorial: How to Set Up Your Calendar p.30

Tutorial: How to Set Up Your Classes p.34

Tutorial: How to Set Up Your Facebook App p.63

Tutorial: Working with Links p.49

Tutorial: Working with Tables p.46

Tutorial: Working with Text and Images p.43

Types of Modules p.27 - See *System Managed Module*, *User Managed Module*, or *Utility Module*.

'Under Construction' Page p.16 (Tutorial: How to Set Up an 'Under Construction' Page and Bring It Live) - If you want to work on a page for several days and not have the page visible to the public, you can create it in the Repository and then link to it. View the Tutorial to learn how.

Upload an Image p.43 - To upload an Image into a Content Editor, click on the Insert/Edit Image button, click on the Upload tab in the Image Properties window, click on Browse to search your computer for the Image file, click on the Send It to the Server button. You can then adjust the image properties as desired in the Image Info tab of the Image Properties window. When you are ready, click the OK button to load the image into the Content Editor.

Upload Product Images (Bulk Upload) p.92 - If you have Premium Spreadsheet functions enabled in your service package you can go to Manage Modules > Products > Advanced and in the Uploads section you can perform a bulk upload of any number of product images. Such images should be jpegs around 500 - 600 pixels wide and should have names identical to their corresponding Product IDs.

Upload Product Spreadsheet p.92 - If you have Premium Spreadsheet functions enabled in your service package you can go to Manage Modules > Products > Advanced and in the Uploads section you can upload a spreadsheet.

URL - *Uniform Resource Locator* - An acronym that is commonly used for a web page address. The URL of the page you are currently viewing in a web browser appears in the Address Bar of your browser.

User Accounts p.18 - A major function in the Admin Toolbar, User Accounts allows you to manage accounts for people who you give access to edit your site content as well as members who log in to view restricted access content on your site.

User Groups p.19 - User Groups are created in order to limit certain Users to have access to edit only part of the website. For example, a User Group you might title Products would have access to work only with your online store page and the Products module.

User-Managed Module p.27 - User-Managed Modules store the information you enter locally in the module itself where you place it on a web page. Because this information is stored only in that location, if you delete a User-Managed Module you will lose that information, so it is a good idea to back up content elsewhere before deleting such a module. User-Managed Modules include the following: Content, Slideshow, and Video.

Username p.20 - You can access and edit the Username for any User for your website by going to User Accounts in the Admin Toolbar and clicking on the name of the User.

Users p.20 - Users in your website are individuals you've given a username and password to work on part or all of your website. You can set up new Users in the User Accounts section of the Admin Toolbar.

Utility Module p.27 - Utility Modules each provide a special function. Unlike other Modules, they do not store content, so they never need to be backed up and can be safely deleted if necessary. Utility Modules include the following: E-mail Marketing, Facebook Comments, Facebook Like Button, Newsletter Signup Form, Receive File, Search, and Transfer Large File.

Video Module p.98 - The Video Module is a User-Managed module that allows you to upload videos that will play directly from one of your website pages. Having a video on your website is very good for your search engine results, so if possible, we recommend that you add one or more to your site. Video files you upload to the Video Module must be less than 100 megabytes in size and must be in the Flash Video (.flv) format.

View Form Submissions p.69 - To view all information submitted by visitors through one of your online Forms, go to Manage Modules > Forms and click on the Form name. You will see a link for View Form Submissions.

Wholesale Buyers p.21 - See *Member Login*

YouTube Video - The CMS supports the embedding of YouTube video content. If you wish to embed a YouTube video in your website, please call us at Support (877) 909-6699 and we will be happy to assist you.

