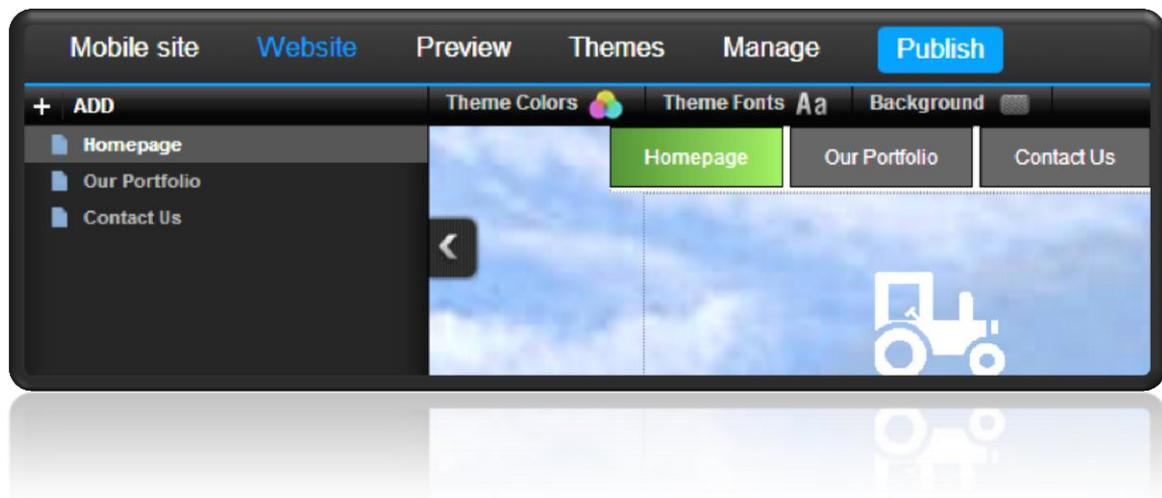


---

Customer Support

# Website Publishing Tool Manual



This is designed as a definitive guide to all the features and tools available within Website Publishing Tool.

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## Introduction

Website Publishing Tool is a powerful and feature rich application that allows you to create websites without the need to learn the HTML language or web design skills. It comes with ready-made templates that can be modified with text or images, allowing you to create a website that suits your needs. Website Publishing Tool is offered in three packages, you can upgrade these at any time.

# Adding Content

## Text

Click a block of text to open the text options.

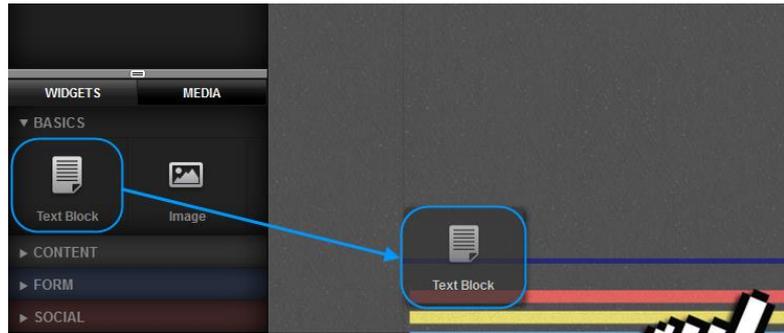
The diagram shows a text block with a settings menu at the top. The settings menu contains three icons: a gear (Settings Button), a plus sign (Drag Handle), and a red X (Delete Button). The text block has several blue square handles on its left and right sides for dragging. The text inside the block is placeholder text: "In libero ipsum, voluptat sit amet molestie sit amet, vestibulum nec ipsum. Quisque et purus eu mauris dictum varius nec elit mi, posuere vel luctus vitae, vestibulum in velit. Vestibulum id nisi egetnt vel id lorem."

- 1 Settings Button:** Click this to open the text box for editing.
- 2 Drag Handle:** Use this to drag the Text to a different row.
- 3 Delete Button:** Remove the text block from your web page.
- 4**
- 5 Drag Boxes:** Drag these to alter the size and the shape of your text box.

## Adding Text

**Note:** Some software (such as Microsoft word) will add hidden formatting code to your text. If want to copy and paste text into your website, make sure that you "Paste as Plain Text".

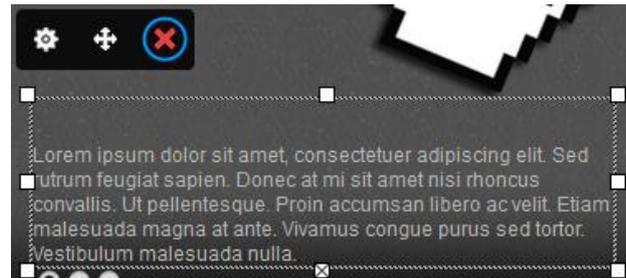
To add new text, Drag the Text block widget to the area on your website that you would like to enter your text.



A new text box will appear where you dropped it, You can still move this text box, or resize it by dragging the edges of the box to fit your needs.

### Removing Text

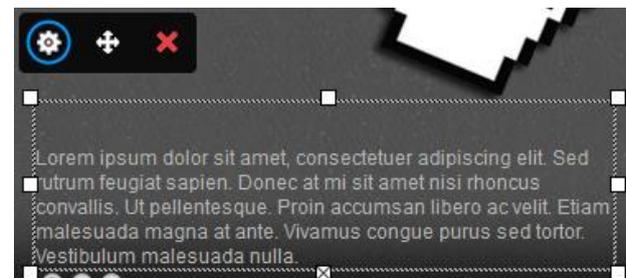
Click the text you want to remove. An options menu will appear above the text. Click the Red Cross.



You will be asked to confirm you want to remove the text, click **Confirm** to delete your text.

### Editing Text

Click the text you want to remove. An options menu will appear above the text. Click the cog to open the editing options.



Enter your text in the box.

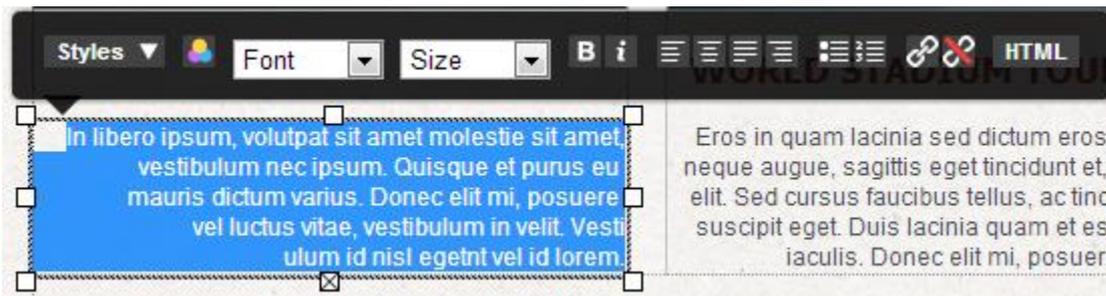
## Formatting a block of Text



**Quick tip:** This will show you how to change one block of text. To change the styles of text across your site please see [Font Sets](#), and [Font Styles](#).

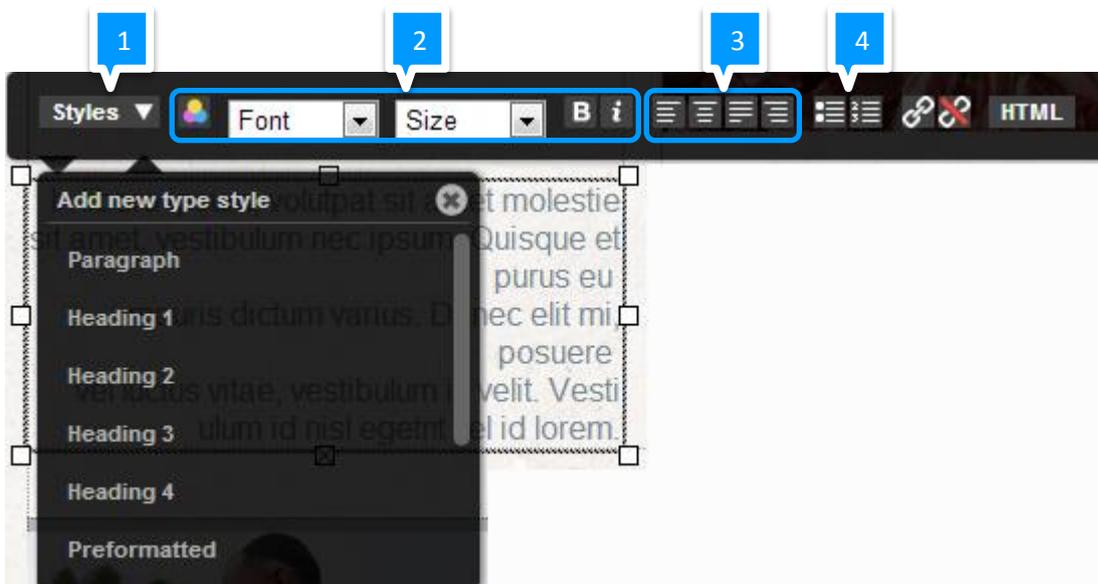
### Step 1

Double click the text you would like to format.



### Step 2

Select the text you want to re-format and choose how you would like to re-format your text.



1

**2 Formatting tool:** Adjust the font, size and style of your text.

**3 Justify Text:** Choose how to align your text within the text box.

**4 Lists:** Turn your selected text into an ordered or unordered list (bullet points).

## Creating Links

### Step 1

Double click the text box and select the text you want to turn into a link.

### Step 2

Click the **Add Link** button.



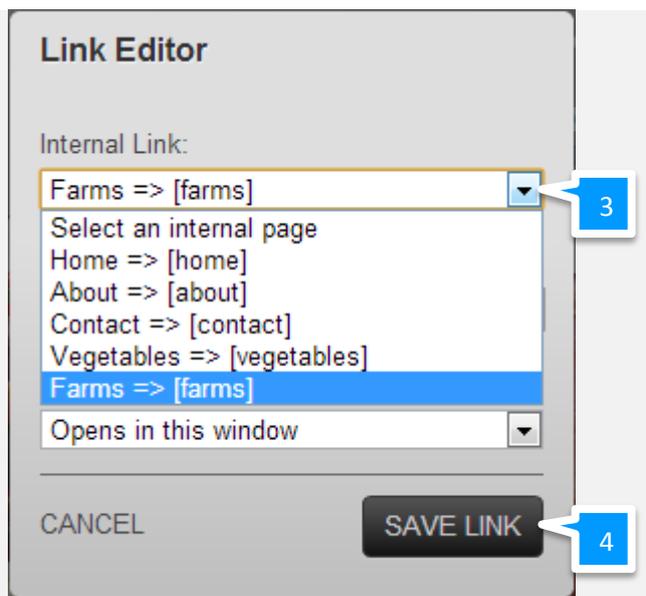
### Add a link to another page on your website

### Step 3

In the Internal drop down menu, select the web page you want to link to

### Step 4

Click **Save Link**.



## Add a link to another location

### Step 3

Enter the URL you want to link to in the address box provided.

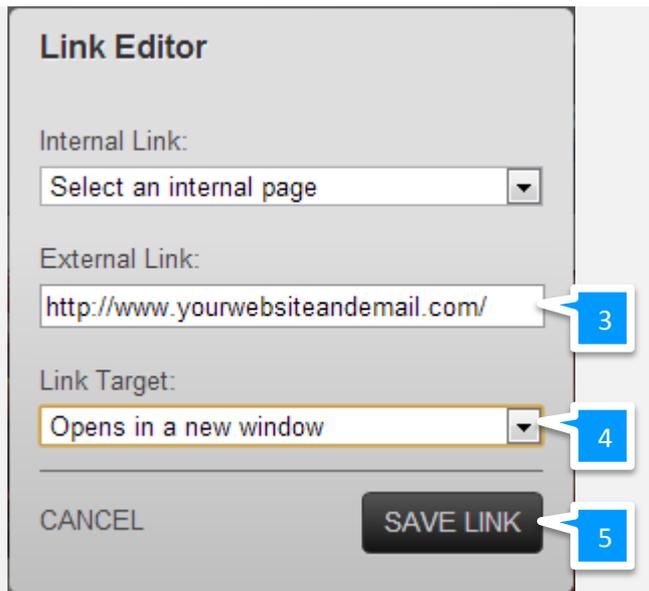
### Step 4

Choose if you want the target link to open in a new window, or in an existing window.

Generally, it's better to open external links in a new window so that visitors can remain on your site.

### Step 5

Click **Save Link**.



The screenshot shows the 'Link Editor' dialog box. It has two main sections: 'Internal Link' and 'External Link'. The 'Internal Link' section has a dropdown menu currently showing 'Select an internal page'. The 'External Link' section has a text input field containing the URL 'http://www.yourwebsiteandemail.com/'. Below this is the 'Link Target' section with a dropdown menu set to 'Opens in a new window'. At the bottom, there are two buttons: 'CANCEL' and 'SAVE LINK'. Numbered callouts (1-5) point to the 'External Link' field, the 'Link Target' dropdown, and the 'SAVE LINK' button.

## Images

Click an Image to open the image options.

1

**Replace Image:** Replace this image with another you have already

2

**Settings button:** Click this where you can add links, alt tag, title tag, rollover or lightbox to an image.





**Resize Image:** Reset your image to its original size.



**Drag Handle:** Drag an image to a different row.



**Delete button:** Remove the image from your website.



**Drag Boxes:** Drag these to alter the size and the shape of your image.

### Best Practices

Images are important on a website, however large images (in file size, rather than area) can slow your website down and use up your visitors data transfer quotas (if they have any).

When you add an image to your website you should always look at reducing the file size of the image before you upload it. There are two main ways of reducing an images file size:

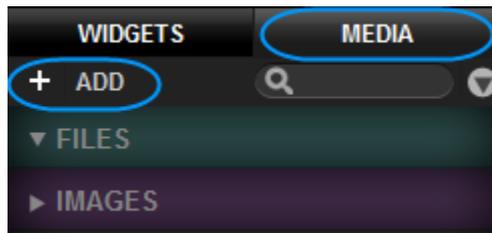
- **How large is the image?** Reduce the image to the size that you need it.
- **What quality do you need?** A camera may take a high resolution photo, but your visitors will not need that level of details, and their screens may not be able to display that much detail. You can reduce the quality of photographs without any reduction to the quality of your visitors experience.

While many photo and image editing software will be able to do this for you. If you don't have access to any existing software, there are still plenty of free alternatives (such as <http://webresizer.com/resizer/>) available online.

## Uploading images

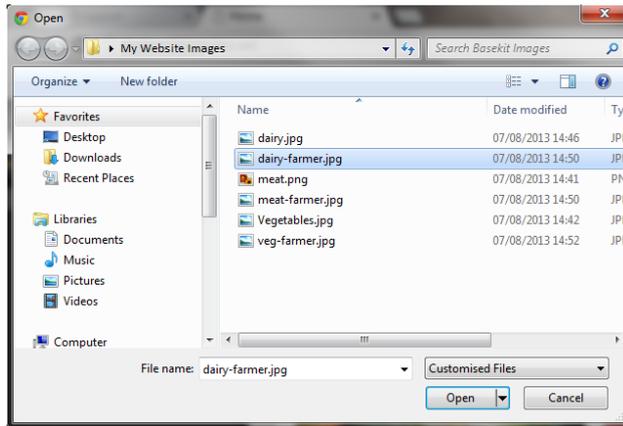
### Step 1

Click in the **Media** tab in the left hand side of the page, then click **Add**.



### Step 2

Browse to the image you would like to add and click Open.



## Add an Image

Once your image is listed, simply drag it to the location you want it on your website.

You can move or resize the image by dragging the edges of the box to fit your needs.



## Additional Image settings

There are a number of additional options you can create with images. These are available within the image settings panel.

### Step 1

Click on your image.

### Step 2

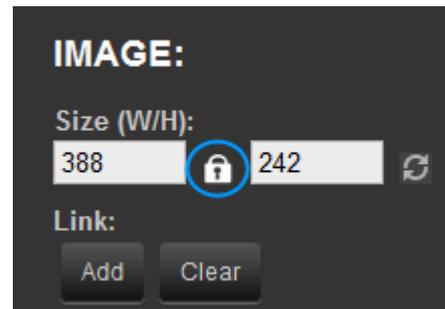
Click the Image Settings cog.



## Locking the image aspect ratio

Locking the aspect ratio will stop your image being distorted if you are resizing it. To lock the aspect ratio, click the Padlock.

-  Shows that the aspect ratio is unlocked. The height and width of your image can be changed independently of each other.
  
-  Shows that the aspect ratio is locked. Changing the height of the image will affect the width of the image and vice versa.



## Adding image tags

1

**Alt Tag:** Enter an alternative description of your image. This tag is used by speech reading devices, and browsers that are unable to display your image.

1

**Alt Tag:**  
Seasonal Vegetables

2

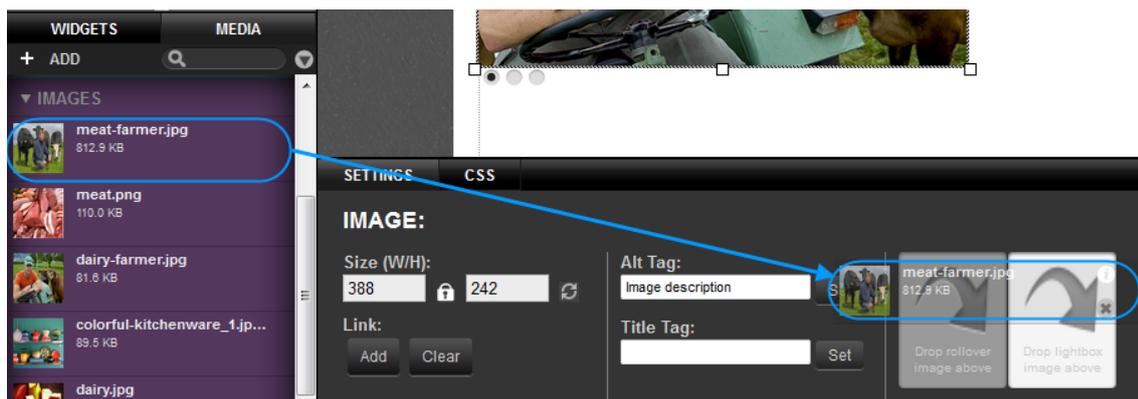
**Title Tag:**  
Vegetables on sale at Ralphs

2

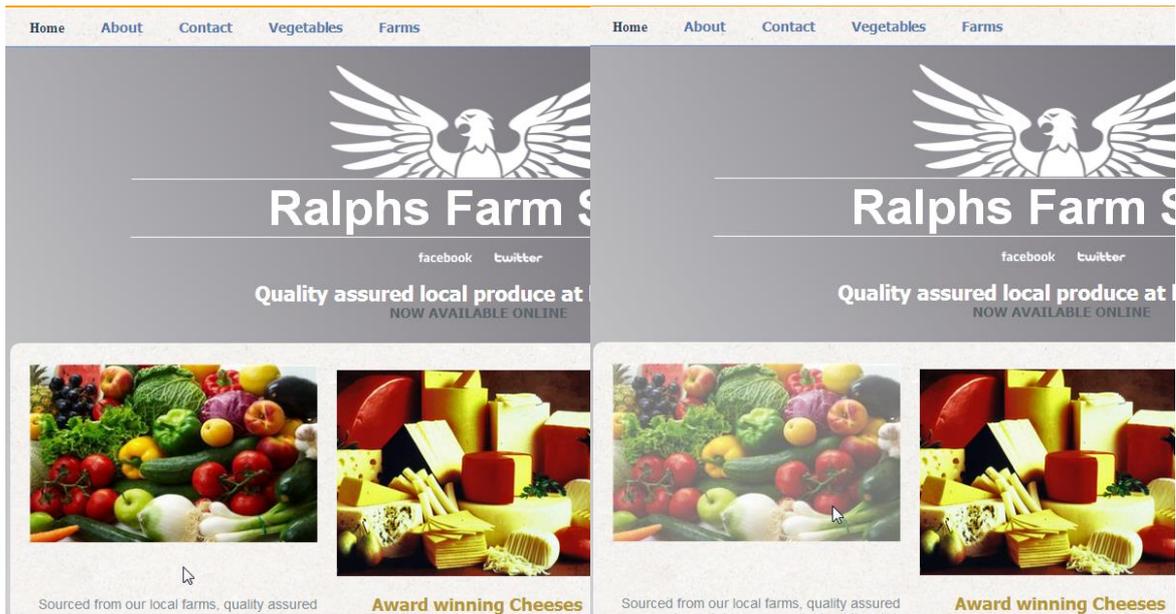
**Title Tag:** Used to give your image a title, this may be displayed in Search Engines.

## Adding a rollover image

A rollover image can add movement to your site. To add a rollover image simply drag the image onto the rollover pane.



In this example, the rollover image is lighter to the image used, but otherwise identical. You can test your rollover image in the preview screen.

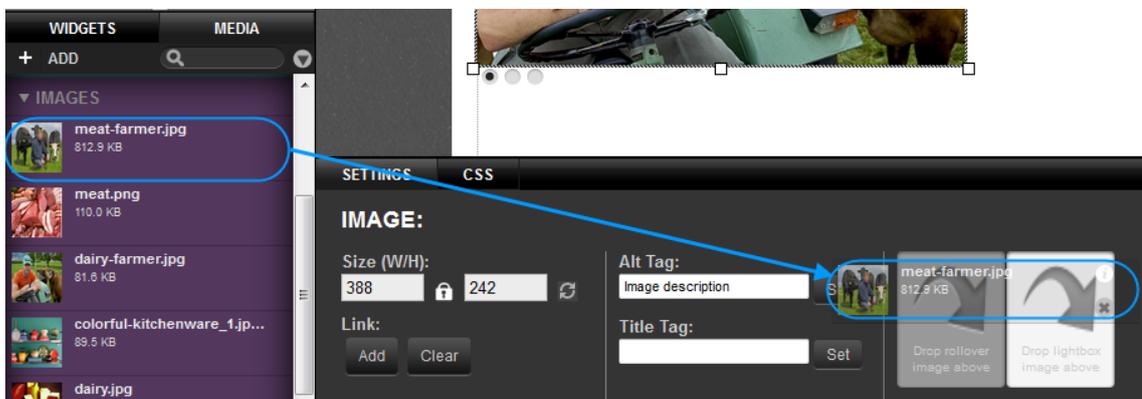


*Standard Image*

*Image Rollover*

## Adding a lightbox

A lightbox allows customers to view a high resolution image if they want, without having it download on your web page by default. To add a lightbox image simply drag the image onto the rollover pane.



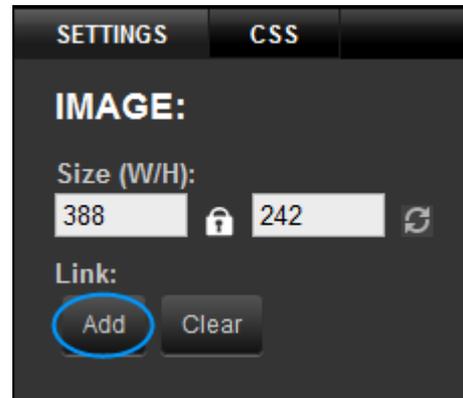
The image you add to the lightbox should be a large, high resolution version of the image you are editing. You can test your lightbox in Preview Mode.

## Image Links

You can add links to images within the Image settings panel.

### Step 1

Click the **Add** button to open the new links tool.



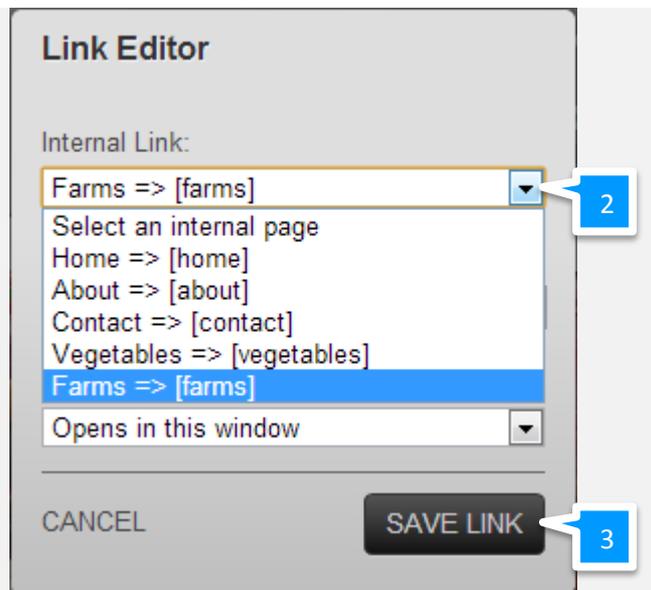
### Add a link to another page on your website

### Step 2

In the Internal drop down menu, select the web page you want to link to

### Step 3

Click **Save Link**.



## Add a link to another location

### Step 2

Enter the URL you want to link to in the address box provided.

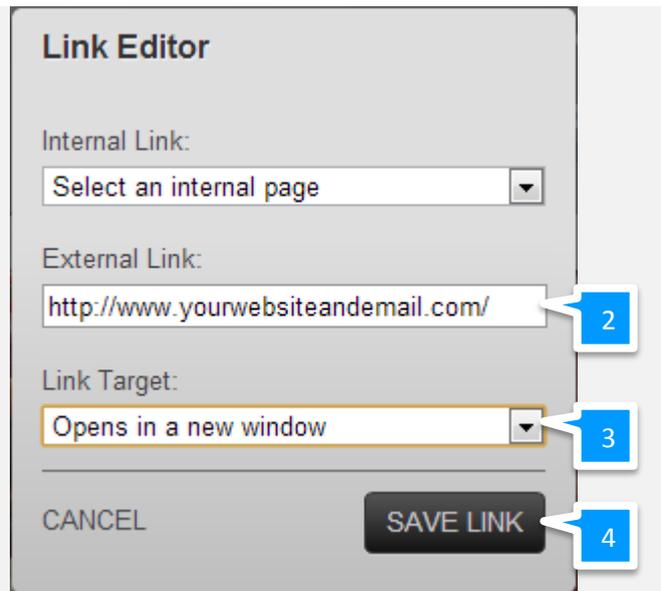
### Step 3

Choose if you want the target link to open in a new window, or in an existing window.

Generally, it's better to open external links in a new window so that visitors can remain on your site.

### Step 4

Click **Save Link**.



The screenshot shows the 'Link Editor' dialog box. It has three main sections: 'Internal Link' with a dropdown menu showing 'Select an internal page'; 'External Link' with a text input field containing 'http://www.yourwebsiteandemail.com/'; and 'Link Target' with a dropdown menu showing 'Opens in a new window'. At the bottom, there are two buttons: 'CANCEL' and 'SAVE LINK'. Four blue callout boxes with white numbers 2, 3, and 4 point to the External Link field, the Link Target dropdown, and the SAVE LINK button, respectively.

## “No Follow”

The no follow attribute tells search engines not to follow the links from your image when ranking your site. Setting the Link as *No Follow* shows that the link related to an unendorsed document, or a paid for link.



**Quick tip:** More information of this attribute can be found at:

<http://en.wikipedia.org/wiki/Nofollow>.

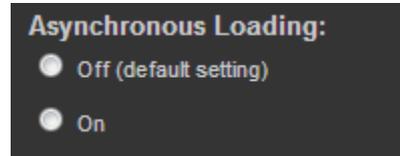
Simply toggle the no follow setting on and off to change the attribute in your image links.

**Advanced:**  
**rel="nofollow"**  
 Off (default setting)  
 On ("nofollow")

## Optimizing loading speeds

If your webpage is large and contains many images, you can improve performance by changing the way your images load. Asynchronous Loading has two settings.

- **Off:** All the images on your web page will load at the same time.
- **On:** Images will load as visitors try and view them by scrolling down the screen.

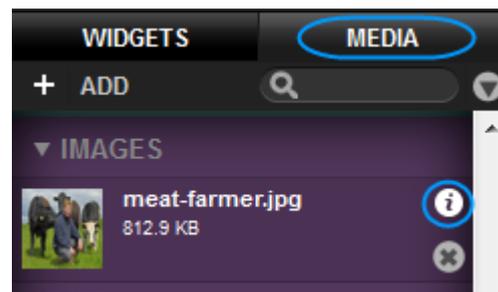


## Finding the URL of an image you have added

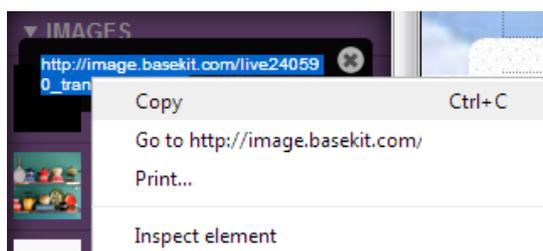
From time to time you may need to find the URL of an image you have uploaded (if you want to link to it from another site for example).

### Step 1

Click Media, then hover over the image you want the URL for. An Information icon will appear, click this.



The image URL will be displayed, you can copy this link for use elsewhere.



## Downloadable Files

### Upload a file for visitors to download

You can upload the following file types for visitors to download on your site.

#### Documents:

'pdf', 'doc', 'docx', 'xls', 'xlsx', 'txt', 'ppt', 'pps', 'pptx',

#### Media:

'mp3', 'aac', 'ogg', 'wma', 'mp4', 'm4v', 'm4a', 'm4b', 'aiff', 'mov', 'wmv', 'flv', 'swf', 'ico'

#### Archive:

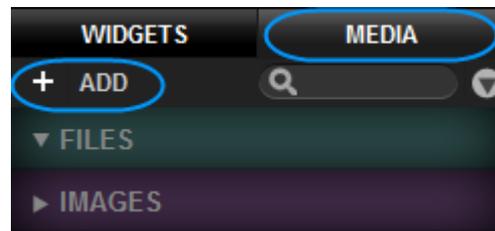
'tar', 'gz', 'zip'



**Note:** You can't upload a file larger than 20MB.

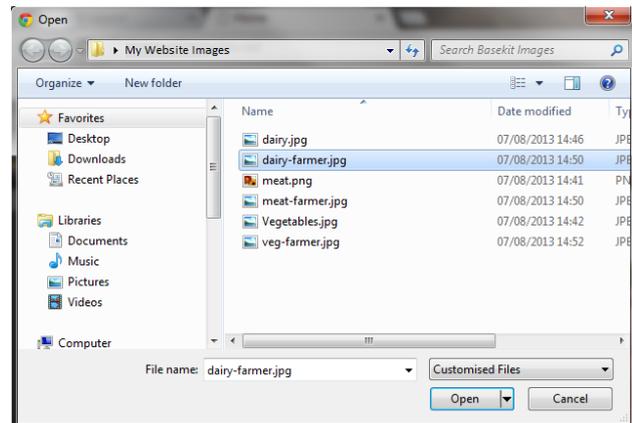
### Step 1

Click in the **Media** tab in the left hand side of the page, then click **Add**.



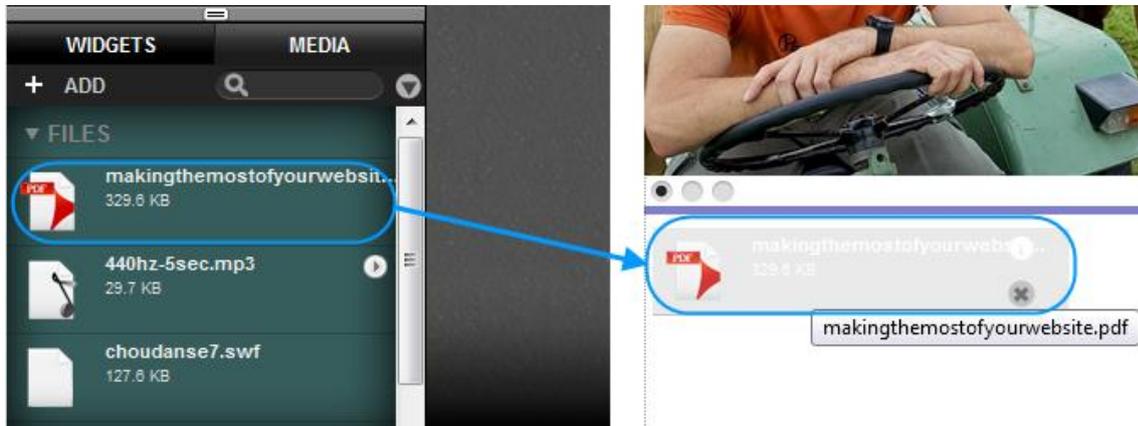
### Step 2

Browse to the file you would like to add and click **Open**.

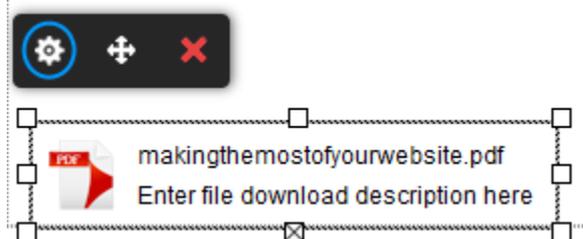


## Add a file

To add a file to your website, simply drag it to the location you want it on your website.



To update the text describing your file, click on the file, then select the **Settings** cog.



**Note:** When you Publish your changes, this file will be available for visitors to download.

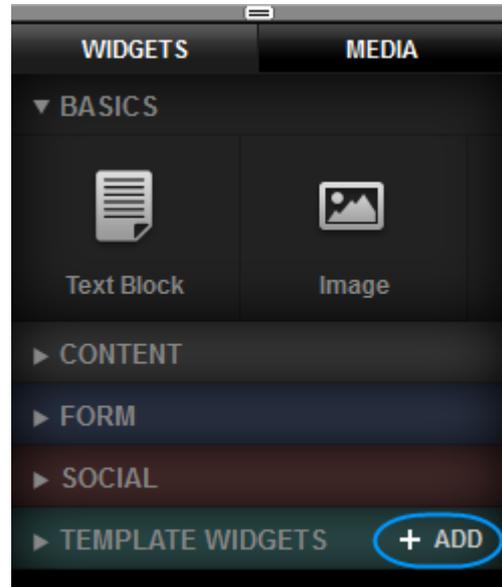
## Working with Templates

Templates allow you to copy and edit content across several pages at once. By Default, you will have three templates already set up to use. These contain your Header, Logo and Footer information.

## Creating a new template

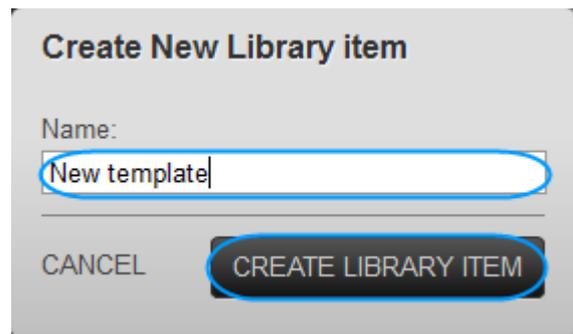
### Step 1

Click Widgets, then click Add next to the *Templates* section title.



### Step 2

Enter a name for your new template and click **Create Template widget**.



## Editing a template

By Default, your templates are locked. To unlock them, simply double click the template.



You can then edit your content as you wish. Any change you make to your template will be reflected on other webpages that the template is used.

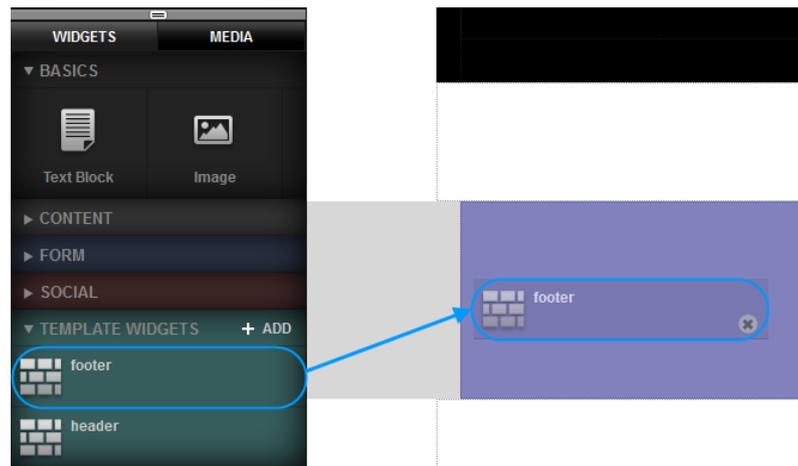
## Adding a template to a web page

### Step 1

Click **Widgets**, then expand the *templates* section to find the template you want to add.