Search Engine Optimization

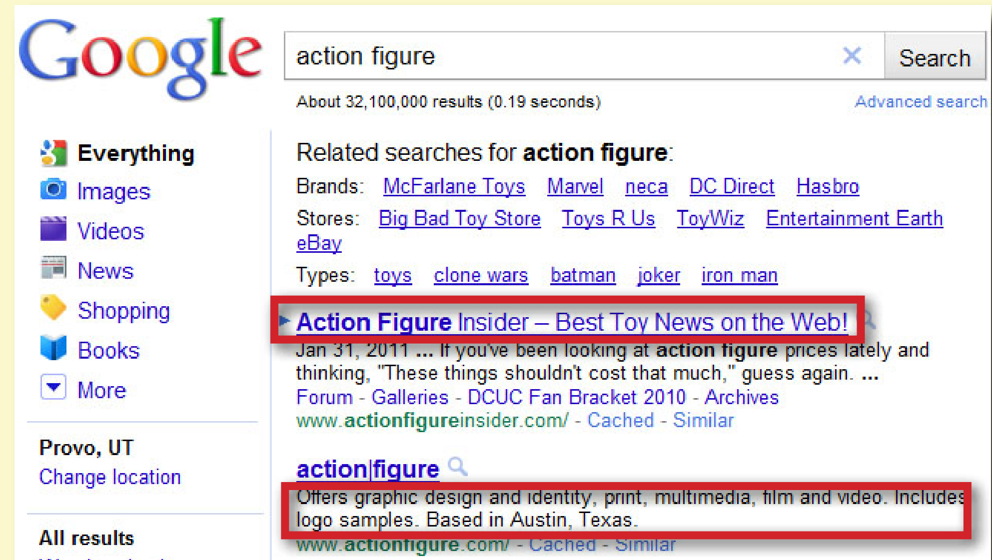
One of the most essential aspects of making your new website a success online is to configure your **SEO (Search Engine Optimization)** for your site pages. You can directly configure what text will show when someone finds one of your pages in a search engine.

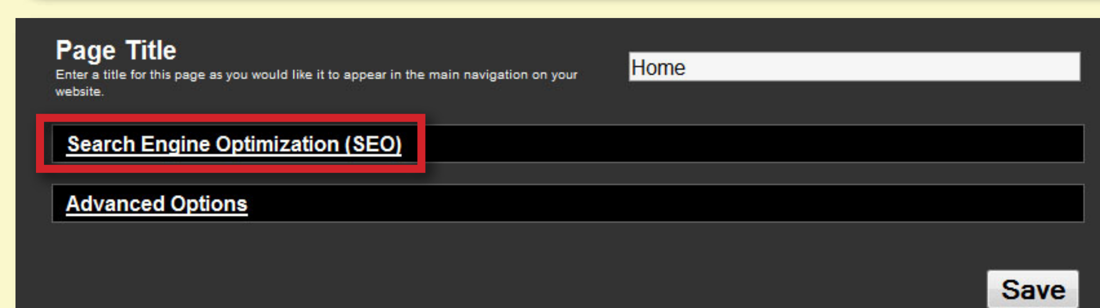
A good way to visualize what you will be doing for this portion of your setup would be to go to your favorite search engine and enter a popular search term for your industry. (Example: I have a toy store, so I go to Google.com and enter 'action figure' as a search term.)

Looking at such a search (see example to the right), the link titles in blue are the SEO Titles, and the two lines of text beneath the Titles are the SEO Descriptions. In our system, there are two key areas where you can enter information for those two fields. They are **SEO Title** and **SEO Description**.

To add SEO information to a page on your site, follow the steps below:

1. **The First Step** in setting up SEO for a page is to log into the CMS and go to the page by clicking on it in the opening screen (Navigation).
2. In the Admin Toolbar click on the **Pencil Icon** in the lower part of the black bar.
3. Click the **Search Engine Optimization (SEO)** link beneath the Page Title field.