### Step 2

Drag the template onto your web page.



## Themes - Changing the look and feel of your site

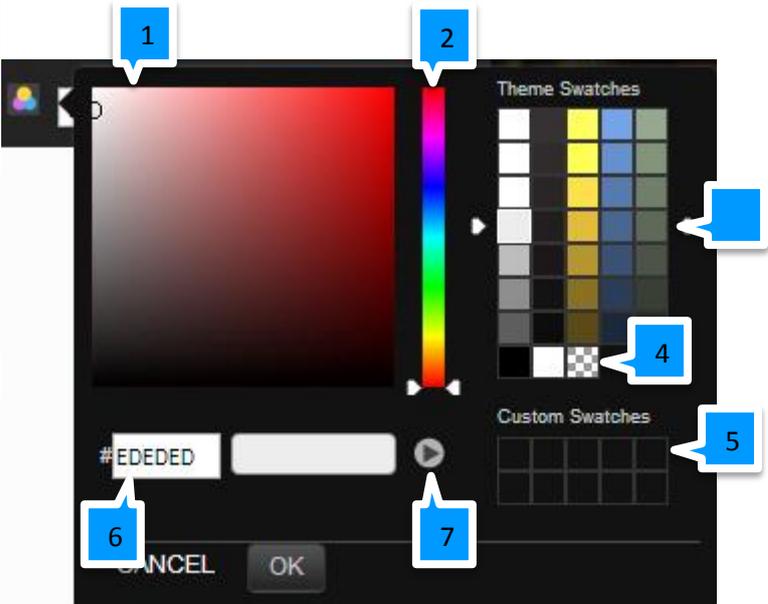
### Colours

When changing colours, you will often see the colour picker. The colour picker has four main sections.

**1** Click and drag to select a colour.

**2** Move the slider to select a different hue.

**3** Pick a colour from this colour swatch if you want the colour to change whenever you change the colour swatch.



**4** Set the colour to Transparent.

**5**

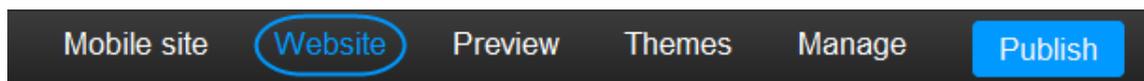
**6**

**7** Add your chosen colour to the custom colours swatch.

## Changing all the colours in a theme

### Step 1

Click the **Website** button to enter the design mode.

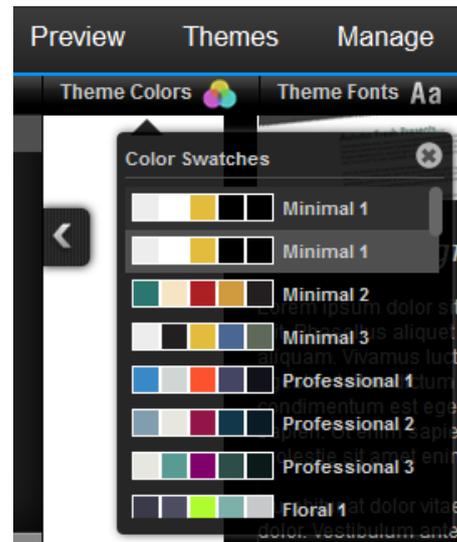


## Step 2

Click **Theme Colors**. A drop down menu of colour swatches will appear.

Colour swatches are groups of colours designed to complement each other, they are used to set the colours for a theme.

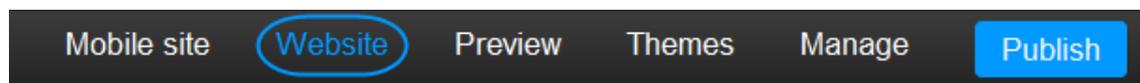
Simply click on a swatch to preview it on your site, once you have chosen your swatch click anywhere on your web page to close the menu.



## Background

### Step 1

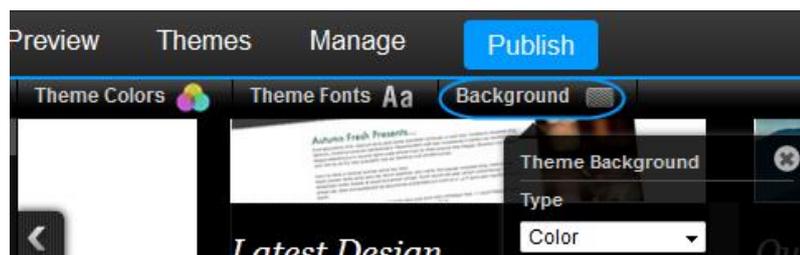
Click the **Website** button to enter the design mode.



### Step 2

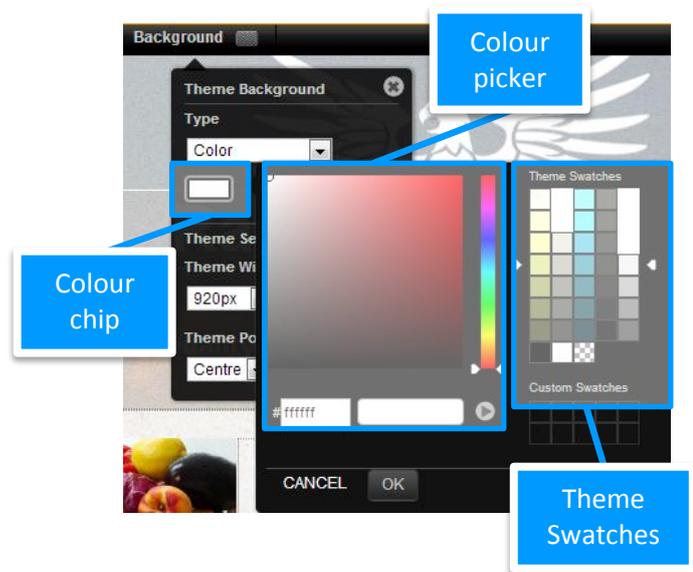
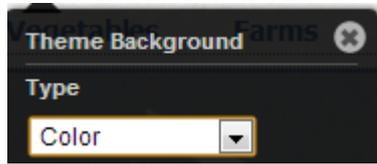
Click **Background**.

The background options will appear.



## Changing background colour

Set a solid colour as your background.



Click on the colour chip then select a colour. You can either select a colour from the colour picker, or from the theme swatches.



**Quick tip:** If you choose a colour from the colour swatch, this will automatically change whenever you change the swatch in Theme Colours.

## Choose a background Image

Add an image as a background to your website.

To change the image, simply drag your chosen image onto the Image Preview. You can then choose how to align it on the page and if you want the image repeated horizontally, vertically or both.

1

Preview Image

2

Align Image

3

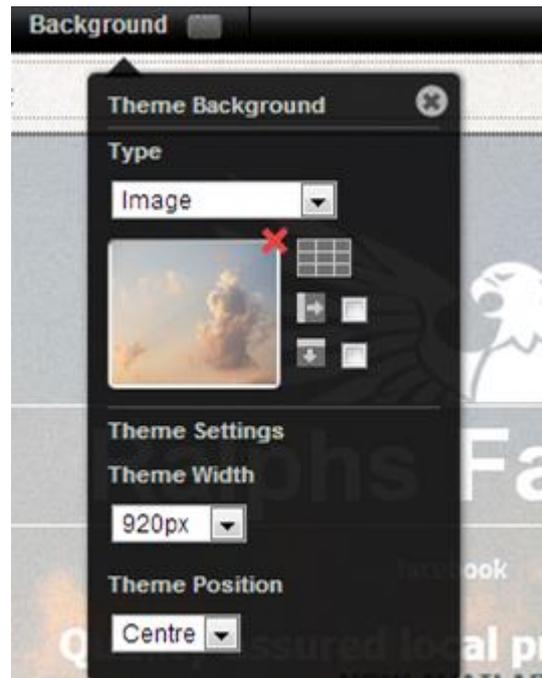
Repeat Horizontally

4

Repeat Vertically



**Quick tip:** This option will show your image at its actual size, if you want your image to stretch to the entire background use the fullscreen mode.



### Adding a two colour background

Change your background to a two colour gradient. Choose the two colours you want to use, then adjust the angle of the gradient using the drop down menu or slider provided.



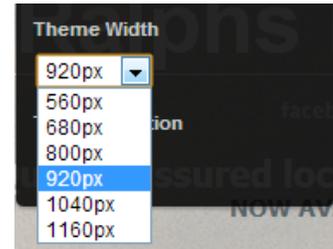
**Quick tip:** If you choose a colour from the colour swatch, this will automatically change whenever you change the swatch in Theme Colors.

### Changing a full screen background image

Adds an image to the background and stretches to fit your entire web page. To change the image, simply drag your chosen image onto the Image Preview.

## Step 3

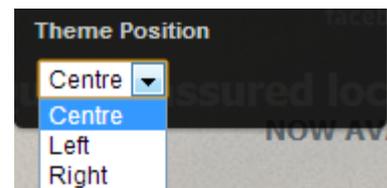
Click the **Theme Width** menu and choose a width for your theme. While you can add more information into a wider screen is visitors with lower resolution monitors will not be able to see your whole website.



**Quick tip:** At the time of writing, a width of 920-1040 will be usable for most visitors while filling a large area of their screen.

## Step 4

Click the *Theme Position* menu to choose the alignment of your website.



## Creating a background pattern or texture

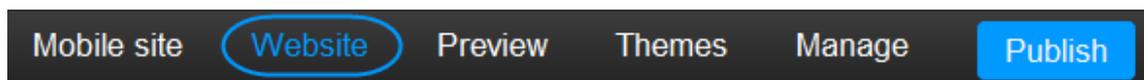
To create a pattern or texture you need an image that is tiled, or can be repeated. If you haven't already got one, you can create one at: <http://patterns.ava7.com>

## Step 1

[Upload your tiled image.](#)

## Step 2

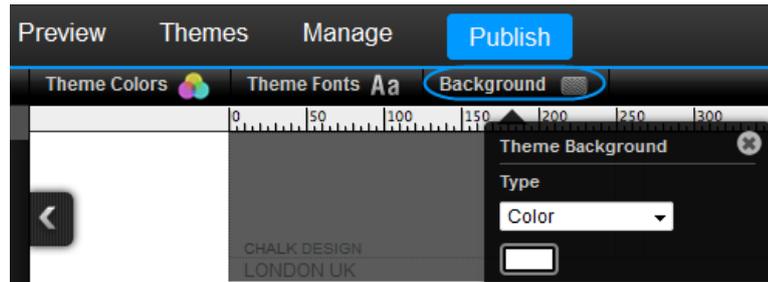
Click the **Website** button to enter the design mode.



## Step 3

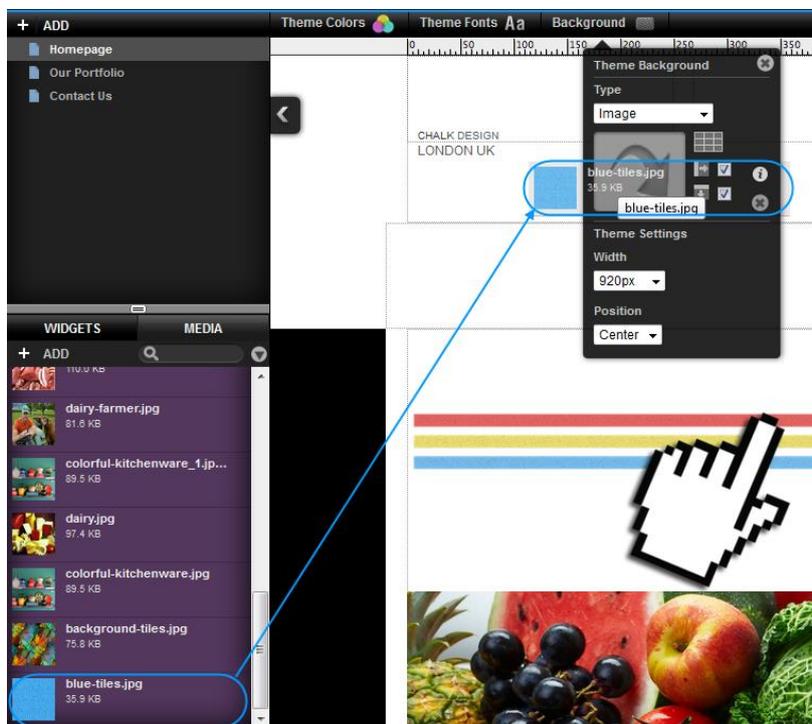
Click **Background**.

The background options will appear.



## Step 4

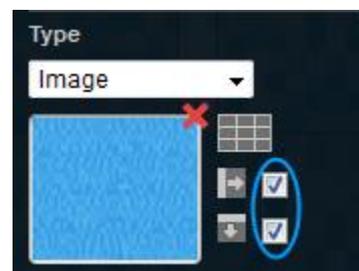
In the type drop down menu, select *Image*, then drag your image into the Preview Window.



## Step 5

Tick the boxes to repeat your image vertically and horizontally to fill your background.

Click outside the background options menu to close the menu and continue editing your site.

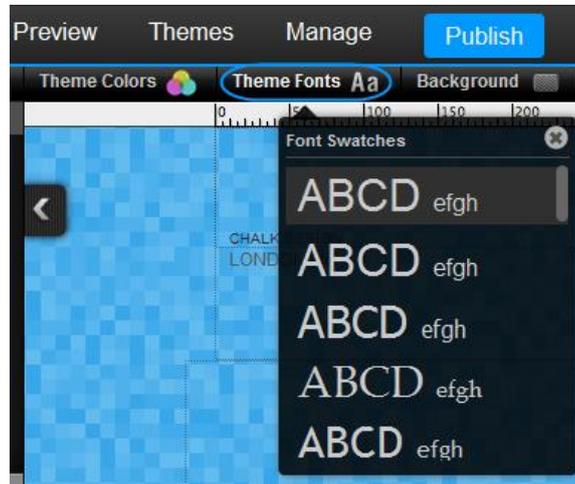


## Styles

### Changing your websites font

Font sets allow you to change the default font of all the content on your website.

Simply Click **Theme Fonts**, then choose a new font from the drop down menu.



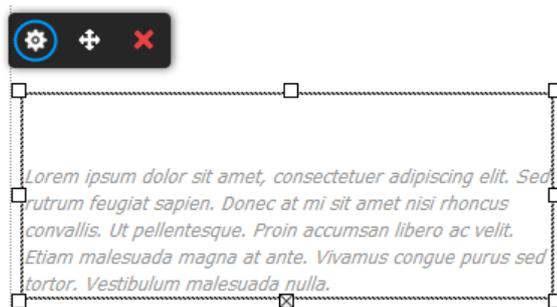
### Changing Text Styles

There are a number of text styles that you can use to maintain a consistent look and feel across your website. You can edit these styles yourself or create new styles for your text.

#### Create a new style set

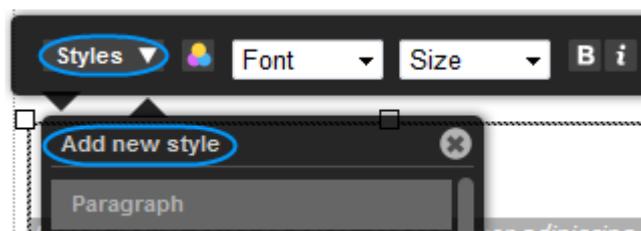
##### Step 1

Select a text box and click the **Settings** cog.



##### Step 2

Click **Styles**, then select **Add new type style** from the drop down menu.



**1** **Title:** Give your new theme a name.

**2** **Clone Class:** Choose how you will be using the style. For example: If it is to be used as a paragraph select paragraph from the list.

**3** **Element:** Leave as set.

**4** **Class Name:** Leave as is.

### Add new type style

Title:

Clone Class:

Element:

Class Name:

CANCEL ADD STYLE

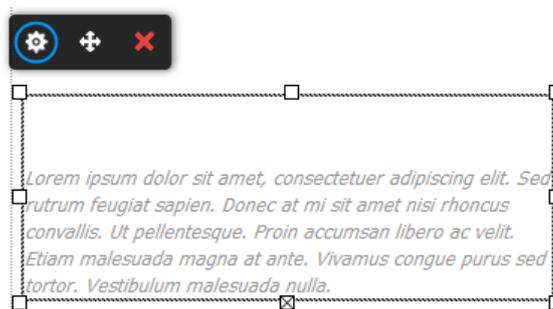
Once complete, click **Add Style**.

Your style will now be added to the styles list. You should now edit this style to meet your needs.

## Editing a Text Style

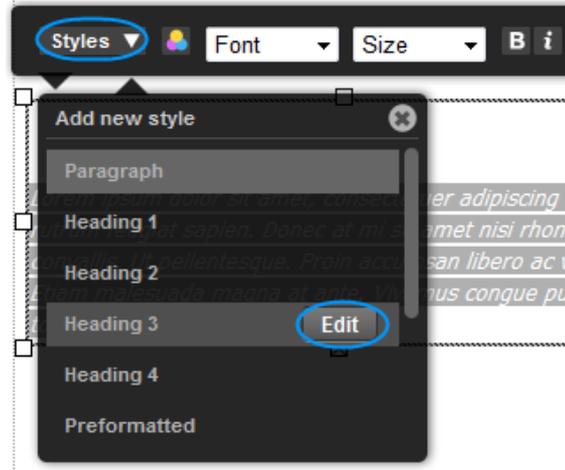
### Step 1

Select a text box and click the **Settings** cog.



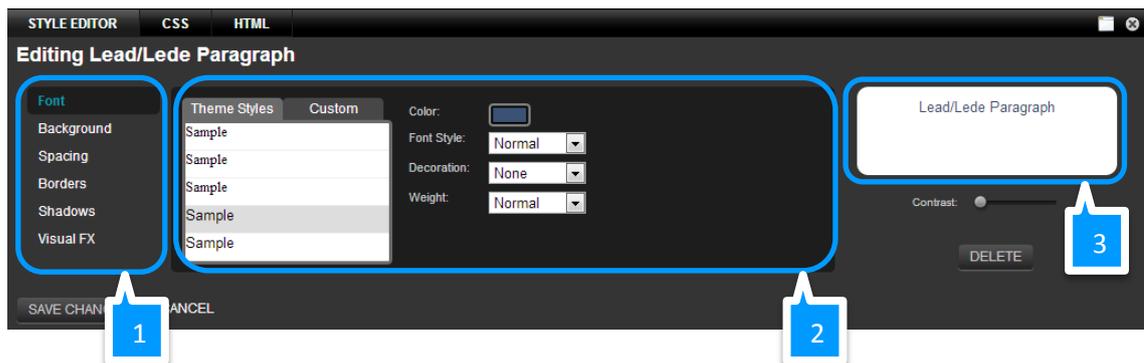
## Step 2

Click **Styles**, In the drop down menu, click **Edit** next to the style you want to edit.



## Step 3

The Style Editor will appear. Edit your text style.



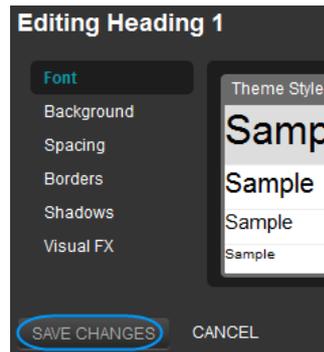
**1** **Style Attributes:** Choose an attribute to edit.

**2** **Settings:** See and change the settings for each attribute.

**3** **Preview pane:** View how the text will look on your website.

## Step 4

Click the **Save Changes** button once you have finished editing your text style.

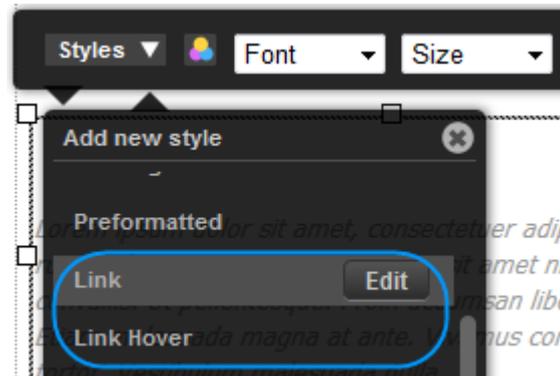


## Changing the style of links

If your links don't stand out visitors won't click on them. The process for editing links is the same as for [editing text styles](#).

There are two link styles to edit:

- Link
- Link Hover

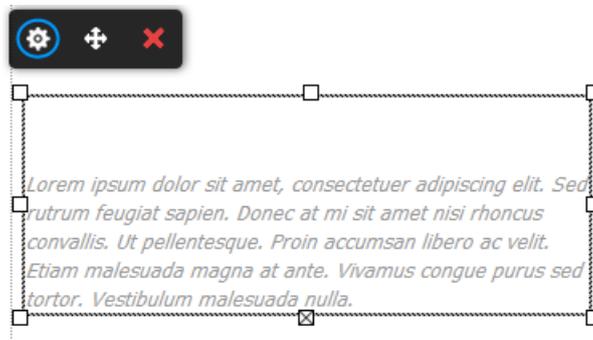


## Making your links look like buttons

You can create images to use as button in your website, but a quicker way of creating and editing buttons on your website is to change your link style to look like a button.

## Step 1

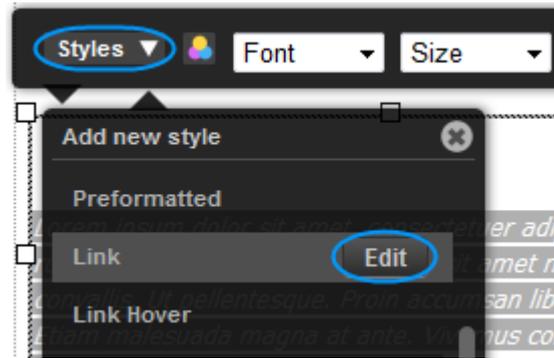
Select a text box and click the **Settings** cog.



## Step 2

Click **Styles**, then click the **Edit** button next to the Link Style.

The look and style of your button is up to you. For demonstration purposes we will create a green button for our website.



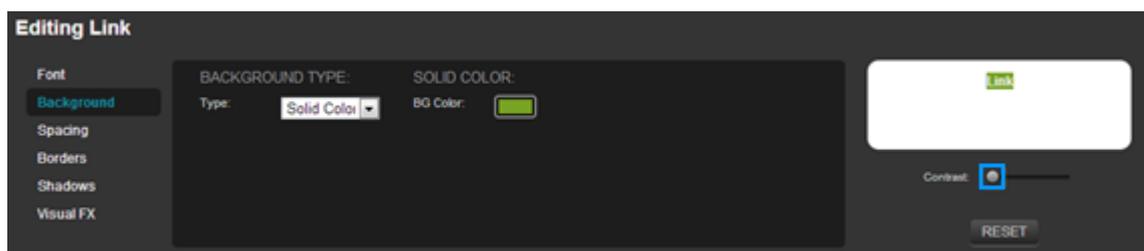
## Step 3

On the Font button, choose how you want the button text to appear. You can view the text in the Preview Panel.



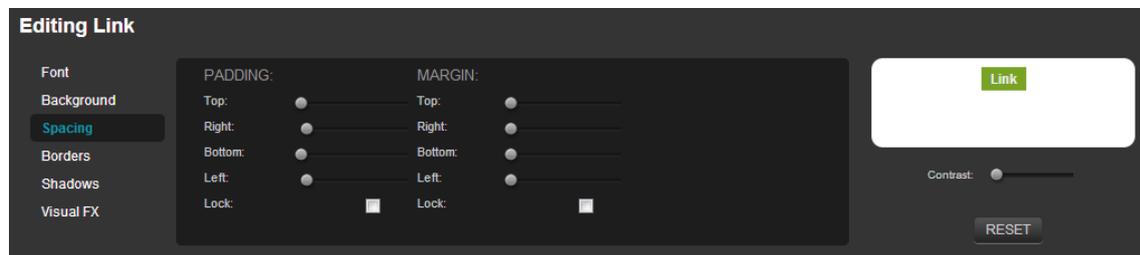
## Step 4

Click **Background** and choose a color for your button. In this example we will select a solid green colour, but you could choose a two tone gradient or an image if you want.



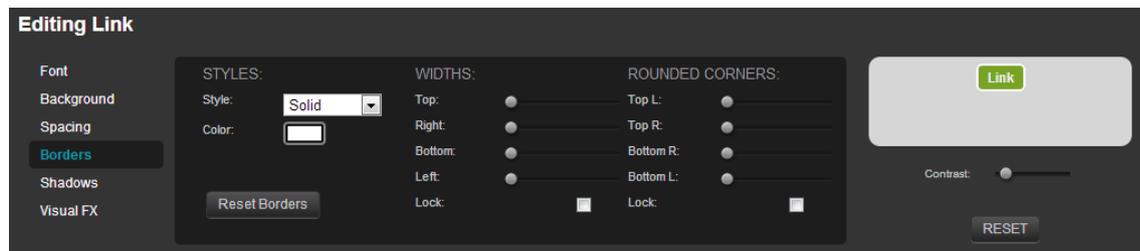
## Step 5

Click **Spacing** and add some spacing around the text. In this example we have added a padding of 3px to the top and bottom, and a padding of 8px to the left and right.



## Step 6

Click **Borders**. In this example we have added a solid White border, with a width of 3px. We then rounded the corners with a radius of 5px.



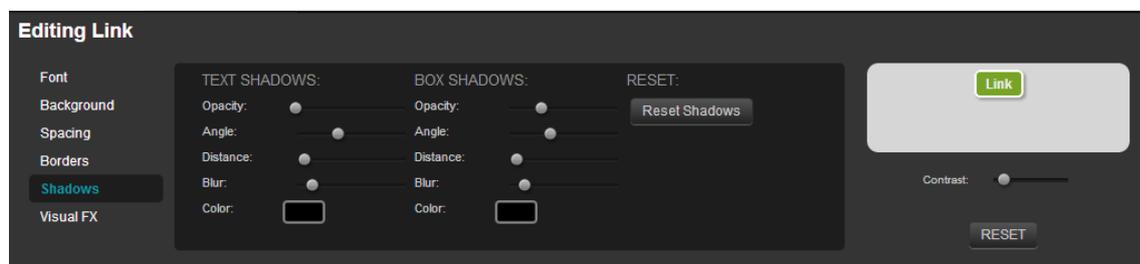
## Step 7

Next click **Shadows**.



**Note:** Older web browsers are unable to display Shadows or Visual FX on your site.

In this example we have just increased the opacity of the Box shadow to 30.



## Step 8

Click **Save Changes**.

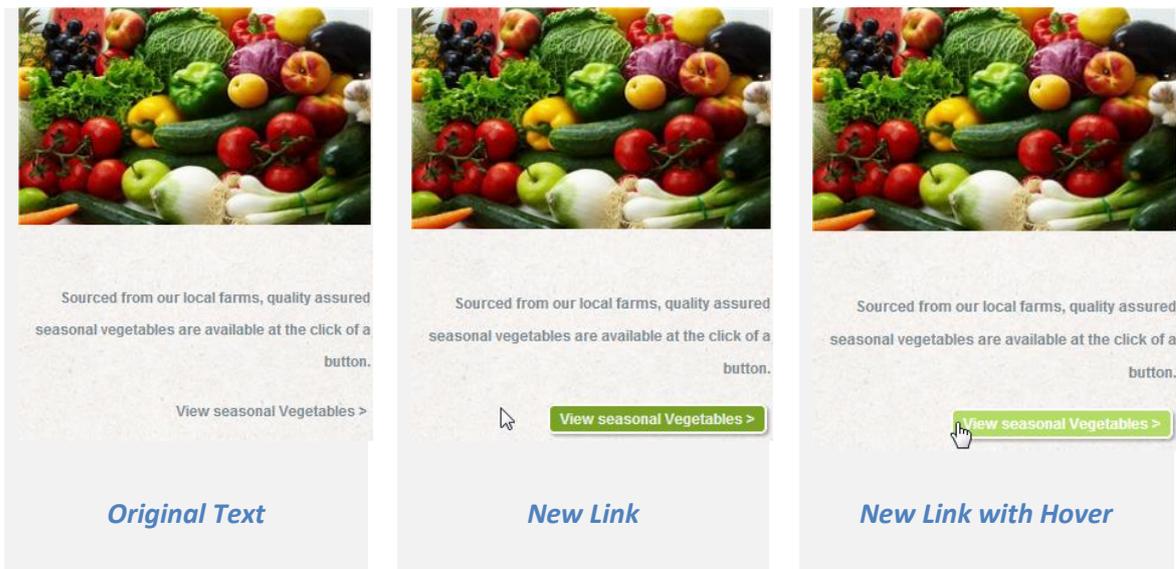
## Step 9

Repeat the above steps, but this time modifying the *Link Hover* style in Step 2.



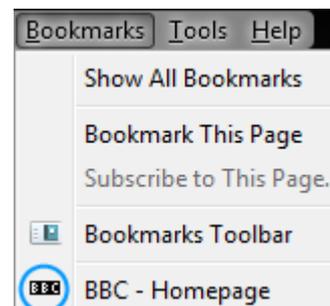
**Quick tip:** A nice effect is to use the same spacing's, borders and shadows for both styles. Only changing the font or background colours for between Link and Link Hover.

Once done, you can view your link in Preview mode.



## Favicons

A favicon (Favourite Icon) is a small square icon that you can associate with your website. It is shown. An example Favicon can be found when visiting <http://bbc.co.uk>, or when viewing your bookmarked sites.



## Creating a Favicon

A favicon is a special 16\*16 or 32\*32 icon that has a .ico file format. Your image software may be able to create these images for you, if not there are a number of free online tools available such as <http://www.favicon.cc> and <http://www.favicon.co.uk> .

## Uploading your Favicon

### Step 1

[Upload your favicon](#), and then click **Manage** in the top menu bar.

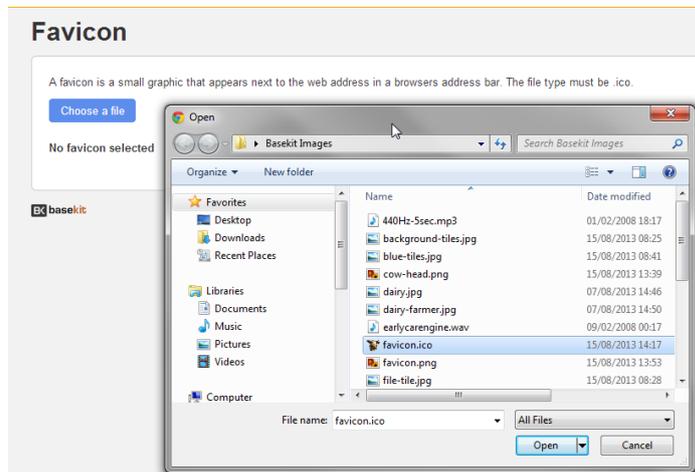
### Step 2

Click **Favicon** in the left hand menu.

### Step 3

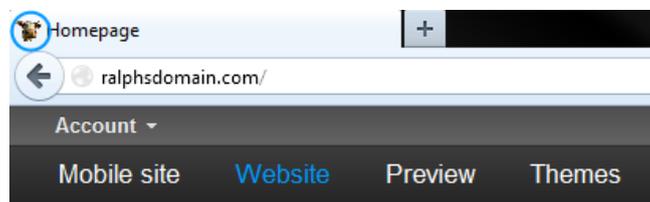
Click **Choose a file**, then select the favicon you have saved on your computer.

After a few seconds you will receive a message that your favicon has been loaded.



Click **Website** in the top left corner to return to the editor.

You will now see your Favicon in the web browser.



# Editing pages

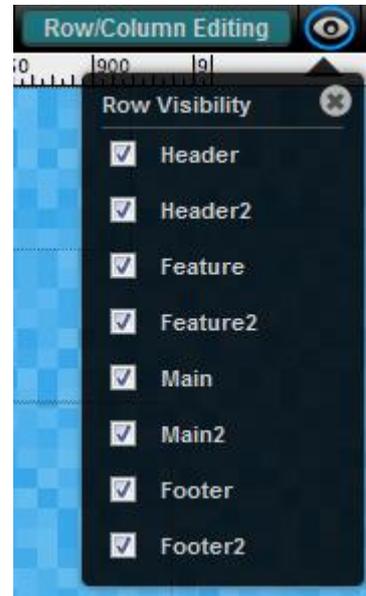
## Page Structure

Each page is made from 8 rows.

4 Rows are available for your immediate use, if you want to add more rows to your site you can simply make and of the remaining 4 rows visible.

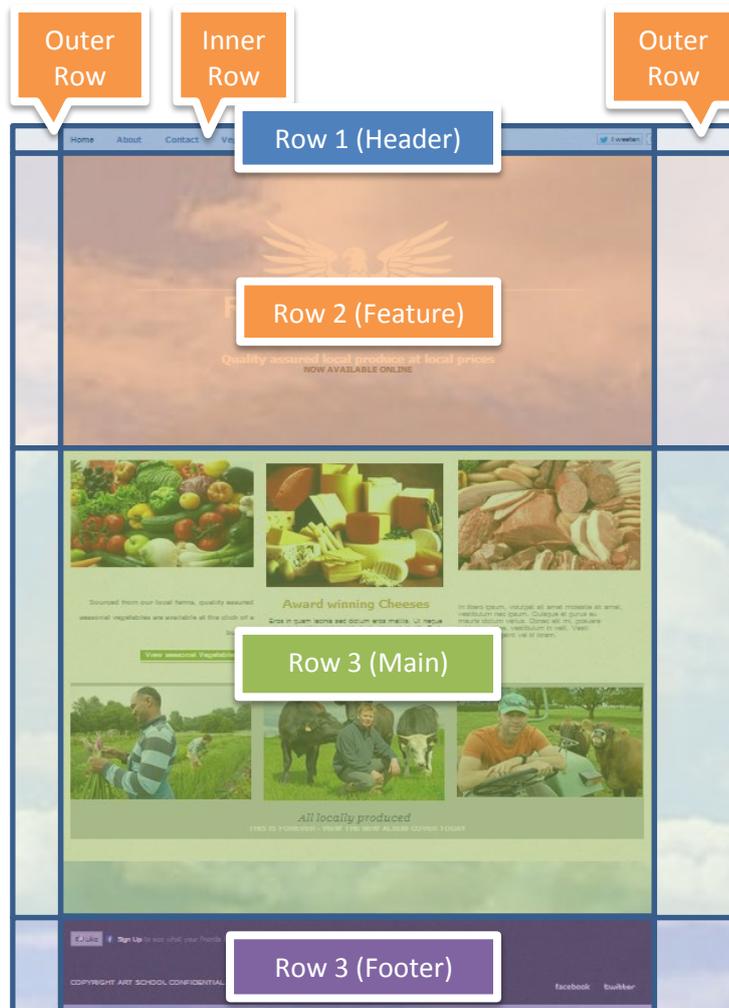
Click the *Row viewer* in the top right corner of the screen and use the check boxes to toggle rows on and off.

Only visible rows will appear on your website.



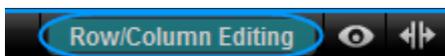
Each row has an inner and an outer part. The Inner part of your row contains all your website content while the outer part of the row stretches to the outside of the visitors browser window.

Unless you are designing specialist graphic effects, you can ignore the outer rows.



## Editing Rows

By default, rows are locked so no accidental changes can be made to them. To unlock the rows ready for editing, click **Row Editing** in the top right of the screen.



Once row editing is enabled, the row menu will appear to the right hand side of any selected rows.



## Reordering Rows

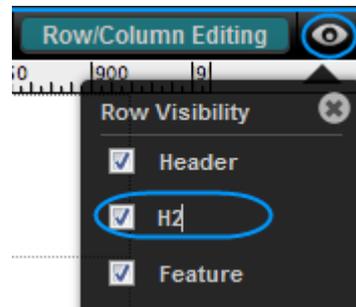
With [row editing enabled](#), press the *reorder row* button and drag your row to the new position.



## Renaming Rows

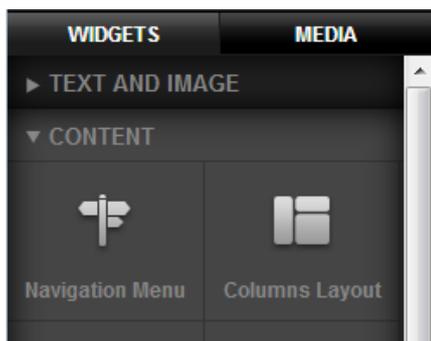
With [row editing enabled](#). Click the *Row viewer* in the top right corner of the screen and click on the row name.

Enter a new name for your row.

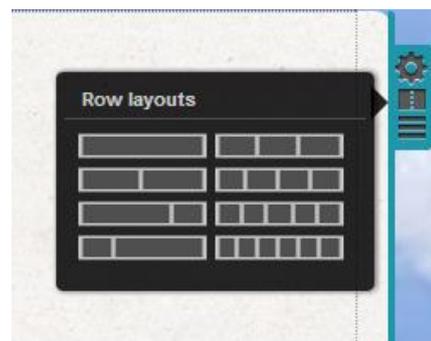


## Adding columns

There are two different ways of creating columns.



*Using the Columns Layout Widget*



*Using the Row Layout Menu*

### *Advantages of using the Row Layout menu to create columns*

While using the column widget is quicker, there are a number of limitations to this over columns created using the Row Layout menu.

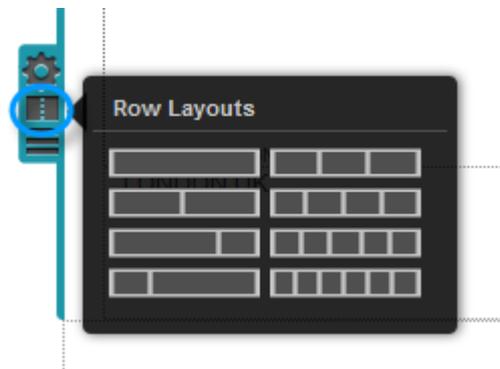
Columns created using the Row Layout menu are structural. You can add additional widgets into these columns, and apply different styles to each column of this type.

Columns created using the Columns layout widget are not structural, you can't add styles or insert widgets into this type of column.

This chapter describes how to create structural columns using the Row Layout menu.

#### **Step 1**

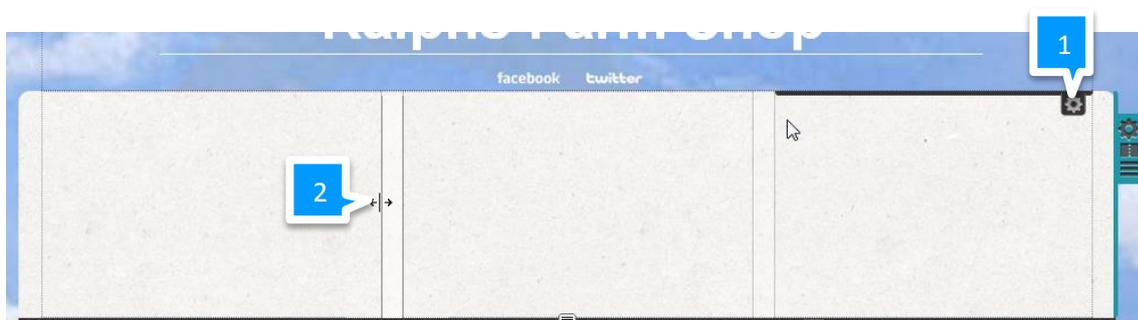
With [row editing enabled](#). Click the Row Layout button to the right of the row you are adding columns to.



#### **Step 2**

Select the number of columns you want. You can select up to 6 columns per row.

Your Columns will be added to the selected row.



**1** The Columns setting button will appear for each column highlighted.

**2** Drag the edges of your columns to resize them.

## Changing the look of a page

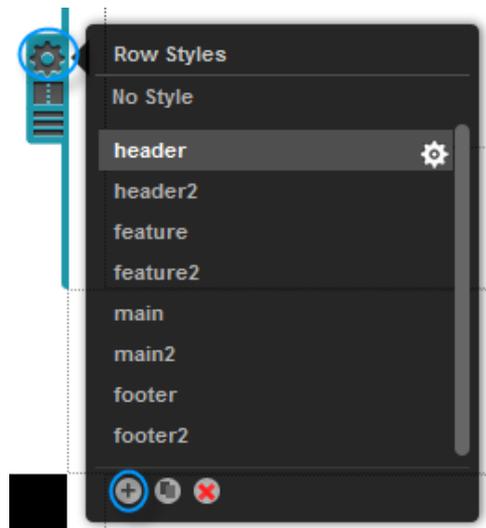
### Row styles

Each row has an inner and outer style, the inner style contains all your website content. The outer style will extend from your content to the edge of your visitors browser window.

#### Creating a New style

##### Step 1

With [row editing enabled](#). Click the *Change Row Style* button to the right of the row you want to edit.



##### Step 2

Click the + button at the foot of the menu.

##### Step 3

Enter a name for your new row and click **ADD ROW STYLE**.

A screenshot of a dialog box titled 'Add New Row Style'. It has a light gray background. At the top, it says 'Name:'. Below that is a text input field containing the text 'Shop content'. At the bottom of the dialog, there are two buttons: 'CANCEL' on the left and 'ADD ROW STYLE' on the right.

The row style editor will open, see the section [Row Style Editor](#).

## Editing an existing style

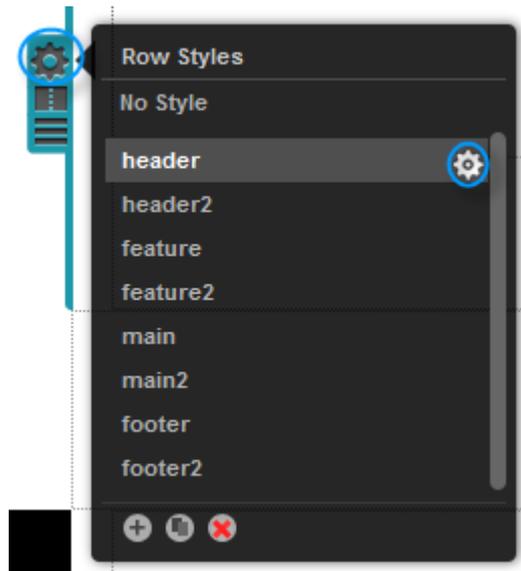
### Step 1

With [row editing enabled](#). Click the *Change Row Style* button to the right of the row you want to edit.

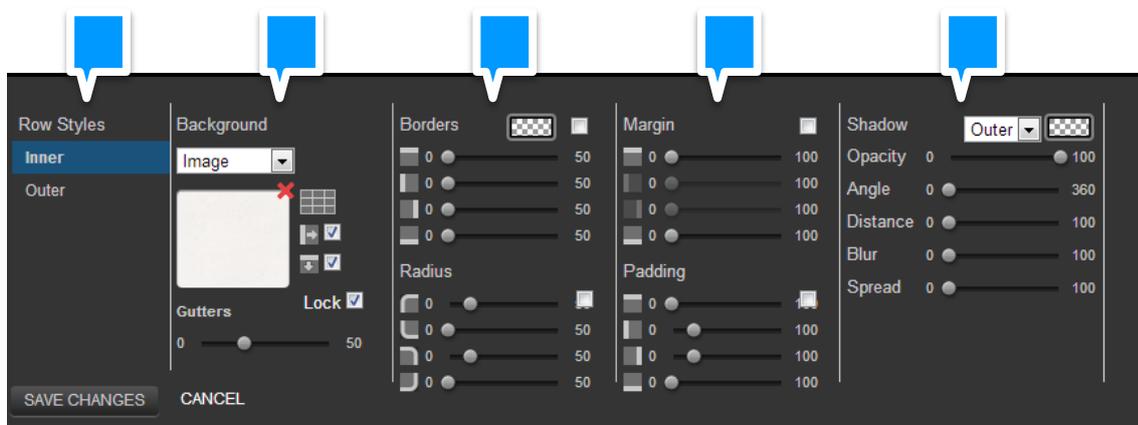
### Step 2

Click the *Edit Row Style* cog next to the style you want to edit.

The row style editor will open, see the section [Row Style Editor](#).



## Row Style Editor



1

Edit the inner or outer style. Unless you are designing specialist graphic effects, you should leave this set as inner style.

2

Choose a background style or image. This functionality is the same as described in our chapter: [Changing your background](#). The gutter slider controls the width between any columns that you may have in your row.

3

Choose the colour, width and radius of your row. Click the check box to apply the same value to each group of sliders.

4

Set the margin and padding for your row. Click the check box to apply the same value to each group of sliders.

5

Select and style a drop shadow for the row.



**Note:** Older web browsers will not be able to display drop shadow on your site.

## Column styles

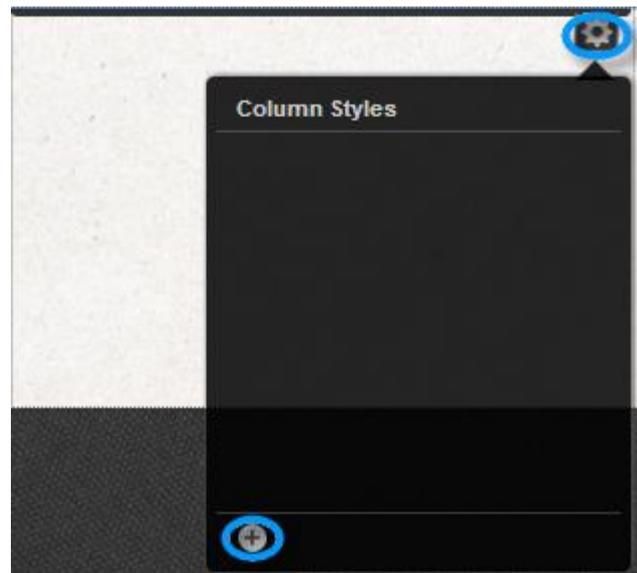
### Creating a New style

#### Step 1

With [row editing enabled](#). Click the *Change Column Style* button at the top of the column you want to edit.

#### Step 2

Click the + button at the foot of the menu.



#### Step 3

Enter a name for your new column and click **ADD COLUMN STYLE**.

The column style editor will open, see the section [Column Style Editor](#).

**Add New Column Style**

Name:

CANCEL **ADD COLUMN STYLE**

## Editing an existing style

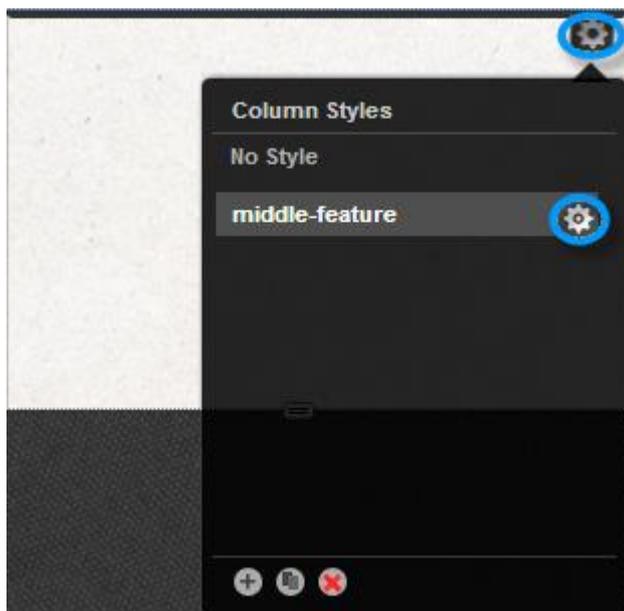
### Step 1

With [row editing enabled](#). Click the *Change Column Style* button to the right of the column you want to edit.

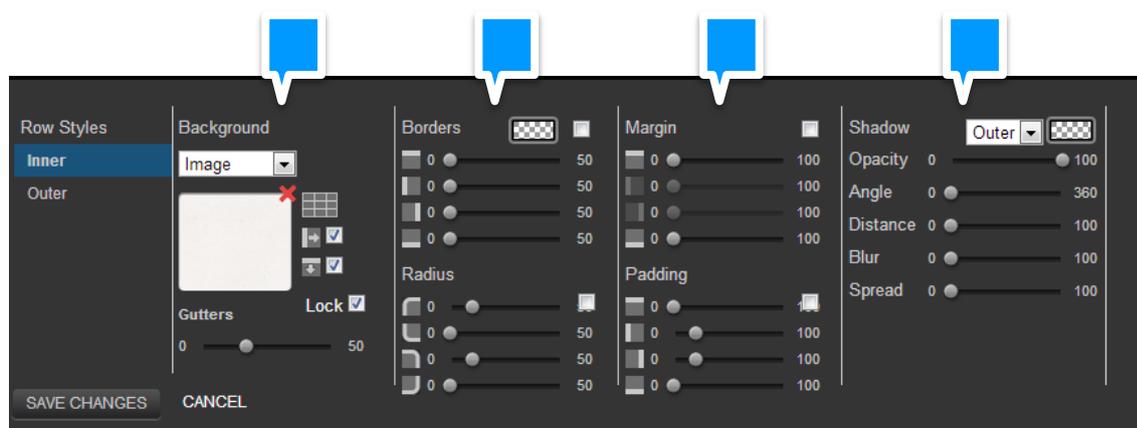
### Step 2

Click the **Edit Column Style** cog next to the style you want to edit.

The column style editor will open, see the section [Column Style Editor](#).



## Column Style Editor



1

Choose a background style or image. This functionality is the same as described in our chapter: [Changing your Background](#).

2

Choose the colour, width and radius of your column. Click the check box to apply the same value to each group of sliders.

**3** Set the margin and padding for your column. Click the check box to apply the same value to each group of sliders.

**4** Select and style a drop shadow for the column.

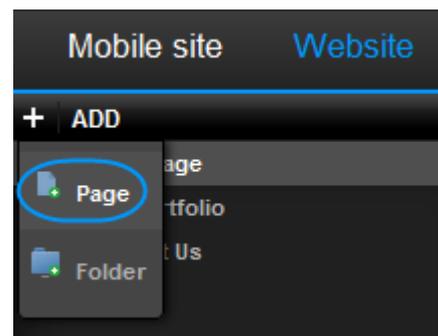
**Note:** Older web browsers will not be able to display drop shadow on your site.

## Page management

### Add a new page

#### Step 1

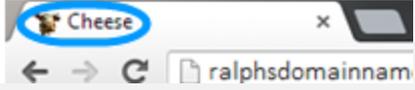
Click **Add** in the top left corner of the screen and click **Page** from the drop down menu.



## Step 2

Enter the following:

**1** Enter a Title for your web page, this will be shown in the browser tab.



**2** You can leave this set for most purposes.

**3** Check this box if you want this page to become the default page on your

### Create page

Page Title:  **1**

Page URL:  **2**

Set this page as the homepage:  **3**

Menu Title:  **4**

Show in Navigation Menu:  **5**

Page Status:  **6**

**4** This is the title that will be shown on your website navigation bar.

**5** Uncheck this box if you don't want your site to appear in your navigation menu.

**6** Choose a page status from the drop down menu. Active means that the page will be added to your website next time you publish your site. More information on the feature can be found in our chapter: [Choosing what to publish](#).

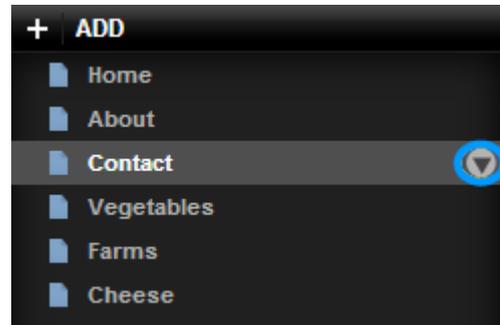
Once done, click **Create Page** to save your changes.

## Page Settings

### Rename a page

#### Step 1

Click triangle icon next to your page to display the page settings drop down menu.



#### Step 2

Select **Name and URL** from the drop down menu.

#### Step 3

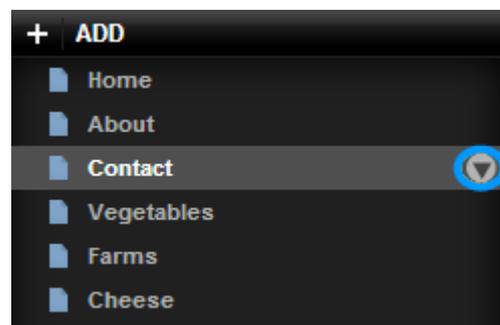
Enter a new Page and Menu title in the text boxes provided and click **Save**.

A light grey form titled 'Name and URL'. It contains several input fields and checkboxes. The 'Page Title' and 'Menu Title' fields both contain the text 'Contact' and are circled in blue. The 'Page URL' field contains 'contact'. There are checkboxes for 'Show in Navigation Menu' (checked), 'Make Homepage' (unchecked), and 'Page Status' (set to 'Active'). A 'Move Page to' dropdown menu is set to 'Top Level (No Folder)'. At the bottom, there are 'CANCEL' and 'SAVE' buttons.

### Copying a page

#### Step 1

Click triangle icon next to your page to display the page settings drop down menu.

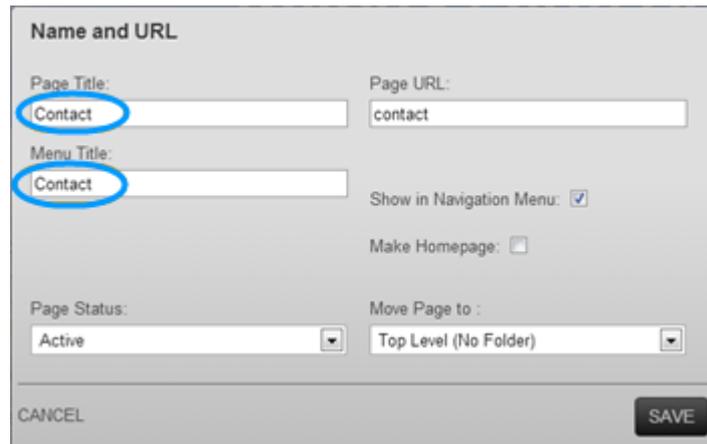


#### Step 2

Select **Duplicate page and contents** from the drop down menu.

## Step 3

Enter a new Page and Menu title in the text boxes provided and click **Save**.



**Name and URL**

Page Title:  Page URL:

Menu Title:  Show in Navigation Menu:

Make Homepage:

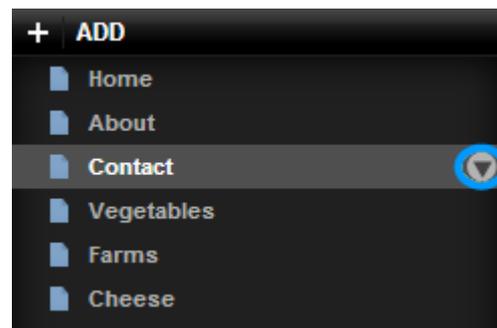
Page Status:  Move Page to :

CANCEL **SAVE**

## Remove a page

### Step 1

Click triangle icon next to your page to display the page settings drop down menu.



### Step 2

Select **Delete this page** from the drop down menu.

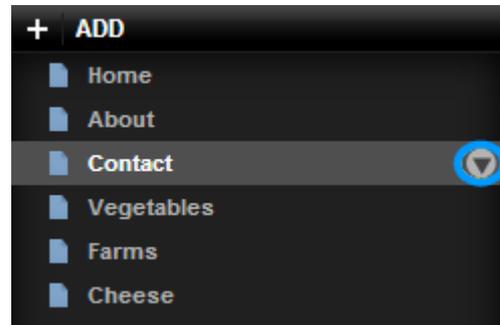
### Step 3

Click Confirm to delete the page.

## Choosing your home page

### Step 1

Click triangle icon next to your chosen home page to display the page settings drop down menu.

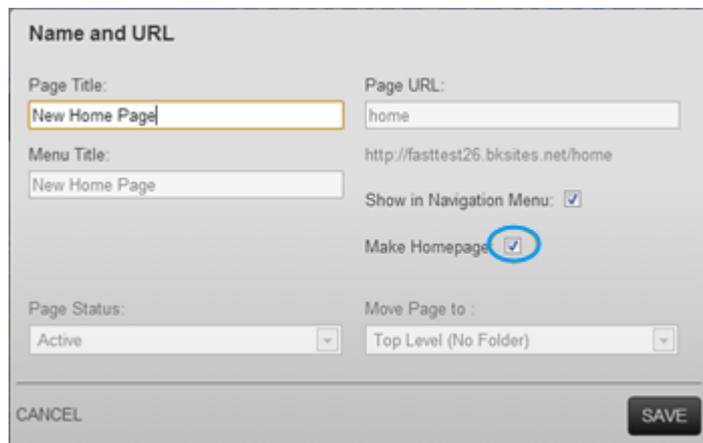


### Step 2

Select **Name and URL** from the drop down menu.

### Step 3

Check the box marked **Make Homepage** and click **Save**.



## Choosing what to publish

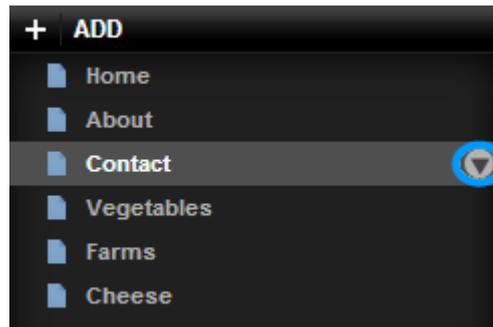
When you publish your website, you will publish any changes made to *active* web pages. *Inactive* webpages will be removed during this process, while pages marked as *Draft* will be unaltered.



**Note:** Your home page will always have an Active status.

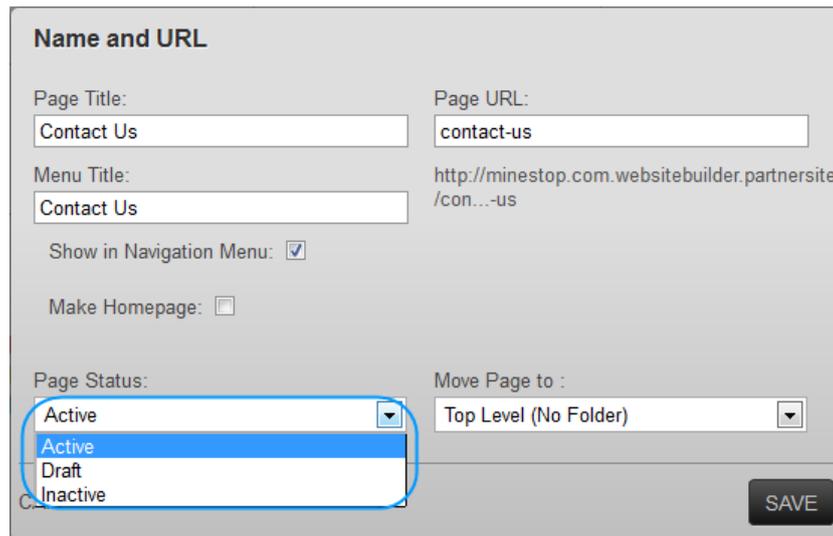
## Step 1

Click triangle icon next to your page to display the page settings drop down menu.



## Step 2

Select **Name and URL** from the drop down menu.



## Step 3

Select a page status from the drop down menu and click **Save**.

## Add JavaScript to your page

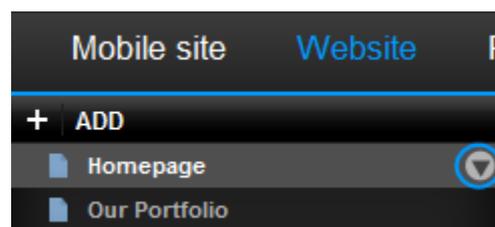
You can add JavaScript to any page on your website. You can add JavaScript to the page, header, or the body of the page itself.



**Important:** Adding incorrect code to your site may cause your site to break. We are unable to provide a de-bugging service for faulty scripts on your site.

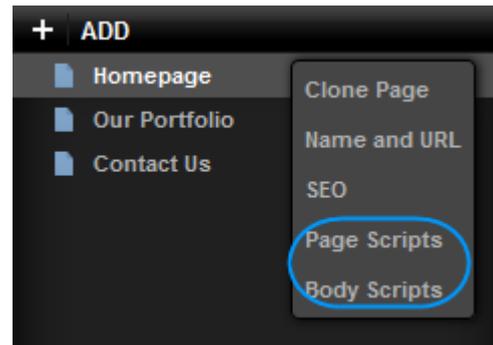
## Step 1

Hover your mouse over the page you want to add JavaScript to and click on the triangle.



## Step 2

Depending upon where you want to enter your code, select **Page Scripts** or **Body Scripts** from the drop down menu.



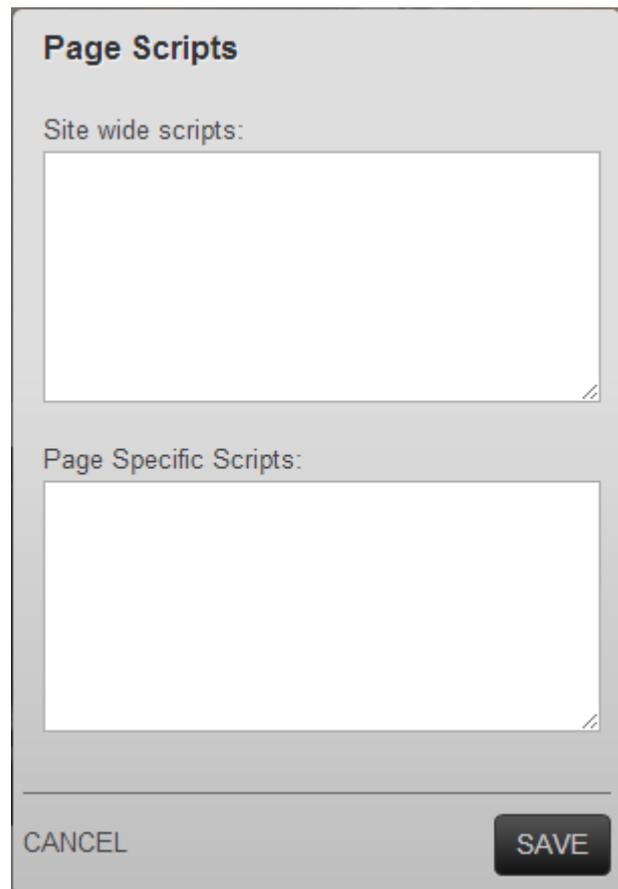
## Step 3

You will be presented with two text boxes, to add JavaScript to each page on your site enter your script into the top text box

To only add JavaScripts to your chosen page in your site, enter your script into the bottom text box.

## Step 4

Once done, click **Save**.

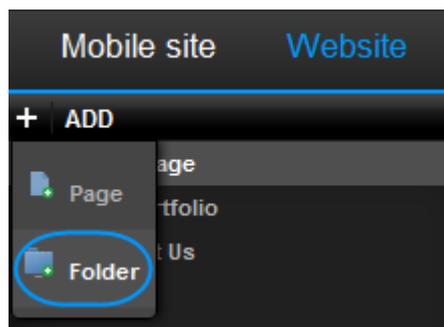
A screenshot of a dialog box titled 'Page Scripts'. The dialog box has a light gray background. At the top, the title 'Page Scripts' is displayed. Below the title, there are two sections. The first section is labeled 'Site wide scripts:' and contains a large, empty white text box. The second section is labeled 'Page Specific Scripts:' and also contains a large, empty white text box. At the bottom of the dialog box, there are two buttons: 'CANCEL' on the left and 'SAVE' on the right. The 'SAVE' button is highlighted with a dark gray background.

## Organising your pages (Page Folders)

If you have a large number of pages, it's useful to create folders and organise your pages into groups. This feature is also used for two tier navigation menus.

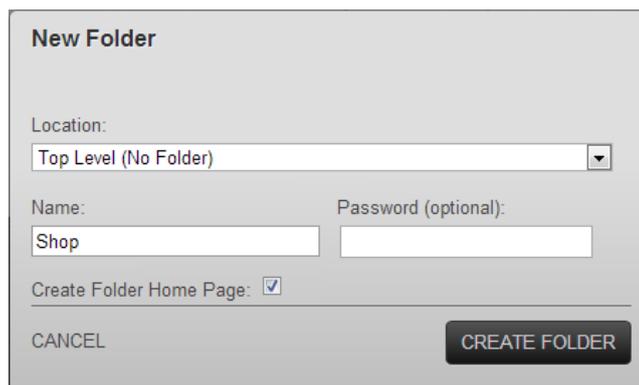
### Step 1

Click **Add** in the top left corner of the screen and click **Folder** from the drop down menu.



### Step 2

Enter a name for your folder. If you check the box marked *Create Folder Home Page* a page called 'index' will be created inside the folder. So if you create a folder called "Shop", anyone visiting <http://yourdomain.co.uk/shop> will be directed to this home page.

A screenshot of a 'New Folder' dialog box. It has a title bar 'New Folder'. Below the title bar, there is a 'Location:' dropdown menu set to 'Top Level (No Folder)'. There are two input fields: 'Name:' with 'Shop' entered, and 'Password (optional):' which is empty. Below these fields is a checkbox labeled 'Create Folder Home Page:' which is checked. At the bottom, there are two buttons: 'CANCEL' and 'CREATE FOLDER'.

Once done click **Create Folder**.

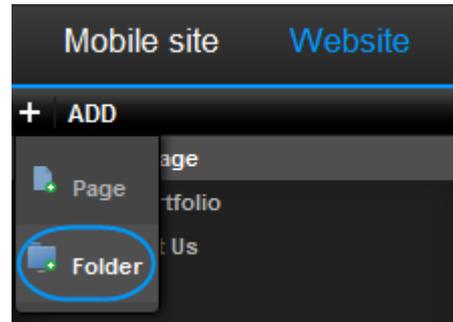


**Note:** By default your new page will not appear in the navigation menu. See the chapter titled: [Rename a page](#) to name your new page and allow it to appear in your navigation menu. Then follow the chapter on [Creating a sub navigation menu](#).

## Password protecting pages

### Step 1

Click **Add** in the top left corner of the screen and click **Folder** from the drop down menu.



### Step 2

Enter the following:

 A screenshot of the 'New Folder' dialog box. The dialog has the following fields and controls:
 

- Location:** A dropdown menu with 'Top Level (No Folder)' selected. A blue callout box with the number '1' points to this field.
- Name:** A text input field containing 'Special'. A blue callout box with the number '2' points to this field.
- Password (optional):** A text input field with a masked password '.....'. A blue callout box with the number '3' points to this field.
- Create Folder Home Page:** A checked checkbox. A blue callout box with the number '4' points to this checkbox.
- Buttons: 'CANCEL' and 'CREATE FOLDER'.

**1** If you have already created folders you can place your password protected folder in here, if not you can only create your new folder at the top level.

**2** Enter a name for your password protected folder.

**3** Enter a password to use whenever you want to view content within this folder.

**4** Click Create home page.

Once done click **Create Folder**.



**Note:** By default your new page will not appear in the navigation menu. See the chapter titled: [Rename a page](#) to name your new page and allow it to appear in your navigation menu. Then follow the chapter on [Creating a sub navigation menu](#).

Any [pages you add to this folder](#) will require the visitor to enter the password you created in Step 2 before they can view the page.

## Page redirects

Page redirects allow you to direct customers who are visiting a URL on your site to be directed to another page on your site, or another website. For example you could direct customers who visit <http://ralphsdomainname.com/about-us> to <http://ralphsdomainname.com/contact-us>.

### Adding a redirect

#### Step 1

Click **Manage** at the top of the screen, then select **Redirects**.

#### Step 2

Any redirects that you already have set up will be displayed. To add a new redirect click **New**.



#### Step 3

Enter the following:

- **From:** Name of a page on your site that does not currently exist.
- **To:** Choose the page that you would like visitors to be directed to.
- **Type:** Choose the type of redirection. This will usually be set to *301 Permanent*.

Once done, click **Create redirect**.

Your redirect will be visible on the Redirects summary screen.

### Add a redirect

[← Back to redirects](#)

From

To

Visitors to ralphsdomain.com/about-us will be redirected to ralphsdomain.com/contact-us

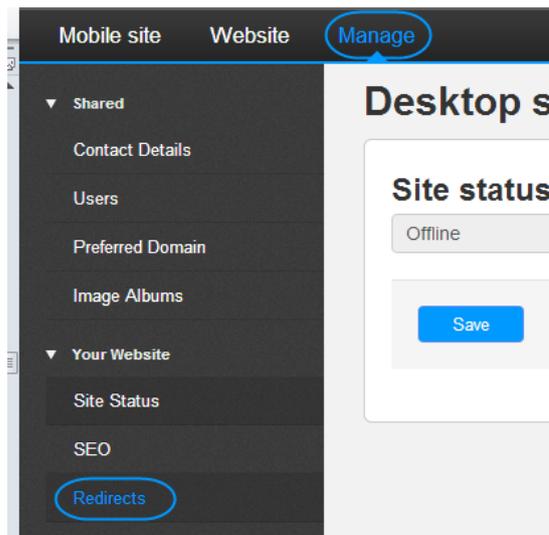
Type

[Create redirect](#)

## Removing a redirect

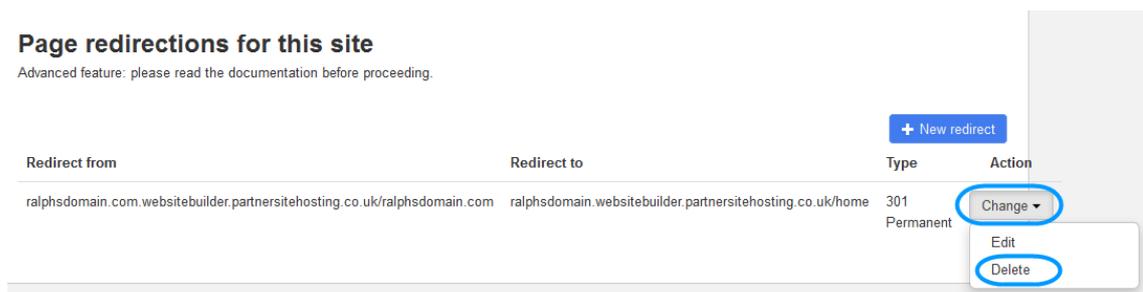
### Step 1

Click **Manage** at the top of the screen, then select **Redirects**.



### Step 2

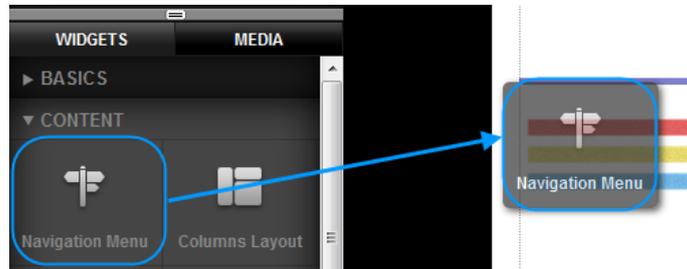
Click the **Change** dropdown. Then click **Delete**.



# Navigation

## Add a navigation widget to your page

In the left hand pane, click **Widgets**, then expand the *Content* section.



Drag the Navigation menu widget over to where you want it to appear on your web page.

## Changing the order of pages

### Step 1

Double click on the navigation menu to unlock it. Once unlocked, double click on the menu again to enter the settings.

### Step 2

Drag the pages into any order by dragging and dropping them.

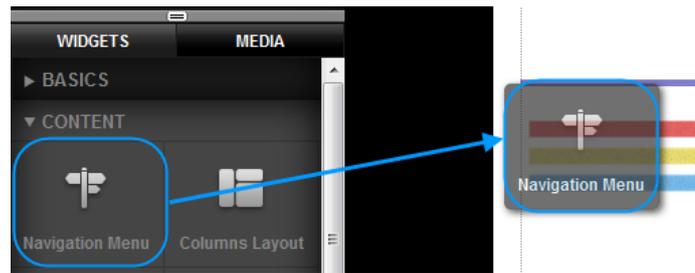


## Create a sub navigation menu

Sub navigation menus allow you to show any pages within a folder. You must have already [created a folder for your pages](#) before you can create a sub menu.