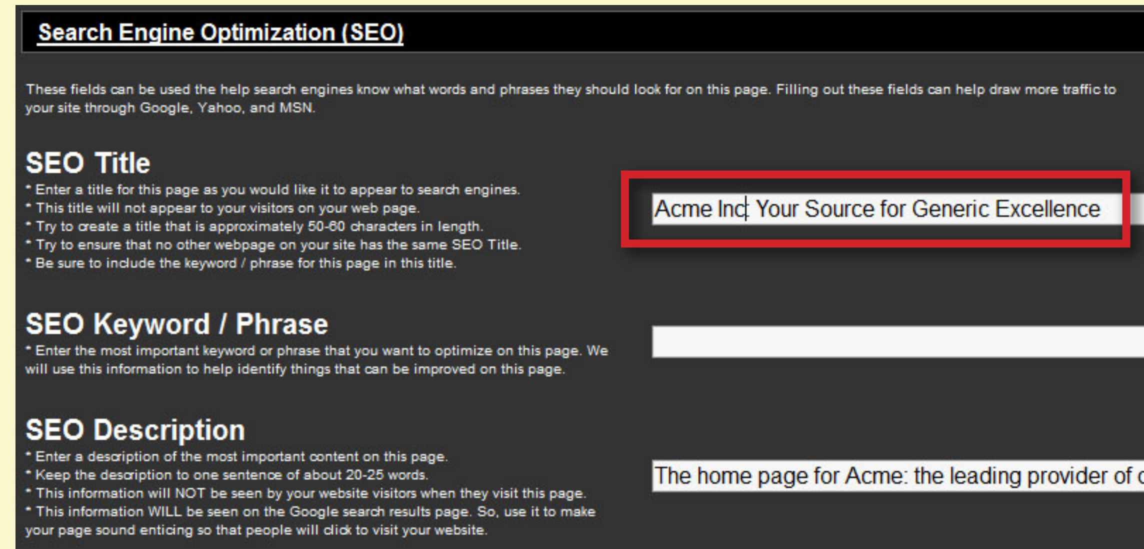
Adding SEO Information, Continued

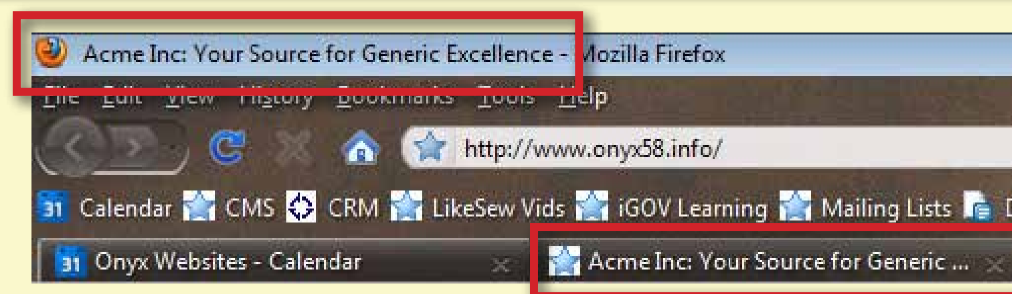
4 In the **SEO Title** field, enter a short (50 - 60 characters) title for the page. This title will not appear directly on the page, but it will appear in the Title Bar for your web browser program and if you are using tabbed browsing, it will also appear in the tab for the web page. In the search engine result pages, SEO Titles that are too long are chopped off at the end (truncated).

Your SEO Title should relate specifically to the page you are working with; so a Home page SEO Title should be about your company. In the same manner, an SEO Title for your online store page should say something like, 'Acme Inc Online Store: Generic Excellence.' Titles that directly pertain to the content and name of a web page get better search results than those that do not.

5 In the **SEO Description** field enter a brief description (two short lines of text, as in the Google example above; about 20 - 25 words) of what the page is about. Descriptions that go too long will be truncated. Your SEO Description will not appear anywhere on your page or in the browser.

This should be a marketing message and should tie directly with the content of the page. An example for an online store page might be: 'Your source for premium toys by Hasbro, Lego, and BanDai. Many out of production toys in stock!' Whatever you put in this description should agree with actual content on the page, or it will be counted against you in your search results. So if your description claims that you sell Hasbro toys, the page that has that description must have Hasbro on the actual page.





You do not need to put any information into the SEO Keyword / Phrase field. That field was intended to provide additional functionality in your keyword optimization, but is not currently an active part of our system. The CMS automatically does keyword metatags for each of your pages based on the actual page content, so you never have to worry about keywords on your site.

6

7

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Adding SEO Information, Continued

6 After you have completed entering your SEO Description, click the **Save** button.

It's a good idea to make sure your entries into the SEO fields of the CMS are just the way you want them, because changing them at a later time will 'reset' your search results for that page. The search engines will have to re-check the information on the page and re-register the search result information, a process that can take the web-crawlers they use several weeks to complete.

It is best to get your SEO the way you want it from the first and then leave it alone unless you add something major and noteworthy to a page. Your page content, however, is something you should change on a regular basis. Search engines will rank you higher if your page content changes periodically. Weekly changes are ideal, but monthly changes are acceptable. It is also a good idea to add at least one new web page to your site each month.

It is a good idea to generate as many links as you can that go to different parts of your website. Two excellent ways to do this are: 1) Submit your website to as many Directories as you can (do a Google search for *Directory* in your industry and submit your web page for a listing), and 2) Create a blog that you update weekly. In each blog post have a link going to a different part of your website each time. Make sure that your links use keywords that are specific (e.g. 'firetruck quilt pattern' instead of 'home' or 'pattern').

It does not hurt you to have links going to other websites from yours, but you should have many more links going toward your site.

How Google Ranks a Web Page

1) Content on the Web Page

> Title
> Description
> Bolded Text and Headings
> Proper Frequency of Keywords
> 200 Words or More on Page
> Web Page Name in the URL

2) Off-Page Considerations

> Age of the Website (Older Is Better)
> Freshness (Newer Content Is Better)
> Number of External Links Going to Site
> Quality of External Links to Site

After your initial SEO setup, you should plan on spending around 15 minutes per day on web marketing doing things like updating site content, entering a new weekly blog post, working on mass mailouts to your web mailing list, and adding new pages and content to the site. This effort WILL pay off in the long run in better search results, increased web traffic, and increased sales.

Top Ten Mistakes Made on Websites:

Content and Design Mistakes

1) Unprofessional Web Design - Many sites are designed with an **outdated look and feel**, with pages that **stretch content as wide as the window** (this looks terrible on a large display), with **cheesy, animated GIF images**, and with content that has **no clear focus and no call to action.**

2) Poor Formatting of Content - We often see this in sites that have **very long paragraphs**, with pages in which the **primary page content is centered**, and with content that uses **poorly formatted text, inappropriate fonts, and unattractive color / contrast.**

3) Not Enough Information - Many sites do not provide good information about the company. For example, **visitors should be able to see if you are a brick and mortar or not**. The message of the site should **encourage decision-making and return visits** and should be **regularly updated.**

4) Outdated Product / Class / Event Listings - Products, Events, and Classes that are expired / out of stock **should not be listed; the content should look at what is present and to the future.**

5) Wrong Resolution for Images - **Images should not be too small (thumbnails should be at least 150-pixels wide).** When images that are too small are enlarged they look grainy. **Images should not be too large (the largest images on your website should be no larger than 700 pixels wide; for your products 500-600 pixels wide is ideal).** Images that are too large load slowly and can frustrate visitors.

Web Marketing Mistakes

6) Unable to Update Website Yourself - (Don't worry, you can do this in our system with ease, even if you don't like computers!) **Your site service provider needs to give you the tools and training to update your website at your convenience.**

7) Not Doing E-mail Marketing - Many sites do not **effectively ask for e-mail addresses** and are not **sending out weekly or monthly e-mail promotions / newsletters.** This doesn't need to consume a lot of time, two to three hours per month will be enough.

8) Not Doing Basic SEO - As in Appendix I, many sites **do not use SEO Titles**, **do not have enough content** (the more pages the better; word count on pages is ideally more than 200), and have a **bad URL structure** (shopping carts on a different domain, pages with numbers instead of names in the URL, pages with outdated names that do not reflect actual topic / content.

9) Not Updating Your Site Regularly - **Site visitors and search engines want to see new content on a regular basis.** If you are doing it right, **your home page should be updated at least monthly.** You should also be **adding a new page to the site at least once per month.**

10) Unrealistic Expectations - **Your website cannot equal or replace a brick and mortar store with only part-time effort.** Your website should complement your store and drive more sales your way. **It takes time and persistence to build an effective web presence.** Many give up: 95% of all blogs are active less than 6 months.

Making an Attention-Grabbing Home Page

(From Formstack.com. Click here for original article.)

1) A Nice Looking Headline - Your Home page headline and the wording in your marketing text should complement each other.

2) Clear and Concise Headlines - Your headlines should flow and compel your visitors to take a closer look. It is helpful if headlines address a specific, interesting point instead of trying for broad appeal.