## Step 1

In the left hand pane, click **Widgets**, then expand the *Content* section.



Drag the Navigation menu widget over to where you want it to appear on your web page.

## Step 2

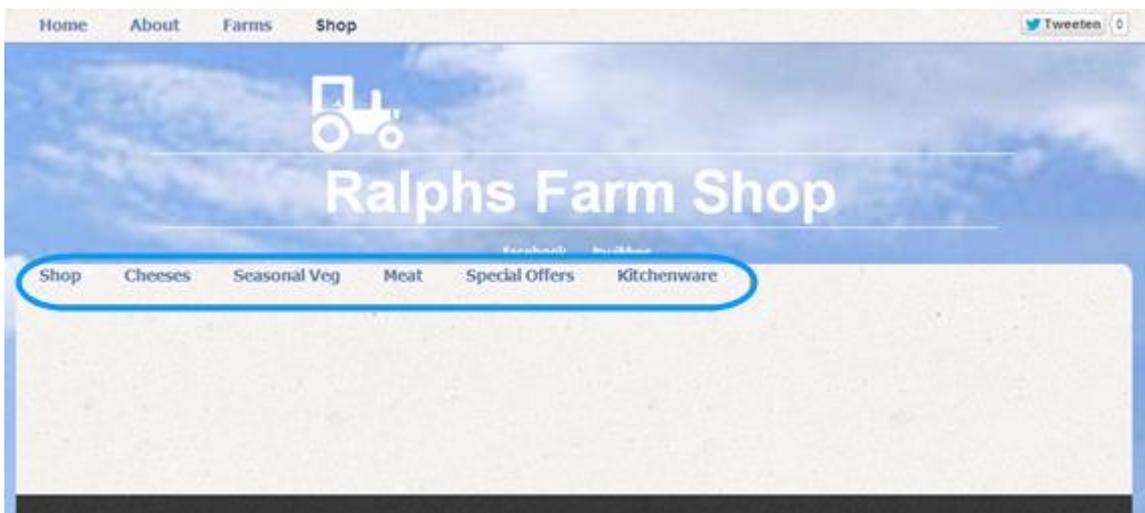
Double click on the navigation menu to open the settings.



## Step 3

In the pages drop down menu, select the folder you would like to display.

Your Sub menu will be displayed on your page.

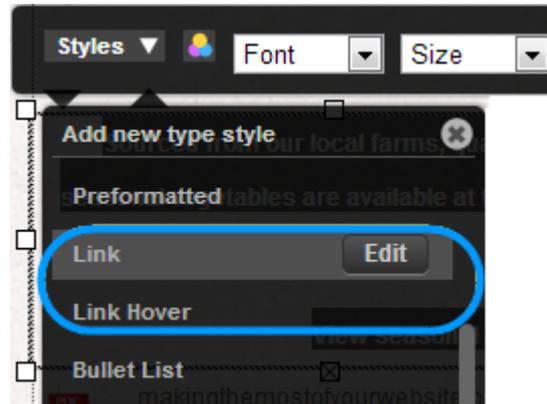


## Changing the look of your Navigation buttons

You can style your navigation to look however you want. In this guide we will show two examples of styling your navigation menu.

There are three styles to edit:

- Page Link
- Page Link (Selected)
- Page Link (Hover)



Double click on the navigation menu to unlock it. Once unlocked, double click on the menu again to enter the settings.

The settings options at the foot of the screen will allow you to change the look and style of your navigation menu.

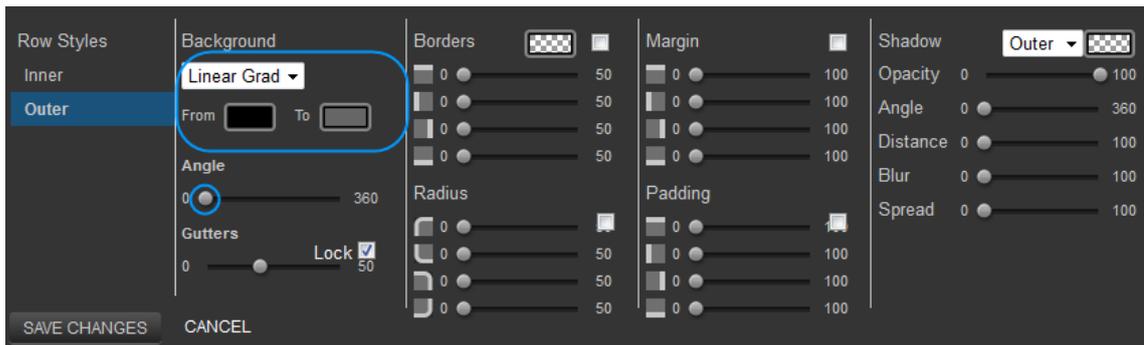
## Creating a Button style menu

This example looks at the main menu, and shows you how to turn it into a classic button design.

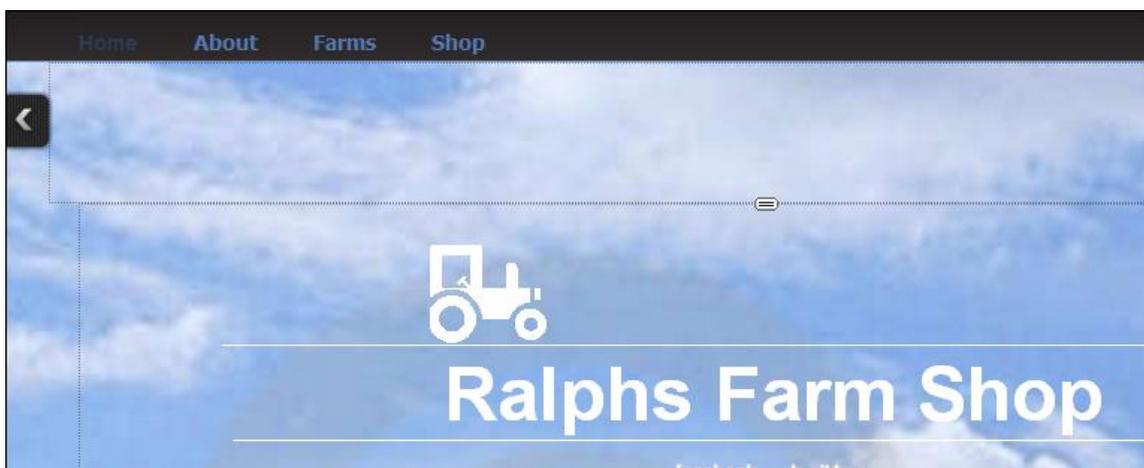


First we will change the background of the row. This is described in our chapter [Row styles](#).

We have changed the Header style. In this case we have added a Linear Gradient to the outer style (so that the header stretches across the whole screen).



The page looks as follows:



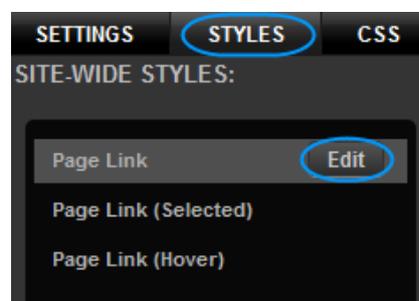
Now we can style the navigation widget.

## Step 1

Double click the widget to unlock it, then double click on the widget again to open the settings menu.

## Step 2

Click **Styles**. Then select **Edit** next to the Page Link style.



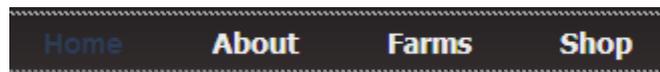
## Step 3

In the font section, change the font colour to a light grey.



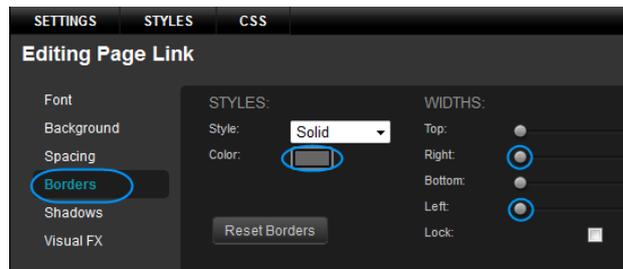
## Step 4

Click Spacing, and add 20 points of padding to the Left and Right of your links. And 10 Points of Padding to the top and bottom.



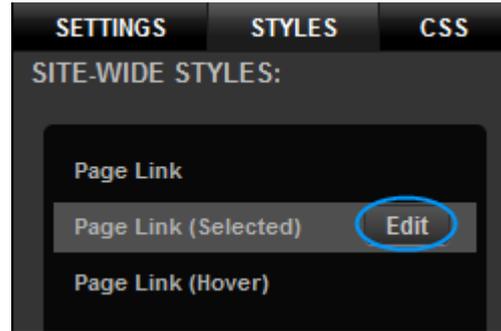
## Step 5

Click Borders and choose a solid Grey border. Make the borders 1 point thick on the left and right.



## Step 6

Click **Save Changes**. Now, click edit next to the Page Link (Selected) link.



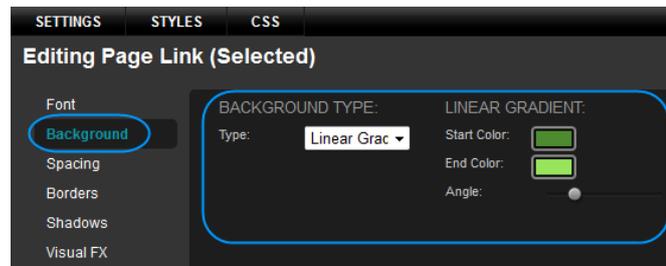
## Step 7

Change the font colour to light grey.



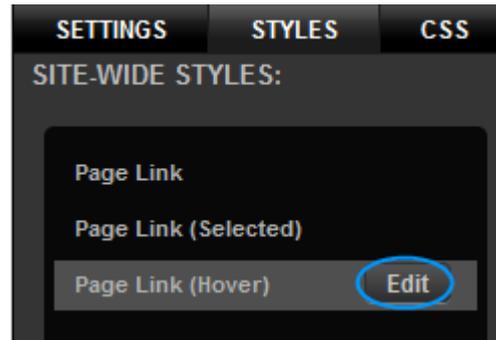
## Step 8

Click **Background**. Select a Linear Gradient. In this example we have set the gradient to -90 to match the background.



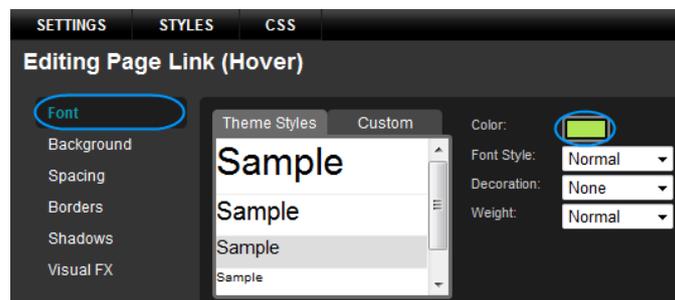
### Step 9

Click **Save Changes**. Now, click **edit** next to the Page Link (Hover) link.



### Step 10

Change the Font Colour to match the colour of the background you set in step 8.



## Ecommerce

### PayPal

You can connect your website to your PayPal account and make payments online.

#### Using the widget the first time

The first time you click on a PayPal widget you will be asked for your PayPal Business email address and default currency. Enter these in the boxes provided. This information will be used to connect to your PayPal account when a customer places an order with you.

#### Add to cart

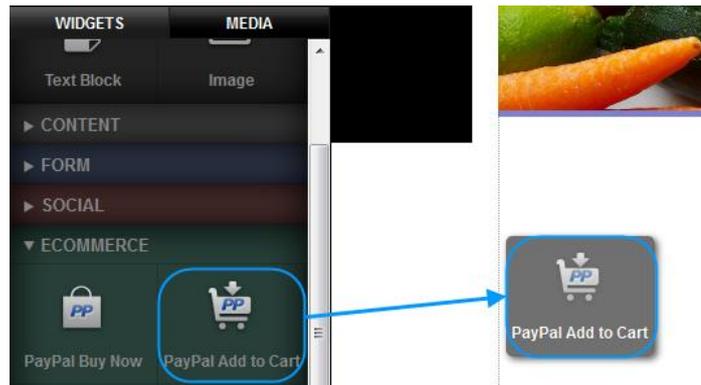
### Step 1

Click **Widgets**, then expand the *Premium* section to find the *PayPal Add to Cart* widget.

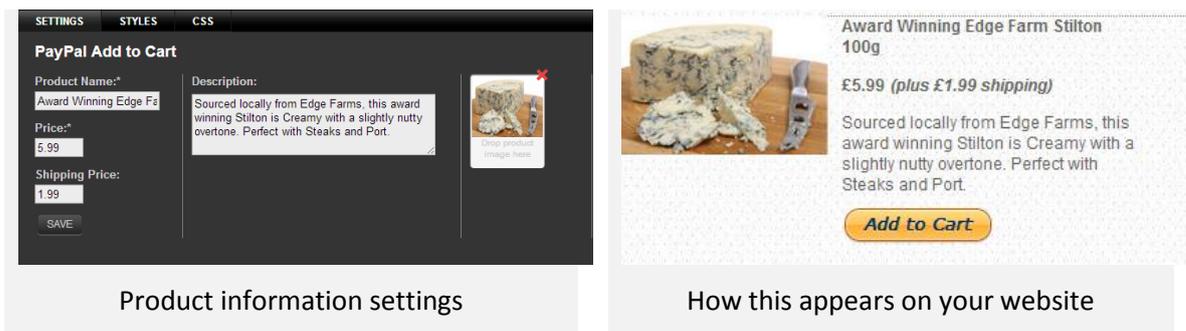
## Step 2

Drag the *Add to Cart* widget to the area of your web page you would like it to appear.

Double click on the Widget to open its settings.



The settings option allows you to enter product information.



Product information settings

How this appears on your website

The Styles button will allow you to edit the look and feel of any of the following:

- Item Name
- Item Description
- Price
- Shipping

## Cart

The PayPal Cart widget allows customers to view all the orders on their shopping cart before purchasing them. There are no settings for this widget.

## Step 1

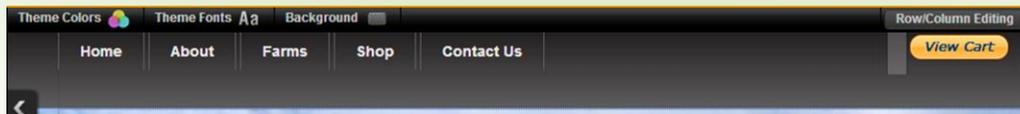
Click Widgets, then expand the *Premium* section to find the *PayPal Cart* widget.

## Step 2

Drag the *Add to Cart* widget to the area of your web page you would like it to appear.



**Quick tip:** To add the widget to your header, simply double click the header to unlock the template and drag your widget across. This will update your header template and include the button on every page that displays your header.



## Buy now

Buy now buttons allow customers to go directly to the PayPal payment page to purchase an Item. Each button must be configured with your product details to work.

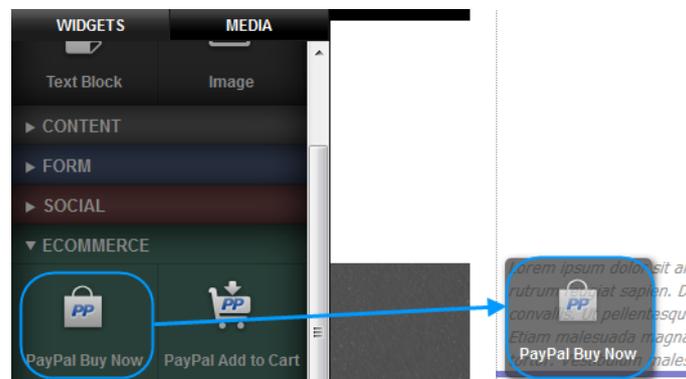
## Step 1

Click Widgets, then expand the *Premium* section to find the *PayPal Buy Now* widget.

## Step 2

Drag the *Buy Now* widget to the area of your web page you would like it to appear.

Double click on the Widget to open its settings.



## Step 3

Enter a Product name, Price and Shipping price in the boxes provided and click **Save**.

Your Buy Now button is set up on your website.



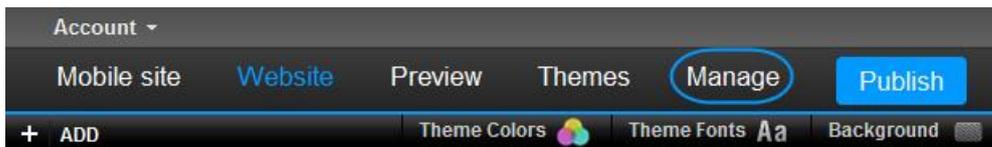


## Changing your PayPal account

If you have already entered a PayPal Business email address, you can change this at any time within your Website Publishing Tool control panel.

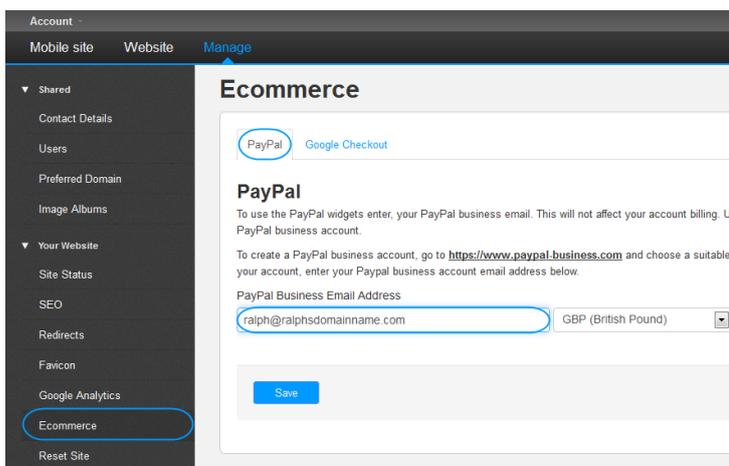
### Step 1

Click Manage in the top navigation menu.



### Step 2

In the left hand menu, click **Ecommerce**. Under the *PayPal* tab, enter your details in the text boxes provided.



Once done, click **Save**.

# Social

## Flickr

You can add thumbnail images from a particular user or from a collection by using the Flickr widget. Clicking on a thumbnail will display a larger image.

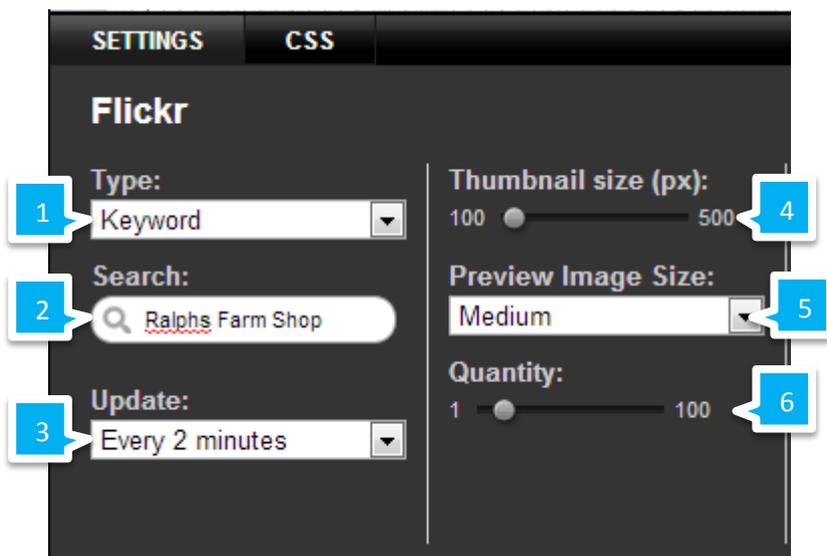
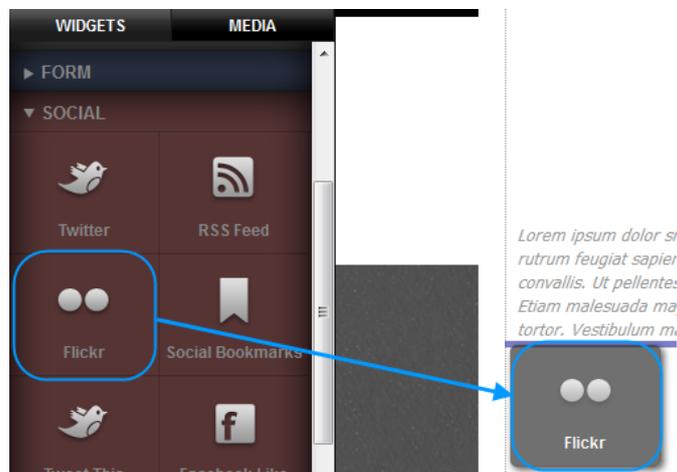
### Step 1

Click **Widgets**, then expand the *Social* section to find the Flickr widget.

### Step 2

Drag the Flickr widget to the area of your web page you would like it to appear.

Double click on the widget, the settings screen will appear.



1

Choose the type of search you want to make; you can select Keywords, Users, or Sets.

2

Enter a keyword, user or a Set ID number for your search.

3

Set how often the images should update. As a rule of thumb you should set a long time between updates to avoid visitors on low or restricted bandwidth having to download your images regularly.

4

Choose a size for your thumbnails.

5

Select how large you want the images to be when a visitor clicks on them.

6

## Twitter

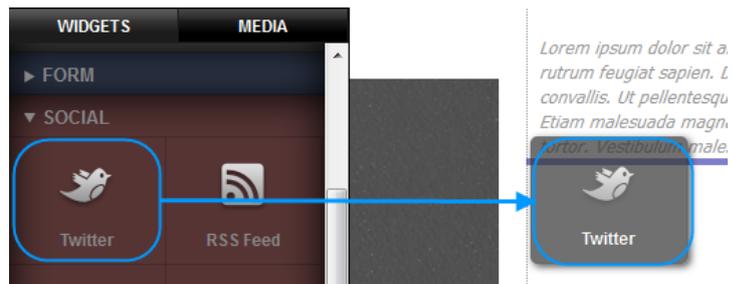
### Twitter Widget

#### Step 1

Click **Widgets**, then expand the *Social* section to find the Twitter widget.

### Step 2

Drag the Twitter widget to the area of your web page you would like it to appear.



Double click on the widget, the settings screen will appear.



1

Enter a keyword, or a username to search for.

2

Select the type of search, you can select usernames or keywords.

3

Choose how often you want the widget to update.

4

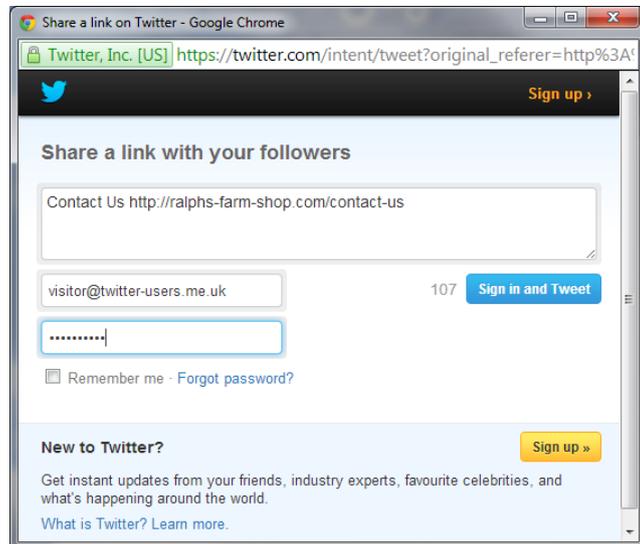
Decide if you want to show retweets in your widget.

5

Use the slide bar to choose how many tweets you want shown in your widget. The widget will always show the most recent tweets first.

## Add a tweet

The Tweet this button will allow visitors to share links to your web pages on twitter easily and quickly.



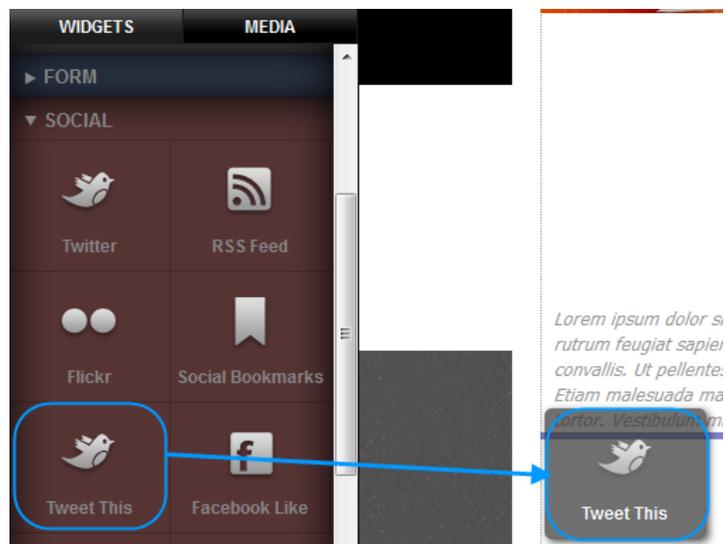
### Step 1

Click **Widgets**, and expand the *Social* section to find the Tweet this widget.

### Step 2

Drag the Tweet this widget to the area of your web page you would like it to appear.

The button will appear on your webpage. The callout icon next to the button records how many visitors have tweeted from your page.



# Facebook

## Like

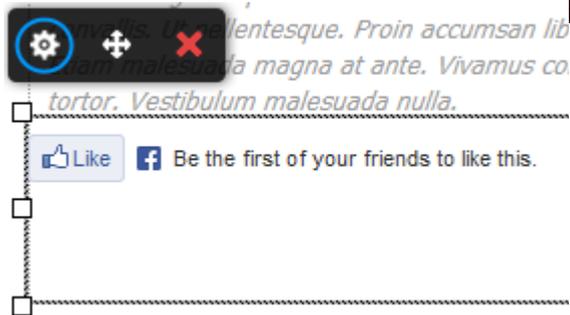
### Step 1

Click **Widgets**, then expand the *Social* section to find the Facebook Like widget.

### Step 2

Drag the Facebook Like widget to the area of your web page you would like it to appear.

Click on the widget, then click the settings cog to open the settings options.



There are two types of settings to set.

### How the button will appear on your website



1 Choose a layout style to match your design.

2 Choose a width for your button.

3

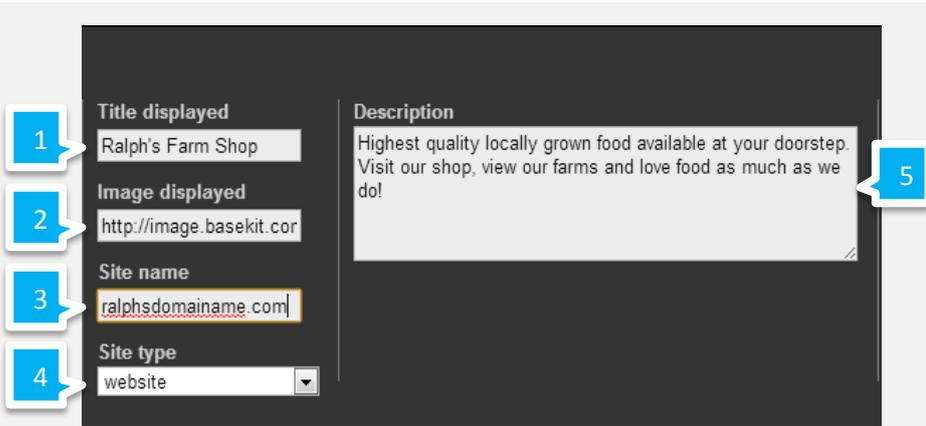
4

5 Choose the colour theme to match your site.

The screenshot shows the 'Facebook Like Button' settings interface. It includes a 'Layout Style' dropdown set to 'Standard', a 'Width (px)' input field set to '450', and a 'Show Faces' checkbox that is checked. On the right side, there is a 'Verb to use' dropdown set to 'Like' and a 'Color Scheme' dropdown set to 'Light'. Blue callout boxes with numbers 1 through 5 point to these specific settings.

### How a like will appear on Facebook

When a visitor likes your page using the Facebook widget, their friends will be able to see this like. These settings allow you to choose how this like will appear to their friends.



1 Title displayed  
Ralph's Farm Shop

2 Image displayed  
http://image.basekit.cor

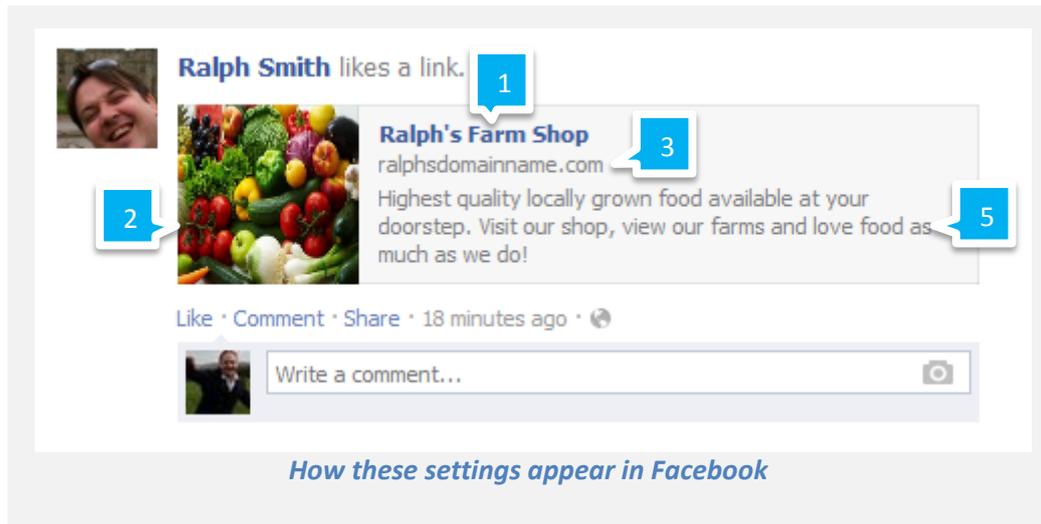
3 Site name  
ralphsdomainname.com

4 Site type  
website

5 Description  
Highest quality locally grown food available at your doorstep. Visit our shop, view our farms and love food as much as we do!

*The Settings Section*

The screenshot shows the 'Settings' section for the Facebook Like widget. It features a list of settings on the left and a description field on the right. The settings are: 'Title displayed' (Ralph's Farm Shop), 'Image displayed' (http://image.basekit.cor), 'Site name' (ralphsdomainname.com), and 'Site type' (website). The description field contains the text: 'Highest quality locally grown food available at your doorstep. Visit our shop, view our farms and love food as much as we do!'. Blue callout boxes with numbers 1 through 5 point to each of these settings.



1

Enter a title for the Link.

2

Enter the URL of the image to be used. If you have already uploaded the image, you can find its URL in our chapter: [Finding the URL of an image you have added](#).

3

Enter your site name, this will appear just under the title for the site.

4

Select **Website** from the drop down menu.

5

Enter a brief description of your site and why people may want to visit it.

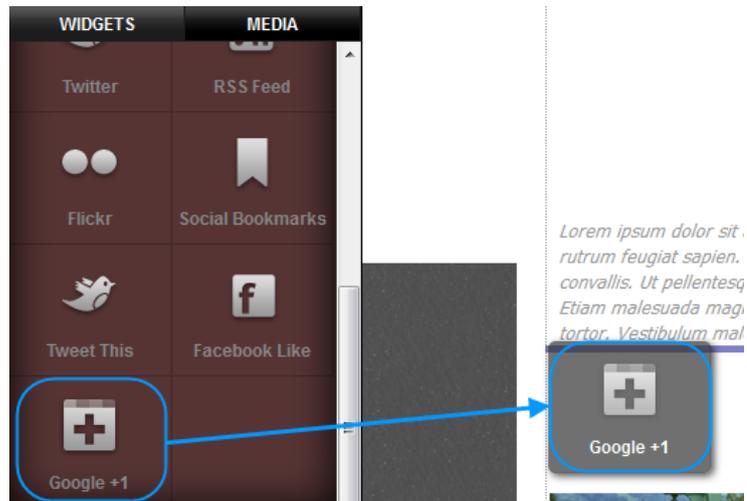
## Google+

### Step 1

Click **Widgets**, and expand the *Social* section to find the Google +1 widget.

### Step 2

Drag this widget to the area of your web page you would like it to appear.



Visitors will now be able to recommend your page publicly on Google +. The callout icon next to the button records how many visitors have recommended your page.



## Social Bookmarking

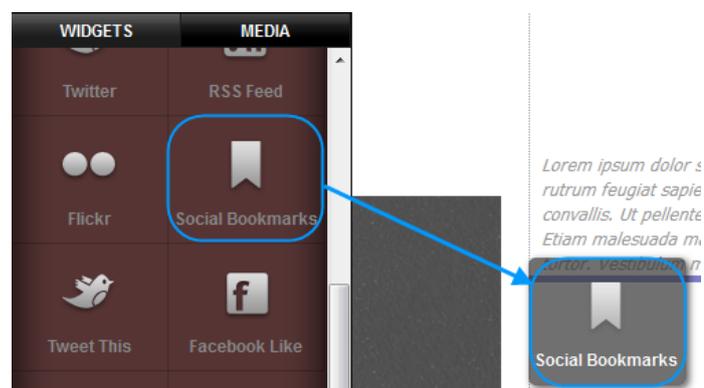
The social bookmarks widget allows visitors to share your page with friends and colleagues in a number of different ways.

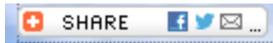
### Step 1

Click **Widgets**, and expand the *Social* section to find the Social Bookmark widget.

### Step 2

Drag this widget to the area of your web page you would like it to appear.





Click this button in preview mode to view the options available to your visitors.

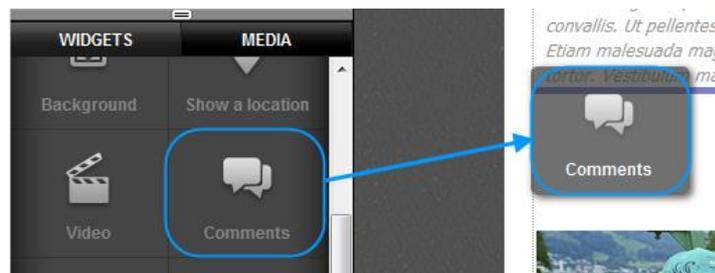
# Add ons and Widgets

## Comments

The comments widget allows visitors to post comments on your website. You have the option of approving or declining these comments. The comments widget can be added to multiple pages, comments created on one page will not be displayed on others, making this useful for reviewing products.

### Step 1

Click **Widgets**, then expand the *Content* section to find the Comments widget.

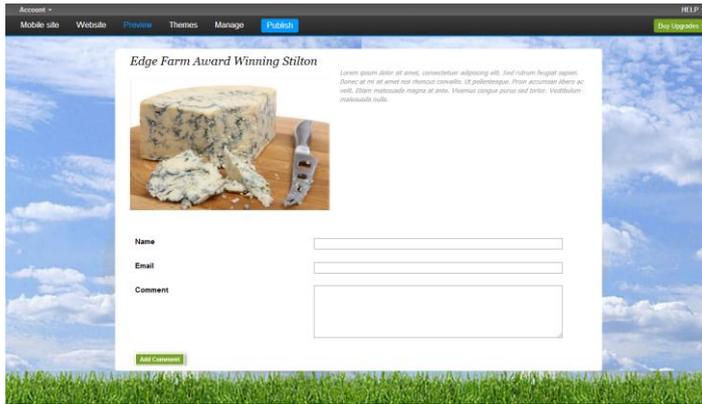


### Step 2

Drag this widget to the area of your web page you would like it to appear.

### Step 3

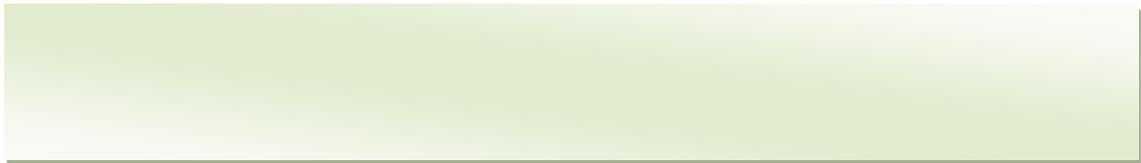
The comments widget will appear on your website. You are unable to use the widget in design mode, but you can enter preview mode to test this widget and post a test comment.



Any comments will be displayed above the comments form.

## Managing Comments

Back in design mode, visit the page showing your comments form. Any comments made will be displayed above this form.



New comments will have an **Approve** or **Delete** button next to them.



1

**Approve:** Make the comment visible on your website.

2

**Delete:** Remove the comment.



**Quick tip:** If the comment has already been approved, this button will change to decline. The **decline** button will remove the post from the website but allow you to approve in the future.

## Changing how comments look on your website

You can control each aspect of how customer comments will appear on your webpage. In this example we will make the comments stand out a little more to add depth to the site.

### Step 1

Click the comments widget, then click on the *Settings* cog.

entesque. Proin accumsan libero ac velit.  
la magna at ante. Vivamus congue purus sed  
tortor. Vestibulum malesuada nulla.

\* Name:  \* indicates required field

\* E-mail:   
(this will not be published on the website)

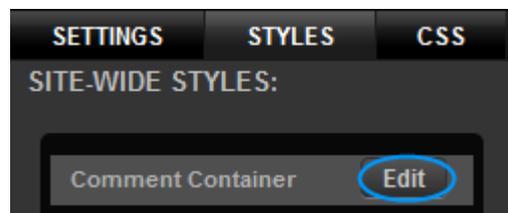
Website:   
(must start with http:// or www.)

### Step 2

The settings section will open. Click **Styles**.

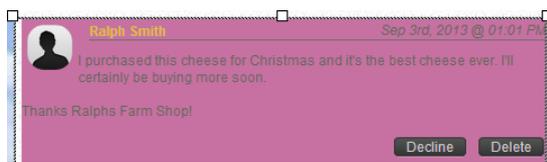
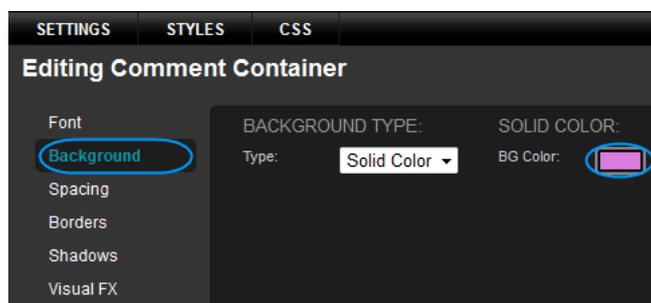
### Step 3

First we will change the container for the comments. Click the **Edit** button next to *Comment Container*.



### Step 4

Click **Background**, and select a light coloured background for the container.



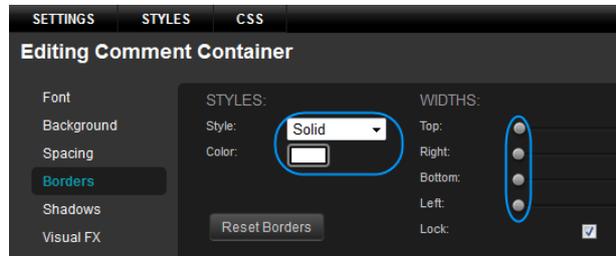
### Step 5

Click Spacing and add a 5px Margin across the top, right, bottom and left of the container.

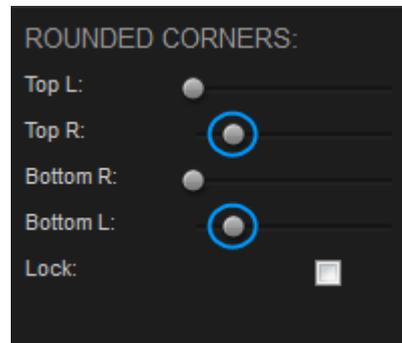
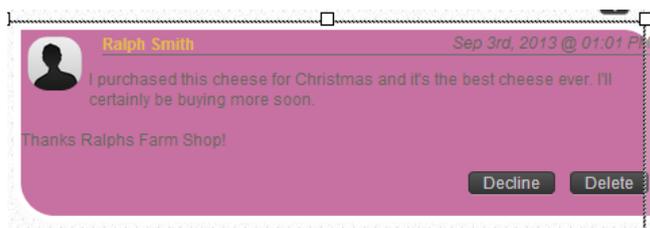


### Step 6

Click Borders. We have added a Solid White Border with a width of 5px top, right, bottom and left.

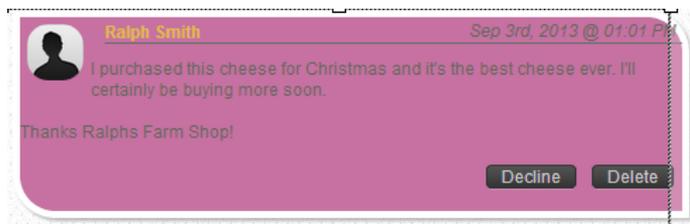
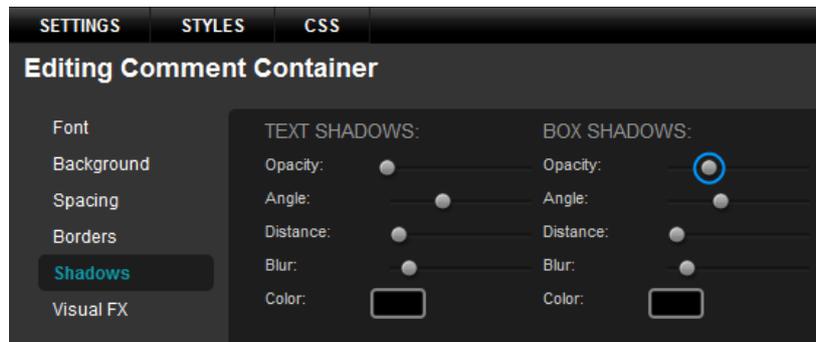


In this example, we have also added a rounded corner to the Top Left and Bottom Right.



### Step 7

Click **Shadows**. In this example we have just increased the opacity of the Box shadow to 30.



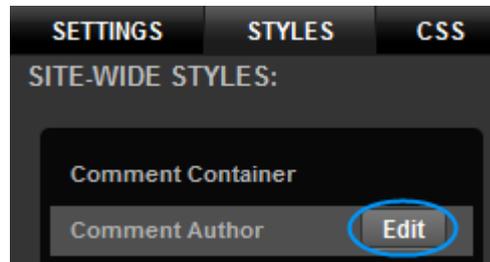


**Note:** Older web browsers are unable to display Shadows or Visual FX on your site.

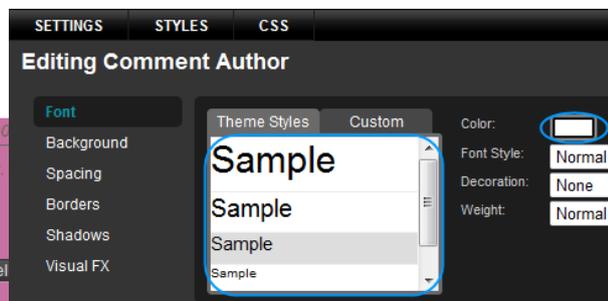
Once done, click **Save Changes**.

## Step 8

Click the **Edit** button next to *Comment Author*.



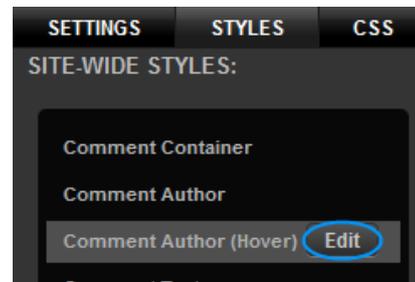
In this example, we are just changing the font size and the colour.



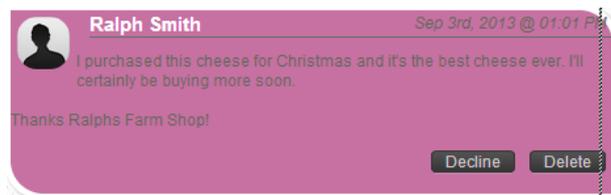
Once done, click **Save Changes**.

## Step 9

Click the **Edit** button next to *Comment Author*.



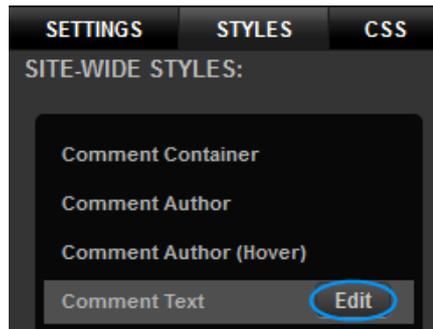
Again, we are just changing the font size to match the font we selected in Step 8, then choosing a complimentary colour.



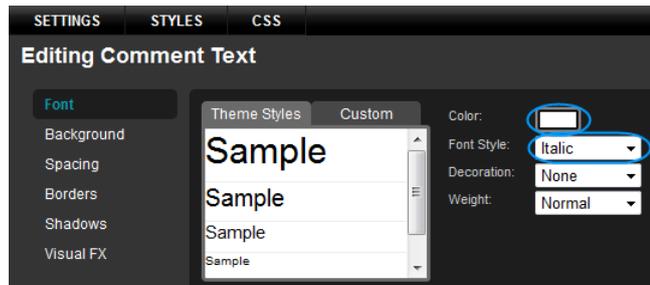
Once done, click **Save Changes**.

**Step 10**

Click the **Edit** button next to *Comment Text*.

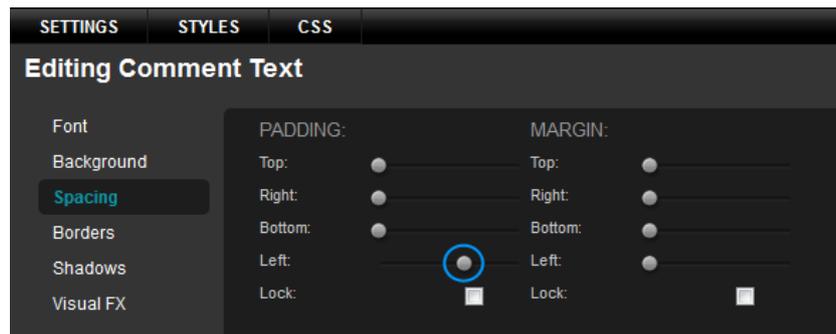


Update the colour of the font to a light grey and set the Font Style to Italic.



**Step 11**

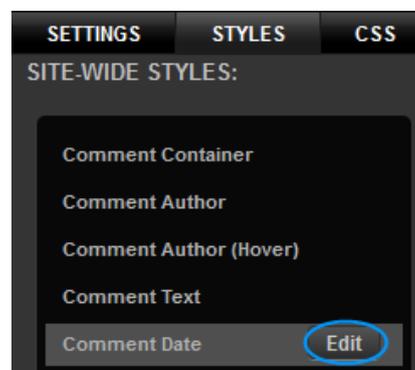
Next, we will move the text to the right so that it lines up with the author. Click **Spacing**, then add 60px of padding to the Left.



**Step 12**

Click the **Edit** button next to *Comment Date*.

In this example, we are going to leave the font unaltered, but move the date slightly to the left to stop it spilling out of the container.



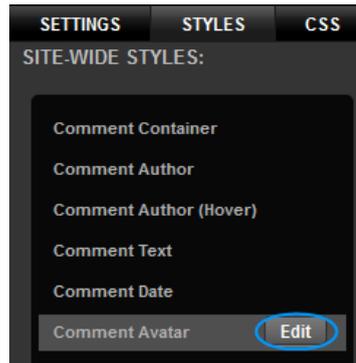
Click **Spacing**, and add 15px of Padding to the right.



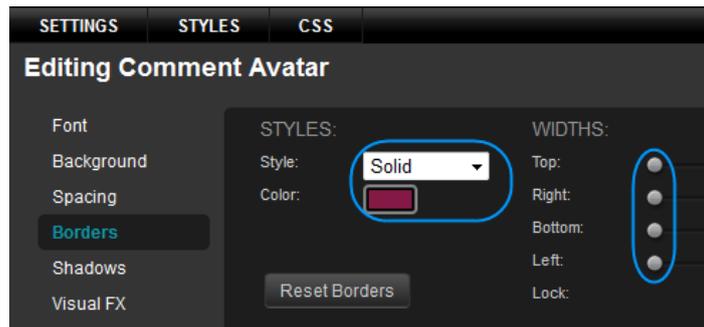
Click **Save Changes** once you are done.

## Step 13

Click the **Edit** button next to *Comment Text*.

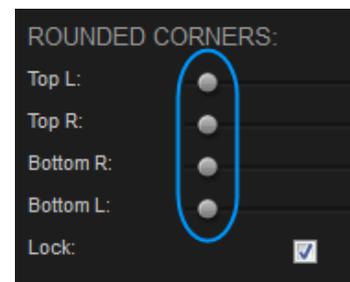


Click **Borders**. In this example, we have added a slightly darker solid border with a width of 2px all round.



## Step 14

Finally, we have rounded each of the corners by 15px.



Once done, click **Save Changes**.

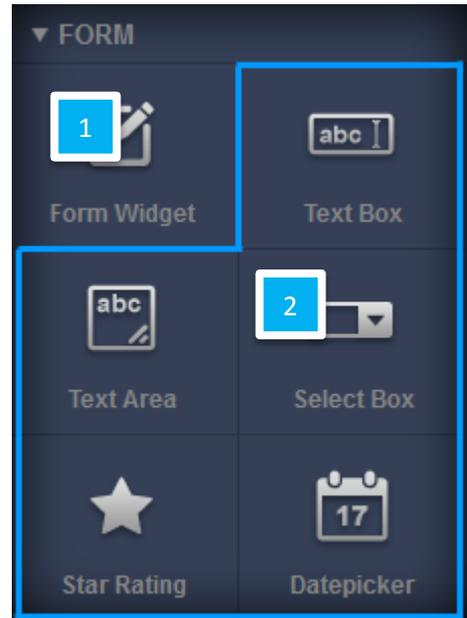
## Forms

1

The Forms widget will create a wrapper for you form to use.

2

Once you have created a form, you can add fields for customers to fill in using the remaining widgets.

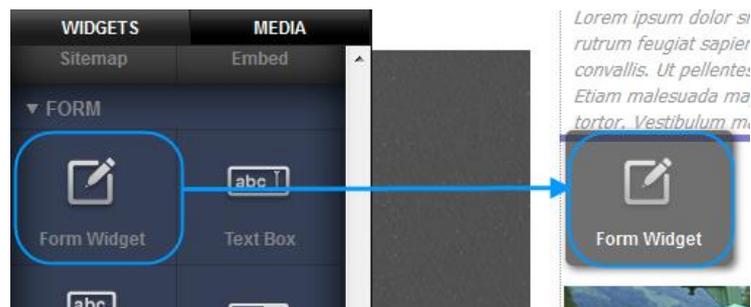


## Creating a new form

The Forms widget will allow visitors to provide you feedback, contact you, or rate your products and services. Unlike the comments widget, the feedback cannot be displayed on your website automatically although you can configure your form to email you with the results, or download all comments onto your computer.

### Step 1

Click Widgets, then expand the content section to find the Form widget.



### Step 2

Drag this widget to the area of your web page you would like it to appear.

### Step 3

The new form Screen will open.

The screenshot shows a 'Create New Form' dialog box with the following fields and callouts:

- 1** points to the 'Title' field containing 'My new form'.
- 2** points to the 'Submit Button Text' field containing 'Submit'.
- 3** points to the 'Internal Link' dropdown menu showing 'Select an internal page'.
- 4** points to the 'Description' field containing 'No Description'.
- 5** points to the 'Email' field.
- 6** points to the 'External Link' field.

At the bottom of the dialog are 'CANCEL' and 'CREATE FORM' buttons.

1

**Title:** Enter a unique name for each form on your website.



**Important:** Creating two forms with the same name on your website will cause data collection problems on both forms.

2

**Submit button Text:** Choose the text to show on the submit button on your form. This is set as *Submit* by default.

3

**Internal link - Optional:** This will allow you to direct visitors to an internal page once they have completed a form and clicked submit. If you want to redirect to another page, select a page on your website in from the drop down menu.

4

**Description - Optional:** Enter a description for your form.

5

**Email -Optional:** If you would like to receive an email whenever a customer fills out a form, enter your email address in this box.

6

**External Link - Optional:** This will allow you to direct visitors to an internal page once they have completed a form and clicked submit. If you want to redirect to another page, enter the URL of the website you want to link to in the box provided.



**Quick tip:** You can alter these details after you have created the form. Simply double click on the form and enter your new details from the settings menu.

Once you have created your form you can start adding fields to it. To add a field, simply drag the field widget into your form.



**Note:** You must drag the form Field Widgets into your new form. If you see the *Create new Form* options appear you have dragged the widget outside the form. Click Cancel and drag the widget onto your form again.

**Create New Form**

Title:  Description:

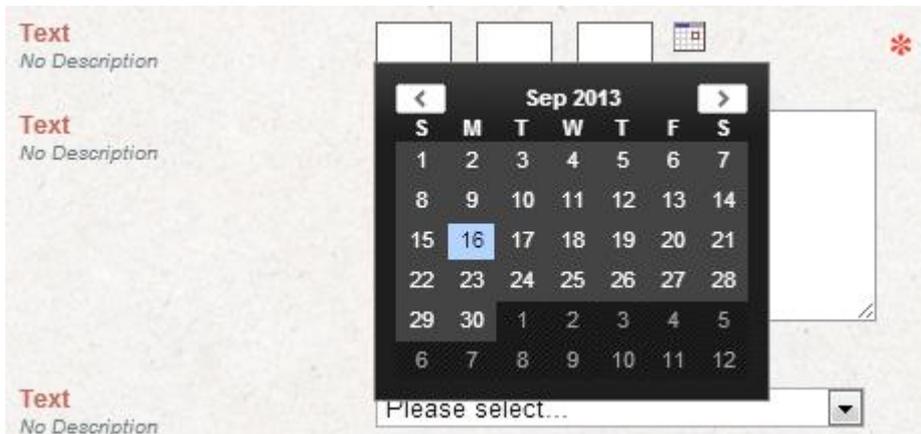
Submit Button Text:  Email:

Internal Link:  External Link:

There are 5 different field types you can add to your form.

## Date Picker

The date picker provides visitors with a calendar that they can select a date from.



## Star rating

The star rating allows visitors to rate an item



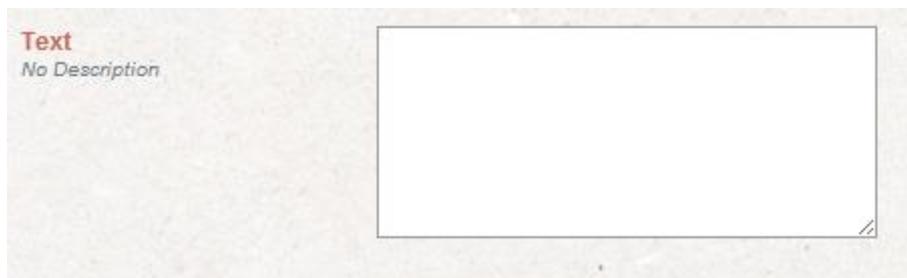
### Text Box

This allows visitors to enter a short piece of text. This is useful for fields like Name, Email address, website, telephone number etc...



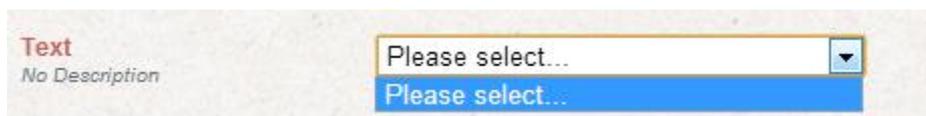
### Text Area

This allows visitors to enter a large piece of text. This is useful for feedback, comments or messages to you.



### Select box (Drop Down Menu)

This allows customers to select an item from a drop down menu. Useful for selecting products or services, or of you are creating an email form, for selecting the type of enquiry.



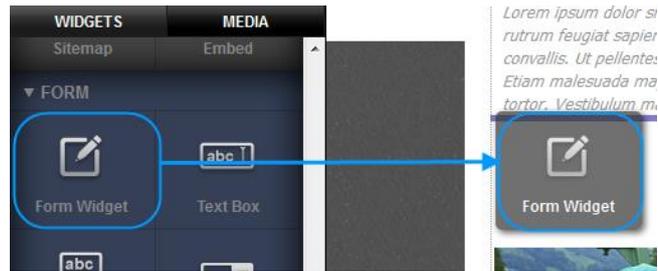
### Example Form

In the following example, we will create a feedback form containing the following fields:

- Name
- Email Address
- Telephone Number
- Product
- Date of Purchase
- Rating

## Step 1

Click **Widgets**, then expand the *Form* section to find the Form widget.



## Step 2

Drag this widget to the area of your web page you would like it to appear.

## Step 3

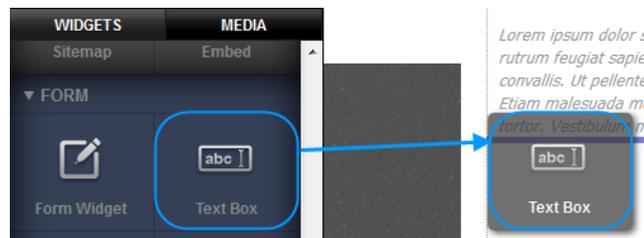
Enter a name for your form and your email address in the boxes provided. Then click **Create form**.

A screenshot of the 'Create New Form' dialog box. It has several input fields: 'Title' (containing 'Product Feedback'), 'Description' (containing 'Allows customers to provide feedb'), 'Submit Button Text' (containing 'Enter'), and 'Email' (containing 'ralph@ralphsdomainname.com'). There are also dropdown menus for 'Internal Link' (set to 'Contact => [contact]') and 'External Link'. At the bottom, there are 'CANCEL' and 'CREATE FORM' buttons.

## Add a Name Field

### Step 1

Drag the Text Box Widget onto your new form.



 **Quick tip:** Red dashed lines will appear around your form. Drop the widget within these lines. If the "Create new form" box appears, click cancel and try again.

### Step 2

Double click the form to open up the settings menu and mouse over the text box and click the settings cog.



### Step 3

Enter "Name" in the *Title* Text Box, then add a brief description in the box below.

A dialog box titled "Form Field Settings" with two tabs: "Field" and "Validation". The "Field" tab is active. It contains two text input fields. The first is labeled "Title:" and contains the text "Name". The second is labeled "Description:" and contains the text "What do you like the be called?". At the bottom, there are "CANCEL" and "OK" buttons.

### Step 4

Click the *Validation* tab, then enter an error message to be shown if the form is submitted and the field is blank.

A dialog box titled "Form Field Settings" with two tabs: "Field" and "Validation". The "Validation" tab is active. It contains a dropdown menu labeled "Validation:" with "None" selected. Below it is a text input field labeled "Error Message:" containing the text "Please enter your name". At the bottom, there are "CANCEL" and "OK" buttons.

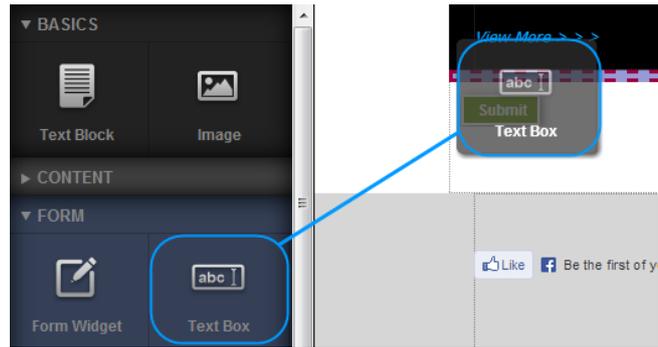
### Step 5

Click **OK**.

*Email Address*

## Step 1

Drag the Text box widget onto your form.



## Step 2

Double click on the Form to open the settings. Now when you hover the mouse over the text

Text



box another settings button will appear. Click this button.

## Step 3

Enter "Email Address" in the *Title* text box, and a description in the box below.

A screenshot of the 'Form Field Settings' dialog. The 'Field' tab is selected. The 'Title' field contains 'Email address' and the 'Description' field contains 'Enter your email address'. Both fields are circled in blue. There are 'CANCEL' and 'OK' buttons at the bottom.

## Step 4

Click the *Validation* tab, Select E-mail Address from the drop down menu then enter an error message in the text box provided.

A screenshot of the 'Form Field Settings' dialog with the 'Validation' tab selected. The 'Validation' dropdown menu is set to 'E-mail Address' and the 'Error Message' field contains 'Please enter a valid email add'. Both the dropdown and the error message field are circled in blue. There are 'CANCEL' and 'OK' buttons at the bottom.

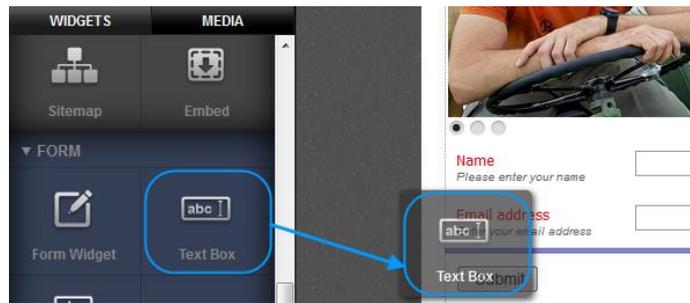
## Step 5

Click **OK**.

## Telephone Number

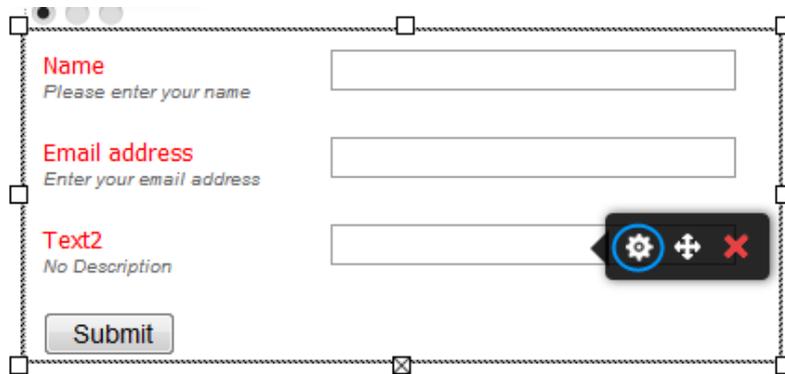
### Step 1

Drag the Text box widget onto your form.



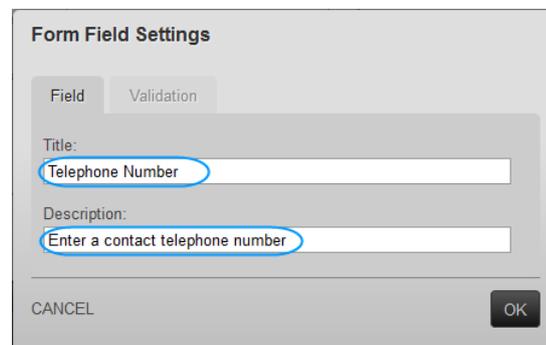
### Step 2

Double click on the Form to open the settings. Now when you hover the mouse over the text box another settings cog will appear. Click this cog.



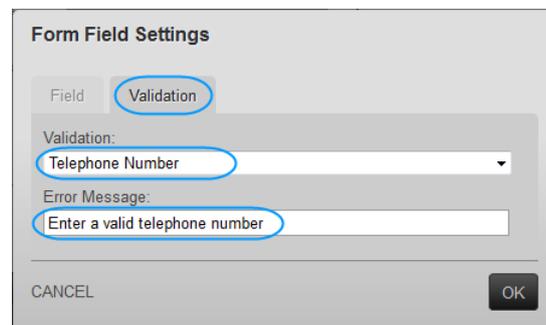
### Step 3

Enter "Email Address" in the *Title* text box, and a description in the box below.



### Step 4

Click the *Validation* tab, Select *Telephone Number* from the drop down menu then enter an error message in the text box provided.



## Step 5

Click **OK**.

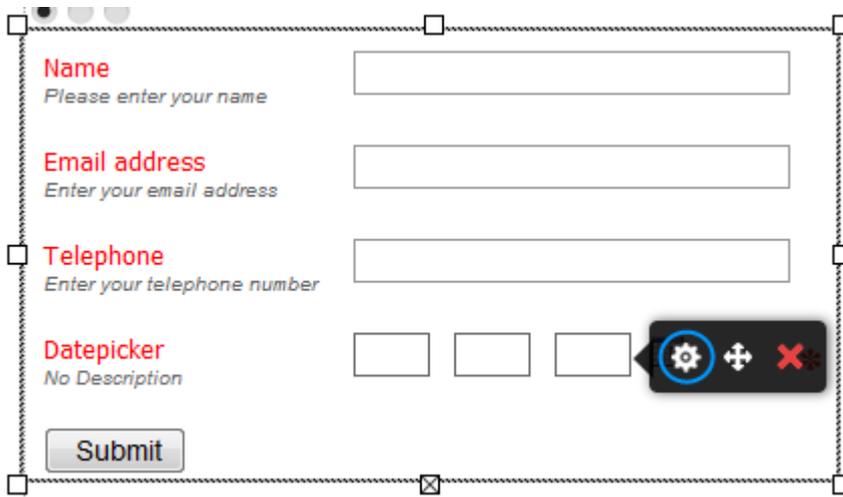
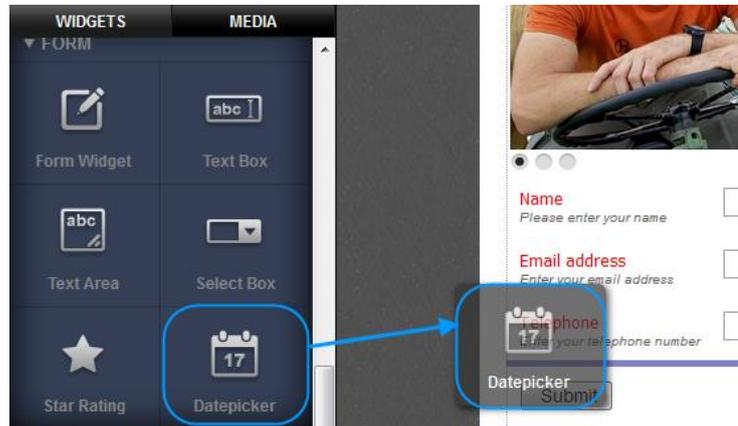
## Date of Purchase

### Step 1

Drag the Text box widget onto your form.

### Step 2

Double click on the Form to open the settings. Now when you hover the mouse over the text box another settings button will appear. Click this button.

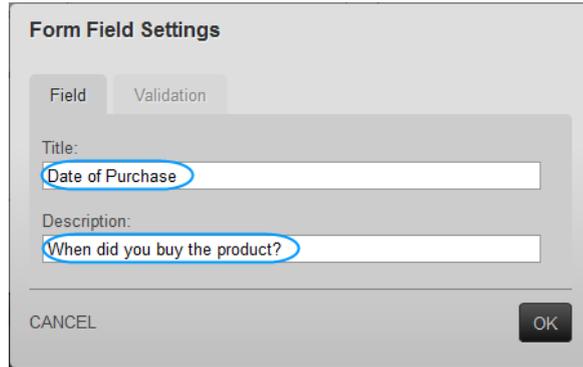


## Step 3

Enter "Date of Purchase" in the *Title* text box, and a description in the box below.

## Step 4

Click **OK**.

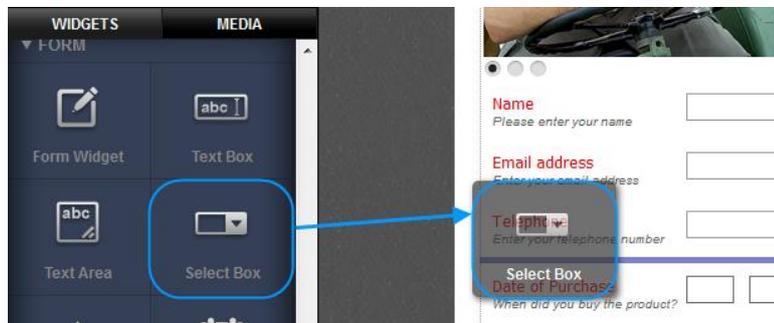


The image shows a 'Form Field Settings' dialog box with two tabs: 'Field' and 'Validation'. The 'Field' tab is active. It contains two text input fields. The first is labeled 'Title:' and contains the text 'Date of Purchase'. The second is labeled 'Description:' and contains the text 'When did you buy the product?'. At the bottom left is a 'CANCEL' button and at the bottom right is an 'OK' button.

## Product menu

### Step 1

Drag the Select box widget onto your form.



### Step 2

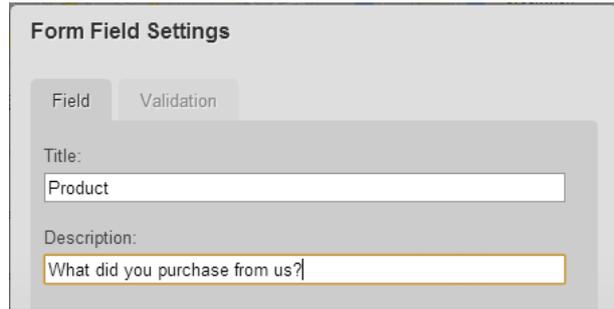
Double click on the Form to open the settings. Now when you hover the mouse over the text box another settings button will appear. Click this button.



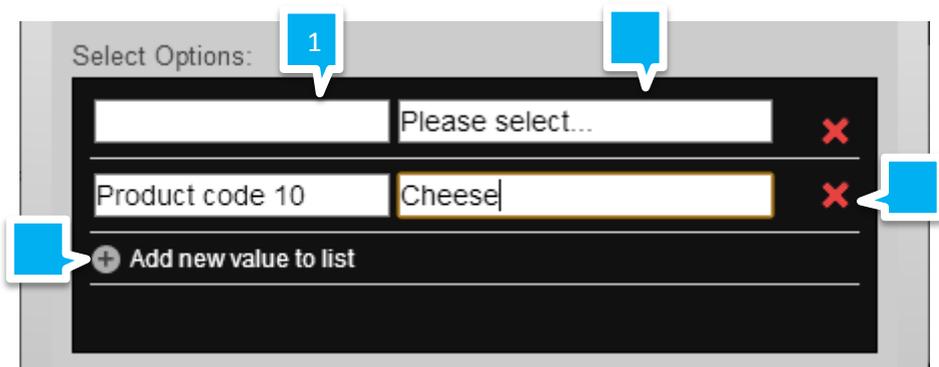
## Step 3

Enter "Product" in the *Title* text box, and a description in the box below.

At the bottom of this window are the options for creating your drop down menu.



The image shows a 'Form Field Settings' window with two tabs: 'Field' and 'Validation'. The 'Field' tab is active. It contains two text input fields. The first is labeled 'Title:' and contains the text 'Product'. The second is labeled 'Description:' and contains the text 'What did you purchase from us?'. The description field has a yellow border.



The image shows a 'Select Options' window. It has a title bar with a blue callout bubble containing the number '1'. Below the title bar is a list of options. The first option is 'Please select...' with a red 'X' button to its right. The second option is 'Product code 10' with 'Cheese' in a text box to its right and a red 'X' button to its right. Below the list is a button with a plus sign and the text '+ Add new value to list'. There are blue callout bubbles pointing to the 'Please select...' option, the 'Cheese' text box, and the '+ Add new value to list' button.

1

Shows the Value associated with each product in the drop down menu. This will appear in any emails to you, or if you export the data. The top value is the default. Customers will not be able to see this value.

2

Shows the text that will appear in the drop down menu for customers to choose. The top value is the default.