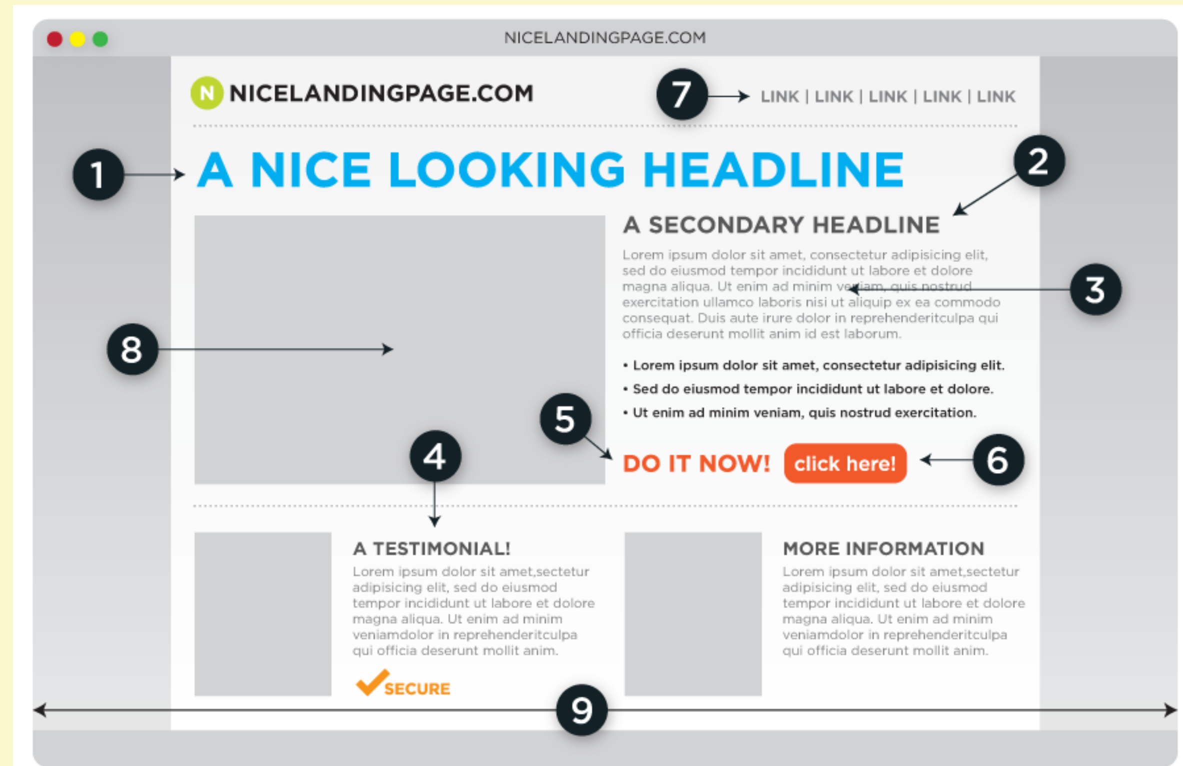
3) Impeccable Grammar - Poor grammar can jeopardize trust; visitors who see typos are less likely to be willing to enter sensitive information in an online order.

4) Take Advantage of Trust Indicators - Provide testimonials, press articles that mention you, guarantee seals, and 3rd party trust and security certification (e.g. Better Business Bureau, PayPal, etc.).

5) Use a Strong Call to Action - Show your visitors what to do next. Word your call to action as an order. For example, Mozilla Firefox started with a message that said ‘Try Firefox 3’ and changed it to ‘Download Now - Free’ - the new message outperformed the original by 3.6% and generated a confidence level of over 99%, resulting in 500 more downloads during the test period.

6) Buttons and Calls to Action Should Stand Out - Use words like ‘Free’, ‘New’, and ‘Buy’ to prompt action. Orange and yellow buttons help catch a viewer’s eye, and the button should be positioned so that the viewer won’t have to scroll to get to it.

7) Go Easy on the Links - Too many links can confuse visitors; find a balance between functionality and clutter.



8) Use Relevant Images and Videos - Motivational speeches, testimonials, demonstration videos, and product images can help drive traffic to buy your products.

9) Keep it Above the Fold - What is visible in the opening screen of the home page should be your most important content and should contain your call to action buttons / links. If the entire page can fit within a single screen with no scrolling, that is ideal.