3

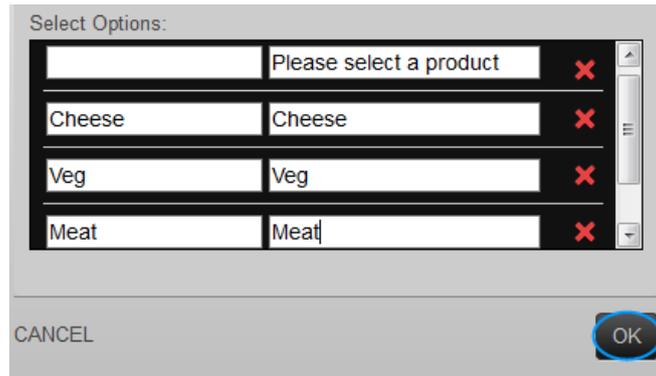
This button allows you to add a new value to your drop down menu.

4

This button will allow delete a value from your menu.

## Step 4

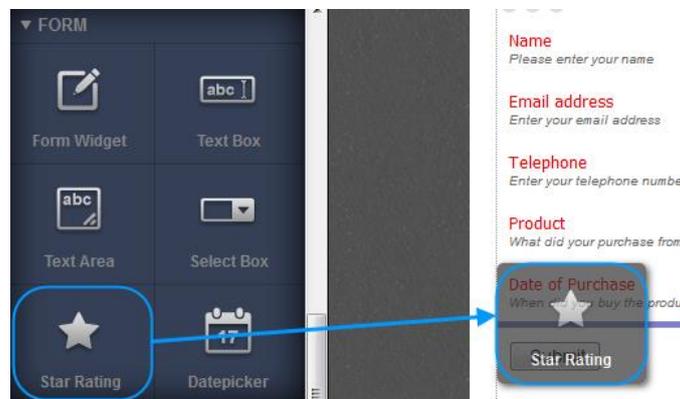
Add new values to your menu until complete. Once your values have been entered click **OK**.



## Star rating

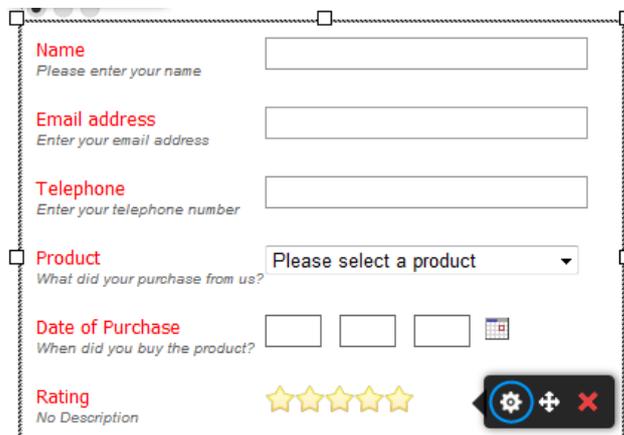
### Step 1

Drag the Star rating widget onto your form.



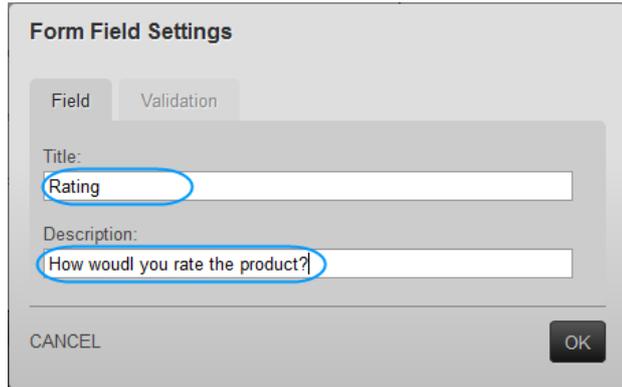
### Step 2

Double click on the Form to open the settings. Now when you hover the mouse over the text box another settings button will appear. Click this button.



## Step 3

Enter "Rating" in the *Title* text box, and a description in the box below.



The image shows a 'Form Field Settings' dialog box with two tabs: 'Field' and 'Validation'. The 'Field' tab is active. It contains two text input fields. The first field is labeled 'Title:' and contains the text 'Rating'. The second field is labeled 'Description:' and contains the text 'How would you rate the product?'. At the bottom of the dialog, there are two buttons: 'CANCEL' on the left and 'OK' on the right.

## Step 4

Click **OK**.

## Comments

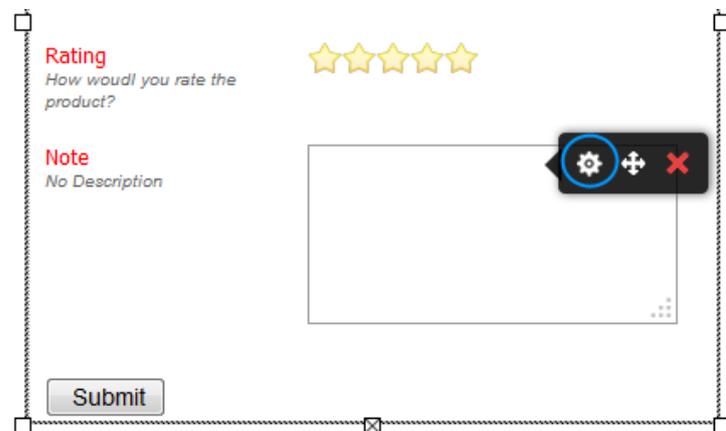
### Step 1

Drag the Text Area widget onto your form.



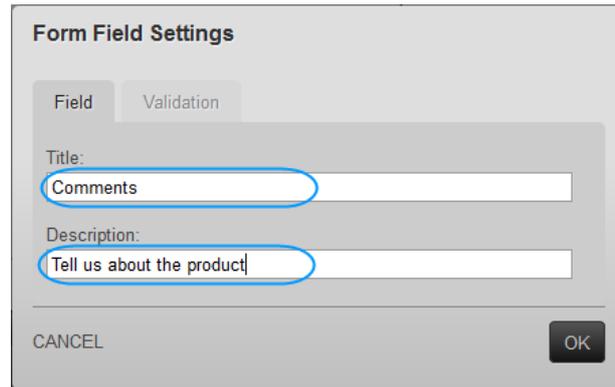
### Step 2

Double click on the Form to open the settings. Now when you hover the mouse over the text box another settings button will appear. Click this button.



### Step 3

Enter "Rating" in the *Title* text box, and a description in the box below.

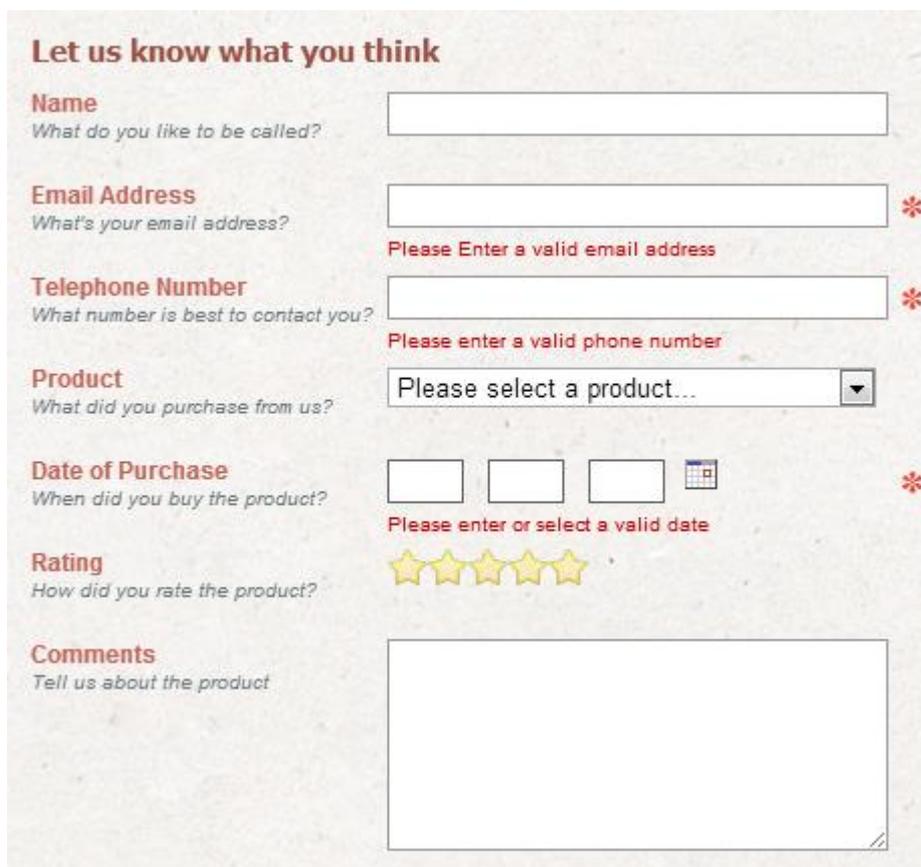


The image shows a 'Form Field Settings' dialog box with two tabs: 'Field' and 'Validation'. The 'Field' tab is active. It contains two text input fields. The first field is labeled 'Title:' and contains the text 'Comments'. The second field is labeled 'Description:' and contains the text 'Tell us about the product'. At the bottom of the dialog, there are two buttons: 'CANCEL' on the left and 'OK' on the right.

### Step 4

Click **OK**.

The form is now complete.



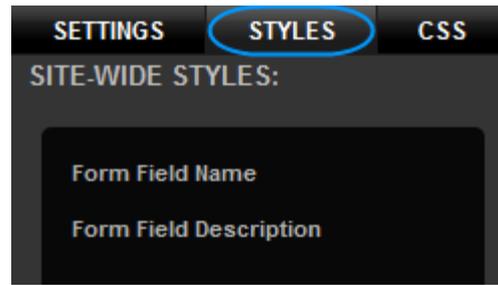
The image shows a customer feedback form titled 'Let us know what you think'. It contains several fields and a rating section:

- Name:** A text input field with the label 'Name' and the question 'What do you like to be called?'.
- Email Address:** A text input field with the label 'Email Address' and the question 'What's your email address?'. It has a red asterisk icon and a validation message: 'Please Enter a valid email address'.
- Telephone Number:** A text input field with the label 'Telephone Number' and the question 'What number is best to contact you?'. It has a red asterisk icon and a validation message: 'Please enter a valid phone number'.
- Product:** A dropdown menu with the label 'Product' and the question 'What did you purchase from us?'. The text inside the dropdown is 'Please select a product...'.
- Date of Purchase:** Three text input fields for day, month, and year, with a calendar icon. The label is 'Date of Purchase' and the question is 'When did you buy the product?'. It has a red asterisk icon and a validation message: 'Please enter or select a valid date'.
- Rating:** A section with the label 'Rating' and the question 'How did you rate the product?'. It shows five yellow stars.
- Comments:** A large text area with the label 'Comments' and the question 'Tell us about the product'.

## Changing the look of a form

You can change the Text styles using the styles editor, to change the look of the Submit button you will need to edit the CSS directly.

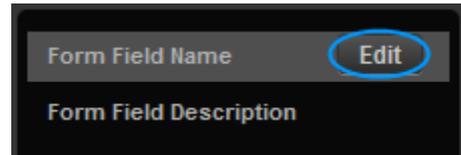
Double click on a form to open the settings options. Then click **Styles**.



## *Name and Description styles*

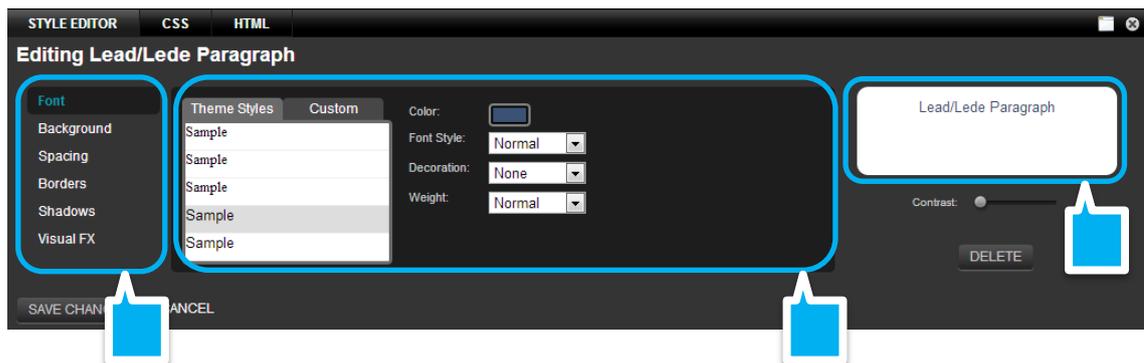
### **Step 1**

Hover your mouse over the style you want to change and click **Edit**.



### **Step 2**

The Style Editor will appear. Edit your text style.



1

**Style Attributes:** Choose an attribute to edit.

2

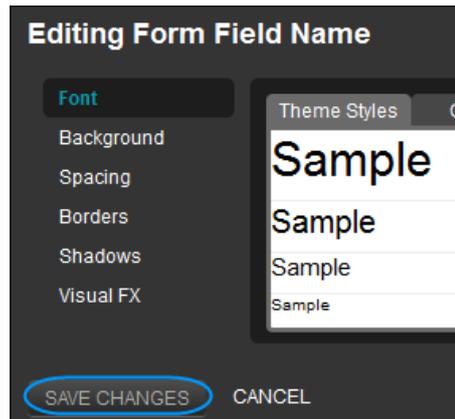
**Settings:** See and change the settings for each attribute.

3

**Preview pane:** View how the text will look on your website.

## Step 3

Click the **Save Changes** button once you have finished editing your text style.



## Changing the Submit button

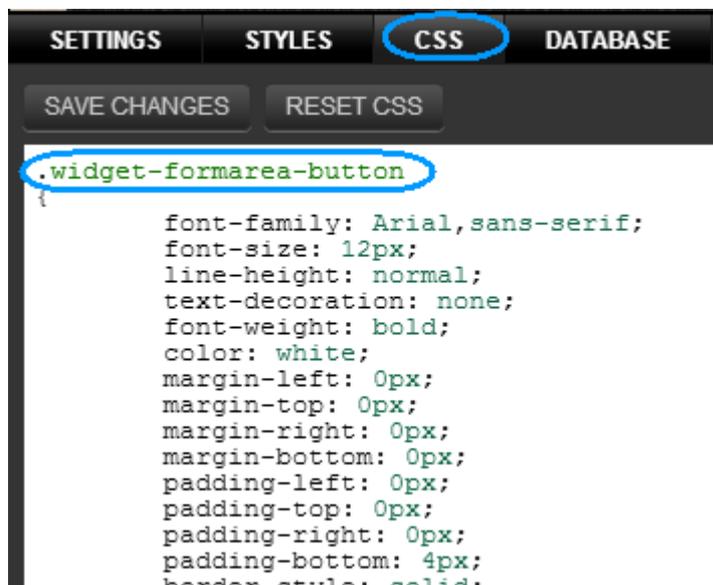
The submit button does not have a user interface to edit its style, however you can make changes to it by editing the CSS. As with links, there are two styles:

- `.widget-formarea-button` – *Standard button.*
- `.widget-formarea-button:hover` – *The button when the mouse is hovering over it.*

In this example we will make the button look the same as the links we created in the chapter [Making your links look like buttons](#).

## Step 1

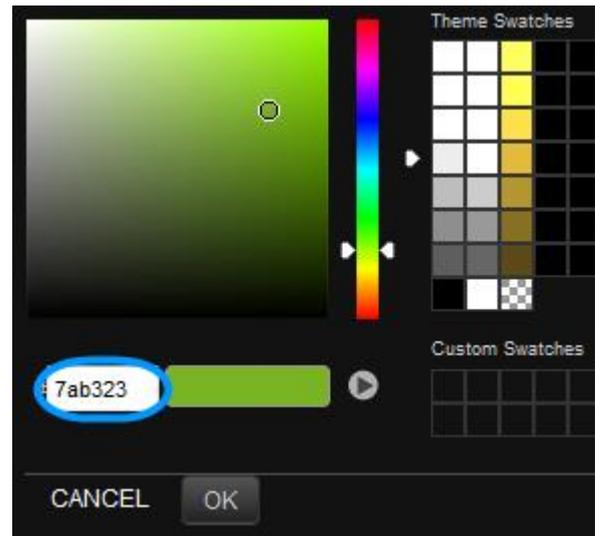
Click CSS, then find the text that shows `.widget-formarea-button`



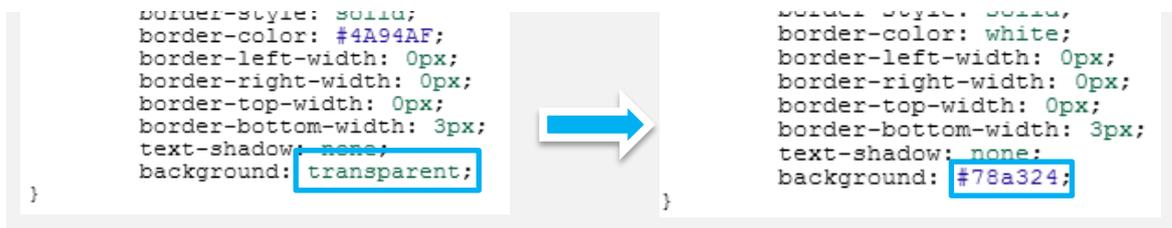
## Step 2

First we will change the background colour. When we updated the links on the website we created a colour using the colour picker. Within the colour picker is the Hexadecimal value of the colour. In this example we will use this, you could also get a value of a colour using online tools such as:

[http://www.w3schools.com/tags/ref\\_colorpicker.asp](http://www.w3schools.com/tags/ref_colorpicker.asp) or <http://colorshemedesigner.com>

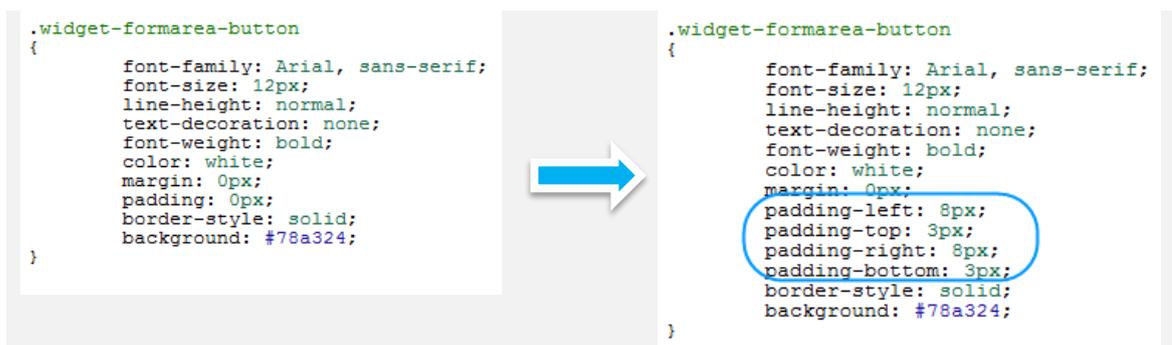


Find the background attribute and change the colour from transparent to the colour you choose.



## Step 3

Next we added some spacing around the text. In this example we added 3 points of padding across the top and bottom and 8 points of padding to the left and right. Find the padding attributes and add the padding you want.



### Step 4

Now add a white border to your style. Find the border-color attribute and change the border colour.

```
border-style: solid;
border-color: #4A94AF;
border-left-width: 0px;
border-right-width: 0px;
border-top-width: 0px;
border-bottom-width: 0px;
text-shadow: none;
background: #78a324;
}
```



```
border-style: solid;
border-color: #ffffff;
border-left-width: 0px;
border-right-width: 0px;
border-top-width: 0px;
border-bottom-width: 0px;
text-shadow: none;
background: #78a324;
}
```

### Step 5

In this example the border has a width of 3px. Find the border-width attributes. There are four in total.

```
border-style: solid;
border-color: #ffffff;
border-left-width: 0px;
border-right-width: 0px;
border-top-width: 0px;
border-bottom-width: 0px;
text-shadow: none;
background: #78a324;
}
```

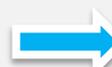


```
background: #78a324;
border-color: #ffffff;
border-style: solid;
border-left-width: 3px;
border-right-width: 3px;
border-top-width: 3px;
border-bottom-width: 3px;
border-radius: 5px;
cursor: pointer;
}
```

### Step 6

By default the CSS does not contain a radius attribute, so we need to add one. In this example we have set the radius to 5. Under the Border-bottom-Width attribute add a new line with the following: border-radius:5px;

```
border-style: solid;
border-color: #ffffff;
border-left-width: 3px;
border-right-width: 3px;
border-top-width: 3px;
border-bottom-width: 3px;
text-shadow: none;
background: #78a324;
}
```



```
border-left-width: 3px;
border-right-width: 3px;
border-top-width: 3px;
border-bottom-width: 3px;
border-radius: 5px;
text-shadow: none;
background: #78a324;
}
```

### Step 7

By Default the CSS doesn't contain an attribute for the shadow, so again we will need to add one.



**Quick tip:** More information regarding this attribute, and a tool to test your code is available at: [http://www.w3schools.com/cssref/css3\\_pr\\_box-shadow.asp](http://www.w3schools.com/cssref/css3_pr_box-shadow.asp)

In this example we have set the shadow to a grey colour, with a blur of 10px. We have added a new line under the text-shadow attribute.

```
margin-bottom: 0px;
padding-left: 0px;
padding-top: 2px;
padding-right: 0px;
padding-bottom: 0px;
text-shadow: none;
background: #4A94AF;
cursor: pointer;
}

padding-top: 3px;
padding-right: 8px;
padding-bottom: 3px;
border-style: solid;
box-shadow: 2px 2px 10px #888888;
border-color: #4A94AF;
background: #78a324;
}
```

Once complete the .widget-formarea-button section will look as follows:

```
.widget-formarea-button
{
    font-family: Arial,sans-serif;
    font-size: 12px;
    line-height: normal;
    text-decoration: none;
    font-weight: bold;
    color: white;
    margin-left: 0px;
    margin-top: 0px;
    margin-right: 0px;
    margin-bottom: 0px;
    padding-left: 8px;
    padding-top: 3px;
    padding-right: 8px;
    padding-bottom: 3px;
    border-style: solid;
    border-color: #ffffff;
    border-left-width: 3px;
    border-right-width: 3px;
    border-top-width: 3px;
    border-bottom-width: 3px;
    border-radius: 5px;
    text-shadow: none;
    box-shadow: 2px 2px 10px #888888;
}
```

```
background: #78a324;
```

```
}
```

## Step 8

Next we will update the `.widget-formarea-button: hover` section to show our hover style. In this example the button should look the same, but appear slightly lighter.

```
.widget-formarea-button: hover  
{  
    font-family: Arial, sans-serif;  
    font-size: 12px;  
    line-height: normal;  
    text-decoration: none;  
    font-weight: bold;  
    color: white;  
    margin: 0px;
```

Click CSS, then find the text that shows `.widget-formarea-button`

## Step 9

Find the background attribute and change the colour. In this example we have chosen a slightly lighter shade of green.

```
border-style: solid;  
border-color: #4A94AF;  
border-left-width: 0px;  
border-right-width: 0px;  
border-top-width: 0px;  
border-bottom-width: 0px;  
text-shadow: none;  
background: transparent;
```



```
border-style: solid;  
border-color: white;  
border-left-width: 0px;  
border-right-width: 0px;  
border-top-width: 0px;  
border-bottom-width: 3px;  
text-shadow: none;  
background: #78a324;
```

## Step 10

Next we added some spacing around the text. In this example we added 3 points of padding across the top and bottom and 8 points of padding to the left and right. Find the padding attributes and add the padding you want.

```
.widget-formarea-button:hover
{
    font-family: Arial, sans-serif;
    font-size: 12px;
    line-height: normal;
    text-decoration: none;
    font-weight: bold;
    color: white;
    margin: 0px;
    padding-left: 0px;
    padding-top: 0px;
    padding-right: 0px;
    padding-bottom: 4px;
}

.widget-formarea-button:hover
{
    font-family: Arial, sans-serif;
    font-size: 12px;
    line-height: normal;
    text-decoration: none;
    font-weight: bold;
    color: white;
    margin: 0px;
    padding-left: 8px;
    padding-top: 3px;
    padding-right: 8px;
    padding-bottom: 3px;
}
```

## Step 11

Now add a white border to your style. The hover section does not have a border attribute by default so the following lines will need to be added.

```
border-style: solid;
border-color: #ffffff;
border-left-width: 3px;
border-right-width: 3px;
border-top-width: 3px;
border-bottom-width: 3px;
border-radius: 5px;
```

In the example we have added them under the background attribute.

```
margin-right: 0px;
margin-bottom: 0px;
padding-left: 8px;
padding-top: 3px;
padding-right: 8px;
padding-bottom: 3px;
text-shadow: none;
background: #b3dd64;
cursor: pointer;
}

background: #78a324;
border-color: #ffffff;
border-style: solid;
border-left-width: 3px;
border-right-width: 3px;
border-top-width: 3px;
border-bottom-width: 3px;
border-radius: 5px;
cursor: pointer;
}
```

## Step 12

By Default the CSS doesn't contain an attribute for the shadow, so again we will need to add one.



**Quick tip:** More information regarding this attribute, and a tool to test your code is available at: [http://www.w3schools.com/cssref/css3\\_pr\\_box-shadow.asp](http://www.w3schools.com/cssref/css3_pr_box-shadow.asp)

In this example we have set the shadow to a grey colour, with a blur of 10px. We have added a new line under the border-radius attribute.



Once done the `.widget-formarea-button:hover` section will look as follows:

```
.widget-formarea-button:hover
{
    font-family: Arial,sans-serif;
    font-size: 12px;
    line-height: normal;
    text-decoration: none;
    font-weight: bold;
    color: white;
    margin-left: 0px;
    margin-top: 0px;
    margin-right: 0px;
    margin-bottom: 0px;
    padding-left: 8px;
    padding-top: 3px;
    padding-right: 8px;
    padding-bottom: 3px;
    text-shadow: none;
    background: #b3dd64;
    border-style: solid;
    border-color: #ffffff;
    border-left-width: 3px;
    border-right-width: 3px;
    border-top-width: 3px;
    border-bottom-width: 3px;
    border-radius: 5px;
    box-shadow: 2px 2px 10px #888888;
    cursor: pointer;
}
```

Your form and button will look as follows:

**Let us know what you think**

**Name**  
What do you like to be called?

**Email Address**  
What's your email address?  \*

**Telephone Number**  
What number is best to contact you?  \*

**Product**  
What did you purchase from us?

**Date of Purchase**  
When did you buy the product?

**Rating**  
How did you rate the product? ★★★★★

**Comments**  
Tell us about the product

Form with new button style

**Let us know what you think**

**Name**  
What do you like to be called?

**Email Address**  
What's your email address?  \*

**Telephone Number**  
What number is best to contact you?  \*

**Product**  
What did you purchase from us?

**Date of Purchase**  
When did you buy the product?

**Rating**  
How did you rate the product? ★★★★★

**Comments**  
Tell us about the product

Form with new button hover style

## Testing a form

You can test a form in preview mode.

### Step 1

Click Preview at the top of the editor, and enter some details into the form.

Once done click the button to submit your details.

**Name**

**Email address**

**Telephone**

**Product**

**Date of Purchase**

**Rating** ★★★★★



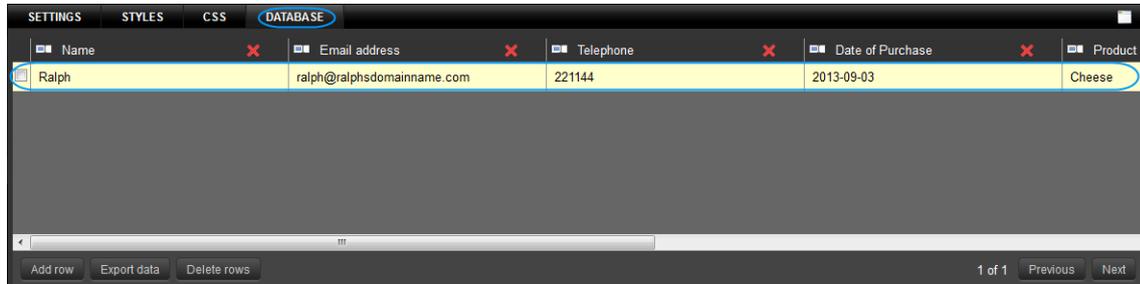
**Quick tip:** If you have configured the form to send you an email, you should receive an email at this point.

## Step 2

Click **Website** at the top of the screen and double click on the form to open the settings.

## Step 3

Click **Database**. The details you just entered will be shown as a row in the database settings.



## Exporting completed forms

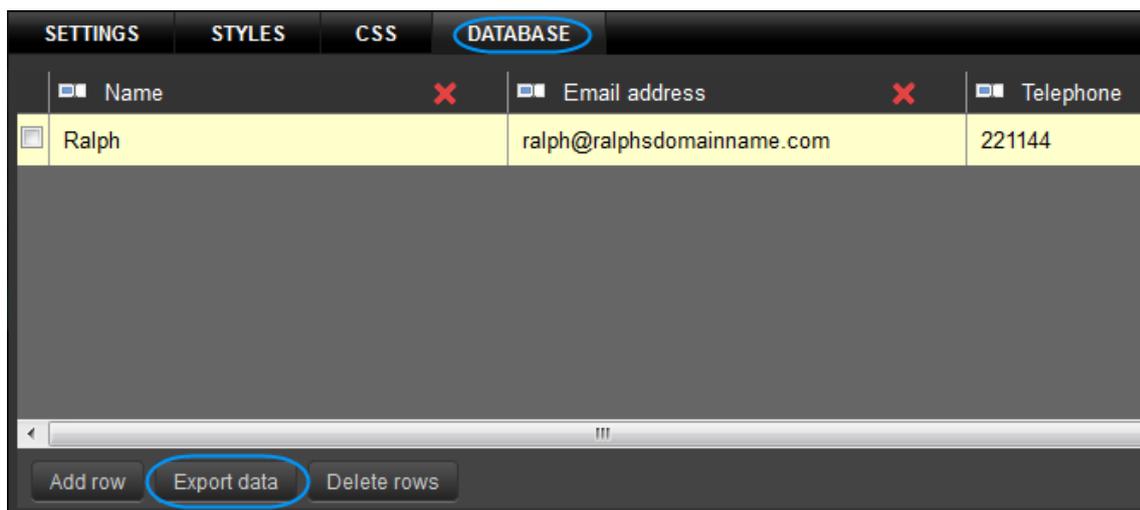
You can export all completed forms as a CSV file. This can then be opened in Excel for your use.

## Step 1

In website editor mode, double click on your form to open the form settings.

## Step 2

Click **Database**. A list of all your customer entries will be displayed. Click **Export Data** at the foot of the screen.



This will download a CSV file to your computer. You can open this in Excel or any other spreadsheet to view the data.

	A	B	C	D	E	F	G	H
1		Name	Email Add	Telephone	Date of Purch	Product	Rating	Comments
2	1	Ralph	ralph@ral	221144	03/09/2013	Veg		3 This is a test
3								

## Adding Video

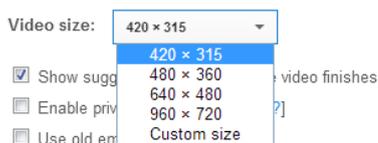
To ensure that any video is visible to iPhone and iPod users, it's best to embed a video from YouTube to your website. This guide assumes that you have already uploaded a video onto YouTube.

### Step 1

Visit your video on YouTube, click **Share**, then **Embed**.

### Step 2

Next, choose the size of your video player from the drop down menu.



### Step 3

Make a note of the code shown in the text box.

Video size: 420 x 315

Show suggested videos when the video finishes

### Step 4

In your Website Publishing Tool control panel, Click **Widgets**, then expand the *content* section to find the Embed widget.



### Step 5

Drag this widget to the area of your web page you would like it to appear.

### Step 6

Double click on the widget to open the settings option. Remove the demonstration code, and copy in the code you retrieved in step 3.

### Step 7

Click **Save Changes**.



Your video will be displayed on your website.

## Adding Flash

You can upload .SWF files and add them to your website using the embed widget.

## Step 1

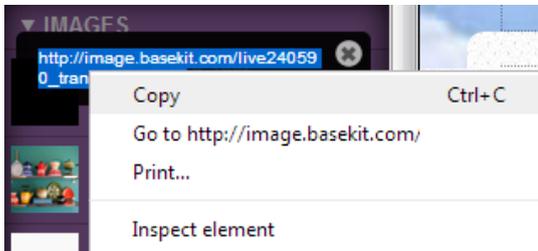
Upload your SWF file as described in the chapter: [Upload a file for visitors to download](#)

## Step 2

Click **Media**, then hover over the .SWF file you want the URL for. An Information icon will appear, click this.



The file URL will be displayed, you can copy this link for use elsewhere.

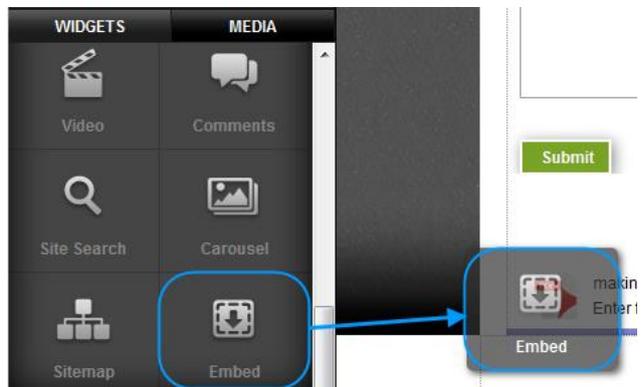


## Step 3

Click **Widgets**, then expand the *Content* section to find the Embed widget.

## Step 4

Drag this widget to the area of your web page you would like the Flash to appear.



## Step 5

Double click on the widget to open the settings option. Remove the demonstration code, enter the following code.

```
<object width="550" height="400">
<param name="movie" value="Flash.swf">
<embed src="Flash.swf" width="550" height="400">
</embed>
```

</object>

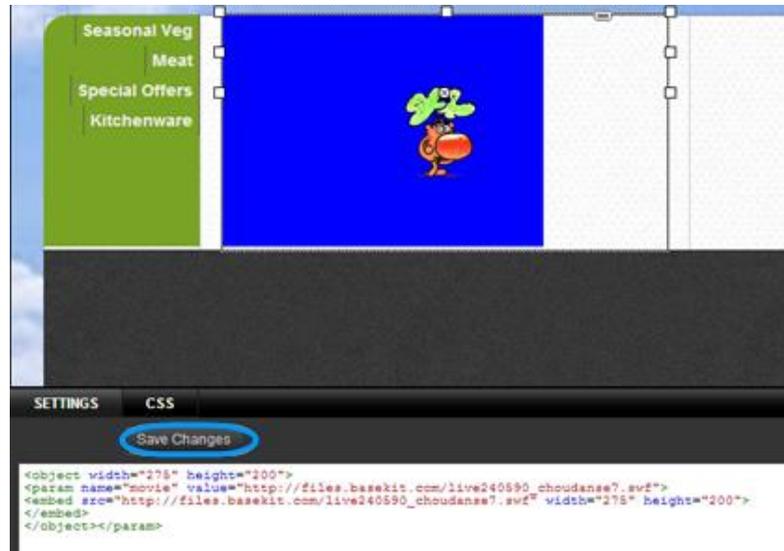
## Step 6

Replace [Flash.swf](#) with the URL you noted in Step 2.

## Step 7

Change the width and height to match your page and click **Save Changes**.

Your Animation will appear on your website.



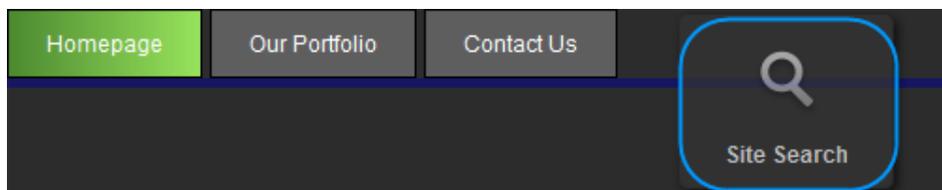
## Site search

### Step 1

Click **Widgets**, then expand the content section to find the *Site Search* widget.

### Step 2

Drag the Site Search widget to the area of your web page you would like it to appear.



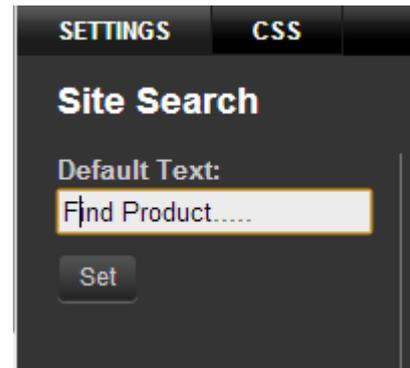
**Quick tip:** Add this search to a template if you want it to appear on each page.

### Step 3

By default the text in the search box will be "Search..."

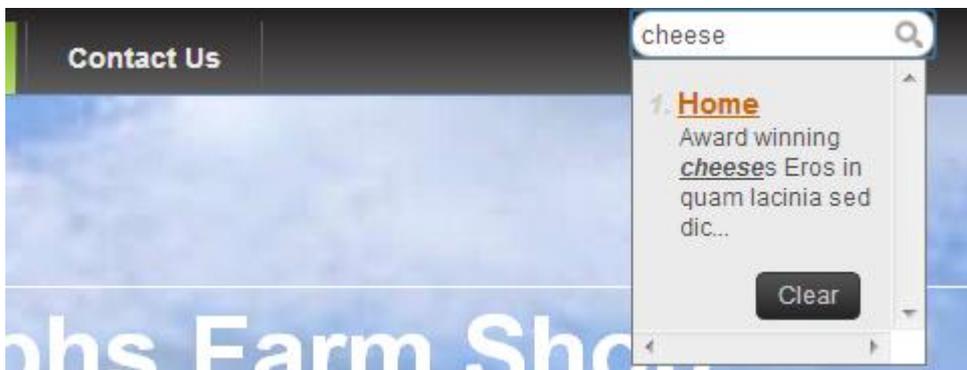
To change this double click on the widget and enter a new default text in the box provided.

Once done, click **Set**.



### Step 4

To test the search, click **Preview** then enter a search in your new search box.



## Embed

The embed widget allows you to embed JavaScript, <iframe> or HTML content directly into your website.



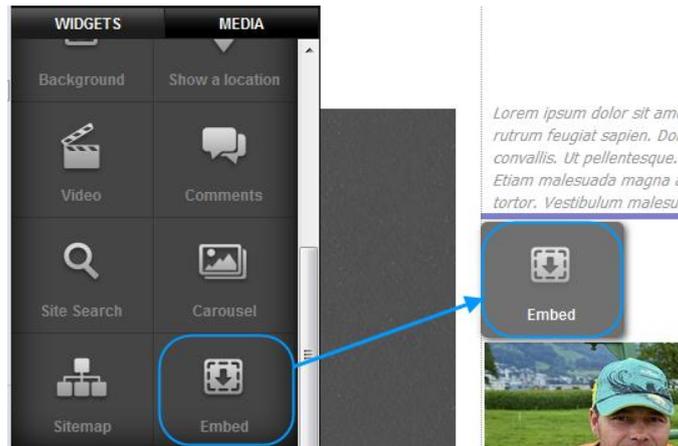
**Important:** Care must be taken in inserting code into your website. Broken or incomplete code may cause your site to stop working.

### Step 1

Click **Widgets**, then expand the *Content* section to find the Embed widget.

### Step 2

Drag this widget to the area of your web page you would like the Flash to appear.



### Step 3

Double click on the widget to open the settings option. Remove the demonstration code, and enter your new code.



**Quick tip:** We have specific examples using this widget in the following chapters:

- [Add javascript to your page.](#)
- [Adding Video.](#)
- [Adding Flash.](#)
- [MP3 – Third Party.](#)

## Carousel

The carousel widget is similar to the slideshow widget, but does not support transitions or customisable buttons.

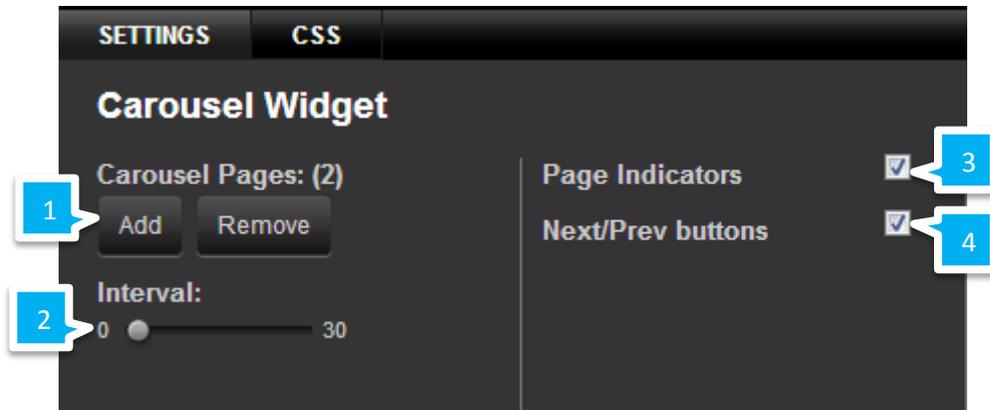
### Step 1

Click **Widgets**, then expand the *Content* section to find the Carousel widget.

### Step 2

Drag the Carousel widget to the area of your web page you would like it to appear.

Double click on the widget, the settings screen will appear.



1

Add and remove pages. Each page is a space for an image on your carousel.

2

Choose how many seconds you want to display each image for.

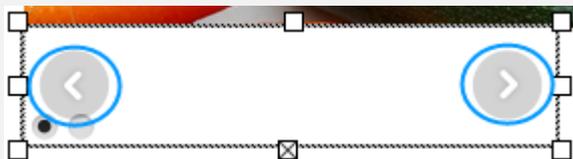
3

Toggle indicators on and off. These appear as small radio buttons at the foot of your carousel.



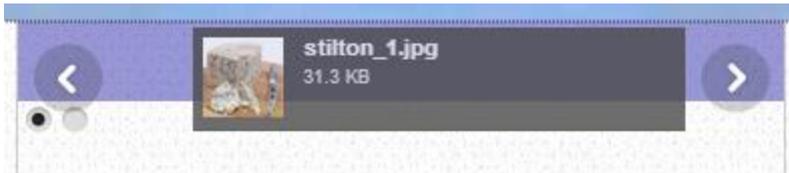
4

Toggle Next and previous buttons on and off.



### Step 3

Once you have adjusted your carousel settings drag your first image onto the carousel.

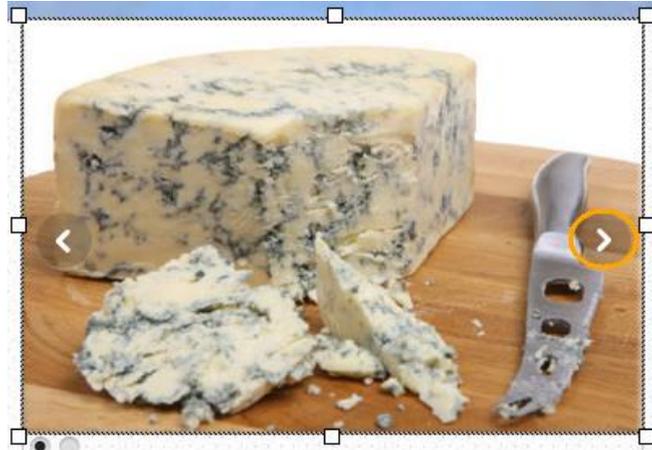


### Step 4

Click the **Next** button on the carousel.

### Step 5

Drag your next image onto the widget.



Repeat steps 4 and 5 until each page of your carousel contains an image.

## RSS Feed

### Step 1

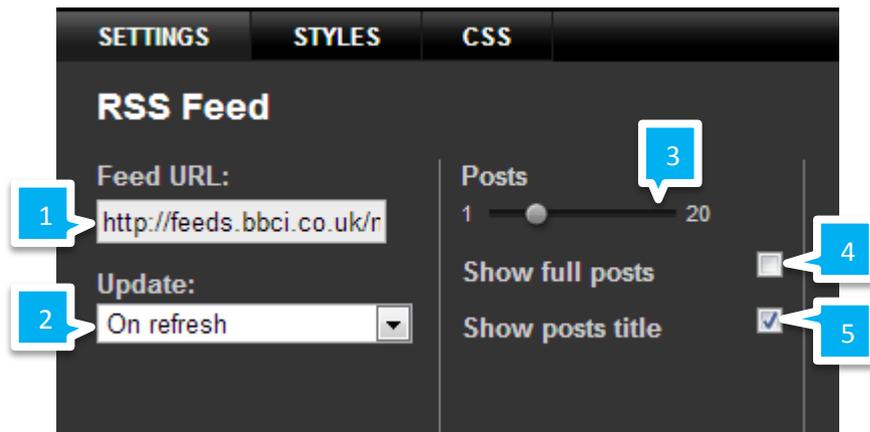
Click **Widgets**, then expand the *Social* section to find the RSS Feed widget.

### Step 2

Drag the RSS Feed widget to the area of your web page you would like it to appear.



Double click on the widget, the settings screen will appear.



1 Enter the URL of your RSS feed.

2 Choose how often the RSS feed should update. This will depend largely upon how often new articles are added to the RSS feed.

3 Use the slider to choose how many posts to display. It will display the newest posts first.

4 Check this box if you would like to see the full posts. Leaving this unchecked will display only the posts titles.

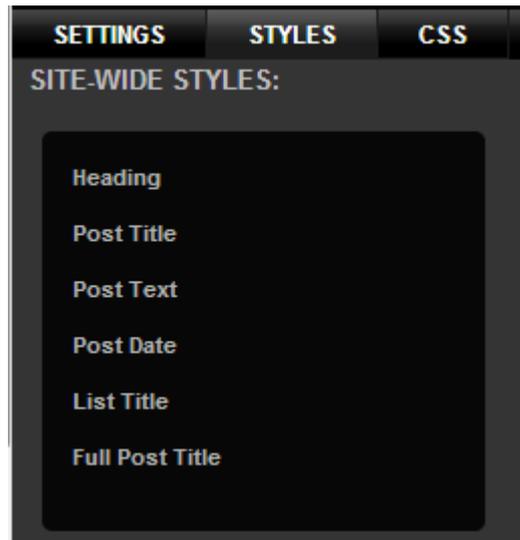
5 This will toggle the title of the RSS feed on and off.

**BBC News - UK**

 We are owed apology, says Daily Mail  
A senior Daily Mail journalist says the paper is ow

Once you have configured the RSS Widget, click the Styles button to alter the look and feel of the Text displayed in the RSS feed.

You can edit the RSS text in the same way as editing the look and feel of text.



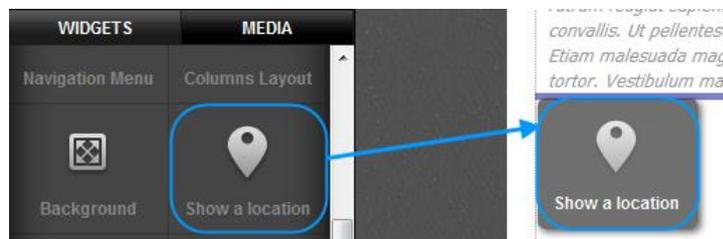
## Google Maps

### Step 1

Click **Widgets**, then expand the *Content* section to find the Show a location widget.

### Step 2

Drag the Show a location widget to the area of your web page you would like it to appear.



Double click on the widget, the settings screen will appear.



- 1 Enter your postcode to centralize the map on your location.
- 2 Choose a map type from the drop down menu.
- 3 Select the default zoom settings on your map.
- 4 Check this box to allow visitors to zoom, view street view, or pan your map.
- 5 Drag a marker onto your map. This will appear on the map for visitors to see.
- 6 If you want to create a custom pointer on your map, upload an image and drag it to this location.

## Slideshow

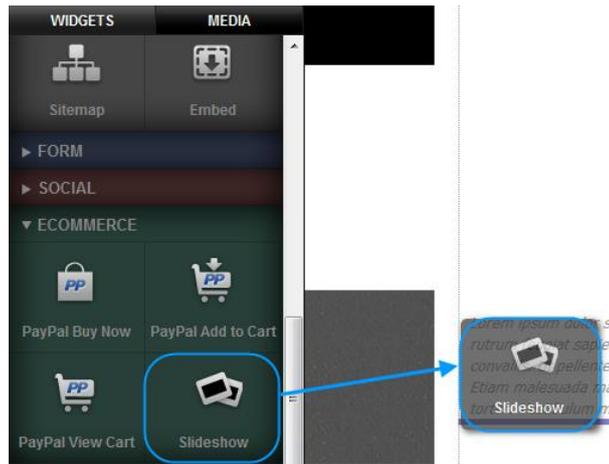
A slideshow can add movement and excitement to a web page, although care should be taken to ensure it doesn't become a distraction from your main website content.

### Step 1

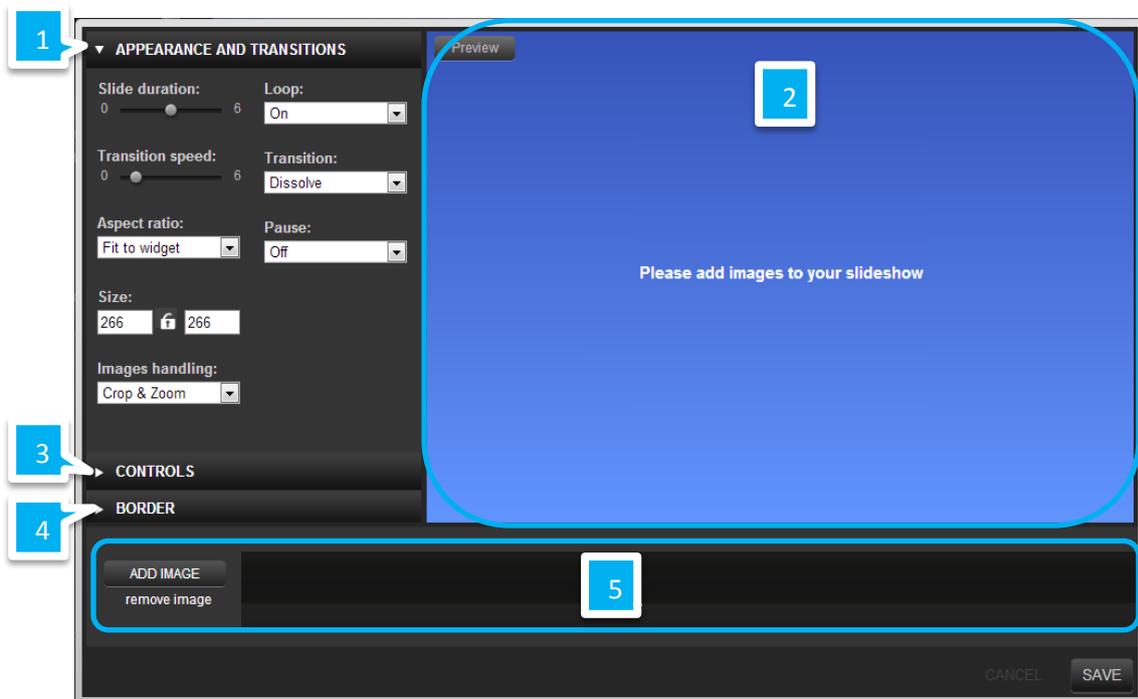
Click **Widgets**, then expand the *Premium* section to find the Slideshow widget.

## Step 2

Drag the slideshow widget to the area of your web page you would like it to appear.



Double click on the widget, the settings screen will appear.



1

**Appearance and Transitions:** This section allows you to control how your images appear with in the slideshow, the speed of the show and how to change from one image to another.

2

**Preview Pane:** This will show how your Slideshow will look. Click the Preview button in the top left of this window to view transitions from one slide to the next.

3

**Controls:** Buttons are used by website visitors to move your slideshow forwards or backwards. The dots are used to show where the image displayed is within your slideshow. Thumbnails will show small versions of the images in a film strip along the foot of your slideshow.

You can click on any of the button icons to replace the default icon with another image.

4

**Borders:** Allows you to create a border for the slideshow.

5

**Images film strip:** All the images within your slide show are displayed in this section. Click **add image** to add an image to your slide show. To re-order an image, simply drag it to its new location.



# SEO, Sitemaps and Google Analytics

## Sitemap

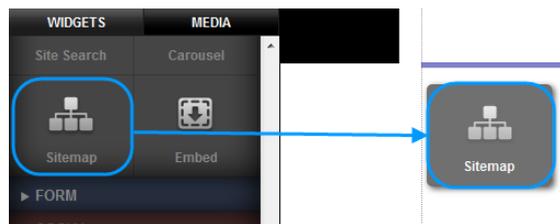
The sitemap widget creates a dynamic list of every page in your site that updates automatically as you add, edit or remove pages.

### Step 1

Click **Widgets**, then expand the *Content* section to find the Sitemap widget.

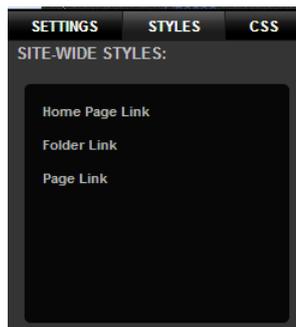
### Step 2

Drag the slideshow widget to the area of your web page you would like it to appear.



While this widget has no settings that you can configure, you can alter the look of the links by double clicking on the widget and selecting

Styles.



## SEO – Optimise your site

### Google SiteMaps

Each time you publish your site, we'll generate a new sitemap for Google and other search engines to access. This gives you the same SEO results you would get from using the Google webmaster sitemap tools without lifting a finger!



**Note:** Only search engines are able to access this sitemap.

### SEO Settings

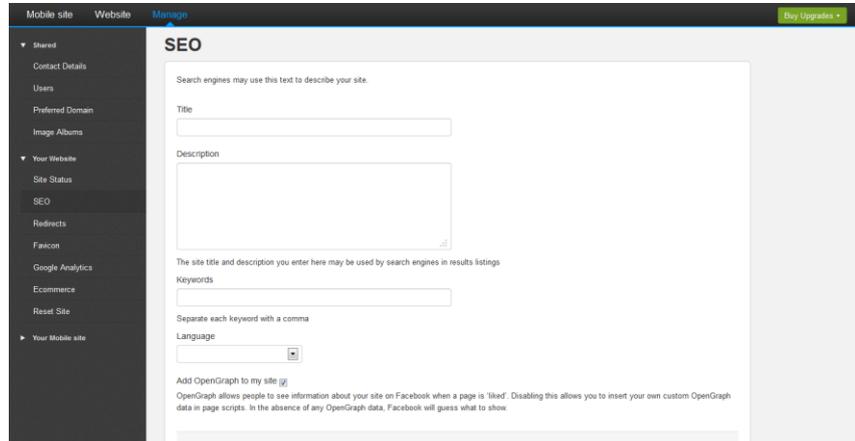
Adding additional information regarding your website can help understand search engines understand your site and improve your search rankings. There are three types of information you can add:

- **Title (Site only):** The title tells users and search engines what the topic of your site is. This should name your website or business and could contain other useful information such as its main focuses or offerings.
- **Description:** The description should contain a brief summary of your page, or site.
- **Keywords:** Add a few keywords that are used to describe your page or site.

You can edit these settings for each page, and enter global settings for your website as a whole.

## Adding Site wide SEO data

Click **Manage** in the top navigation bar, then select **SEO** settings from the left hand menu. Enter a Title, Description and Keywords in the text boxes provided.

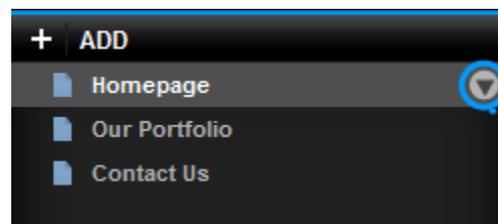


Once done, click **Save**.

## Adding page specific SEO Data

### Step 1

Click triangle icon next to your page to display the page settings drop down menu.

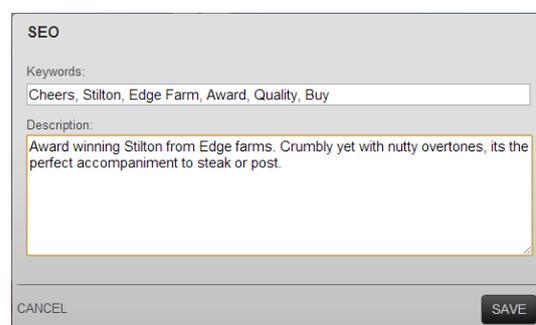


### Step 2

Select **SEO** from the drop down menu.

### Step 3

Page specific keywords and a description in the text boxes provided and click **Save**.



# Google analytics

[Create a Google Analytics account](#) and follow Google's instructions to find the Profile ID of your website domain.



	Visits	Avg Session Time	Bounce Rate	Goal Conversion Rate
yourwebsiteandemail.com				
http://yourwebsiteandemail.com	41	00:00:17	90.24%	0.00%
yourwebsiteandemail.com				



**Quick tip:** The profile ID will be a string of letters and numbers with the following format:

- XX-11111111-1

Make a note of this Profile ID, but don't follow Google's instructions for adding a tracking code into your site. Once you have the Profile ID, log into your Website Publishing Tool control panel and click **Manage**.

In the left hand menu, select **Google analytics** and Enter your Profile ID in the text box provided.



**Important:** Only enter the ID number. Do not paste the tracking script into this box.

### Google Analytics

Paste only the ID (UA-XXXXXXXX-X). Do not paste any code into any field. Do not paste code in this field. This field is not required for normal use.

Code Script

Tracking Code

XX-11111111-1

Save

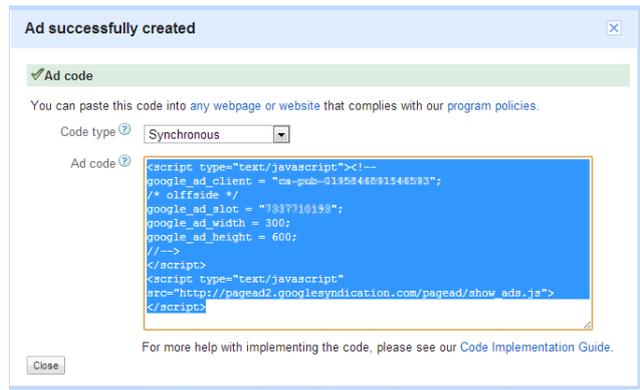
Once done, click **Save**.

# Google AdSense

Once you have created a Google AdSense account, and created an advert unit, you can use the embed widget to add this advert to your website.

### Step 1

Find your website code within AdSense.



### Step 2

Click **Widgets**, then expand the *Content* section to find the Embed widget.

### Step 3

Drag the Embed widget to the area of your web page you would like it to appear.



Double click on the widget, the settings screen will appear.

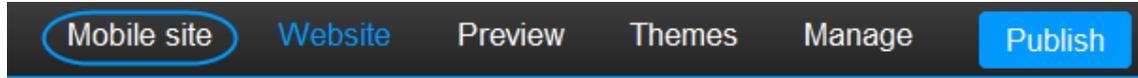
### Step 4

Remove any code that's already in the Embed widget, then Copy and paste the code you retrieved in step 1 into the widget and click **Save Changes**.

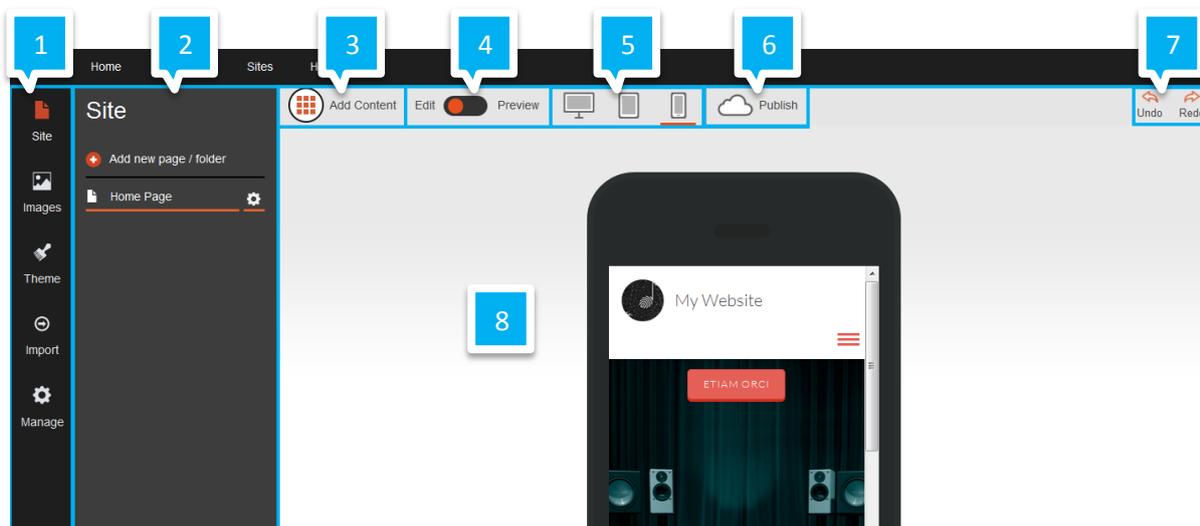


# Creating your mobile site

Click Mobile Site in the top left corner.



Your mobile site editor will appear. The editor has eight main sections.



**1 Main menu:** View your *Site*, *Images*, change your *Theme*, *Import* content from your desktop site or *Manage* your site settings.

**2 Action Menu:** Displays actions available to you depending on what option has been chosen from the *Main Menu*.

**3 Add Content:** Expandable menu containing various drag and drop widgets for you to add to your mobile site.

**4 Edit/Preview:** Switch between the mobile site editor and the mobile site preview.

5

**Device View:** Allows you to switch the *Edit* and *Preview* view to *fullscreen*, *mobile* and *tablet*.

6

**Publish:** Publish your mobile site to make it live.

7

**Undo/Redo:** Undo and Redo the last changes you made to your mobile site.

8

**Editor Window:** Select areas of your mobile site to edit, remove or add to.

## Structure of a Mobile web page

The mobile editor is not a “Mobile Optimizer”, it’s designed from the ground up to allow you to create and edit a website designed for Smartphones and Tablets.

Each web page is split into three sections:



1

**Company information:** This acts like a header and displays your company details. Information you add here will be shown on every page on your mobile site.

2

**Content:** This is where you add your page content. This may include navigation menu’s, text, images and widgets.

3

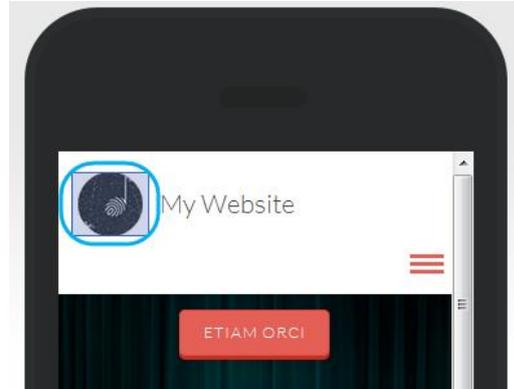
**Footer:** Information in this section will be shown on each page of your mobile site.

## Adding company details

### Adding your Company Logo

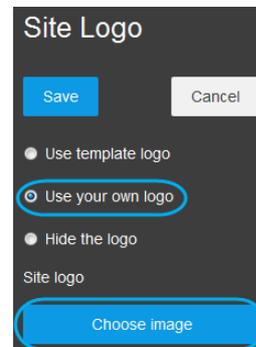
#### Step 1

Click on the default logo at the top of the editor.



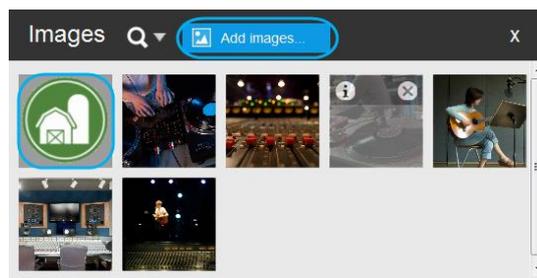
#### Step 2

In the *Site Logo* section on the left, click *Use your own logo* and then click the **Choose Image** button.



#### Step 3

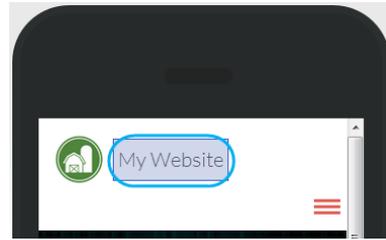
Select an image from the gallery, or upload a new image using the **Add images** button.



## Adding your company name

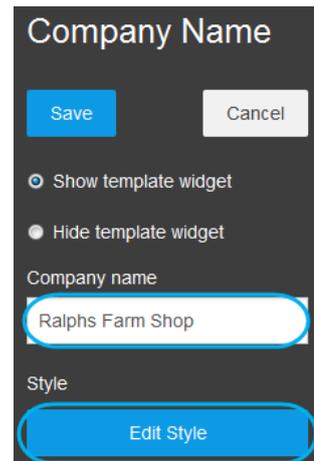
### Step 1

Click the current *company name* in the editor.



### Step 2

In the *Company Name* section on the left, enter a company name into the *Company name* field and click the **Edit Style** button.



### Step 3

Change the font to match your design. In this example, we have changed the font, the Size and the colour.

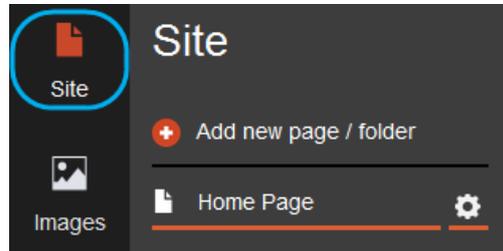


## Page management

### Add a new page

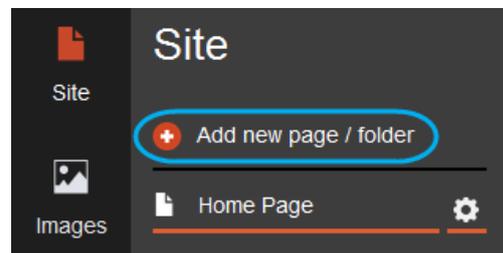
#### Step 1

Click on the **Site** icon in the top left.



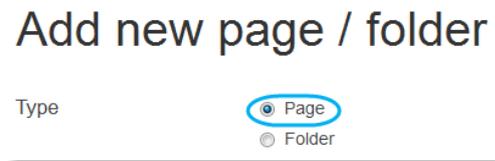
#### Step 2

Click *Add new page / folder*.



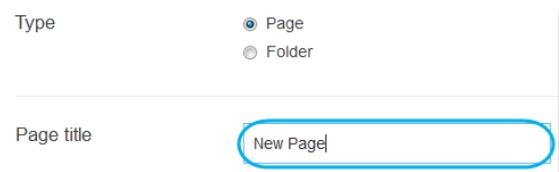
#### Step 3

Choose whether you want your new page to be a default page or a clone of the current page.



#### Step 4

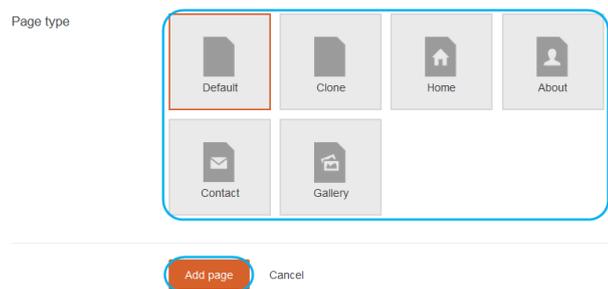
Enter a name for your new page in the *Page title* field.



#### Step 5

Select a *Page type* for your new page.

- **Default:** Creates a default template page.
- **Clone:** Clones another page of your choice.
- **Home:** Creates a home page.



- **About:** Creates an about page.
- **Contact:** Creates a contact page.
- **Gallery:** Creates a gallery page.

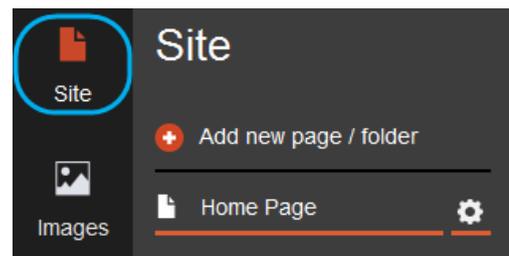
Once you have selected a *Page Type*, click the **Add page** button.

## Page Settings

### *Rename a page*

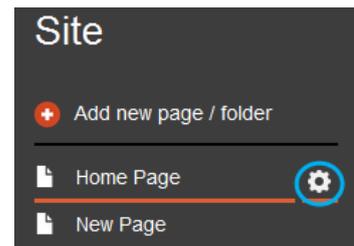
#### Step 1

Click on the **Site** icon in the top left.



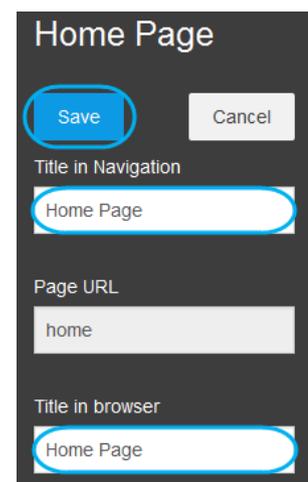
#### Step 2

Select the cog icon next to the page you want to rename.



#### Step 3

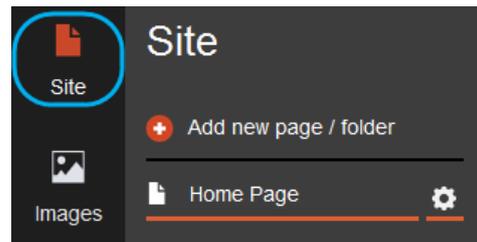
Rename your page by typing in a new name in the *Title in Navigation* and *Title in browser* boxes and click **Save**.



## Copying a page

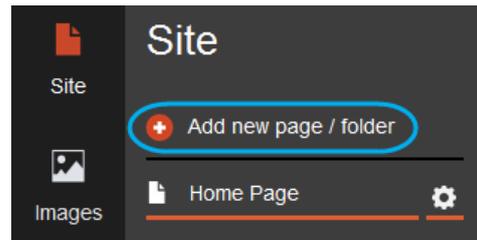
### Step 1

Click on the **Site** icon in the top left.



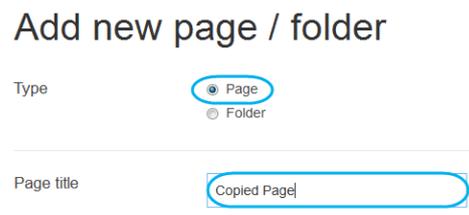
### Step 2

Click the page you want to copy and click *add new page / folder*.



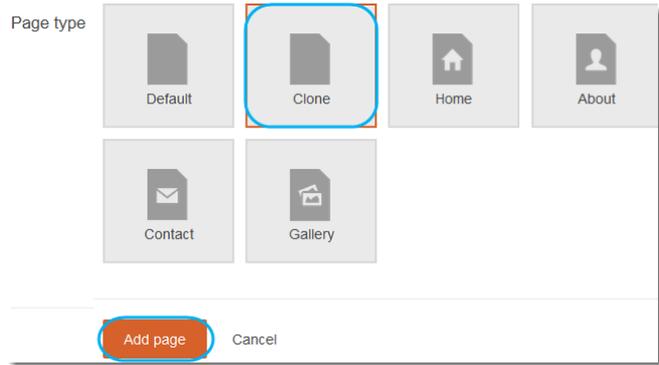
### Step 3

Select *Page* as the *Type* and enter a name for your page in the *Page Title* field.



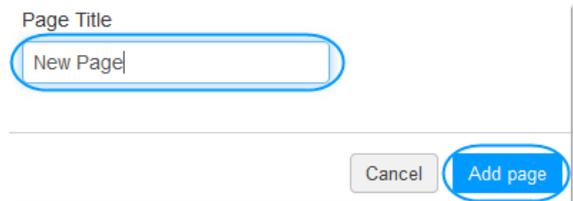
## Step 4

Select *Clone* as the *Page type* and then click the **Add page** button.



## Step 5

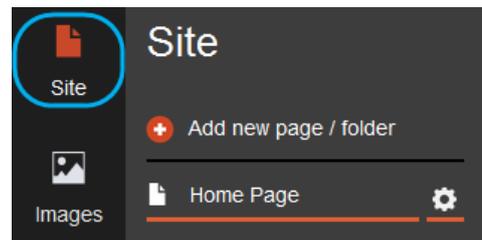
You can give the page a title within the *Page Title* box but this can also be left blank. Click the **Add Page** button.



## Removing a page

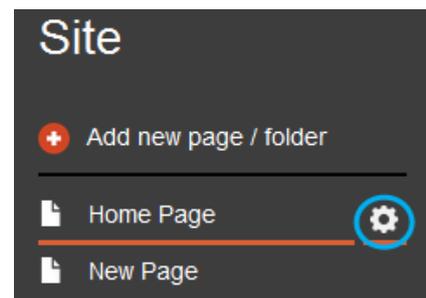
### Step 1

Click on the **Pages** icon in the top left.



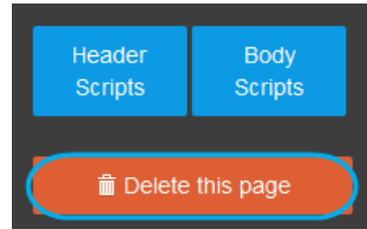
### Step 2

Select the cog icon next to the page you want to rename.



## Step 3

Scroll to the bottom of the left hand menu and click **Delete** this page.



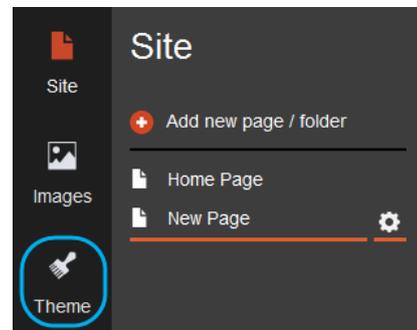
## Changing the look and feel of your site

### Colours

*Use an existing swatch*

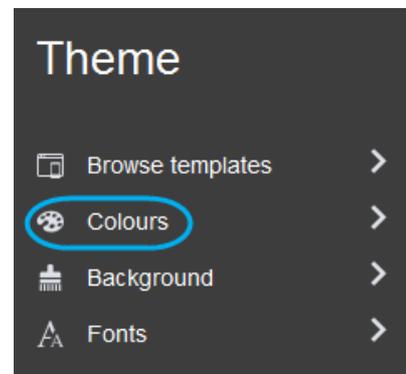
## Step 1

Click the **Theme** icon in the left hand menu bar.



## Step 2

Click the **Colors** icon, the *Theme Colors* menu will appear.



## Step 3

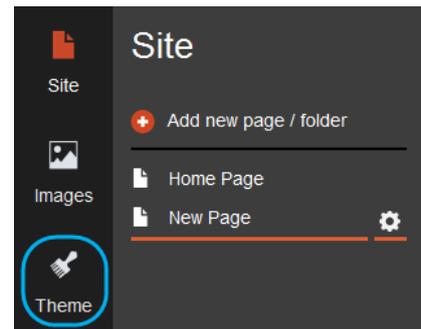
Select one of the pre made swatches from the list.



## Create a custom swatch

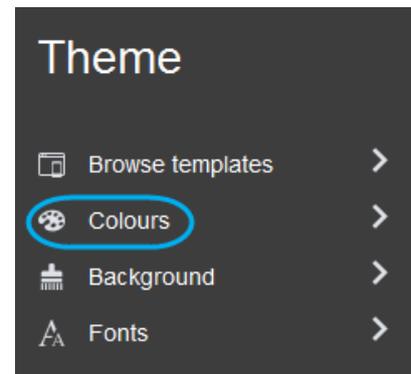
### Step 1

Click the **Theme** icon in the left hand menu bar.



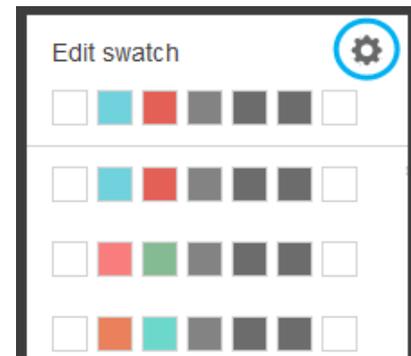
### Step 2

Click the **Colors** icon to bring up the *Theme Colors* menu.



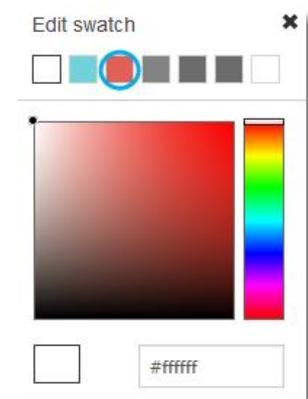
### Step 3

Click on the cog icon next to the swatch at the top.



### Step 3

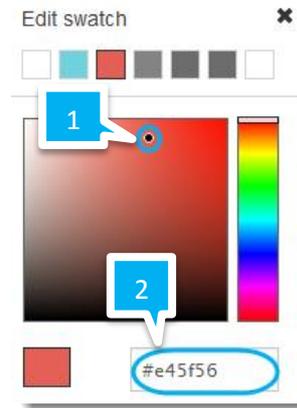
Click on the colour in the swatch that you want to change.



## Step 4

Choose a colour using either:

- 1 The colour picker.
- 2 A colour code.

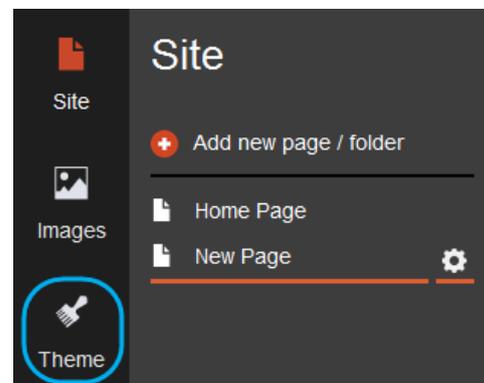


## Background

### Solid Colour

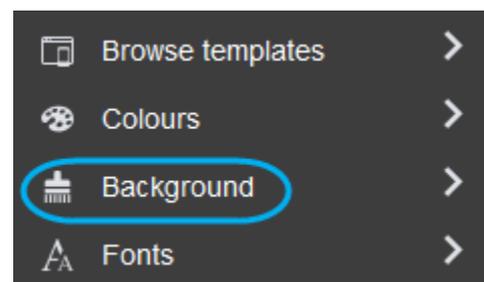
#### Step 1

Click the **Theme** icon in the left hand menu bar.



#### Step 2

Click the **Background** menu item.



#### Step 3

Select **Solid Colour** from the drop down menu.



**Step 4**

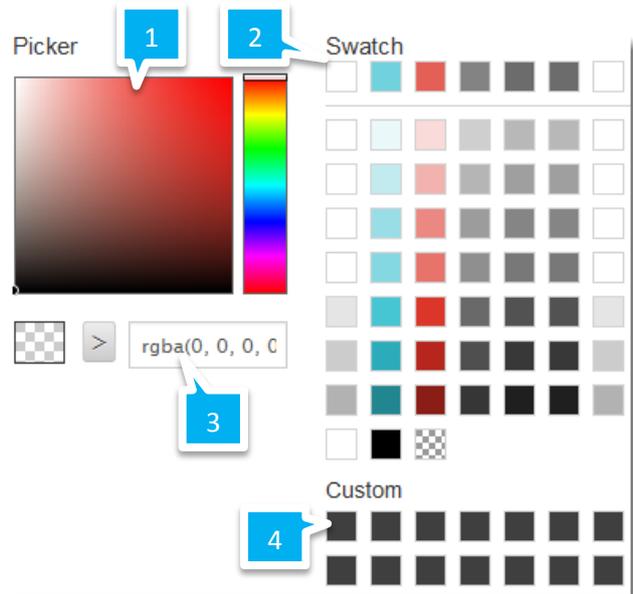
A small square will appear showing the current background colour. Click on it to change the background colour.



**Step 5**

Pick your background using either:

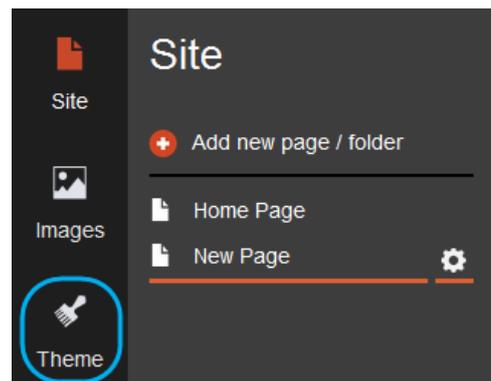
- 1 The colour picker.
- 2 A colour from a swatch.
- 3 A colour code.
- 4 A custom colour.



*Gradient*

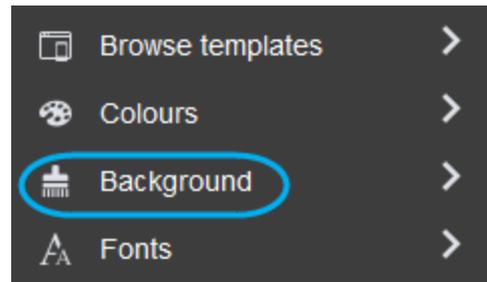
**Step 1**

Click the **Theme** icon in the left hand menu bar.



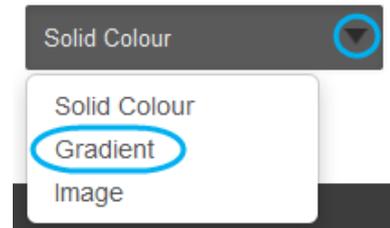
## Step 2

Click the **Background** menu item.



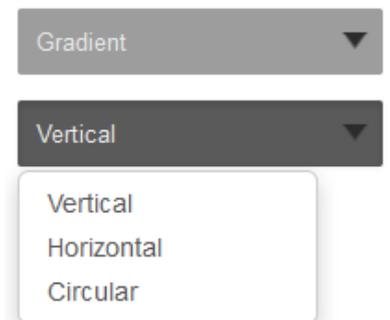
## Step 3

Select **Gradient** from the drop down menu.



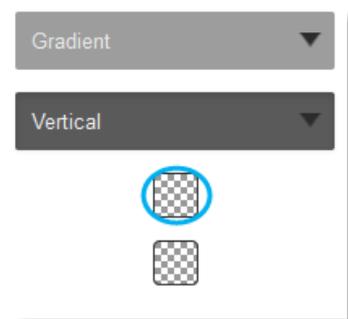
## Step 4

Another drop down menu will appear, from this you can choose if you want a *vertical, horizontal or circular* gradient.



## Step 5

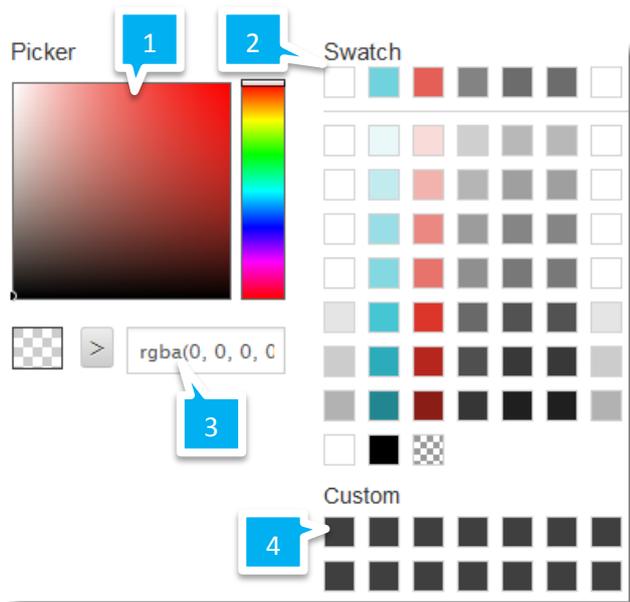
Two boxes will appear, each one represents a colour in the gradient. Click the one that you want to edit.



### Step 6

Pick your background using either:

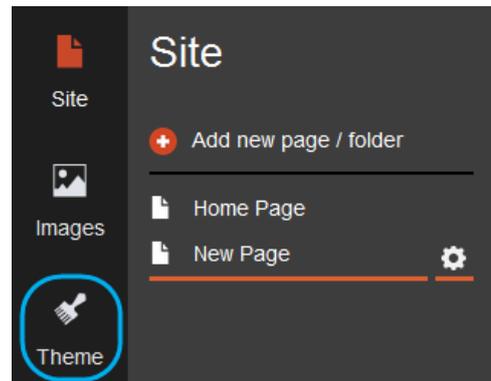
- 1 The colour picker.
- 2 A colour from a swatch.
- 3 A colour code.
- 4 A custom colour.



## Images

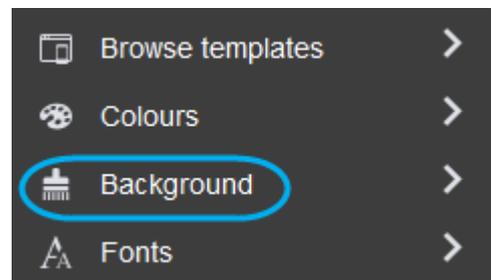
### Step 1

Click the **Theme** icon in the left hand menu bar.



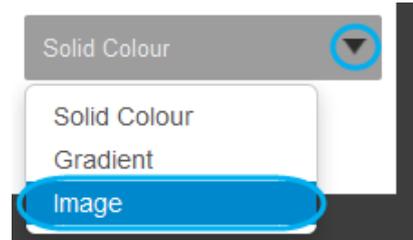
### Step 2

Click the **Background** menu item.



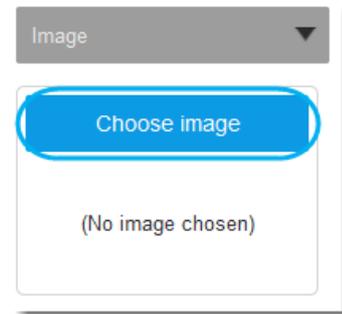
## Step 3

Select **Image** from the drop down menu.



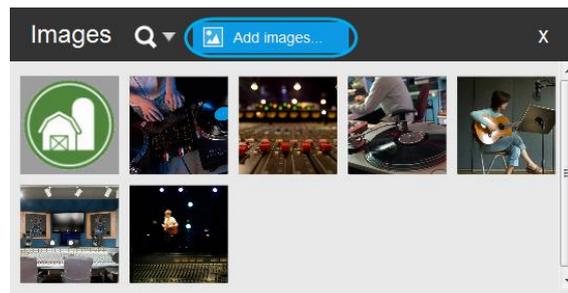
## Step 4

Click **Choose image**.



## Step 5

Select an image either from the existing images or upload a new one by clicking the **Add images** button.



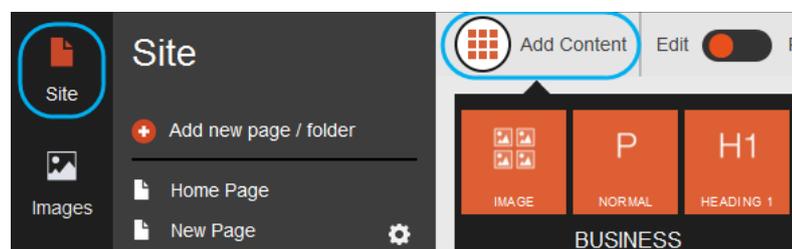
## Adding content

### Text

#### Adding Text

## Step 1

Click the **Site** icon in the left menu bar and expand the **Add Content** menu.



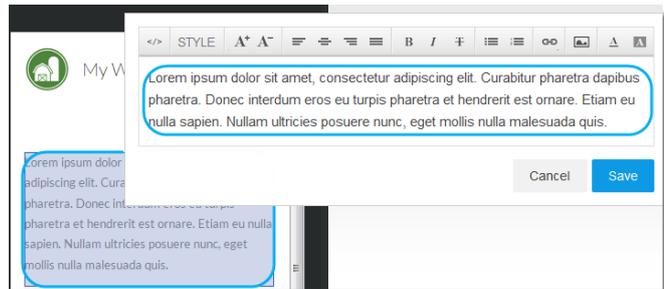
**Step 2**

Drag the *P* or *H1* widget onto the section of the page you want to add it to.



**Step 3**

Click the new text from the page you added it to, this will open an editor for you to enter your own text.



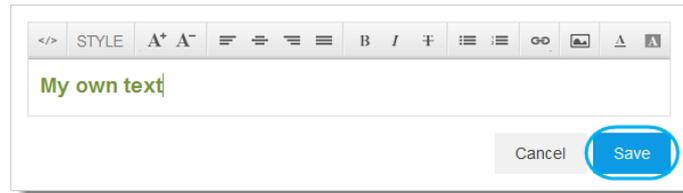
**Step 4**

Format the text how you want using the toolbar.

<p>1 Edit the raw HTML of the text.</p>	<p>5 Make your text Bold, Italic or apply a strikethrough.</p>
<p>2 Choose a theme style for your text.</p>	<p>6 Create an ordered or unordered list.</p>
<p>3 Increase or decrease text size.</p>	<p>7 Create external, internal or e-mail links.</p>
<p>4 Align your text to the left, right or center.</p>	<p>8 Insert an image from your local computer or a URL.</p>
	<p>9 Change the colour of the text and the background.</p>

## Step 5

Click **Save** to make your changes.

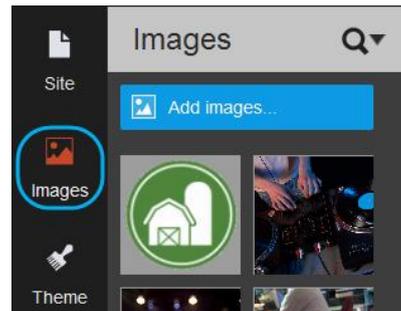


## Images

### Adding an Existing Image

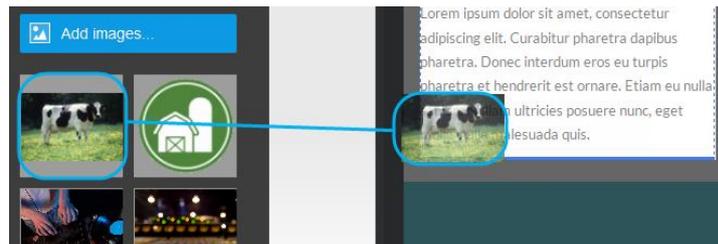
#### Step 1

Click the **Images** icon in the left menu bar.



#### Step 2

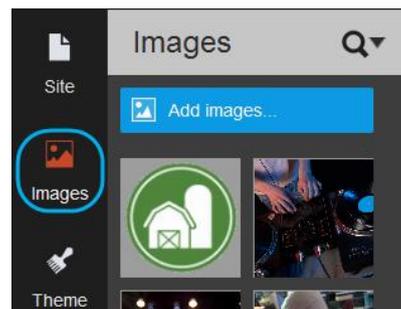
Select and drag the image that you want onto the page.



### Adding a new Image

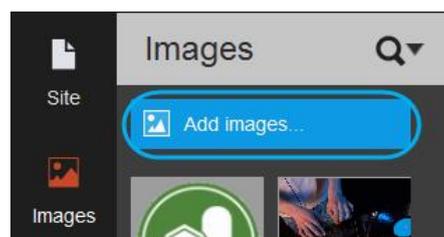
#### Step 1

Click the **Images** icon in the left menu bar.



#### Step 2

Click the **Add images** button.



## Step 3

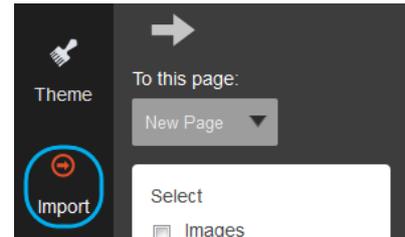
You can drag and drop images from your desktop or upload them using the **Choose files** button.



## Importing Content

### Step 1

Click the **Import** icon in the left menu bar.



### Step 2

From the **From this page** drop down menu select the page from the full website that you want to copy the content from.



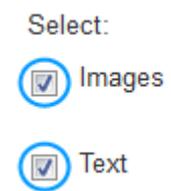
### Step 3

From the **To this page** drop down menu select the page from the mobile website that you want to copy content to.



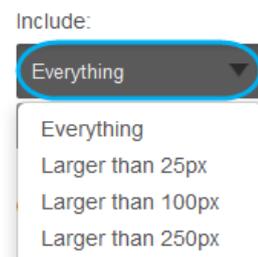
### Step 4

Tick the boxes depending on the type of content that you want to import.



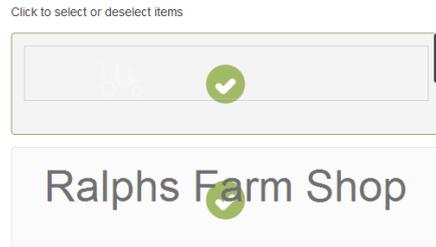
### Step 5

You can select to copy everything that is either text or images or only content that meets a defined limit.



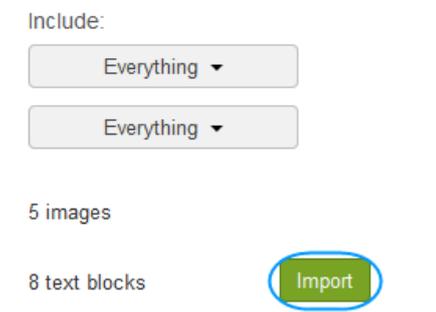
## Step 6

Scroll down, ticking the content that you want to import to your mobile site.



## Step 7

Click the **Import** button.



## Previewing your site

### Step 1

Click the **Preview** button in the top bar.



### Step 2

Click through the different icons to change the view of the site.



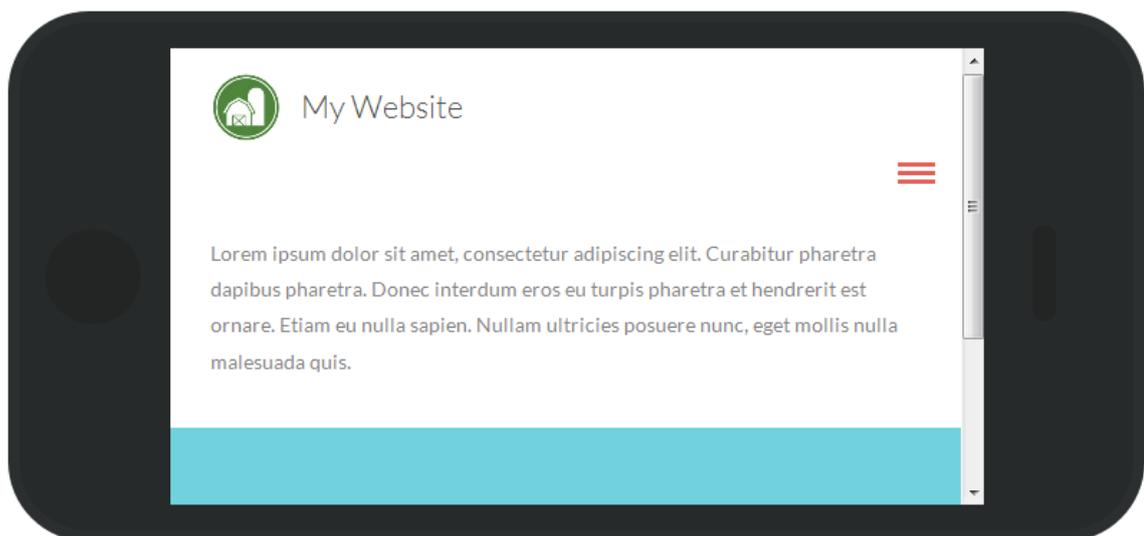
1 Full Screen View.

2 Tablet View.

3 Mobile View.

## Step 3

Click either the *phone* or *tablet* icon to switch between landscape and portrait view.

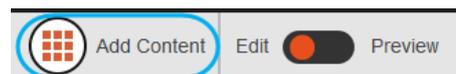


## Widgets

### Adding Widgets

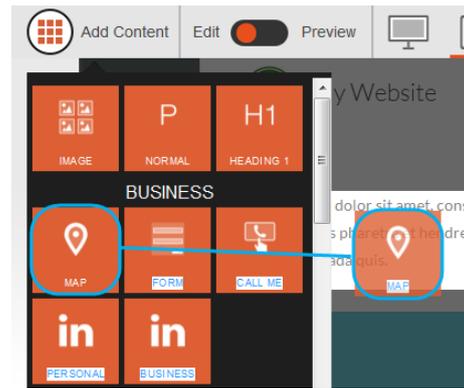
#### Step 1

Expand the **Add Content** menu in the top bar.



## Step 2

Drag and drop the widget you want to add onto your page.



## Customising Widgets

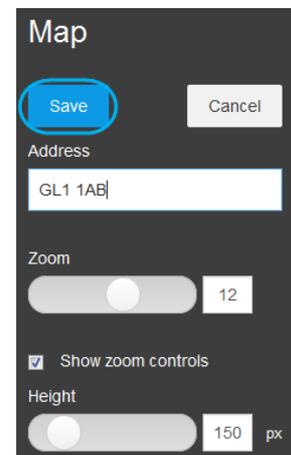
### Step 1

Click the widget on your webpage that you want to customise.



### Step 2

The settings for the widget will appear on the left hand side. Adjust the widget settings and click **Save** at the top.



## Types of Widgets

### Map

The *Map* widget allows you to embed a map within a page on your website.



- 1 Enter the postcode of the location you want the map to show.
- 2 Set the level you want the map to zoom in.
- 3 Set the height of the map widget.

Address  
GL1 1AB

Zoom  
12

Show zoom controls

Height  
150 px

### Form

The *Form* widget allows you to embed a contact form within your website.

Your email:

Type your email

Message:

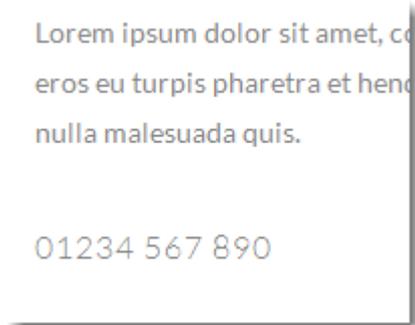
Send

- 1 Enter the title you want to give the form.
- 2 Enter the text you want the submit button to display.
- 3 Enter the email address that the form will send to.
- 4 Choose what page to show after submission.

The screenshot shows a configuration panel for a contact form. It has four sections, each with a numbered callout: 1. 'Email title' with the value 'Contact form'. 2. 'Button text' with the value 'Send'. 3. 'Email address' with the value 'ralph@ralphsdomainname.com'. 4. 'Success page' with a dropdown menu showing 'Home Page'.

## Call Me

The *Call Me* widget allows you to embed a widget that allows a mobile device to contact you via a phone number.

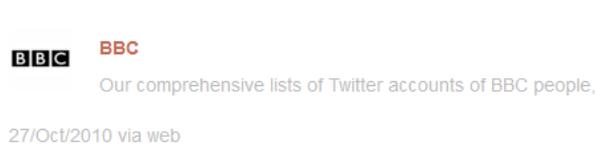


- 1 Enter the phone number you want to use.
- 2 Enter the text you want the widget to display.
- 3 Align the widget to the left, center or right of your page.

The screenshot shows a configuration panel for the 'Call Me' widget. It has three sections, each with a numbered callout: 1. 'Phone number' with the value '01234 567 890'. 2. 'Text' with the value '01234 567 890'. 3. 'Alignment' with three radio button options for left, center, and right alignment.

## Twitter

The *Twitter* widget allows you to embed a Twitter feed within your website.



- 1 Search:** Enter the search term you want to search twitter for.
- 2 Type:** Select to search for a *Username or Topic*.
- 3 Update:** Choose the frequency to update the feed.
- 4 Retweets:** Choose to display retweets or not.
- 5 Tweets:** Choose the number of tweets to be displayed.

The screenshot shows a dark-themed configuration panel for a Twitter search widget. It includes the following elements:

- Search:** A text input field containing "@BBC".
- Type:** A dropdown menu currently set to "Username".
- Update:** A dropdown menu currently set to "Every 30 minutes".
- Retweets:** A toggle switch currently set to "Off".
- Tweets:** A dropdown menu currently set to "3".

Numbered callouts (1-5) point to each of these fields.

### Facebook

The *Facebook* widget allows you to embed a Facebook widget that will allow users to *Like* your website.

A screenshot of a Facebook "Like" button widget. It features the Facebook logo, the text "Like", and a call to action: "Be the first of your friends to like this."

**1** **URL to like:** Enter the URL for the Like widget.

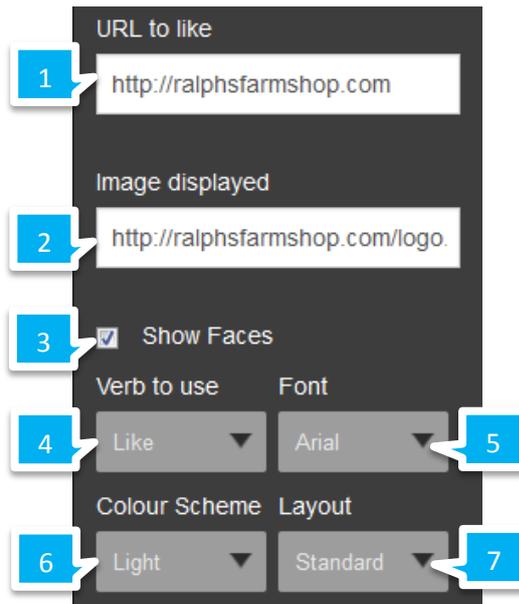
**2** **Image Displayed:** The URL of an image you would like Facebook to display.

**3** **Show Faces:** Choose whether you would like to show the faces of people that have liked your site on Facebook.

**4** **Verb to use:** Select *Like* or *Recommend*.

**5** **Font:** Select the font for the widget to use.

**7** **Layout:** Choose from a *Standard*, *Horizontal* or *Vertical* layout.



**6** **Color Scheme:** Choose from a *Light* or *Dark* colour scheme.

## Tweet

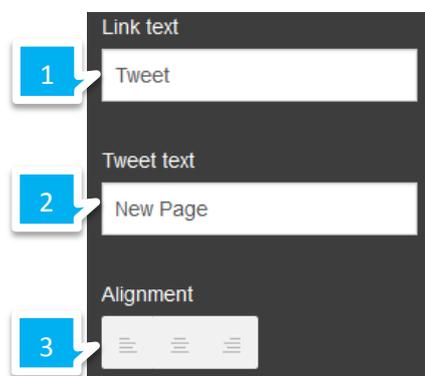
The *Tweet* widget allows you to embed a widget that will allow users to *tweet* about your website.



**1** **Link Text:** Enter the text you want shown on the Widget.

**2** **Tweet text:** Enter a prefix for the tweet.

**3** **Alignment:** Align the widget to the left, right or center.



## Social Bar

The *Social Bar* widget allows you to embed a widget that displays small icons linking to all your social network pages.



- 1 **LinkedIn:** Enter the URL of your LinkedIn page.
- 2 **Twitter:** Enter your twitter profile address.
- 3 **Facebook:** Enter the link to your Facebook profile.
- 4 **RSS:** Enter the URL to your RSS feed.
- 5 **Google:** Enter the URL of your Google + account.
- 6 **Youtube:** Enter the URL of your youtube page.
- 7 **Alignment:** Align the widget to the left, centre or right.

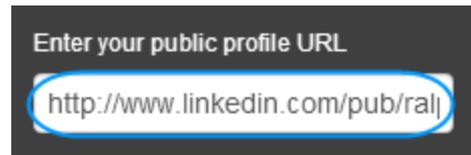


## LinkedIn Personal

The *LinkedIn Personal* widget allows you to embed a widget that displays basic information from your personal LinkedIn profile.



Simply enter the URL of your LinkedIn public page.



### LinkedIn Business

The *LinkedIn Personal* widget allows you to embed a widget that displays basic information from your personal LinkedIn profile.



1

**Type:** Select whether to use the *Company Name* or *LinkedIn Company ID* to lookup your LinkedIn profile.

2

**Enter your details:** Enter the details depending on what *Type* has been selected.

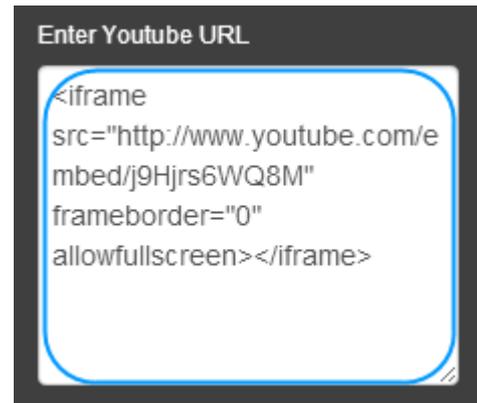


### YouTube

The *YouTube* widget allows you to embed a YouTube video into your website.



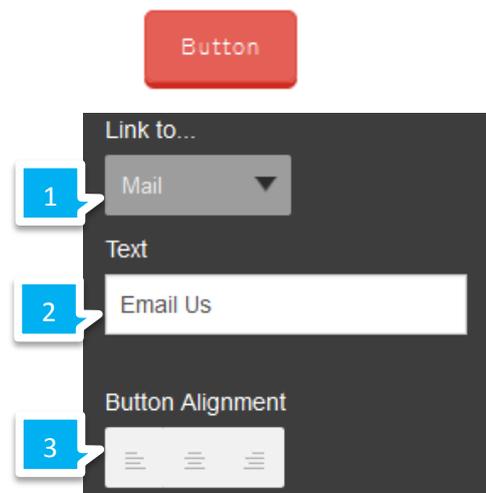
Enter the URL of the video you want to embed.



## Button

The *Button* widget allows you to place a button on your page.

- 1 Link to:** Select what you want the button to link to. You can choose from an Internal, External or Mail link.
- 2 Text:** Set the text and formatting of the button text.
- 3 Button Alignment:** Align the button to the left, centre or right.



## Nav Menu

The *Nav Menu* widget creates a navigation menu on your page.



1

**Alignment:** Align you widget on the left, right or in the center of your page.

2

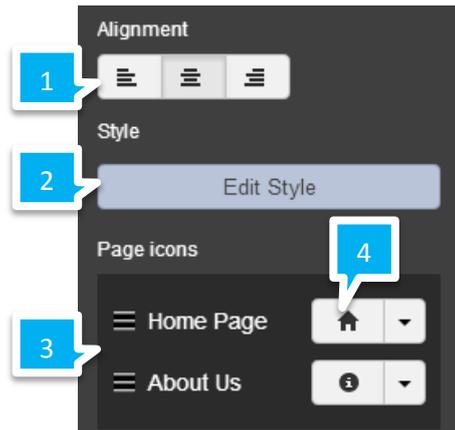
**Edit Style:** Edit the style of the text in the nav menu.

3

**Pages:** Drag and drop your pages in the order you want them to appear.

4

**Page Icons:** Choose an icon to display in your navigation menu.



## Divider

The *Divider* widget can be used to create a horizontal line on your page.

1

**Alignment:** Align you widget on the left, right or in the center of your page.

2

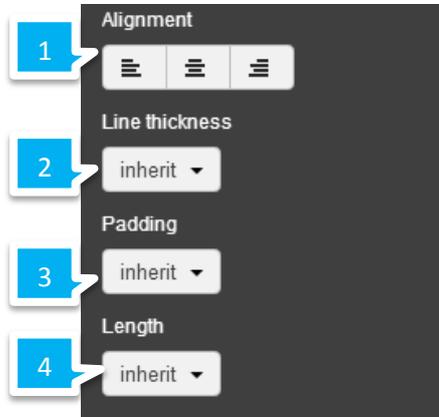
**Line thickness:** Set the line thickness.

3

**Padding:** Set the amount of padding.

4

**Length:** Set the length of the widget.



### *Spacer*

The *Spacer* widget can be used to create space between content on your page.

## Seasonal Vegetables



Set the height of the widget.

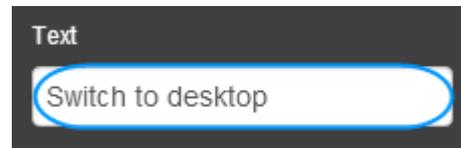


### *Redirect*

The *Redirect* widget can be used to create a redirect to the non-mobile version of your website.



Enter the text you want the widget to display.



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